



**Green Events  
& Innovations**  

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**2016**

**Marketing & Sponsorship**

3 March 2016 - Royal Garden Hotel, London, W8 4PT

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# About Green Events & Innovations

**The eighth edition** of the UK's leading conference for sustainability at live events will take place on Thursday 3 March, the day before ILMC begins. Green Events & Innovations conference (GEI) is presented by *A Greener Festival* and *Bucks New University* in partnership with ILMC, and welcomes around 150 professionals working, or with an interest in, environmental initiatives at live events.

As the industry's response to environmental management matures, GEI continues to demonstrate the latest solutions and technologies

for practical event management. The conference mixes practical case studies, presentations and case studies from around the world, alongside networking coffee breaks, a complimentary lunch, and closing party.

The full conference schedule will be published in January, but GEI consistently attracts the industry's top speakers and innovators. The last edition included input from Martyn Ware (Heaven 17), Yomi Ayeni (Burning Man), Pip Rush (Arcadia), Rob Scully (Glastonbury), Ed Cook (Resources Futures) & Holger Jan Schmidt (GO Group).

# Why sponsor GEI?

**If you are a manufacturer** or supplier working in the international live events business, GEI is the perfect platform to reach key buyers and promote your services. The one day, focused event allows your brand to be close to decision makers, thought leaders and highly engaged professionals in the environmental space.

- GEI is the UK's leading platform for sustainability at live events.
- GEI is a specialised and unique conference that attracts engaged professionals in the environmental space.
- A range of options – from overall conference sponsorship to lunches and trade stands – allows highly effective marketing within existing budgets.

- We aim to build long-term strategic and solid partnerships with all of our partners.
- Trade press advertising features all partner logos, widening reach beyond the event, while various media partnerships ensure good PR around GEI.

**Regular attendees at GEI include:** *Festival Republic, Rock for People, ID&T, NEC Group, Rockstar Services, A Greener Festival, Global Action Plan, Yourope, Boom Festival, Doctor Music, Body & Soul Festival, Ruisrock, Arcadia, Hay Festival, Shambala, Julie's Bicycle, Glastonbury, Burning Man, Go Group, Big Issue, Access All Areas, Event Magazine, Pukkelpop, Eventbrite, Eco Action Partnership, and many more.*

*With regular promotion running up to and after GEI, all marketing activity benefits from exposure before, during and after the event.*

# Key Sponsor Opportunities

## Headline Sponsors

GEI has one overall opportunity for a naming rights/headline sponsor. This package includes promotional elements to give you presence on the build up and around the event itself. As well as this you will be the key brand mentioned wherever the GEI brand is placed.

### Both packages include logo placement on:

- GEI website headline branding
- Banner branding at the conference
- GEI stationery
- GEI email signatures
- GEI email updates
- All post-event reports
- Registration information printed in IQ Magazine
- All trade press advertising

**Price: £3,000**

## Exhibition Space: £800

GEI has a strictly limited number of exhibition stands. Each stand provides unprecedented exposure to around 150 delegates during the daytime. Each stand includes a table, power supply and adequate space to erect backdrops and displays. All stands are placed in our networking area of the GEI so will get guaranteed footfall during coffee and lunch breaks and in between panels.

## Buffet Lunch Presence: £1,500

The GEI offers a complimentary buffet lunch to all of the delegates across an hour-long networking break. Having a presence in this extremely busy location provides sponsors with exclusive branding and a guaranteed footfall. The sponsors can enjoy bespoke branding, a personal presence and possible drink giveaways. The package includes several elements including delegates passes. Details will be given on enquiry.

## Networking Break Sponsor: £1,250

The GEI has two 30-minute coffee breaks throughout the day and there is an opportunity for one sponsor to have branded presence during them both. Delegates receive complimentary coffee in a targeted networking space. Again, the package includes several tangible components to give you a wide presence around GEI.

*All packages contain a number of delegate passes to attend GEI – further details on application*



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**GEI 2016 – Marketing & Sponsorship Opportunities**

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