



Exhibition Opportunities

About:

After a 4 year break iGB Affiliate returns to Amsterdam, the original home of gaming affiliate conferences. The Amsterdam Affiliate Conference is part of the iGaming Super show and will boast over 1,500 affiliates in attendance as well as over 70 exhibitors following the unrivalled success of the London Affiliate Conference 2013. Four days of conferences, exhibitions and networking events with the elite in iGaming in a city that is like no other. This is genuinely an event that mixes business with pleasure and one you certainly cannot afford to miss and won't want to end.

Take Advantage of this years Show:

AAC's trademark activities include:

- **Strategic Conference Programme:** Our Amsterdam 2-day conference is the biggest of the year with 4 conference rooms, 100 speakers and 40 sessions. The sessions will focus on SEO, marketing, acquisition, social and mobile gaming, sports betting, regulation, finance and much more.
- **Networking:** iGB events are known for networking from the moment you arrive to the moment you leave. Come prepared to meet hundreds of old and new contacts throughout the multitude of networking events ranging from cocktail parties to speed networking.
- **Seven Shows in One:** AAC is part of the iGaming Super show which means you will also benefit from access to six other events co-located within the show including a dedicated sports betting event, mobile gaming summit and a social gambling conference.
- **Start Doing Business Now:** Why not start networking now using the AAC free networking tool available on both the app store and the net. Search and filter the exhibitors and delegates now and start doing deals
- **Free admission for EVERYONE!**

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Exhibiting



Shell Scheme



All shell scheme stands include:

- Text description in delegate pack (contact details and 50 words)
- Logo on exhibitors page on iGaming Super Show website
- Electricity on stand (1 socket suitable for 9sq meters)
- Internet access
- 1 x VIP passes for VIP area and VIP drinks reception per 9sqm
- 1 x picture and contact details of stand rep in delegate guide

Exhibiting options: (split in to two halves horizontally)

Shell Scheme: (Production to include caption of shell scheme booth)

3x3m booth = £4,950.00

6x3m booth = £9,900.00

For booth space larger than 6x3m please contact james.king@sportbusiness.com, tel:+44 (0) 207 9543 412, or Skype: james.king351 or ed.grundy@sportbusiness.com, tel: +44 (0) 207 9543 357 or Skype: ejgrundy

The total sqm of each stand is displayed as the italic numeric at the bottom right hand of each exhibition space on the floor plan.

Space Only



All space only stands include:

- Text description in delegate pack (contact details and 50 words)
- Logo on exhibitors page on iGaming Super Show website
- Electricity on stand (1 socket suitable for 9sq meters)
- Internet access
- 1 x VIP passes for VIP area and VIP drinks reception per 9sqm
- 1 x picture and contact details of stand rep in delegate guide

Space Only: (Production to include caption of shell scheme booth)

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Exhibitor Extras

The exhibitor guide outlines the majority of costs for exhibitors beyond the stand space or shell scheme, however we have put together a selection of the most popular, to give you an idea of “additional” costs that some of our clients chose to go for:

Promotional Staff:

Whether handing out fliers or pouring drinks on your stand, promotional staff is a popular choice amongst our exhibitors. As an exhibitor, you are required to pay £150.00 per person (this is for the entire event) to have promotional staff on site (£1,500.00 for non exhibitors). For the staff themselves we include details of various agencies in our guidelines.



Wired Internet:

Even though our events offer free wifi to all of our exhibitors, there is also an option to have a hard-line put into your stand. Often a popular option amongst those who are streaming live or heavily reliant on a strong connection to demonstrate. Prices vary from venue to venue and are available in the exhibitor manual.

Basic Furniture Package:

Whether you want a formal or an informal feeling to your stand, there will be furniture to suit. Our chosen furniture supplier offer packages (show by show) or the option to pick and mix what best suits you. For an idea of their selection and costs, go onto their website:

<http://www.jmtindisplay.co.uk/>



Bar Code Scanner:



A quick and effective way to gather delegate information. All you need to do is scan, and then once the show is over, we collect and send you a coherent list of the delegates details that you have scanned! Prices start at £225.00 per scanner.

