

BRIGHTON BUSINESS expo2020

22 OCTOBER 2020 | 10:00AM – 3:00PM
BRIGHTON RACECOURSE, BRIGHTON

CONNECTING LOCAL BUSINESSES

INFORMATION PACK

YOUR GUIDE TO EXHIBITING THE BUSINESS SHOW

EXHIBIT FROM
AS LITTLE AS
£495
plus VAT



THIS EVENT IS PROUDLY ORGANISED BY:

B2Bexpos

The UK's fastest growing business network



WELCOME TO **BRIGHTON'S** LARGEST & PREMIER **BUSINESS** **EXHIBITION 2020**

Since 2016, the Brighton Business Expo has regularly attracted over 750 attendees including company directors, senior executives and business owners from across Brighton and the surrounding areas.

The event is part of a national network of business expos which has access to a rapidly growing community of over 10,000 businesses.

If you're looking to raise brand awareness, meet with potential new customers, generate leads, build your database and increase exposure to businesses in Brighton, you really must consider exhibiting at our next upcoming exhibition.

Our event brings the entire business community together in one place, under one roof.

To enquire about booking a stand, please call us on 01273 286133.



WHY VISITORS **ATTEND**

- ✓ The UK's leading speakers
- ✓ Wide range of exhibitors
- ✓ Meet new suppliers
- ✓ 1-2-1 business clinics
- ✓ Speed networking sessions
- ✓ Connect with local businesses

UPCOMING EVENTS

READING BUSINESS EXPO

TUESDAY 25th FEBRUARY 2020
THE MADEJSKI STADIUM

BASINGSTOKE BUSINESS EXPO

THURSDAY 26th MARCH 2020
OAKLEY HALL HOTEL

PORTSMOUTH BUSINESS EXPO

THURSDAY 23rd APRIL 2020
THE PYRAMIDS CENTRE

WEST SUSSEX BUSINESS EXPO

THURSDAY 21st MAY 2020
FONTWELL PARK RACECOURSE

ANDOVER BUSINESS EXPO

THURSDAY 18th JUNE 2020
THE LIGHTS THEATRE

FARNBOROUGH BUSINESS EXPO

THURSDAY 24th SEPTEMBER 2020
THE VILLAGE HOTEL

BRIGHTON BUSINESS EXPO

THURSDAY 22nd OCTOBER 2020
BRIGHTON RACECOURSE

SOUTHAMPTON BUSINESS EXPO

THURSDAY 12th NOVEMBER 2020
THE AGEAS BOWL



EVENT INFORMATION

Date: Thursday 22nd October 2020

Opening Times: 10am – 3pm

Venue: Brighton Racecourse, Freshfield Road, Sussex, BN2 9XZ

EXHIBITING BENEFITS

- ✓ Generate genuine leads and engage with qualified visitors
- ✓ Network in a fun, friendly and relaxed environment
- ✓ Boost brand visibility and get noticed locally
- ✓ Meet key decision makers
- ✓ Increase local brand awareness
- ✓ Build your database of local business connections
- ✓ Demo your online services
- ✓ Reach a wide range of businesses
- ✓ Win new business
- ✓ Convert leads into new customers quickly
- ✓ Network and engage with visitors face-to-face

REASONS TO EXHIBIT WITH US

- ✓ Trusted by hundreds of local and national businesses
- ✓ Large network of over 10,000 businesses
- ✓ Over 9 years experience organising events
- ✓ National brand with local presence
- ✓ Full-time dedicated events team
- ✓ Free exhibiting advice and support
- ✓ Recommended by hundreds of exhibitors



There is always a vibrant buzz and exhibitors always appear to benefit from the day - what's more everybody enjoys the day!

JAN, PETA LIMITED



VISITOR DEMOGRAPHICS

The Brighton Business Expo attracts a wide range of visitors from sole-traders to large corporations. Below we have summarised the types of visitors that are likely to attend. The data provided is based on real registrations from 2019 and are an average from all of our local business expos. A list of visitor industries is also available on request.



EVENT MARKETING

- ✓ Direct mail campaign to local businesses across East Sussex
- ✓ Partnership with all the local chamber of commerces
- ✓ Promotional flyers, posters and outdoor signage
- ✓ Local networking groups in Brighton and business expos
- ✓ Promotion to FSB, 4Networking, BNI and IoD members
- ✓ Local and national magazines and newspapers
- ✓ Targeted LinkedIn campaign and visitor acquisition
- ✓ Telemarketing targeted at previous attendees
- ✓ Google AdWords campaign and social media advertising
- ✓ Regular email campaigns to over 10,000 businesses
- ✓ Social media including LinkedIn, Facebook and Twitter



A very well organised event and good footfall made it a very worthwhile business expo to attend. Well done to the B2B Expos team!

BRIAN, LUCKETTS TRAVEL





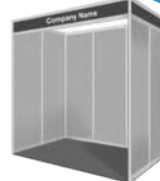

Once again, the Business Expo, was a well-run and lively event full of delegates keen to see what local businesses had to offer!

