

# CONFERENCE AND HOSPITALITY SHOW 2020

28 APRIL 2020, FIRST DIRECT ARENA, LEEDS, WEST YORKSHIRE



We ♥ Leeds



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CONFERENCE AND  
HOSPITALITY SHOW  
RETURNS TO LEEDS  
FOR 2020

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#CHS  
Rocks

# Sponsorship Opportunities



## HEADLINE SPONSOR

ONLY 1 AVAILABLE

Headline sponsorship offers the maximum brand exposure pre, during and post event. It gives you the opportunity to promote your association with the show and gain national exposure.

### What you get

- Your logo displayed both digitally and in print for the duration of the CHS campaign
- Prominent welcome signage visible to everyone walking by and entering the first direct arena
- High visibility across all printed materials such as our preview magazine and Show Guide
- Logo on show website with a link to your website with headline sponsor message
- Full page advert in the Preview Magazine and Show Guide
- Email and newsletter sponsorship
- PR or Press about your partnership with CHS20

### Investment

**£10,000+VAT**



## SEMINAR/STAGE SPONSOR

ONLY 1 AVAILABLE

The Conference and Hospitality Show is renowned for attracting high quality MICE buyers who are looking for new destinations, venues and suppliers. It gives you the opportunity to promote your association with the show and gain national exposure.

### What you get

- Your logo displayed both digitally and in print for the duration of the CHS campaign
- Prominent signage within the seminar / stage area at CHS20. Including the stage, screens and chair covers
- High visibility across all printed materials such as our preview magazine and Show Guide
- Logo on show website with a link to your website with headline sponsor message
- Full page advert in the Preview Magazine and Show Guide

### Investment

**£5,000+VAT**



## VIP BAR SPONSOR

ONLY 1 AVAILABLE

Cement relationships with our pre-qualified buyers by hosting them in our VIP Bar.

### What you get

- 42 sq metres of space to furnish, where you will host VIPs
- 6m back wall to brand

### Investment

**£8,500+VAT** Cost of drinks additional



## DEMO ZONE SPONSOR

ONLY 1 AVAILABLE

Do you have something special to promote such as your top chefs? Then attract buyers to your stand by sponsoring our Demo Zone area.

### What you get

- A designated premium space to demonstrate your expertise (e.g. cooking demonstrations)
- Space only (furniture not provided)
- Demo zone and full seminar programme promoted in the Show Guide

### Investment

**£5,000+VAT** Cost of food/ingredients additional



## VIP BAG SPONSOR

ONLY 1 AVAILABLE

Reinforce your brand both during and post show by having your logo prominently displayed on one side of a multi-purpose bag given to all pre-qualified buyers.

### What you get

- Your logo on the VIP goody bags – given to all pre-qualified buyers

### Investment

**£3,500+VAT**



## LANYARD SPONSOR

ONLY 1 AVAILABLE

Boost your brand by having your logo on our lanyards.

### What you get

- Your logo on our lanyards which are worn by every visitor and exhibitor at the show.

### Investment

**£2,000+VAT**



## E-SHOT TAKE OVER

### What you get

- Branding on our newsletters to our entire buyer database
- Branded article in the newsletter
- Footer advert with a link to your website

### PRE SHOW - 4 AVAILABLE

Encourage buyers to visit your stand at the show by sending them key messages before the event.

### Investment

**£550+VAT**

### POST SHOW - 2 AVAILABLE

Remind buyers about your venue, product or service and reach buyers who attended the show but you didn't get to speak to.

### Investment

**£450+VAT**



## SHOW GUIDE SPONSOR

ONLY 1 AVAILABLE

Don't miss this opportunity to have your brand literally 'in everyone's hand' at the show and provide visitors with a reason to visit your stand.

### What you get

- Outside back cover for your advert
- Enhanced listing in the Show Guide
- Listed as our Show Guide Sponsor on the CHS20 website with a link to your website
- Prominent branding throughout the Show Guide

### Investment

**£1,000+VAT**



## ADVERTISING PACKAGE

Encourage buyers to visit your stand at the show by sending them key messages before and during the event.

### What you get

- 1 full page advert in two publications: Official Preview Magazine and the Show Guide

### Investment

**£750+VAT**

## Free Opportunities

### GOLDEN TICKETS

Give us a *spectacular\** prize and we'll pop it into one of the VIP goody bags.