Hanging Banner:

If you are looking to gain extra exposure in the event venue then a hanging banner is the perfect solution. With prices from £1750.00 (excluding production and rigging), this is an effective way to get noticed from a distance and make the whole venue aware of your presence.



Package Deals



To help your money go further, below is a list of our package deals:

Exhibition Space Packages (applicable to both shell scheme and space only):

- **Book a stand for 2 shows** (from the following; Supershow 2013/BAC 2013/LAC 2014) and **save 7%**.

e.g. A 3m x 3m shell scheme stand at the Supershow 2013 and BAC 2013 as a package booking will cost £9,207.00 (a saving of £693.00 on booking separately).

- **Book a stand for 3 shows** (from the following; Supershow 2013/BAC 2013/LAC 2014) and **save 12%**.

e.g. A 3m x 3m shell scheme stand at the Supershow 2013, BAC 2013 and LAC 2014 as a package booking will cost £13,068.00 (a saving of £1,782.00 on booking separately).

N.b. LAC has limited floor space so book early to benefit from this package.

Sponsorship Packages:

- **Book a sponsorship for 2 shows** (from the following; Supershow 2013/BAC 2013/LAC 2014) and **save 5%**.

e.g. Pen and Pad Sponsorship at the Supershow 2013 and BAC 2013 as a package booking will cost £3,800.00 (a saving of £200.00 on booking per show).

- **Book a sponsorship for 3 shows** (from the following; Supershow 2013/BAC 2013/LAC 2014) and **save 10%**.

e.g. Pen and Pad Sponsorship at the Supershow 2013, BAC 2013 and LAC 2014 as a package booking will cost £5,400.00 (a saving of £600.00 on booking per show).

Magazine and Online Visibility Packages:

- **Book an advert in 2 of our show magazine editions or online** (from the following issues Feb/Mar-June/July-Oct/Nov) and **save 5%**.

e.g. A 1 page advert in the Feb/Mar issue and June/July issue of iGB Affiliate as a double booking will cost £ (a saving of £ on booking per edition).

- **Book an advert in 3 of our show magazine editions or online** (from the following issues Feb/Mar-June/July-Oct/Nov) and **save 10%**.

e.g. A 1 page advert in the Feb/Mar issue, June/July issue and Oct/Nov issue of iGB Affiliate as a treble booking will cost £10,665.00 (a saving of £1,185.00 on booking per edition).

n.b. Advertising is not limited to the 3 show editions of iGB Affiliate magazine (please enquire for further information).

Mix and Match Savings:

- **Book a sponsorship** at the iGaming Super Show 2013 **as well as an exhibition stand** (either shell scheme or space only) and receive a **5% discount** on your total booking.

e.g. Book a 3m x 3m shell scheme stand at the Super Show 2013 (£4,950.00) as well as Pen and Pad sponsorship (£2,250.00) and save 5%, bringing down your total cost to £6,840.00 (saving you £360.00)

n.b. This cannot be used alongside other package discounts.

- If you **book a 1 page add in the iGBA** Apr/May or June/July issue of our magazine, **alongside either a sponsorship** for the iGaming Super Show 2013 **or a stand space** (space only or shell scheme) you will receive a **5% discount** off the combined booking.

e.g. Book a 1 page add in iGBA Apr/May issue as well as a 3m x 3m stand at the iGaming Super Show 2013 and receive a 5% discount by combining the booking. In this instance your saving would be £445.00

- If you **book an online banner add on the iGBA** website, which will run for 2 months, **alongside either a sponsorship** for the iGaming Super Show 2013 **or a stand space** (space only or shell scheme) you will receive a **5% discount** off the combined booking.

e.g. Book a 1 page add in iGBA Apr/May issue as well as a 3m x 3m stand at the iGaming Super Show 2013 and receive a 5% discount by combining the booking. In this instance your saving would be £350.00