

THE BEST YOU EXPO

4TH - 5TH
MARCH

20
17

EXCEL, LONDON
ROYAL VICTORIA DOCK,
1 WESTERN GATEWAY,
LONDON, E16 1XL



SPONSORSHIP OPPORTUNITIES

MARCH 4th and 5th 2017 | ExCel London, Victoria Dock



OVERVIEW



Following the successful launch of The Best You EXPO in 2016, the event is back on the 4-5 March 2017 at ExCeL, London.

The Best You EXPO is the UK's largest Personal Development event, drawing together an engaged audience of consumers and professionals to learn, network, and see the industry's latest innovations. Held at ExCeL London, this two day event will host over 120 inspirational speakers, 160 industry-leading exhibitors and 14 interactive workshops that inspire, educate and transform.

With a projected footfall of over 10,000 people across a two-day period, The Best You EXPO is your opportunity to position your company at the forefront of the personal development industry, and meet an engaged and receptive audience of potential new customers.



**Sir Clive
Woodward**

THE OPPORTUNITY

- **19** hours of face to face engagement with over **10,000+** attendees
- Position your brand as a thought leader in the personal development industry
- Gain unrivaled brand exposure to dedicated consumer and professional audiences - before, during and after the event
- Online audience of nearly **6K** of monthly users and **18k** unique pageviews per month
- Over **540K** reach via FB posts with **1.2K** unique impressions followers

The Best You EXPO is an interactive consumer and business event, with major brand presence across two days at ExCeL London. The event provides you with the opportunity to engage with consumers and businesses, and showcase your products and solutions directly to potential new customers in an engaging, themed environment designed to inspire, and at the point of purchase.

THE EXPO

The Best You EXPO is the UK's gathering place for personal and professional development, including:

- Beauty
- Books
- Business Coaching
- Charity | Counseling
- Courses and Assessment
- E-learning
- Fitness
- Life Coaching
- Management Services
- Marketing and Market Development
- Martial Arts | Meditation
- Mentoring
- Motivational Speaking
- New Age Philosophies
- Time Management
- Weight Loss | Wellness
- Workshops
- Yoga



THE BEST YOU EXPO

AN EVEN RICHER
EXPERIENCE IN 2017

After an outstanding EXPO in 2016, The Best You EXPO 2017 is going to be BIGGER and BETTER. Attendees can look forward to enjoying over 120+ keynote speakers, 160+ unique exhibitors and 14+ inspiring workshops in an expanded hall space of 6,000 square meters.

Great Minds Seminar

The main stage, where you can watch industry leaders like Sir Clive Woodward, Dr. Barbara de Angelis, Jason Vale and others host a variety of diverse and energetic seminars.

Inspiration Zone

An Inspiration Zone that features provocative programming, collaborative events and dynamic sessions like silent disco, meditation, magic tricks and phobia cures, that introduce transformative, life-changing ideas.

The Workshops

Immersive, engaging and interactive workshops that empower attendees to learn, shift, grow and transform: Wealth to Riches, Feel and Look Good, Inspiring Youth, The Best Practitioner's One-Stop-Shop, Passion to Profit, and Body and Soul.



THE BEST YOU EXPO

EXHIBITORS

The EXPO hosts a diverse range of exhibitors - from promising start-ups to established industry leaders. The two days of exhibitions are perfect for business development, product discovery, generating leads and networking in specialised areas.

The Best You 2017 EXPO provides a unique environment for attendees to shop, network, learn and discover. For sponsors and partners, your message will reach a wide array of registrants exploring the event.



**SPONSORSHIP
OPPORTUNITIES
2017**



PLATINUM SPONSORSHIP POA



The highest level of association with The BEST You EXPO 2017 providing premium brand prominence and exposure leading up to and throughout the event.

2017 Exclusive naming rights and composite logo to be used within all promotion and communication related to The Best You EXPO 2017, including branding on the EXPO event hub at ExCeL London; in-centre promotional materials and adverts; on and offline marketing activities.

