



Euro Bus Expo 2010

Sponsorship Opportunities

ORGANISED BY





NEC, Birmingham, United Kingdom
2-4 November 2010

Euro Bus Expo 2010

EUROPE'S PREMIER BUS & COACH EXHIBITION FOR 2010

Dates: 2-4 November 2010
Venue: Hall 5,
The NEC, Birmingham,
United Kingdom

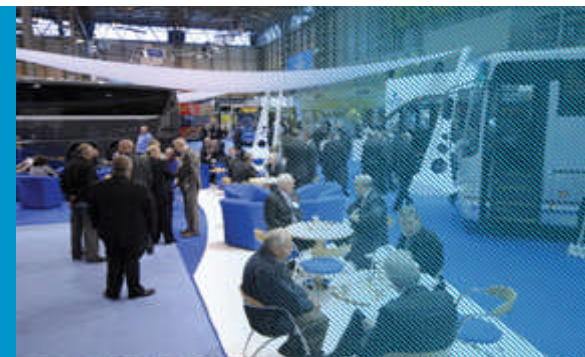




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Facts & Figures

- 90% of exhibition space already taken
- All major vehicle sites allocated
- 250 leading industry suppliers expected
- Anticipated attendance of 10,000
- Representation from 50 countries
- Dedicated feature areas: Technology and Training & Development Zones
- FREE content rich seminars

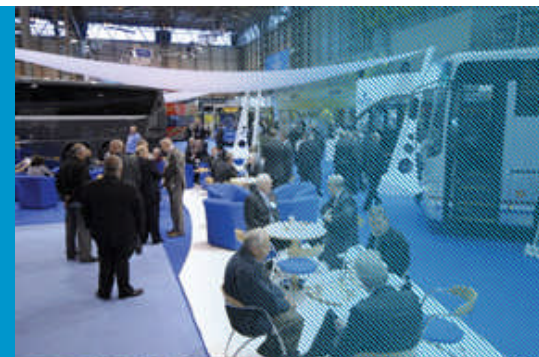




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Why sponsor EBE 2010?

- Europe's premier bus & coach event
- Raise company profile & brand awareness
- Enhance your exhibition stand presence
- Meet 10,000 visitors from UK & Europe:
 - operator & local authority organisations
 - holding top company positions (owners, directors etc)
 - high levels of buying power
 - wide ranging purchase requirements
 - large fleets (many over 100 vehicles)





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Pre-Registration

Opportunity:

- 10,000 visitors expected to register for EBE
- Sponsorship of all pre-show publicity material
- Sponsor's message on all pre-registration confirmation emails

Your company receives:

- Logo on all visitor inserts x 75,000 approx
- Automated email message to all online pre-registrants
- Logo on home & registration page of show website
- Logo & company profile in show news, preview & catalogue
- Reference in pre show press releases

You supply: Company logo artwork, text & website link

Cost: £7,000 plus VAT





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“You are here” boards: enhanced listing

Opportunity:

- Three “You are here” boards located at strategic sites throughout the show
- Each board contains floor plan & exhibitor list
- Simple & effective way to increase your company’s awareness during the show
- Maximum of 50 listings

Your company receives:

- Name & stand number on each location board
- Colour highlighted listing on all three boards
- Additional enhanced listing in show catalogue

Cost: £175 plus VAT





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“You are here” Boards: Full Package

Opportunity:

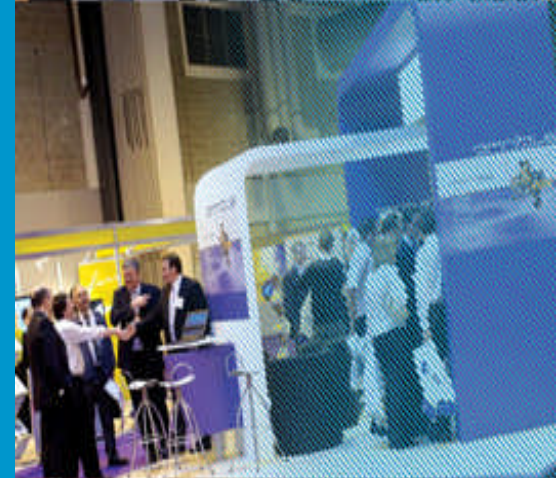
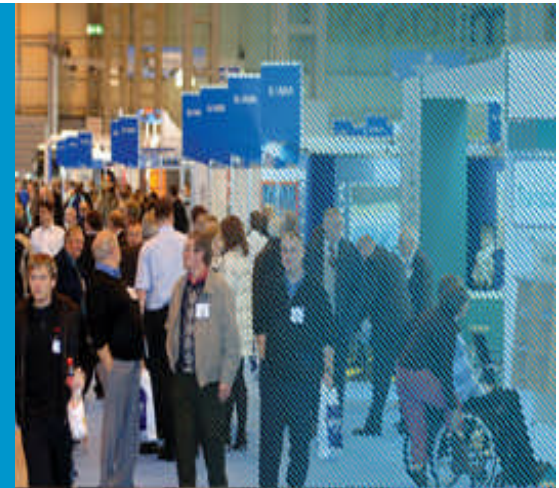
- 3 “You Are Here” boards located at strategic sites throughout show
- 1 side to feature floor plan, other side company graphics
- Graphics to be produced by us
- Strictly limited to one sponsor only

