

THE  
LONDON  
BOOK  
FAIR®

# **The London Book Fair 2012 SPONSORSHIP OPPORTUNITIES**

[www.londonbookfair.co.uk](http://www.londonbookfair.co.uk)



# Maximise Your Business Opportunities

Sponsorship can play an integral part in your show strategy and overall business objectives. Make the most of your presence at The London Book Fair 2012 to ensure that the right visitors are channelled directly to your stand.

We offer a variety of options for you to directly to visitors, press or other exhibitors. Sponsorship opportunities are available throughout the year, at the show and post event, giving you year round exposure.

Based on budget, audience and timing, your Account Manager will be able to offer you tailored sponsorship packages to ensure that you achieve your exhibition objectives and more.

Whether you want to reach new markets, meet new clients, raise brand awareness or launch a new product, the opportunities are endless! If you have a idea or need some inspiration, talk to us and they will do their best to accommodate your plans.

**For further information please contact Emma Lowe, Group Sales Manager +44 (0) 20 8910 7197 or [emma.lowe@reedexpo.co.uk](mailto:emma.lowe@reedexpo.co.uk)**

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# ONLINE SPONSORSHIP OPPORTUNITIES

[www.londonbookfair.co.uk](http://www.londonbookfair.co.uk)

# ONLINE SPONSORSHIP

## Exhibiting Section

This is the key area of the site for exhibitors. Sponsorship allows targeted exposure to the industry – maybe of special interest to solutions companies looking to target exhibitors.

Package includes all pages within this section

NB: This does not include the Exhibitor Zone.

**Cost: £2,000 + VAT**

# ONLINE SPONSORSHIP

## Venue & Hotel

This is a key area of the site for visitors, who will revisit this section many times to plan their trip to the show. Sponsorship allows exposure to all visitors and exhibitors and is heavily promoted pre-show to all attendees.

Package includes all pages in this section.

**Cost: £1,500 + VAT**

# ONLINE SPONSORSHIP

## Registered Visitor communications

### Very limited availability

Sent to all registered visitors before the event communicating the shows highlights, travel information and useful visiting information. Start promoting your company's presence at LBF to the visitors early by sponsoring the pre-registered visitor email communications and aligning your brand with LBF to the visitors.

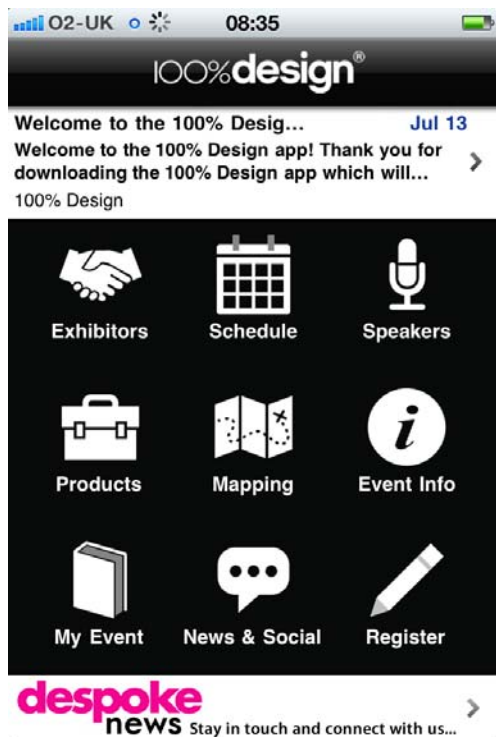
Sponsors' branding is incorporated into the template, allowing for consistent visibility. Reach a specific, targeted audience, proven to be receptive to online communications and engaged with The London Book Fair brand.

Cost per e-shot: **£1,500+ VAT**

Cost 2 x e-shot: **£2,500 + VAT**

# ONLINE SPONSORSHIP

## The London Book Fair App



### DEADLINE 20<sup>th</sup> February 2012

Available two months before the show, The London Book Fair app will help visitors and exhibitors navigate their way around the show, search exhibitors and check on seminars session. Heavily promoted on the website, through eshots and onsite signage, align your brand with this essential tool for attendees to the fair.

The app will be available on blackberry, iPhone and Android devices. You can sponsor the Loading Screen so whenever the app starts it will share our branding and the sponsors. This is full screen, but we'd only allow 50% for sponsorship

Your sponsorship includes 40% branding on the apps loading screen and then once loaded your branding will be at the bottom of the Home screen. This branding can link to either a page about your company or your entry in the exhibitor list.

