

Partnership and Sponsorship at HELI INDIA 2012

Partnership Opportunities

All partnership opportunities also include the following (unless stated otherwise):

- Official partnership recognition, including company logo on associated promotional literature, website, and targeted email campaigns plus conference acknowledgements
- 12 m² display space (3m x 4m) in a prime location
- 5 complimentary delegate places for the two-day conference
- Additional exhibitor visitor passes to give to your top existing/potential clients
- Additional delegate places for your company personnel at a discounted rate
- 1 complimentary stand manner places for the two-day exhibition

Gala Dinner – at the end of Day One

£29,500

The Gala Dinner is one of the event's main social occasions and is a prime opportunity to present your company's message to all of the guests. It will take place in November and will start at approximately 19.30 and finish at 22.30. All speakers & VIPs will be invited to attend on a complimentary basis. All conference delegates & exhibitors will be given the opportunity to attend the dinner for a nominal amount. Representatives from The Shephard Group will also attend to help you host your guests.

Partnership also includes:

- 24 m² exhibition booth space (6m x 4m) in a prime location
- 1 complimentary delegate places for the two-day conference
- 4 complimentary stand manner places for the two-day exhibition
- 10 Invitations to the Gala Dinner
- Opportunity to give out company gifts at Gala Dinner
- Opportunity to make speech at Gala Dinner

Speakers' Dinner – at the end of Day One

£18,500

The Speakers' Dinner is a prime opportunity to present your company's message to all of the guests. It is a private dinner (invite only) and will take place either at the end of Day One or the Day before the Conference, following the Speakers' Briefing (dependent on whether a Gala Dinner is held) and will start at approximately 19.30 and finish at 22.30. All speakers & one representative from each conference sponsoring company will be invited to attend on a complimentary basis. The dinner sponsoring company will have the opportunity to invite one company representative to host each table. Representatives from The Shephard Group will also attend to help you host your guests.

Partnership also includes:

- Invitations to the Speakers' Dinner – one person per table – 4 - 5 invitations in total
- Opportunity to give out company gifts at Speakers' Dinner
- Opportunity to make speech at Speakers' Dinner

Official Drinks Reception – at the end of Day One

£18,000

The Official Drinks Reception is a prime opportunity to present your company's message to all of the participants. It will take place in the conference refreshment area at the end of day one. It will start at approximately 17.30 and run for an hour and a half and is one of the event's important social occasions.

Partnership also includes:

- 4 invitations to the Gala Dinner

Registration and Refreshments on Arrival on Day One **£15,000**

Partnership also includes:

- Opportunity to distribute your company's literature at the Registration Desk
- Additional invitations to the Gala Dinner

Pre-Conference Workshop **£15,500**

The workshop would take place on the day before the two day conference programme. There would be a buffet lunch served at 13.00 and the workshop would start at 14.00 and run until 17.00. There would be approximately 2 1/2 hours presentation time allowing for food and a refreshment break. Delegates will be invited to attend and use the workshop as a discussion forum with a panel of up to four eminent speakers drawn from industry and operator/end users chosen by the partner.

Partnership also includes:

- 6 m² display space (3m x 3m)
- 1 complimentary delegate places for the two-day conference
- Workshop Room hire, food and beverage
- AV consisting of screen, LCD projector and two microphones
- Administration and staffing for workshop
- Opportunity to distribute your company's literature during the workshop only
- 1 invitation to the Gala Dinner (subject to Gala Dinner taking place)

Sponsorship Opportunities

All sponsorship opportunities also include the following (unless stated otherwise):

- Official partnership recognition, including company logo on associated promotional literature, website, and targeted email campaigns plus conference acknowledgements
- 6 m² display space (3m x 2m)
- 1 complimentary delegate places for the two-day conference (unless stated otherwise)
- Additional exhibitor visitor passes to give to your top existing/potential clients
- Additional delegate places for your company personnel at a discounted rate
- 1 invitation to Gala Dinner (subject to Gala Dinner taking place)

Delegate Lanyards **£10,000**

Official "Delegate Lanyard" sponsorship recognition, including company logo on associated promotional literature, website, plus conference acknowledgements

Delegate Badges **£10,000**

Official "Delegate Badge" sponsorship recognition, including company logo on associated promotional literature, website, plus conference acknowledgements

Delegate Folders **£12,000**

Official "Delegate Folder" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
Opportunity to include company brochure in conference folders

Delegate Bags **£10,000**

Official "Delegate Bag" partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements
Opportunity to include company brochure in delegate bags

Lunch Breaks – Day Two available**£10,000 per day**

Official “Lunch Break” partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements

Refreshment Breaks – Day One & Day Two available £10,000 per day

Official “refreshment break” partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements

Internet Area**£8,000**

Official “Internet Area” partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements

1 complimentary delegate places for the two-day conference

Opportunity to distribute branded mouse mats/pens by the internet area (provided by partner)

Event Guides**£6,000**

Official “Event Guide” partnership recognition, including company logo on associated promotional literature, website, plus conference acknowledgements

1 complimentary delegate place for the two-day conference

Delegate Gifts**£7,500**

Delegate gifts including business card holders, drinking bottles, memory sticks, T-shirts, torches, aluminium bottles can be printed with your company logo/strap line. The gift will be given to every delegate attending the two day conference.

1 complimentary delegate place for the two-day conference

Quarter Page Advert in Event Guide**£1,000**

Quarter A4 page full colour company advert in the Event Guide (to be sent to The Shephard Group on signature of the contract)

Please note that this option is only available as an addition to sponsors/partners.

Branding opportunities at HI 2011

A range of additional branding opportunities are available both before and during the event.

Each of the opportunities listed can be ordered as part of our sponsorship/exhibitor packages.

A-frame**from £1,000 per side**

Positioned on the pavements outside the venue - clearly visible to all attendees entering and leaving the event. Companies can book one side for £1,000 or both sides for £1,500.

One side

£1,000

Both sides £1,500

Ceiling Banners

from £3,500

Be visible from across the exhibition hall or catch attendees' attention by the stairwells to the conference auditorium.

1 site (one double-sided banner)	£3,500
2 sites (2 double-sided banners)	£4,500

Online Booking

from £1,000

This offers a unique opportunity for a company to clearly position their logo and company profile, along with hyperlink, on the booking page within the event website. All bookings are driven through this area.

Logo and strap line	£1,000
Exclusivity	£4,000

Floor Tiles

from £2,500

Exhibitors can have a selection of floor tiles located in key positions within the registration area and the exhibition hall, encouraging attendees to their stand. Getting around the show is key to all attendees, so make it as easy as possible and drive traffic straight to you before they find your competitors.

Footprint tiles from registration area to conference room	£2,500
Floor tiles within exhibition hall to your stand	£5,000

Registration Desk Fascia Branding

from £3,000

Ensure your company name and message is the first and last thing attendees see at the event.

To discuss increasing your company's exposure at Heli-India 2011 contact:

Hamish Betteridge on +44 (0)1753 727015, email

Hamish.b@shephardmedia.com