



Spring Expo 2017

SPONSORSHIP LEVELS

Particulars	Naming	Platinum	Gold	Silver
	\$30,000	\$15000	\$10,000	\$5,000
Naming rights-The "XXX " presents Spring Expo	*			
Representative on stage at VIP closing ceremony/prize giving	*			
In association with		*		
Press releases – local and national (launch, get ready, on this weekend)	*	*		
Community radio announcements (stations to be confirmed)	*	*		
Online event listings – local and national including (Be There, Event Finder)	*	*		
Opportunity to collect data/information **	*	*		
Opportunity to distribute "goodie" bags	*	*		
Posters - Logo on full colour poster Christchurch central x 4 week retail & universities/polytechnics campaign	*	*	*	
Opportunity to theme/decorate the venue in branding	*	*		
Logo main stage banners	*	*	*	
Facebook and Twitter Campaigns	*	*	*	*
Complimentary exhibition stall	*	*	*	*

** All exhibitors/sponsors will be given two free QR codes. One for the exhibition and one for their business. All the visitors will have to scan the QR codes to enter the lucky draw. Once the visitors scan the Code, their name and mobile number gets captured. Exhibitors/sponsors can contact these visitors going forward to promote their product and services.



VISION STATEMENT

To Provide a powerful platform to Companies, big or small, for meeting new customers, reaching out to your existing clientèle, and building a more established and reliable brand.

To create and produce entertainment-based promotions that generates measurable results.

PURPOSE

By combining exposure to a large number of potential leads with the ability to interact personally, we aspire to offer an experience for both the business and attendee that other forms of marketing cannot.

- Attract new and current attendee audiences to the show
- Create a fun, entertaining, interactive experience that will attract and retain attendee traffic in the exhibits area
- Create a professional environment for sponsors to network with existing clients and prospects
- Generate a feeling of excitement and anticipation amongst the attendees, causing a “buzz” on the show floor regarding the sponsors and the show

BENEFITS TO THE SPONSORS / EXHIBITORS

1. Spring Expo 2017 will assist in creating lasting impressions about your Company's products and services
2. Spring Expo 2017 will create incredible Face-To-Face Marketing for your Company
3. Through Spring Expo 2017 your company will generate lucrative, highly targeted business leads
4. Spring Expo 2017 will create Direct Sales Opportunities for your Company's products and services
5. Spring Expo 2017 will provide Cost-Effective Networking and Advertising opportunity for your Company
6. Spring Expo 2017 Levels The Marketing Field
7. Develop and strengthen your brand
8. Close sales without causing resentment (Not all prospects respond well to telesales or direct mail. Some see direct marketing as an intrusion into their lives, while others are annoyed by sales calls, regardless of how much value they might offer.)
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