Your company receives:

- A0 size posters x 3 on reverse of “You Are Here” boards
- Logo & enhanced listing on each “You Are Here” boards
- Highlighted stand entry on floor plan x 3

You supply: Graphics artwork to required specification

Cost: £3,000 plus VAT (includes all production)





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Branded Pens

Opportunity:

- Over 5,000 attendees are expected to register for the show onsite by completing a registration form
- Promote your company before visitors enter the show, supplying branded pens for the entrance area
- Pens are the most kept promotional items!

Your company receives:

- Exclusive right to display pens on registration desks

Your company provides:

- 1000 branded pens minimum supplied prior to show

Cost: £1,000 plus VAT





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Show Carrier Bags

Opportunity:

- Free carrier bags for up to 10,000 attendees
- High profile, long lasting promotional opportunity for two exhibitors only
- Bag fully branded one side each with your company logo

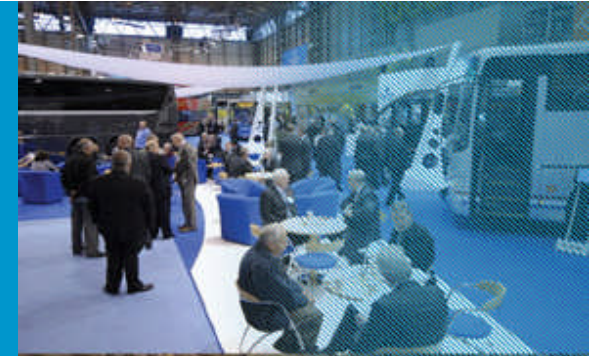
Your company receives:

- Company logo to be printed on 7,000 carrier bags
- Carriers bags to be prominently displayed in visitor entrance
- Recognition as official bag sponsor in show catalogue

Your company provides:

- Logo artwork for production purposes

Cost: £3,000 plus VAT





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Seminar Theatre

Opportunity:

- Series of specialist seminars over a 3 day period
- Seminar theatre located at heart of the show
- Up to 80-100 delegates per session
- Seminar will be promoted in show literature & website

Your company receives:

- Logo on seminar banner above stand
- Logo on all pre-show publicity material promoting seminar
- Logo on seminar info page on show website
- Logo & acknowledgement in show catalogue
- Logo on seminar theatre graphics & “You are here” boards
- Logo on visitor information leaflets, show news & preview
- Opportunity to display sponsor material in seminar theatre

Your company provides:

Logo artwork

Cost:

£4,000 plus VAT





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Website Advertising

Opportunity:

- Show website attracts around one million hits a year
- Fully interactive & regularly updated
- Key information source for visitors, media & exhibitors
- Strictly limited to *six* banner ads at any one time

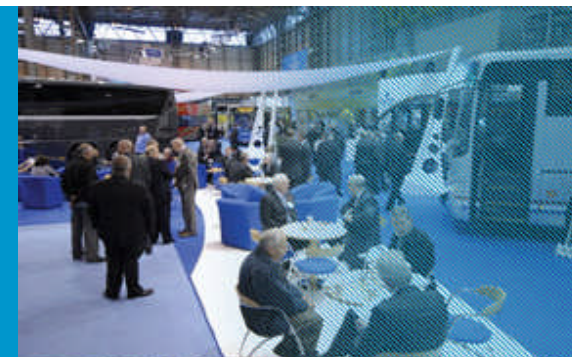
Your company receives:

- Banner ad on home & exhibitor list page of website
- Hyperlink to own company website

Your company provides:

- Banner ad (as jpg or gif file)

Cost: £250 per month (minimum of three months & £50 per month for renewal thereafter)



Lanyards

Opportunity:

- 10,000 attendees expected all with personalised badges
- High profile endorsement opportunity benefiting the sponsor for the duration of the show
- Company branded lanyards distributed in entrance on which to affix badge

Your company receives

- Logo on all attendee lanyards x 10,000 approx
- Recognition as official sponsor in show catalogue

Cost: £6,500 plus VAT



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UNDER OFFER





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Contact

All sponsorship opportunities are subject to availability.

If you would like to discuss these sponsorship opportunities, plus any others you would like to consider, please contact a member of our sales team on tel: +44 (0)1926 834790 or email info@eurobusxpo.com

