



Barcelona, Spain  
29 November – 1 December 2011



# Sponsorship Opportunities Below €5,000

**EIBTM 2011**

# Maximise Your Business Opportunities!



29 November – 1 December 2011  
www.eibtm.com

Sponsorship, advertising and branding can play an integral part in your EIBTM 2011 event strategy and a significant role in helping you achieve specific event goals and objectives.

EIBTM's range of sponsorships, advertising and branding opportunities before during and after the show ensure that the right audience is channelled directly to your stand or brand, enhancing your profile across the global Meetings and Events industry.

Options include pre-designed sponsorship packages that enable you to target specific sectors of the global meetings industry or bespoke packages that can be created to achieve specific objectives such as increasing market awareness or to launch a new product or service.

Based on budget, audience and timing, your Account Manager is able to offer a package to ensure that you achieve your objectives and more.

For further information, please contact your Account Manager or Mercedes Alonso, Sponsorship Sales Manager.



Mercedes Alonso  
Sponsorship Sales Manager  
Tel: +44 (0)20 8910 7183  
Fax: +44 (0)20 8334 0703  
Email: [mercedes.alonso@reedexpo.co.uk](mailto:mercedes.alonso@reedexpo.co.uk)



## EIBTM 2010:

Total unique attendance of 14,241 Meetings Industry Professionals (up 2.5% on 2009), including:

- 3,678 Hosted Buyers<sup>®</sup>
- 3,963 Trade Visitors
- 735 VIPs, Speakers, Students and Press
- 5,865 Exhibiting Personnel representing over 3,100 Exhibiting Companies

"I look forward to next year's EIBTM! This is the meeting place for MICE players."

Eileen Feng, Head of Sales, Socialwal

# The EIBTM Website



29 November – 1 December 2011  
www.eibtm.com

The EIBTM website is our key communication tool with Visitors, Exhibitors and Hosted Buyers, as well as being a visible presence within the international meetings and events industry and information source for buyers and suppliers.

In 2010 the EIBTM website received 129, 000 unique visitors and 1.3m page views. Sponsoring the home page or a specific landing page of the EIBTM website is the perfect opportunity to closely align your brand with the exhibition and gain exposure to the global industry.



## Main Pages Available:

**Home Page** – with the highest traffic on the site (306,577 page views) it provides an opportunity to reach all website visitors, including the core attendee groups and those from the wider market with general interest in the show. It is the perfect opportunity to closely align your brand with EIBTM all-year-round.

**Visiting** - the first place EIBTM visitors go for details about the show and how to register. The page includes information on the Technology Village, Event Services Village, the Education Programme, links to the exhibitor directory, networking events and show features.

**Exhibiting** – a good option for special interest suppliers looking to reach booked and prospective exhibitors. The page highlights key information exhibitors need when planning and executing their involvement at EIBTM.

**Hosted Buyers** - a key area of the site for this attendee group to gather information about the Hosted Buyer registration process and the Hosted Buyer Programme at the show. This page allows sponsors to reach the top industry buyers.

**Education** – education is a core event attraction at EIBTM for Hosted Buyers and Visitors. These web pages house the seminar schedule and further information on each session, an area which will be referred to on a regular basis by attendees.

## Details

- Each page is available now, prices based on a 6 month campaign
- Banners are shared on a rotation basis unless bought exclusively

# New Features

## Industry Polls

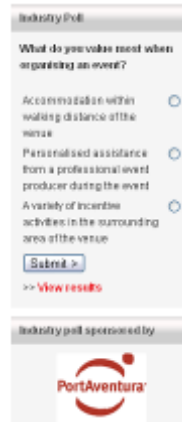
Sponsor a monthly poll on the website in the lead up to EIBTM. Industry polls appear in the power bar of every page of the website.

Price: €2,500 + IVA

## Press Centre

Reach the global meetings industry and business travel press who visit the website for news about the show and the industry, receiving over 23,000 page views in 2010.

Price: €1,500



Industry Poll

What do you value most when organising an event?

Accommodation within walking distance of the venue


Personalised assistance from a professional event producer during the event

A variety of incentive activities in the surrounding area of the venue

[Submit >](#)

[View results](#)

Industry poll sponsored by



## Post-Show Surveys

Be involved with our post show research which reaches our entire attendee database. Your logo will appear on the emails sent and confirmation email. Exclusive to one sponsor only

Price: €3,000 + IVA

## Interactive “EventMap” Floorplan Sponsorship

Includes your logo rotating on the Interactive “EventMap” floor plan which is live for visitors and delegates to view pre-show (from October). Every attendee going to an event will look at the online floor plan to plan their visit. Catch their attention in this hot spot with an online ad which will link to your stand. Your stand will also be highlighted on the EventMap floor plan.

