Events

The Institution of Engineering and Technology

IET Green ICT Seminar:

Ensuring that sustainable ICT is at the heart of your organisation's business operations

9th October 2012
IET London: Savoy Place

Sponsorship Opportunities

Sponsoring the Green ICT Seminar

Sponsoring or exhibiting at this seminar will place your organisation in a unique position to promote your brand, your products and services and position your company as the key player within this industry sector.

The IET uses an extensive marketing campaign to inform our members and relevant database contacts of our events programme to ensure the highest attendance and quality of guests.

For many companies, a sponsor partnership with IET has become an integral part of their marketing mix, delivering a hard-to-achieve blend of branding, positioning, association and critically, face-to-face interaction with the people that matter.

Exhibition

The exhibition area will provide the opportunity for vendors to demonstrate their technology applications and engage end-users in a relaxed and informal setting.

Unlike a traditional large exhibition or trade show, you will gain access to the strategic target audience during a time when the attendees are relaxed yet focused on discussing current developments in the industry. Our team of experienced event managers handle all administrative, marketing and promotional needs, leaving you free to concentrate on your own plans for the seminar and too generate new business.

On the following pages you will find a detailed breakdown of the sponsorship packages on offer and their benefits:

HEADLINE SPONSORSHIP - £3,500 + VAT (SOLE SPONSORSHIP)

BRANDING – YOUR LOGO WILL FEATURE ON:

- All marketing material promoting the event (subject to date of confirmation)
- The IET dedicated event website with a hyperlink through to your website
- The sponsors' logo on header slides
- The 'thank you to our sponsors/exhibitors' holding slide at the event
- The event flyer (subject to date of confirmation)

EXHIBITION:

- A table top exhibition space to promote your company (to include a table, 2 chairs and power supply)

YOU WILL ALSO RECEIVE:

- Three delegate places for representatives of your company to attend the seminar. **You will also receive 25% discount off the standard non-member delegate rate for extra places.**
- Opportunity to give all seminar delegates a piece of promotional literature.
- Banner advertisement on the event website.
- Appropriate signage within the registration area (to be supplied by sponsor)

LUNCH SPONSOR (SOLE SPONSORSHIP) - £2,500 + VAT

As the Lunch Sponsor, a wide range of branding opportunities will be made available to you both prior to and during the seminar.

BRANDING – YOUR LOGO WILL FEATURE ON/WITHIN:

- The IET dedicated event website with a hyperlink through to your website
- Appropriate signage and display within the lunch area (sponsor to supply)
- All marketing material promoting the event (subject to date of confirmation)
- The sponsors' logo on header slides
- The 'thank you to our sponsors/exhibitors' holding slide at the event

EXHIBITION:

- A table top exhibition space to promote your company (to include a table, 2 chairs and power supply)

YOU WILL ALSO HAVE THE OPPORTUNITY TO:

- Provide branded merchandise such as napkins

YOU WILL ALSO RECEIVE:

- Two complimentary delegate places for representatives of your company to attend the seminar. **You will also receive 25% discount off the standard non-member delegate rate for extra places.**

DELEGATE BAG SPONSOR (SOLE SPONSORSHIP) - £1,500 + VAT

A promotional item to be included into the delegate bag (subject to size restrictions)

BRANDING – YOUR LOGO WILL FEATURE ON/WITHIN:

- The IET dedicated event website with a hyperlink through to your website
- All marketing material promoting the event (subject to date of confirmation)
- The delegate bags in one colour
- The sponsors' logo on header slides
- The 'thank you to our sponsors/exhibitors' holding slide at the event

YOU WILL ALSO RECEIVE:

- One complimentary delegate place for a representative of your company to attend the seminar. **You will also receive 25% discount off the standard non-member delegate rate for extra places.**

LANYARDS SPONSOR (SOLE SPONSORSHIP) - £1,500 + VAT

BRANDING – YOUR LOGO WILL FEATURE ON/WITHIN:

- The event lanyard to be supplied by the sponsor
- The IET dedicated event website with a hyperlink through to your website
- All marketing material promoting the event (subject to date of confirmation)
- The sponsors' logo on header slides
- The 'thank you to our sponsors/exhibitors' holding slide at the event

YOU WILL ALSO RECEIVE:

- One complimentary delegate place for a representative of your company to attend the seminar. **You will also receive 25% discount off the standard non-member delegate rate for extra places.**

EXHIBITION STAND - £1,500 + VAT

The exhibition area will provide the opportunity for vendors to demonstrate their technology applications and engage end-users in a relaxed and informal setting.

EXHIBITION SPACE – YOU WILL BE PROVIDED WITH:

- a table top exhibition space to promote your company (to include a table, 2 chairs and power supply)

BRANDING – YOUR LOGO WILL FEATURE ON/WITHIN:

- The IET dedicated event website with a hyperlink through to your website
- All marketing material promoting the event (subject to date of confirmation)

YOU WILL ALSO RECEIVE:

- One complimentary delegate place for a representative of your company to attend the seminar. **You will also receive 25% discount off the standard non-member delegate rate for extra places.**

If you have any queries or would like to confirm your involvement, please contact Mandy Mercer, Sponsorship Sales Executive on +44 (0) 1438 765 571 or email mmercer@theiet.org