BECKY, PORTSMOUTH UNIVERSITY



STAND PRICES

All our exhibition stands are provided with shell scheme which includes grey fabric wall panels, blue fascia and a company name board. Please check the floorplan for stand locations or call for current availability.

 <p>SMALL STAND</p>	 <p>MEDIUM STAND</p>	 <p>LARGE STAND</p>	 <p>EXTRA LARGE</p>
<p>1M x 2M SHELL SCHEME STAND £495+VAT</p> <p><small>This price includes your stand and the Bronze Stand Package (see below)</small></p>	<p>1M x 3M SHELL SCHEME STAND £595+VAT</p> <p><small>This price includes your stand and the Bronze Stand Package (see below)</small></p>	<p>2M x 2M SHELL SCHEME STAND £795+VAT</p> <p><small>This price includes your stand and the Bronze Stand Package (see below)</small></p>	<p>2M x 3M SHELL SCHEME STAND £995+VAT</p> <p><small>This price includes your stand and the Bronze Stand Package (see below)</small></p>

All stands include the Bronze package or you can now upgrade to the Silver or Gold packages to enhance your stand, increase exposure and benefit from additional marketing!

BRONZE PACKAGE | INCLUDED AS STANDARD

- ✓ Basic stand furniture (tablecloth NOT provided)
- ✓ Unlimited tea, coffee and biscuits
- ✓ Exhibitor name badges and lanyards
- ✓ Great support, marketing advice and pre-show updates
- ✓ Free media pack, event logos and promotional banners
- ✓ Basic show guide listing in the printed programme
- ✓ Basic exhibitor listing on our website
- ✓ Free training webinar to help you exhibit like a professional
- ✓ Free internet and WIFI access



B2B Expos are an excellent opportunity to meet with businesses in your area, and see what amazing services are available to you!

SIMON, PERCEPTION STUDIOS



SILVER STAND PACKAGE | UPGRADE FOR JUST £125+VAT

- ✓ **ALL BRONZE FEATURES**
- ✓ Delegate list (excludes email addresses)
- ✓ Highlighted show guide listing
- ✓ Lunch and refreshments for up to 2 people (worth £15)
- ✓ Premium website listing (worth £25)
- ✓ LinkedIn, Twitter and Facebook promotion
- ✓ Promotional of a special offer
- ✓ Press release circulation (worth £35)
- ✓ Discounts with our event partners
- ✓ Access to event photos



GOLD STAND PACKAGE | UPGRADE FOR JUST £175+VAT

- ✓ **ALL BRONZE AND SILVER FEATURES**
- ✓ Delegate list and exhibitor list (worth £250)
- ✓ Premium show guide listing
- ✓ Free promotional video (worth £45)
- ✓ Free stand electrics (worth £70)
- ✓ Free half page advert in the printed show guide (worth £80)
- ✓ Chrome furniture upgrade (worth £45)
- ✓ Additional social media promotion
- ✓ 20% discount on all available sponsorship packages



STAND EXTRAS

Electrics – **£70+VAT**

Spotlights – **£70+VAT**

Electrics & Spotlights Package – **£100+VAT**

Additional Name Board – **£15+VAT**



FURNITURE PACKAGES

All stands come with our basic furniture including a square trestle table and a chair. From as little as £45, you upgrade your furniture to help improve the look and feel of your stand.

Please note that tablecloths are not included in any of the furniture packages. Additional tables are also available to hire for just £10+VAT. If you want an extra table but do not request one before the event, you may miss out.

The deadline to order furniture or upgrade your furniture is Thursday 1st October 2020.

BASIC FURNITURE PACKAGE | INCLUDED AS STANDARD

- ✓ Square wooden trestle table
- ✓ Hire an extra table for just £10+VAT
- ✓ Comfortable fabric chair
- ✓ Tablecloth not included



INCLUDED

CHROME FURNITURE PACKAGE | HIRE FOR JUST £45+VAT

- ✓ Tall chrome round bar table
- ✓ Professional look and feel
- ✓ Two high back bar stools
- ✓ Remain at eye-level whilst sitting



BEST VALUE

LEISURE FURNITURE PACKAGE | HIRE FOR JUST £55+VAT

- ✓ Low chrome round bar table
- ✓ Professional look and feel
- ✓ Two faux leather chairs
- ✓ Black or white chairs available



NEW FOR 2020

ULTRA FURNITURE PACKAGE | HIRE FOR JUST £95+VAT

- ✓ Chrome table and bar stools
- ✓ A5 clear leaflet holder
- ✓ Glass business card bowl
- ✓ A4 portrait brochure floor stand



NEW FOR 2020



ADVERTISING OPPORTUNITIES

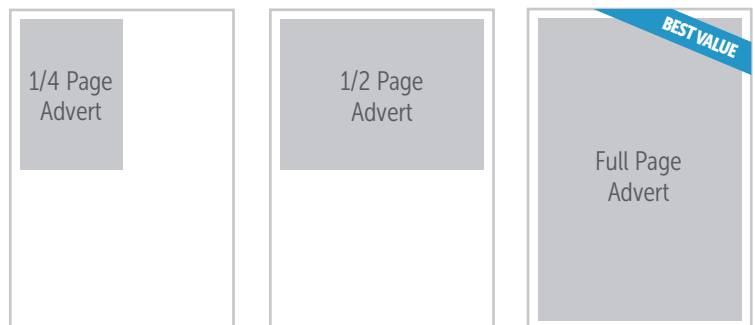
SHOW GUIDE ADVERTISING

Promote your business, stay in the minds of your target audience and remind visitors about the services you provide by advertising in the printed show guide handed out to all delegates on the day.