Includes:

- Static banner with the company logo only.
- Link to sponsor website or profile in EIBTM directory – up to the sponsor

Requirements:

- File format GIF / JPEG (non animated)
- Size 205 x 60 (pixels)

Price each: €2,500 + IVA each



# The EIBTM Website



29 November – 1 December 2011  
www.eibtm.com

## Stats and Prices

Prices based on a 6 month campaign  
Banners are on a rotational basis unless stated  
Other feature page prices available on request

### EIBTM 2010 Website

- **3,100** company profiles created on eibtm.com dedicated to enhancing company exposure and generating new business leads
- **129,000** unique web users \*
- **1.3 million** web page views \*

\*Source: Google Analytics

Main Pages	2010 Traffic (Page views)	Target Audience	Right Panel (360 x 180)	Top Banner (580 x 70)	Box Banner (170 x 170)
Home	378,607	All EIBTM attendees	€7,500 +IVA €20,000 +IVA (Exclusive rate)	N.A.	€3,000 +IVA
Exhibiting	19,463	Exhibitors, suppliers	€3,000 +IVA	€2,500 +IVA	€500 +IVA
Visiting	15,587	Visitors, Hosted Buyers	€4,000 +IVA	€3,500 +IVA	€1,000 +IVA
Hosted Buyers	37,321	Hosted Buyers	€5,000 +IVA	€4,500 +IVA	€1,500 +IVA
Education	23,848	Visitors, Hosted Buyers	€5,000 +IVA	€4,500 +IVA	€1,500 +IVA



# Website Features



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A screenshot of a web-based poll interface. The title is 'Industry Poll'. The question is 'What do you value most when organizing an event?'. There are three radio button options: 'Accommodation within walking distance of the venue', 'Personalised assistance from a professional event producer during the event', and 'A variety of incentive activities in the surrounding area of the venue'. Below the options is a 'Submit >' button and a '>> View results' link. At the bottom, it says 'Industry poll sponsored by' followed by the PortAventura logo.

## Post-Show Surveys

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# E-Marketing



29 November – 1 December 2011  
www.eibtm.com

## EIBTM Express Newsletter

The EIBTM Express e-newsletters provide updates on the exhibition, show features, information on exhibitors, and the latest industry news. Increase your company exposure through an advertisement in this e-newsletter, which is sent monthly to over 20,000 meetings and event professionals and all pre-registered/booked EIBTM exhibitors, visitors and Hosted Buyers, as well as being posted on the website, Twitter, LinkedIn and Facebook.

### Details

- Sponsor tower banner incorporated into the newsletter template, allowing for consistent visibility.
- Available to sponsor individually or as part of a series.

Price 1 x EIBTM Express: €3,000 + IVA

Price 2 x EIBTM Express: €5,000 + IVA



## Industry Trend Report

Sponsor the NEW Industry Trends Report by Rob Davidson to be launched at EIBTM 2011.

Details: Online & hard copy version

Price: €5,000

**EIBTM Express**  
The Global Meetings & Events Exhibition  
29 November - 1 December 2011 Barcelona, Spain

### EIBTM 2010 - Five Star Highlights

"Excellent", "Can't wait to attend next year", "Great meetings, very successful outcome", "What a show!"...  
So, that's what some of our clients thought about EIBTM 2010, the 22nd edition of an event that continues to deliver great business opportunities and brings together over 14,000 industry professionals in Barcelona. But what is it that makes EIBTM so successful? We take a look at some of the highlights and why it got very *Messi* at EIBTM 2010!  
[★ View full article](#)

### Recognising Excellence

2010 saw the launch of the EIBTM Best Stand Awards which looked to recognise and highlight the best and most effective exhibitors and their stands at EIBTM.  
Judging was carried out at the show by an independent panel and the highly anticipated results were revealed live on the second day of the show...  
[★ View all winners](#)

### Target over 8,300 International Attendees

Be part of the 3,100 strong community of organisations who exhibit at EIBTM each year and target a global audience of over 8,300 international attendees expected in 2011.  
Exhibitors have access to one-to-one pre-scheduled appointments with Hosted Buyers, all of whom have serious purchasing power for organising international events.  
[★ View Priority rates now](#)

# 120 x 600

### EIBTM Events Press Releases

- ★ [AIME positive pre-registered figures](#)
- ★ [GIBTM - The largest gathering of Meeting Professionals in the Gulf](#)
- ★ [AIBTM - New Year Brings New Exhibitors To AIBTM 2011](#)
- ★ [AIBTM 2011 Exhibitors Representing the Four Corners of the Globe](#)

Five Events ★ Five Continents ★ Five Star

[www.ibtmevents.com](http://www.ibtmevents.com)

# E-Marketing



29 November – 1 December 2011  
www.eibtm.com

## Attendee E-communications

Sponsoring EIBTM E-communications helps effectively target a specific EIBTM attendee group before, during and after the show. Involve your brand within our e-communications and increase your brand's recognition at the show and within the industry.