- Category Exclusivity
- Integration across all The Best You EXPO 2017 materials (**valued at £200K**)

BEFORE THE EVENT

- Profile on The Best You EXPO website
- Social media integration with The Best You, The Best You EXPO and some leading partners
- Logo included on all e-newsletters and announcements
- Logo included on all promotional signage, print and online

AT THE EVENT

- Masthead branding in the 2017 EXPO Show Guide, print and online
- Sponsored article in the 2017 EXPO Show Guide, print and online
- Interactive advertisement in the 2017 EXPO Show Guide, online only
- Branding and logo in the 2017 EXPO's mobile app
- Main Sponsor of the VIP Room
- Main Sponsor of the VIP Lunch
- Logo including on all advertising materials, tickets, emails and posters
- Branding on primary main stage banner
- Dedicated area for distribution of promotional items (6m x 2m stand)
- Contributed promotional item in media goody bag (optional)

BRAND VALUE

BEFORE THE EVENT

- Profile on The Best You EXPO website
- Social media integration with The Best You, The Best You EXPO and some leading partners
- Logo included on all e-newsletters and announcements
- Logo included on all promotional signage, print and online

AT THE EVENT

- Masthead branding in the 2017 EXPO Show Guide, print and online
- Sponsored article in the 2017 EXPO Show Guide, print and online
- Interactive advertisement in the 2017 EXPO Show Guide, online only
- Branding and logo in the 2017 EXPO's mobile app
- Main Sponsor of the VIP Room
- Main Sponsor of the VIP Lunch

- Logo including on all advertising materials, tickets, emails and posters
- Branding on primary main stage banner
- Dedicated area for distribution of promotional items (6m x 2m stand)
- Contributed promotional item in media goody bag (optional)
- 25 x EXPO VIP tickets
- 50 x EXPO tickets
- 5 x tickets to the GALA DINNER on Saturday 4 March

AFTER THE EVENT

- A full-page advertisement in The Best You Magazine for one year (**valued at £23,970**)
- One quarterly advertorial in The Best You Magazine for one year (**valued at £38,000**)
- 2 hour coaching session with The Best You's certified trainers (**valued at £1,000**)
- Access to The Best You EXPO data, as collected during the event (data surveys can be tailored to your specific requirements)
- Access to photos, videos and other marketing content created for promotional purposes
- Access to exclusive video footage of the EXPO's seminars, talks and workshops
- First right of refusal for co-title in 2018 EXPO



COVERAGE

The Headline Partner can engage with our audience and convey messages before, during and after the event. The EXPO will be promoted significantly across a number of media channels, including **(valued at £150K)**:

- The Best You website
- The Best You's email database **(165K+)**
- The Best You partner's databases **(2.5m)**
- The Best You's TV advertisements **(2.4K)**
- Promotion on The Best You Radio
- The Best You Facebook **(111k)** and Twitter **(34k)**
- TV4's audience
- Promotion on NLP Life Training website
- Promotion in all (pre-approved) press releases
- Promotion to all media partners and the opportunity to engage with all press attending The Best You EXPO

We will work with you to extend your reach and make you the star of the event. Every activity and promotional idea is flexible. You'll get branding, design, logistics and communications support to help make to bring your brand messages to life and tell the story of your products or services.



THE BEST YOU
EXPO

thebestyouexpo.com

**Secure the only available
Platinum Sponsorship
Package Today by contacting**

THE BEST YOU
T: +44 (0) 207 927 6500
E: info@thebestyou.co



**GOLD
SPONSORSHIP
£20,000**



GOLD SPONSORSHIP

£20,000



Association with The BEST You EXPO 2017 providing brand prominence leading up to and throughout the event.

- Category Exclusivity X 3
- Integration across The Best You EXPO 2017 materials (**valued at £120K**)

BRAND VALUE

BEFORE THE EVENT

- Profile on The Best You EXPO website
- Social media integration with The Best You, The Best You EXPO and some leading partners

AT THE EVENT

- Logo included in the 2017 EXPO Show Guide, print and online
- Sponsored article in the 2017 EXPO Show Guide, print and online
- Interactive advertisement in the 2017 EXPO Show Guide, online only
- Branding and logo in the 2017 EXPO's mobile app
- Logo included on all (select) advertising materials, tickets, emails, posters, e-newsletters and announcements
- Dedicated area for distribution of promotional items (3m x 2m stand)
- Main sponsor of one themed workshop room
- Contributed promotional item in media goody bag (optional)
- 10 x EXPO VIP tickets
- 20 x EXPO tickets
- 3 x tickets to the GALA DINNER on Saturday 4 March