- ✓ Printed in a handy A5 glossy publication
- ✓ All adverts are printed in full colour
- ✓ Over 600 copies will be handed out at the event
- ✓ Digital version shared and published online
- ✓ Online edition emailed to 4,000 local businesses
- ✓ Visitors keep the show guide for up to 3 months

ADVERTISING PRICES

- 1/4 Page Show Guide Advert – **£60+VAT**
- 1/2 Page Show Guide Advert – **£80+VAT**
- Full Page Show Guide Advert – **£100+VAT**
- Full Back Page Advert – **£145+VAT**
- Front Inner Page Advert – **£125+VAT**
- Show Guide Voucher – **£45+VAT**
- Highlighted Exhibitor Listing – **£10+VAT**



Please note that artwork must be supplied in either PDF, PNG or JPEG format.

The deadline to order advertising for the show guide is Thursday 22nd October 2020.

DIGITAL ADVERTISING

- Premium Exhibitor Listing – **£25+VAT**
- 12-months Online Business Directory Listing – **£75+VAT**
- 3-months Online Banner Advertisement – **£120+VAT**
- 6-months Online Banner Advertisement – **£240+VAT**

EXTRA ADVERTISING

- Leaflets in the Show Bags – **£75+VAT**
- Delegate List – **£250+VAT**
- Outdoor Promotional Car Display – **£100+VAT**
- Press Release Circulation – **£35+VAT**



FREQUENTLY ASKED QUESTIONS

WHAT STANDS ARE STILL AVAILABLE?

Stands always sell fast for this event. We recommend you contact our events team to find out which stands are still available and to request a current floorplan.

WHAT IS INCLUDED WITH THE STAND?

All exhibitors will receive a shell scheme stand, fascia, a personalised company name board and furniture. You will also get the bronze package (see page 5).

WHAT SIZE TABLES DO YOU PROVIDE?

The standard table we provide is 60cm long, 60cm deep and 72cm tall. You can order additional trestle tables for just £10. We cannot guarantee there will be extra tables on the day unless you pre-order.

DO YOU PROVIDE TABLECLOTHS?

Please note that we do NOT provide tablecloths for this particular event. We recommend you buy and bring your own as it will make your stand look more professional.

IS A POWER OUTLET PROVIDED?

Power is NOT provided. If you require power, you can purchase electrics for £70+VAT. We recommend you pre-order electrics to avoid disappointment.

WHY DO I NEED TO PAY FOR ELECTRICS?

We hire an electrician who connects each stand with power that require it. We do this to adhere to strict health and safety guidelines to avoid potential hazards.

IS WIFI OR INTERNET ACCESS PROVIDED?

Yes, although we cannot guarantee connectivity. If internet is crucial, we recommend you make your own independent arrangements.

HOW MANY PEOPLE CAN WE HAVE ON OUR STAND?

You can bring as many people as you choose to help you man your stand, although we only provide enough refreshments for up to 2 people per stand.

WHAT REFRESHMENTS DO YOU PROVIDE?

All exhibitors will receive free unlimited tea and coffee throughout the day. Lunch is also provided for those who upgrade to either the Silver or Gold stand packages.

DO YOU PROVIDE NAME BADGES?

We provide all your registered staff with a name badge and lanyards. Your pre-ordered badges will be available to collect from your stand. Extra badges or changes can be made on the day at the Registration Area.

CAN WE SET-UP ON THE DAY BEFORE?

Yes, of course! All exhibitors will be given a 2-hour window on the afternoon before the event to set-up. You can also set-up on the event day from 7.30am.

DO I GET TO CHOOSE MY STAND LOCATION?

Yes, you can choose where you would like your stand (subject to availability). We recommend you call us to find out which stands are still available to book.

IS PARKING AVAILABLE?

Yes! There are 1,000 free car parking spaces available at Brighton Racecourse. There will also be designated drop-off zones for exhibitors to use when loading and off-loading.

For any other queries, please contact our friendly events team. Full details on exhibiting at our events are also available to view on our website.



BOOKING INFORMATION

Stands are selling fast for this event, so we recommend you book early to avoid disappointment. All our stands are sold on a first come, first served basis. To book your stand, reserve a space or if you have any questions regarding the business show, please get in touch:

MIKE MONK
Event Director

Email: mike@monkmarketing.com
Tel: 0845 139 9301
Direct Dial: 01273 286133

GEMMA BRETT
Event Organiser

Email: gemma@b2bexpos.co.uk
Tel: 0845 139 9301
Direct Dial: 01256 838386

If you would like to book a stand online, please go to:
www.b2bexpos.co.uk/brighton



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