Cost: £10,000 + VAT

# ONSITE SPONSORSHIP OPPORTUNITIES

# ONSITE SPONSORSHIP

## Lanyards

Worn by the very people you want to reach, lanyards branded with your logo and company name ensure that every attendee to The London Book Fair, including visitors and press, is aware of your presence at the show.

Lanyards are to be supplied by the sponsor.

**Cost: £11,000 +VAT (Excludes production)**

# ONSITE SPONSORSHIP

## Registration Areas

Exclusively sponsor both of registration areas in Earls Court 1 and 2 for all visitors, press and exhibitors. As attendees walk into the fair, gain competitive advantage and position yourself as a key industry player with this fantastic branding opportunity.

Sponsorship includes:

- Branding on the registration section of the website, including the registration confirmation email
- Exclusive onsite sponsorship of the registration desks and optional t-shirts for registration staff gives maximum exposure.
- Sponsor pens used at onsite registration completion desk
- Exclusive option for 2 members of the sponsor's staff (at each entrance), to hand out literature in the registration area.

**Cost: £10,000 + VAT**

# ONSITE SPONSORSHIP

## Seating Areas

Get your brand in front of visitors at exactly the time when they are sitting down to plan their show and relax with a coffee. Sponsor one of our seated catering areas and have your brand seen by visitors as they relax and decide which stand to visit next.

Package includes 2 literature racks for your promotional material, the opportunity to place 2 sidewinder pop ups (to be supplied by you) and 10 branded table tops with your company logo.

**Cost: £3,000 + VAT (per seating area)**

# ONSITE SPONSORSHIP

## Room Hire

Room hire is available for:

- Corporate Functions
- Client seminars
- Product Demonstrations
- Hospitality Areas
- Hands on Labs
- Cocktail Receptions
- Advice Clinics

Rooms can be hired by the hour, half day or for a full day and capacities range from 10-300 people. There is limited availability so please book early to avoid disappointment.

**Cost: POA dependent on size and dates.**

# ONSITE SPONSORSHIP

## Roaming Rights

Alert visitors to your latest products and entice them to your stand by distributing your promotional material around the show floor.

Changing room provided (though maybe shared with others).

Subject to Health and Safety checks.

**Cost: £300+ VAT**

Limited to 2 opportunities a day

# ONSITE SPONSORSHIP

## Exhibitor Welcome Pack Insert

Stand dropped overnight ready for the opening show morning, the Exhibitor Welcome Pack contains important exhibiting show information and is distributed to all exhibitors of LBF 2012. Have your promotional flyer (maximum size A4) included in this pack to encourage exhibitors to come to your stand.

This opportunity also includes your branding on the pre-show 'Exhibiting Information emails' sent to all participating exhibitors. Have your banner or logo and 50 words text to reach exhibitors before the show doors even open. (approximately 4 emails).

**Cost: £1,500 + VAT**

Limited to 1 exhibitor

Materials must arrive two weeks before show

# ONSITE SPONSORSHIP

## Champagne & Seafood Bar

Secure your branding within the International Rights Centre and sponsor the Champagne & Seafood Bar. This popular restaurant area, is a central meeting point for the publishers and rights buyers in the IRC.



Sponsorship includes your branding on all bar signage and literature racks in the area to accommodate your promotional material.

**Cost: £5,000 + VAT**

# ONSITE SPONSORSHIP

## Lifetime Achievement Award

The London Book Fair Lifetime Achievement Award celebrates an individual's career dedication to breaking down borders in international publishing. Anyone involved in any aspect of international publishing, from any country in the world can be nominated.

Sponsor the Lifetime Achievement Award and align your brand with this prestigious and much covered press occasion. Your logo will be featured on the LBF website and branding at the event.



**Cost: £5,000 + VAT**

**Deadline: End of February 2012**

# ONSITE SPONSORSHIP

## Information Points

Catch visitors as they enter the hall and direct them to your stand with the exclusive right for a member of your staff to distribute literature from the Information Point branded with your company logo. Available for Earls Court 1 or 2 entrance or both.



**Cost: £5,000 +VAT for EC1 OR EC2**  
**£8,500 + VAT for exclusivity on both**

# ONSITE SPONSORSHIP

## Press Centre Package

Looking to make an announcement to the industry? Access over 500 international journalists onsite and in the run up to the event by sponsoring the LBF Press Office which includes both online and at the show branding.

