



SPONSORSHIP OPTIONS AT THE GADGET SHOW LIVE 2011

About the event

The Gadget Show Live is already established as the UK's leading consumer electronics event, bringing together the most popular elements of FIVE's primetime technology show to life at the NEC, Birmingham.

Making its debut in April 2009, The Gadget Show Live exceeded all expectations in delivering over 375 exhibitors and 96,000 visitors over the last two years. As a result of this achievement the exhibition was awarded the prestigious accolade of Best Consumer Launch Show by The Association of Exhibition Organisers and Best Launch at The Event Awards.

The Gadget Show is now in its fifteenth series on FIVE and is firmly established as the leading consumer electronics programme on British TV with over 2 million viewers regularly watching the programme every week. There are approximately 1.5 million weekly hits on www.five.tv/gadgetshow and the official You Tube channel.



The live event is a powerful addition to this long established and well respected brand, providing loyal viewers with a unique opportunity to see the presenters in action, as well as seeing, trying and buying a wide range of new launch technology.

With the 2011 event now expanded over six days and five halls we now have the capacity to accommodate 85,000 visitors, providing sponsors with access to a substantial audience of early adopting families.

Key stats:

- 54% Male / 46% Female
- Average age – 38
- 88% have children
- Average household income of £53,000 p.a.
- 90% ABC1
- Average spend per head of £690 on products sourced at the show



Headline Sponsorship

The Gadget Show Live has quickly become established as one of the biggest and most influential consumer events in the UK. The opportunity exists this year for a single brand to align themselves with the event as Headline Sponsor and benefit from exposure to around 85,000 consumers, press and trade buyers at the show and millions more through pre-show promotion. Benefits include:

Pre-Show Benefits

Logo on all printed marketing collateral next to the event logo alongside the wording 'In association with'. This will include:

- 200,000 e-marketing pieces
- A minimum of 30 adverts within Future Publishing's portfolio of magazines
- Around 10 adverts in trade electronics publications
- 30,000 printed trade invitations
- Show e-preview and app to be sent to all pre-booked visitors at end of March
- 3,000 sales brochures
- 2,500 VIP tickets
- All printed and e-tickets for the event
- Header panel of official website (average 47,000 unique visitors per month)
- On information about the event hosted on www.five.tv/gadgetshow
- All press releases

This package will also include a verbal reference to the sponsor on all on-air plugs for the live event on The Gadget Show on FIVE. Based on the 2010 campaign this

will be around 10 mentions from October to April as part of the competition giveaway reaching approximately 2 million viewers per week.

At-Show Benefits

- Logo on all major signage in and around the venue
- Full page advert within electronic show guide & preview
- 200 complimentary tickets for your staff and clients
- An allocation of 100m² stand space in a prominent location
- A room at the venue for hosting press briefings, sales meetings and client entertainment



Post-Show Benefits

- Inclusion of two questions in the post show email questionnaire with a full report presented back to the sponsor one month after the show. The 2010 questionnaire elicited over 5,000 responses.
- One off postal mailing to all visitors consenting to third party mailing to be conducted by a DMA accredited third party mailing house or the opportunity to write an email to be sent by us to all qualifying visitors via the Gadget Show Live 2011 backoffice.

[Cost of Headline Sponsorship: £75,000+ VAT](#)

Feature Sponsorship

One of the main reasons that The Gadget Show Live has attracted a vast consumer audience over the last two years is the amount of engaging and interactive feature content we put into the event. As well as offering great experiences for our visitors this also provides brands with a chance to engage directly with customers. Features at the 2011 show include:

The Photographic Workshop Theatre:

Six companies will be given the opportunity to host a presentation of 20 minutes in length twice a day. This will start on the trade and press day where you can create a presentation aimed at retailers, professional photographers and photographic journalists. The following five days will allow you to present direct to the consumer giving you a total possible audience over six days of 3,600 people with a specific interest in digital and DSLR photography. Sponsorship Opportunity cost: **£6,995 + VAT**

The HUB Theatre:

A new feature for 2011 the HUB Theatre is a 300 seat amphitheatre spanning 500m² in Hall 11. The theatre will host regular presentations from world renowned experts and innovators from all aspects of consumer



electronics. The sponsor will have prominent branding inside and outside the theatre and a chance to present for 30 minutes everyday within the HUB which means addressing 1800 visitors over the course of the show.

Sponsorship Opportunity cost: **£39,995 + VAT**

Hall of Fame:

A 250m² feature divided into four room sets showing great technology from the last four decades. This is a perfect engagement opportunity for any company with a heritage for supplying classic gadgets over the last 40 years.



We will furnish the room sets and decorate them in the style of each decade and supply plinths and displays for a range of products from each era. Sponsor branding will appear on aerial signage above the feature and on the external walls.

Sponsorship Opportunity cost: **£29,995 + VAT**

Test Track Arena:

From Segways and Easy Gliders to remote controlled cars and kids electric bikes the Test Track Arena is where our visitors can try out a wide range of personal transport gadgets that they will have seen trialed on the TV programme. This fun and interactive feature offers huge branding potential across the 1000m² area with sampling opportunities for a sponsor looking to reach a family audience.

Sponsorship Opportunity cost: **£29,995 + VAT**



For all opportunities above the sponsor's logo will be placed alongside all information about the feature including event website, e-preview and press releases.

Sponsorship opportunities also exist for other features including the 4,500 seat Super Theatre, the presenters signing area and the main entrance. We also welcome the opportunity to create bespoke experiences for sponsors so call the team on [020 7288 6375](tel:02072886375) to discuss the options further.

Additional Sponsorship Options:

Website advertising

With the event website likely to attract around 550,000 unique visitors over its annual life cycle, this is a great way for exhibitors to raise awareness of current campaigns. Four advertisers will share a rotating 170 pixels wide banner visible on all pages of our site from early July 2010 until June 2011.

Cost: **£4,995 + VAT (Only one opportunity remaining)**

Big Screen Advertising

Be one of only five sponsors to run TV advertising on 3 big screens rigged from the roof of the NEC within the show halls. Each advertiser will get 2 x 30 second ads per 15 minute loop with important show information and clips from the TV show mixed in between sponsors advertising. Over the course of the show this will give you around 216 minutes of airtime over six days to keep your message in the forefront of our visitors' minds. This could be a great re-enforcement of a current TV campaign.

Cost: **£6,995 + VAT**



Post show email

Within a week of the show ending we will be able to send out targeted emails from sponsors to around 25,000 opt in email addresses for people who have purchased tickets for the show. The email will be written by the sponsor, sent out by us and two weeks afterwards we will send a full report on how many people opened the email and clicked through for further information.

Cost: **£3,750 + VAT**

Registration Sponsorship

Make an immediate impression on visitors as they enter the event by exclusively branding the on-site cash desks, ticket collection desks and the clothing to be worn by all members of the registration staff.

Cost: **£8,500 + VAT (exclusive)**

Post show survey

A small number of partners will be permitted to submit a question to be included in our post show survey sent out to all lead bookers. More than 5,000 visitors completed the survey last year. The raw data from all respondents will then be collated and forwarded on to the client four weeks after the event.

Cost: **£500 + VAT** per question. (non exclusive)

Bluetooth Broadcasting

Push your advertising, special offers or targeted messages through a bluetooth broadcasting facility located in the main entrance. Potential exposure to over 80,000 consumers, trade buyers and journalists.

Cost: **£4,995 + VAT**