AFTER THE EVENT

- A full-page advertisement in The Best You Magazine for one year (**valued at £23,970**)
- One quarterly advertorial in The Best You Magazine for one year (**valued at £38,000**)
- 2 hour coaching session with The Best You's certified trainers (**valued at £1,000**)
- Access to photos, videos and other marketing content created for promotional purposes
- Access to exclusive video footage of the EXPO's seminars, talks and workshops
- First right of refusal to involvement in the 2018 EXPO

COVERAGE

Supporting Partners can engage with our audience and convey messages before, during and after the event. The EXPO will be promoted significantly across a number of media channels, including **(valued at £150K)**:

- The Best You website
- The Best You's email database **(165K+)**
- The Best You partner's databases **(2.5m)**
- The Best You's TV advertisements **(2.4K)**
- Promotion on The Best You Radio
- The Best You Facebook **(111k)** and Twitter **(34k)**
- TV4's audience
- Promotion on NLP Life Training website
- Promotion in all (pre-approved) press releases
- Promotion to all media partners and the opportunity to engage with all press attending The Best You EXPO

Every activity and promotional idea is flexible. You'll get branding, design, logistics and communications support to help make to bring your brand messages to life. Contact our team to discuss a bespoke sponsorship package to meet your objective.



THE BEST YOU EXPO

With only three Gold Sponsorship Packages available, do not miss this exclusive opportunity to promote your company at TheBest You EXPO

THE BEST YOU
T: +44 (0) 207 927 6500
E: info@thebestyou.co



**SILVER
SPONSORSHIP
£10,000**



SILVER SPONSORSHIP

£10,000



Association with The BEST You EXPO 2017 providing brand prominence leading up to and throughout the event.

- Category Exclusivity X 10
- Integration across The Best You EXPO 2017 materials (**valued at £120K**)

BRAND VALUE

BEFORE THE EVENT

- Profile on The Best You EXPO website
- Social media integration with The Best You, The Best You EXPO and some leading partners

AT THE EVENT

- Logo included in the 2017 EXPO Show Guide, print and online
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- Branding and logo in the 2017 EXPO's mobile app

COVERAGE

Supporting Partners can engage with our audience and convey messages before, during and after the event. The EXPO will be promoted significantly across a number of media channels, including (**valued at £150K**):

- The Best You website
- The Best You's email database (**165K+**)
- The Best You partner's databases (**2.5m**)
- The Best You's TV advertisements (**2.4K**)
- Promotion on The Best YoLogo included on all (select) advertising materials, tickets, emails, posters, e-newsletters and announcements
- Dedicated area for distribution of promotional items (2m x 2m stand)
- Contributed promotional item in media goody bag (optional)
- 5 x EXPO VIP tickets
- 5 x EXPO tickets
- 1 x tickets to the GALA DINNER on Saturday 4 March



AFTER THE EVENT

- One quarterly advertorial in The Best You Magazine for one year (**valued at £38,000**)
- Access to photos, videos and other marketing content created for promotional purposes
- Promotion on The Best You Radio
- The Best You Facebook (**111k**) and Twitter (**34k**)
- TV4's audience
- Promotion on NLP Life Training website
- Promotion in all (pre-approved) press releases
- Promotion to all media partners and the opportunity to engage with all press attending The Best You EXPO

Every activity and promotional idea is flexible. You'll get branding, design, logistics and communications support to help make to bring your brand messages to life. Secure a sponsorship package today and position your company as an industry leader in personal development and self help.

AT THE EVENT

- Logo included in the 2017 EXPO Show Guide, print and online
- Sponsored article in the 2017 EXPO Show Guide, print and online
- Interactive advertisement in the 2017 EXPO Show Guide, online only
- Branding and logo in the 2017 EXPO's mobile app



THE BEST YOU
EXPO

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**Stand out from the crowd and
reap the rewards event sponsorship
by contacting**

THE BEST YOU
T: +44 (0) 207 927 6500
E: info@thebestyou.co

THE BEST YOU EXPO

2017 Reach



10,000

Pre-registered delegates



6,000+

To attend



44,000

Tweets about the EXPO

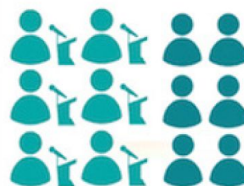
£100,000

In advertising
Google adwords /
facebook



160

Exhibitors



20,000

Average size database
of exhibitors / speakers

2,400,000

Total databases of
exhibitors / speakers

3

Mailshots per exhibitor & speaker

7,200,000

Emails sent inviting and informing
people of the expo



300

Print pages promoting the
EXPO

6,000

EXPO show guides printed

