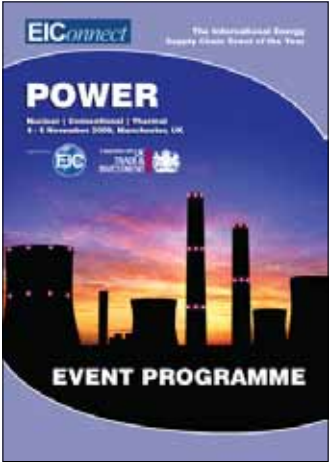




# EVENT PROGRAMME

## Promote your brand and generate more business



2009 front cover

EIC Connect Power 2011 is set to be the largest Share Fair for the UK power industry, showcasing what the UK energy supply chain has to offer global energy companies.

Containing all the essential information about the show and the exhibitors, the Event Programme is given away to all delegates and is a vital reference tool and sourcing guide used extensively by buyers at the event.

The Event Programme is also kept by delegates and their colleagues for months and years afterwards and used as an industry directory to all the leading suppliers in the UK power generation sector.

**The official Event Programme is the only publication at the event that includes:**

- ✓ Full details of the event programme
- ✓ Speaker biographies
- ✓ Speaker company profiles
- ✓ Exhibitor profiles
- ✓ Exhibition floor plan



# EVENT PROGRAMME

# 8

## ways the official Event Programme can help your business...

- 1 Maximise stand visitors** – All visitors use the Event Programme to navigate their way around the exhibition. By creating an eye-catching advertisement in the programme, you will increase awareness of your company or brand and attract more visitors to your stand.
- 2 Raise your industry profile** – By becoming an advertiser in the Event Programme, your profile and standing within the industry is enhanced, helping you to position your business at a higher level.
- 3 Increase sales** – A higher profile, more awareness and more visitors coming to your stand improves your opportunity to speak to your customers, and make more quality contacts after the event, which in turn increases your sales.
- 4 Promote your brand** – Standing out from the market place and your competitors is crucial to breaking through the clutter. The Event Programme gives you the perfect opportunity to elevate the prominence of your brand.
- 5 Promote your products and services** – The Event Programme is the perfect place to draw your customers' attention to the key products or services you are promoting or launching at EIC Connect Power 2011.

*Continued...*



# EVENT PROGRAMME

**The 2011 official Event Programme is printed in A4 format.**

**Maximise your presence at the exhibition and increase your sales with one of our advertising and promotional packages that are exclusively available to companies that have secured a presence at this outstandingly successful business-to-business event.**

**6 Long lasting benefits** – The Event Programme is a ‘must keep’ publication that plays a key marketing role for your brand, products and services long after the doors are closed. It is retained as a definitive reference tool and buyer’s guide by attendees who take the event programme back to their workplace where they and their colleagues will use it time and again for many years afterwards.

**7 Maintains marketing momentum** – Advertising in the Event Programme strengthens and supports other marketing activity to provide an integrated campaign.

**Research shows you are much more likely to convert prospects into sales if you repeat your key message to your target audience over a period of time.**

A prominent advertising promotion in the Event Programme is the *perfect* way to support your presence at the event. **First** your core message will be read by all your customers at the show itself. **Then** it will be seen again and again after the event **each time** your customers use the publication as a reference tool.

**8 Targeted readership** – Within organisations, Event Programmes are used as sourcing guides and research tools by many other decision makers and influencers who did not attend the exhibition.

Thus the readership of the EIC Connect Power Event Programme – and therefore the response you receive from your promotion within it – is far greater than just the visitors who attended the event, and very targeted.



# Advertising and promotional opportunities

**£2970**

## Sponsorship of Event Programme floor plan and A-Z listing

*Navigate all visitors directly to your stand*

- 1** Full colour logo branding on exhibition floor plan  
Directional trail shows way from hall entrance to your stand  
Your stand is branded and highlighted  
A “visit us at stand number x” exclusively published below your logo
- 2** Logo branding on contents page and accreditation as Event Programme floor plan sponsor
- 3** Full page full-colour advertisement
- 4** Exhibitor entry enhanced with logo and colourwash background

*For more information call **Jay Pawas** today on +44 (0)20 7841 5962 or email [j.pawas@publishingevents.com](mailto:j.pawas@publishingevents.com)*



# EVENT PROGRAMME

**£2650**

## Sponsorship branding strips

### Supporting editorial

Gain maximum impact by repeating your company's core message and branding in sponsorship panels across the bottom of every exhibitor profile page in the Event Programme.

Each sponsorship strip is 4.2cm deep.

*NB: You can vary the text and/or image used on each editorial page. For example, build a visual theme, or tell your customers a 'story' as they browse through the Event Programme.*

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# EVENT PROGRAMME



Place your advertisement opposite a speakers page

## Special positions – display advertising

### Exclusive opportunities

Raise your industry profile and generate new business leads with a full colour full-page advertisement in a special position within the official Event Programme.

Outside back cover – full page	<b>£2250</b>
Inside front cover – full page	<b>BOOKED</b>
Inside back cover – full page	<b>£1950</b>
Double page spread (including requested position) – 2 full pages	<b>£2250</b>
Full page opposite speaker profile	<b>£1665</b>
Full page opposite exhibitor profile	<b>£1665</b>
First right hand advertising page*	<b>£1665</b>
First left hand advertising page*	<b>£1665</b>

\*After contents page

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# EVENT PROGRAMME



## Run of paper display advertising and enhanced exhibitor entries

*Stand out from your competitors*

Increase your company's sales with a run of paper display advertisement or enhanced exhibitor entry.

Double page spread – run of paper	<b>£2050</b>
Full page display advertisement – run of paper	<b>£1450</b>
Half page display advertisement – run of paper	<b>£900</b>
Quarter page display advertisement – run of paper	<b>£625</b>
Enhanced exhibitor entry with logo and colourwash background (see illustration opposite)	<b>£495</b>

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**DEADLINE FOR ALL ADVERTISING ARTWORK: 22 SEPTEMBER 2011**

*The EIC Connect Power Event Programme is produced and published on behalf of the event organiser EIC by Publishing Events Ltd. Address: 2nd Floor, Chapel House, 18 Hatton Place, London EC1N 8RU, UK. Tel: +44 (0)20 7841 5960.*