Sponsorship includes:

- Exclusive online banner for the sponsor in the Press Centre in [www.londonbookfair.co.uk](http://www.londonbookfair.co.uk)
- Possibility to sponsor with your logo the USB pens available to the Press (POA)
- Possibility to display literature, posters and branding (sponsor can provide branded mouse mats, screen surrounds and/or screensavers for each PC)
- Logo / branding on all relevant signage.
- 2 x passes allowing your staff to enter the Press Office.
- Branding in the media diary of events distributed to all press attendees
- Your branding and logo on a pre-show email to the registered press
- You also have the opportunity to theme the Press Office & Hospitality Area in your own style and branding (at your own cost).

Cost: **POA**

# ONSITE SPONSORSHIP

## Email Station

### **New for 2012**

The ideal way to get your company brand one of the newest features of The London Book Fair. Offering visitors the opportunities to check their emails whilst at the show, the email station will be located on the showfloor.

This sponsorship includes your company website to be the fixed homepage, branding around the area and 4 x literature racks for your company promotion.

**Cost: £1,500 + VAT**

# ONSITE SPONSORSHIP

‘You are here’ boards

Located in the entrance and at strategic points throughout the exhibitions the ‘You Are Here’ boards are constantly referred to by visitors as they navigate their way around the hall. With your company logo and stand highlighted on each board, along with a literature rack for your promotional leaflets situated next to the YAH boards, this is an excellent opportunity to direct visitors to your stand.



**Cost: £5,000 + VAT (per board)**

# ONSITE SPONSORSHIP

## Carpet Tiles

Make life easy for visitors to find you at the show and create a path to your stand with highly cost effective carpet tiles. Discounts are available for multiple purchases.

Batches of tiles can be packaged as follows:-

**1 - 30 tiles: £300 + VAT per ½ sqm**

**31 - 80 tiles: £250 + VAT per ½ sqm**

**80 + tiles: £200 + VAT per ½ sqm**



# ONSITE SPONSORSHIP

## The London Book Fair TV

Sign up to a 2-3 minute broadcast and have your senior executives interviewed by the LBF TV crew onsite at the show. Your video will be promoted after the event to the LBF database and via our extensive social networks of Twitter and Facebook.

Your interview will also be available for you use post event for your own promotional activities.

**Cost: £1,000 + VAT**

# ONSITE SPONSORSHIP

## Aisle Markers



This sponsorship opportunity provides visible branding throughout the entire show to all attendees and promotes your stand number to potential traffic. Package includes all aisle markers throughout Earls Court 1 and 2.

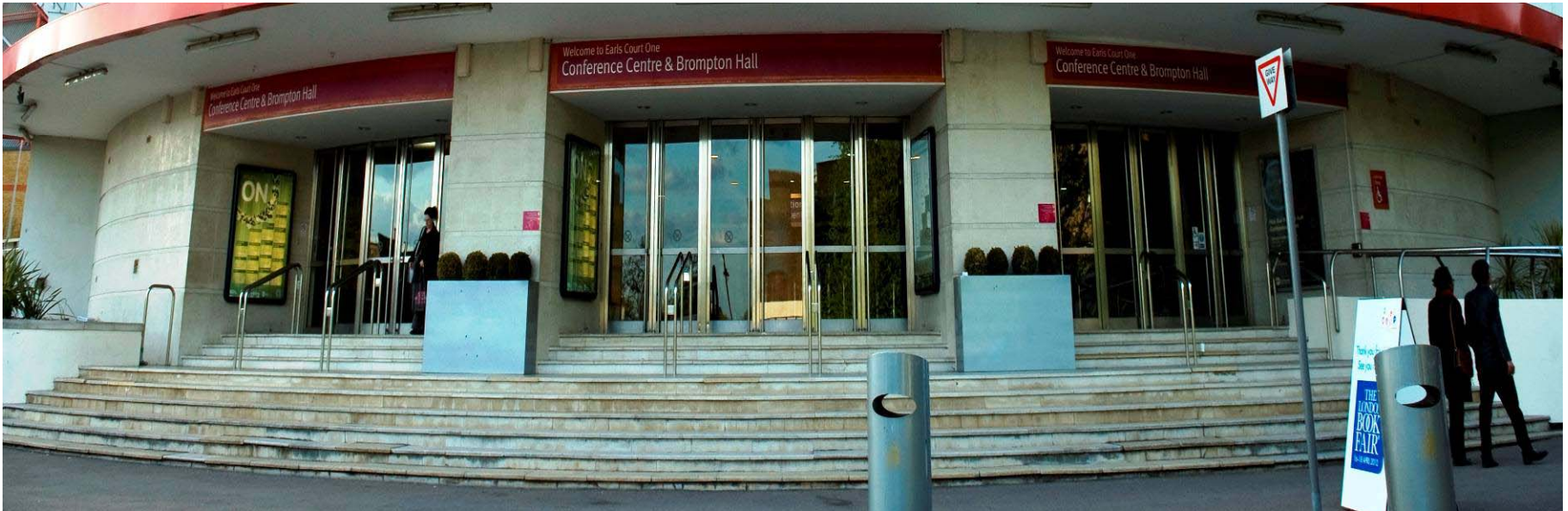
**Cost: £30,000 + VAT for EC1 OR EC2**

# ONSITE SPONSORSHIP

## Stair Risers

Instantly striking, the stair risers provide branding opportunity for your company as attendees walk into the show.

