



VENTUREFEST

WEST MIDLANDS 2017

www.venturefestwm.co.uk

- Sponsorship & Exhibitor Guide -

Venturefest West Midlands 2017

Where Investors, Innovators and Entrepreneurs meet to exchange knowledge, make connections and transact business.

Venturefest West Midlands 2017 is a free to attend event that will provide entrepreneurs, investors and innovators with the opportunity to exchange ideas for co-operation, collaboration and funding, particularly in the fields of science and emerging technologies.

Over 700 delegates are expected to attend this one day event in 2017 (just under 600 attended in 2016) which will be held at the National Exhibition Centre, Birmingham on 27th June 2017. Sponsors and exhibitors will be able to engage directly with high growth entrepreneurs who are actively seeking their products, services, advice and support.

Pitchfest West Midlands

Running alongside Venturefest West Midlands 2017 is Pitchfest, a pitching competition for business owners which presents a unique opportunity for businesses to raise their profile both in the West Midlands and in front of a national audience of investors. Business owners are invited to present their ideas in a pitch for investment and stand a chance of winning one of several awards.

Ahead of the main Pitchfest event there are workshops available to help business owners improve their pitching technique, as well as panel rounds to hone their presentation. The Final pitches take place during Venturefest West Midlands 2017.

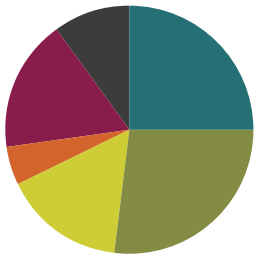
The conference saw standing room only in the most popular sessions at Pitchfest 2016 and was supported by a buzzing exhibition, a great networking atmosphere and an exciting Pitchfest Final.

The twelve finalists shortlisted were: CleanCar, GeoMingle, GivePenny, Applio Ltd, Interactive Wedding Invitations, PitchForMe, Astute Grapics Limited, iD Sports & Leisure, Interpac Ltd, Fixers, Smart Renewable Heat, and RealTag.

The panel of judges chose Fixers, CleanCar and Interpac as their winners, before the audience choice award ultimately went to Interpac.

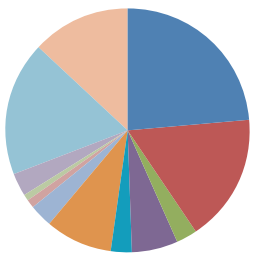
Venturefest WM 2016 Overview

The following graphics provide an overview of who attended last year's Venturefest WM, their reasons for attending and some of their opinions expressed through their Twitter posts.



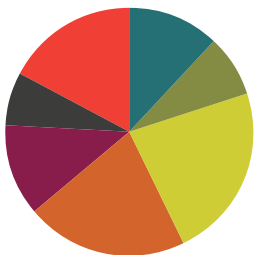
What are your main reasons for attending Venturefest

- I want to meet investors
- I want to meet potential customers
- I want to talk to business people to help commercialise my ideas
- I am thinking of commercialising an idea and want to understand the process
- I am interested in identifying new technologies and their commercial potential
- Other



What turnover band applies to your organisation?

- under £50,000 - **24%**
- £50,000 - £100,000 - **17%**
- £100,00 - £250,000 - **3%**
- £250,00 - £500,00 - **6%**
- £500,00 - £1m - **3%**
- £1m - £5m - **9%**
- £5m - £10m - **3%**
- £10m - £25m - **1%**
- £25m - £50m - **1%**
- £50m - £100m - **3%**
- Over £100M - **18%**
- Not applicable - **13%**



What is your main role in the organisation

- Founder
- Owner
- Director
- Managerial
- Business Innovation
- Technical Innovation
- Other

Kegsoft @kegsoft

Thanks @VenturefestWM for such an interesting and useful day on Thursday

Toni Harrison @ToniHarrison

Had a fab day @VenturefestWM. #Pitchfest was ACE! (Just need bigger rooms!) Thanks @AstonGrowth for organising!