## Details

- Tower banner and link to the sponsors website incorporated into e-mail templates.

## Hosted Buyers Recruitment Communications

Sent to all potential Hosted Buyers to encourage them to register to attend, includes senior level decision makers and buyers from corporate companies, agencies and associations.

Price: €6,000 + IVA

## Exhibitor Communications

Sent to all prospective and booked exhibitors, including information on how to participate at the show and the integral processes in which they need to undertake before and at the show.

Price: €4,500 + IVA

## Visitor Communications

Sent to all visitors before the event to encourage them to register and once registered to communicate the shows highlights, travel information and useful visiting information.

Price 1 x e-shot: €2,500 + IVA

Price 2 x e-shot: €4,000 + IVA

The screenshot shows the EIBTM Express website interface. At the top, there is a red banner with the EIBTM logo and the text "EIBTM Express" and "The Global Meetings & Events Exhibition 29 November - 1 December 2011 Barcelona, Spain". Below the banner, there are several sections of text and images. A large red vertical bar on the right side of the page displays the number "120 X 600". The main content area is divided into several columns, each with a heading and a short paragraph of text. The headings include "EIBTM 2010 - Five Star Highlights", "Recognising Excellence", "Target over 8,300 International Attendees", and "IBTM Events Press Releases". The text in these sections provides details about the event, awards, and press releases. At the bottom of the page, there is a row of logos for EIBTM, GBTM, CBTM, AIBTM, and AIME, along with the website address "www.eibtmevents.com".

**EIBTM Express**  
The Global Meetings & Events Exhibition  
29 November - 1 December 2011 Barcelona, Spain

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Five Events ★ Five Continents ★ Five Star

[www.eibtmevents.com](http://www.eibtmevents.com)

**120 X 600**

# Printed Products



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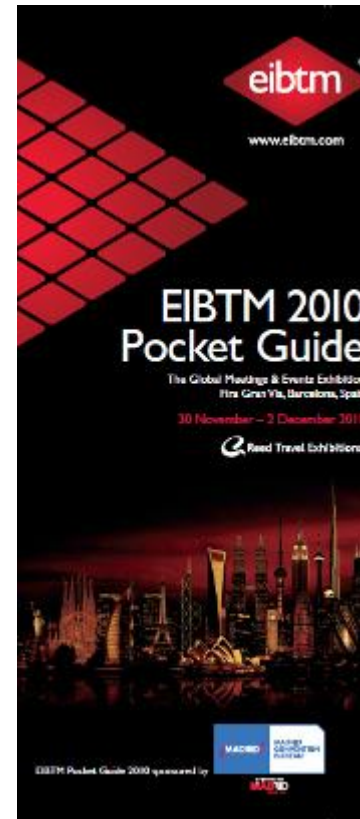
## **Pens made from recycled paper**

These pens are available for attendees at both registration areas, Hosted Buyer Lounges and the Press Office.

### **Details**

- Logo printed on the barrel
- Produced with 100% recycled materials
- Exclusive to one sponsor

Price: €7,500 + IVA



## **Pocket Guide**

Have your logo branded on 11,000 pocket guides, distributed free to all Hosted Buyers, Visitors, Press and Exhibitors at EIBTM.

### **Details**

Pocket Guide Back Cover  
Price: €5,000 + IVA

# Internal Signage

## “You are Here” boards

“You are Here” boards are placed in the central aisle and throughout the exhibition hall to help visitors find their way around the exhibition. All “You are Here” boards are placed in prominent, high traffic locations.

### Details

- Company name, logo, and stand printed on boards
- 12 boards available
- Pre-event and onsite sponsor recognition, including coverage in the official show catalogue and website

Price: €5,000 + IVA



## Carpet Tiles

Make life easy for visitors and create a path to your stand with highly cost effective carpet tiles. Special rates are available for multiple purchases.

### Details

- Dimensions: 1 sqm
- Packages available:

- x1 - €800 + IVA
- x2 - €1,520 + IVA
- x3 - €2,160 + IVA
- x4 - €2,720 + IVA
- x5 - €3,200 + IVA
- x6 - €3,600 + IVA



## Recycling Bins

As part of EIBTM's commitment to being as sustainable as possible recycling bins are placed on the show floor. This is your opportunity to show your commitment to sustainability and the shows campaign.

### Details

- Logo printed on recycling bins
- Mention within sustainable web pages and sponsor list within the show catalogue.

Price: POQ