Your winner will be brought to your stand where you'll be photographed handing over the prize and we'll Tweet that photo!

- No cost to you except the prize that you offer.

### VIP GOODY BAGS

Want to reach more than 1 VIP? Pop something into our VIP bags.

We produce 400 bags to give to our VIPs and you can reach them all with a special item in the bag.

### What we're looking for

- Small drinks and food items (home made cookies, chocolates etc)
- Spa items (creams, gels, smellies)
- Vouchers for something complimentary (sorry no % off vouchers) such as afternoon tea, gin tasting

**We won't charge you for the chance to pop something in the Goody Bag, the only cost to you is providing the items.**

### Or you can...

Include your promotional leaflet/brochure in to the VIP goody bag.

### Investment

**£250+VAT** (only 5 available)

# Book my Stand

Complete the booking form and please return via email:

## Your details:

Name:

Tel:

Name of person  
for event specific  
correspondence:

We will contact you for all future correspondence to **this event only**.  
Please leave blank if same as above.

Email:

## Company details:

Company Name:

Company  
Tel:

Invoice Add:

Postcode:

*Tick if Company Address is the same*

Company Add:

Postcode:

Accounts Email:

PO No:

Accounts Tel:

Preferred  
Stand No:

## Twitter handle:

If you have an account with Twitter please provide the name below for the Show Guide listings and social media promotion:

@

For more information on exhibiting or sponsorship please contact Jules France:

07747 444 439     [jules.france@chsgroupuk.com](mailto:jules.france@chsgroupuk.com)



# Book my Stand

CONFERENCE  
AND  
HOSPITALITY  
SHOW 2020

Complete the booking form and please return via email:

## Choose from the following packages:

### 2 x 2 METRE SQUARE STAND

£1200+VAT Wed 26 June - Fri 29 Nov 2019

£1280+VAT Sat 30 Nov 2019 onwards

### 3 x 2 METRE SQUARE STAND

£1800+VAT Wed 26 June - Fri 29 Nov 2019

£1920+VAT Sat 30 Nov 2019 onwards

### 4 x 2 METRE SQUARE STAND

£2400+VAT Wed 26 June - Fri 29 Nov 2019

£2560+VAT Sat 30 Nov 2019 onwards

### OTHER, PLEASE STATE SIZE BELOW:

£300+VAT per sq metre Wed 26 June - Fri 29 Nov 2019

£320+VAT Sat 30 Nov 2019 onwards

## Enhance your presence at CHS20:

HEADLINE SPONSOR: £10,000+VAT

VIP BAR SPONSOR: £8,500+VAT

SEMINAR/STAGE SPONSOR: £5,000+VAT

DEMO ZONE SPONSOR: £5,000+VAT

VIP BAG SPONSOR: £3,500+VAT

LANYARD SPONSOR: £2,000+VAT

SHOW GUIDE SPONSOR: £1,000+VAT

ADVERTISING PACKAGE: £750+VAT

E-SHOT TAKE OVER: Pre show £550+VAT Post show £450+VAT

ENHANCED LISTING: Stand out in the official Show Guide £75+VAT

ADVERT IN THE SHOW GUIDE: Half page £200+VAT Full page £300+VAT

VIP PACK INSERT: Offer to all VIPs in the VIP pack (ONLY 5 AVAILABLE) £595+VAT

VIP GOODY BAG INSERT: Your brochure/leaflet in the goody bag (ONLY 5 AVAILABLE) £250+VAT

### By signing this form you agree to the Terms and Conditions of Sale:

\*45% to be paid on booking of stand and 55% by 29 November 2019

Authorised by:

Signed:

Date:

Please opt me in to receive the latest news and updates from the CHS Group team as well as information relating to exhibiting with CHS Group. Here at CHS Group we take your privacy seriously and will only use your personal data to provide you with information on our upcoming events and services. For details on how we use your data, please read our updated Privacy Policy on [www.chsgroupuk.com](http://www.chsgroupuk.com)

Please email the form to Jules France:  [jules.france@chsgroupuk.com](mailto:jules.france@chsgroupuk.com)  07747 444 439