

# G-Force Berlin 2008 – A La Carte Sponsorship ideas

Lara Booth



# A La Carte Sponsorship – For Who & Why?

- Existing Exhibitors:

- Enhance your presence at G-Force beyond your exhibition stand
- Stand apart from other sponsors with extra branding

- New Sponsoring Partners

- Use it as an “entry point” for testing sponsorship
- Can't afford Expo this year but want a presence at the show to raise your profile?

# Suggested types of additional sponsorship

- Cyber Café €5,500
- Welcome Reception (Mon 19<sup>th</sup>) €4,000
- Espresso Stations €3,500
- Room Drops €2,750 + gift cost
- Delegate bag inserts €2,000 + insert cost
- Private Branded meeting room €650 per day
- Hotel Room Key logos €6,000

This list is not exhaustive, just an idea generator.  
Have you got another idea? Just let me know....

# Cyber Cafe



- 1 opportunity available
- Branded PC screens & literature racks
- Cost: € 5,500

# Welcome Reception (Monday 19<sup>th</sup> May 2008)



- 1 Opportunity available
- Additional bespoke signage
- Branding on napkins
- Cost: €4,000

# Espresso Stations



- X 2 Opportunities
- Situated in the Partner Pavilion where all refreshments served
- To include branding and 2 clear stands for your literature
- €3,500 each

# Room Drop Idea 1 – LED Torch Keyring

- Add a linked tagline such as “See your way to a clearer future with Partner XXXX”



- LED Torch Keyring
- Printed with 1 colour
- Cost: €2,750  
+ cost of gift (£1.69 each)

# Room Drop Idea 2 – Airline Travel Bag



- Airline Travel Bag
- Cost: €2,750 + cost of gift (£2.40 each)

Lead time approx 3-4 weeks from approval of artwork

Genesys can help arrange production/deliver of items for room drop or partner can have delivered directly to venue

# Room Drop Idea 3 – Hotspot Finder



- Hotspot Finder
- Cost = €2,750 + cost of gift (£6.10)

Lead time approx 6-7 weeks from approval of artwork

Genesys can help in production of item or partner can source independently and have delivered to venue

# Room Drop Idea 4 – USB Phone Charger



- USB Phone Charger
- Cost: €2,750 + cost of gift (£2.49)

Lead time approx 6-7 weeks from approval of artwork

# Room Drop Idea 5 – USB Gift Set



- USB Gift Set
- Cost: €2,750 + cost of gift (£10.53)

Lead time approx 6-7 weeks from approval of artwork

# Room Drop / Bag Insert Idea

- Add relevant strap line such as “Let us help you clean up your Customer Service Operation”



- Roll Clip Hand Sanitiser
- Cost: €2,750 + cost of gift (£1.55)

Lead time approx 3-4 weeks from approval of artwork

# Bag Insert Idea – Berlin City Map



- 1 opportunity available
- Included in Delegate Bags
- Cost: €6000 – to include purchase & branding of map

# Add Impact to your Room Drop

- To make a Room Drop more impactful and work harder for you, why not choose a gift with 2 or more elements?
- Deliver Part 1 in the Room Drop with clear messaging instructing them to make the gift complete by collecting Part 2 from your stand.
- This will raise awareness through being different and drive traffic to your stand

# Any other ideas?

- For details on the opportunities listed here contact Lara Booth or Jeff Hulse:

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- This presentation is an idea generator. If you wish to be at G-Force and have other ideas, call me and we can discuss.