Cost: £5,040 per entrance (Warwick Road & West Brompton)



# ONSITE SPONSORSHIP

## Interior Escalators

Grab the attention of visitors travelling up to the International Rights Centre from the West Brompton area.

Visitors to the IRC are focused on the buying of rights from agents in the IRC so showcase your latest title to this captive audience.



**Cost: £2,805 for 12 panels**

# ONSITE SPONSORSHIP

## Washrooms



Whilst taking a break, place your brand in front of every visitor, member of the press, exhibitor and VIP's with ambient marketing installed in all of the restrooms throughout the event.

**Cost: £6,725 + VAT**  
(20 panels in total)

# ONSITE SPONSORSHIP

## Interactive floor tiles

Be dynamic and engage with the visitors with an interactive floor tile. As a visitors steps across your tile, your branding will interactive with their movement stirring interest and interaction with your brand.

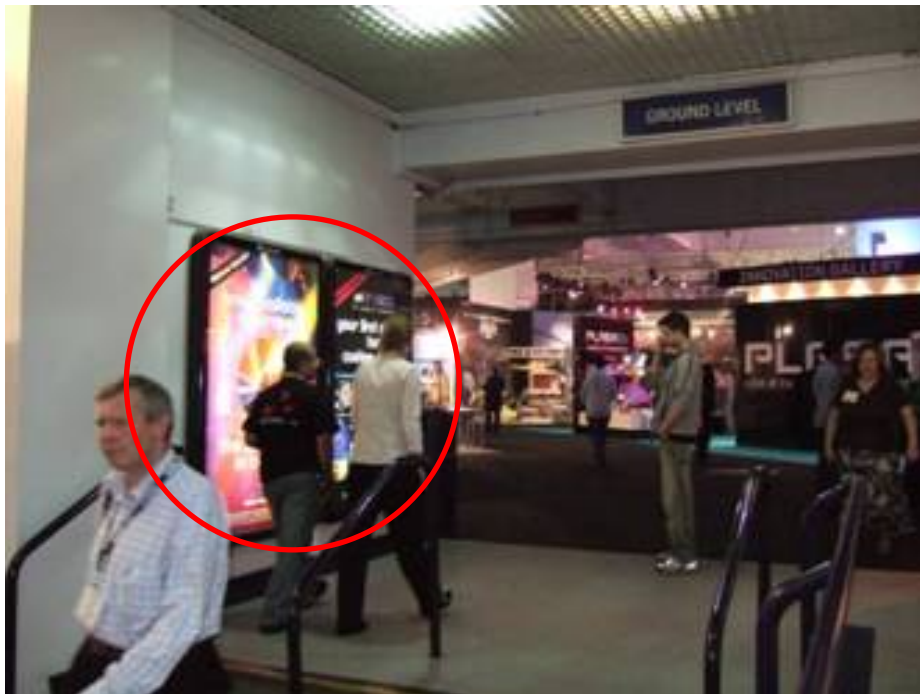
**Cost: £7,000 + VAT**  
(per tile)



# ONSITE SPONSORSHIP

## Interior Foyer Sites Earls Court 1

Advertise your latest title or product over the three days to attendees in this prime location.



**Cost: £5,000 + VAT**  
(for 6 sites)

# ONSITE SPONSORSHIP

## Exterior Static Sheet Posters

Drive footfall to your stand, before visitors have even entered the venue and get one step ahead of the competition. Prime location sites to maximise effectiveness and deliver results.



**Cost: £8,500 + VAT**

(10 x static sheet posters Warwick Road)

# ONSITE SPONSORSHIP

## Registration Area Branding



Circle above doors into exhibition hall

**Cost: £7,050 of 6 of these at EC1**



Branded windows overlooking registration areas

**Cost: £654 (West Brompton) or £1145 (Warwick Road)**



Circle canopy inner foyer

**Cost: £10,000**

All cost are exclusive