



## SHOWCASE THEATRE SPONSORSHIP PACKAGE

Hold your own thought leadership focused event and IBC will support you in the curation of the content, sourcing of speakers and securing an engaged audience.

### Lead generation

- Targeted audience acquisition in consultation with sponsor
- Onsite Attendees
- Online Registrations
- VOD Viewers post show

### Collaborative Audience Acquisition

- IBC to create an invitation and RSVP process for the event in collaboration with sponsor
- IBC and sponsor to invite a targeted list of delegates to secure agreed number of pre-show registrations

### Content and editorial support

- Programme curation
- IBC Content Team to work with the sponsor to brainstorm on topic ideas, sessions formats and programming
- IBC Content Producer to write the programme, including session titles, descriptions, timings and design session formats
- IBC to manage all speaker liaison and on-site management

### Marketing and promotion

- Executive Interview in IBC Daily

### Speaker Acquisition

- IBC to assist in securing/briefing chairs & speakers with a dedicated Content Producer to collaborate on event content

### Onsite and logistical support

- Signage around the stage area
- Tech package for session
- Hostesses to direct guests, scan on entry, seat audience
- Delegates scanned on entry, leads provided to sponsor
- Post conference networking event (Full day)

### Post show

- IBC provide all leads to sponsor
- IBC and sponsor debrief meeting
- IBC365 write-up with sponsor

**PROMOTE YOUR COMPANY EXPERTISE, KEY EXECUTIVES, TECHNOLOGY DEVELOPMENTS AND LATEST PRODUCTS ON AN INTERNATIONAL STAGE**

SHOWCASE THEATRE SPONSORSHIP	PRICE
HALF-DAY SHOWCASE THEATRE EVENT	£65,000
FULL-DAY SHOWCASE THEATRE EVENT	£100,000
SINGLE SESSION SHOWCASE THEATRE EVENT	£25,000