Evolyst @evolyst

Fantastic event at @VenturefestWM yesterday - we met some great people with even greater ideas #ehealth #healthcare

Ru Harvey-Scholes @Rupertscholes

Great day @VenturefestWM @johnlewisretail @ByBox fantastic keynotes from Andy Street and Stuart Miller #Innovate #UK

Cre8tive Brand Ideas @Cre8tiveBrandId

Great Day yesterday @VenturefestWM met lots of interesting people #networking #businessconnect

52 Global Consulting @52_Global_

Very successful day at @VenturefestWM brilliant event! Thanks to all who said hello! #networking #business #brum #coventry #innovate

Project Aceleron @PAceleron

Today was a good day @VenturefestWM #energystorage #pitchfest

bozward @bozward

Great day at @VenturefestWM with lots of networking and business development for @uw_business

Sponsorship & Exhibition Opportunities

Below is a summary of the main sponsorship and exhibition opportunities open to those looking to engage with the 700 investors, innovators and entrepreneurs who are expected to attend Venturefest West Midlands 2017 and to benefit from the significant brand exposure generated through an extensive media campaign.



Headline **£10,000** plus VAT

This is our top level sponsorship package, offering a solus partnership- type agreement. The Headline Sponsor will be centrally involved in the branding of Venturefest WM 2017 as well as receiving the maximum amount of exposure for their own brand.



Partner **£5000** plus VAT

This is our mid-level sponsorship package. Partner Sponsors will be heavily involved in the planning and execution of Venturefest WM 2017 as well as a high level exposure at both the main event and the supporting marketing campaign.



Associate **£2500** plus VAT

This is our base level sponsorship package offering extensive branding opportunities at the main event.



Exhibitor **£600** plus VAT

This provides companies with the opportunity to have a significant presence in the main networking area at the event. They will also receive a level of brand exposure on specified elements of marketing collateral.

EVENT RELATED	HEADLINE	PARTNER	ASSOCIATE	EXHIBITOR
Headline sponsor branding on all event collateral	•			
Main stage welcome and introduction	•	•		
Advertising opportunities on the plasma screens in the main area	•			
Share of main event database (via opt-in on booking form)	•	•	•	
Complimentary refreshments throughout the day	•	•	•	•
Prominent exhibition stand	•	•	•	•

ONLINE MEDIA

HEADLINE

PARTNER

ASSOCIATE

EXHIBITOR

Dedicated position on event website. This will include your sponsor's logo and branding with a click through link to your website

•

•

A 'profile page' for the sponsor will be added as a link to the event website where you can include information on your company and a banner advert

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Dedicated position on exhibitor page. This will include your logo

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Recognised as being part of the event by a social media campaign

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ADVERTISING RELATED

HEADLINE

PARTNER

ASSOCIATE

EXHIBITOR

Sponsor accreditation and logo on our extensive e-marketing campaigns – over 100,000 invites will be sent out to businesses.

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Exhibitor accreditation and logo on our extensive e-marketing campaigns – over 100,000 invites will be sent out to businesses

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Click through from the promotional e-flyers to the sponsor website/s

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Sponsor logo on an extensive external advertising campaign

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A full-page advert in the event catalogue (distributed to all visitors on the day)

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Half page advert in the event catalogue (distributed to all visitors on the day)

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All additional marketing literature will feature your logo

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Logo accreditation throughout the event catalogue (Logo accreditation on the sponsors page of the event catalogue)

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Logo accreditation throughout the event catalogue (Logo accreditation on the exhibitors page of the event catalogue)

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Inclusion in BQ online feature and BQ magazine about Venturefest West Midlands

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Logo inclusion in BQ online feature and BQ magazine about VenturefestWM

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Opportunities to enter into a 2 year partnership with Venturefest West Midlands are also available on request.

There are also further specific sponsorship opportunities, further details of which can be obtained from:

Hilary Dunne, Events Director, BE Group on **0191 389 8494, 07884 655428** or email **hilary.dunne@be-group.co.uk**

For an up to date Exhibition Floorplan, showing the stand spaces that are still available, please visit **www.venturefestwm.co.uk**

