



## **iGaming Super Show 2013, Sponsorship and Exhibition Opportunities**

### **Event Details:**

- The iGaming Super Show - [www.igamingsupershow.com](http://www.igamingsupershow.com)
- June 11<sup>th</sup> – 14<sup>th</sup>
- Amsterdam, The Rai

### **Take Advantage**

iGaming Super Show's trademark activities include:

**Strategic Conference Programme:** This year's conference will be our biggest yet with 4 conference rooms, 100 speakers and over 45 sessions. The sessions will focus on finance, management, marketing, legal and technical topics as well as specific tracks such as sports betting, mobile gaming, affiliate marketing, social gambling and executive summit.

**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 invite only cocktail parties to speed networking.

**Seven Shows in One:** The iGaming Super Show is unique in that it isn't simply an exhibition and conference room. Instead as a delegate you will benefit from access to seven events co-located within the show including a dedicated sports betting event, mobile gaming summit, a social gambling conference and Gaming in Holland event.

**Start Doing Business Now:** Why not start networking now using the iGaming Super Show 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!**

**For all Exhibiting and Sponsorship enquiries please contact Ian Larcombe on [ian@igamingbusiness.com](mailto:ian@igamingbusiness.com) or call +44 (0) 207 9543 412**

## Exhibiting Options:

All 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 pic and contact details of stand rep in delegate guide**

Exhibiting options:

- **Shell Scheme:** with shell scheme structure, electricity and carpet

3m x 3m stand £3,500

6m x 3m (double stand) £6,302 (10% discount)

For booth space larger than 6x3m please contact [Ian@igamingbusiness.com](mailto:Ian@igamingbusiness.com) or +44 (0) 207 9543 412 for a quote



- **Space only** (No shell scheme structure but option for standard carpet/electricity package)

3x3m booth £3,950

6x3m booth £7,100

For booth space larger than 6x3m please contact [Ian@igamingbusiness.com](mailto:Ian@igamingbusiness.com) or +44 (0) 207 9543 412 for a quote



## **Exhibitor Extras**

The exhibitor manual 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.



**Expo Floor Adverts:**

This is where we put A3 stickers in strategic locations throughout the expo and conference area to either attract more traffic to your stand, promote a specific promo, or simply for branding. This type of advertising is extremely cost effective and is a great way to ensure your brand is seen throughout the show.

£75.00 per A3 “tile” (limited number)



**Insert in delegate bag:**

- Opportunity to insert one approved brochure or promotional item in all delegate bags
- Company logo and text description in delegate pack
- Company logo on sponsors page on IGaming Super Show website

£750

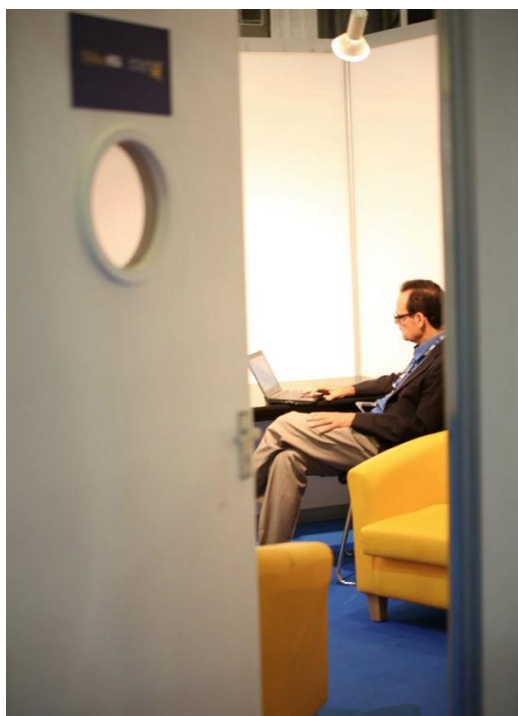
**Delegate Guide Full Page Advertisement:**

£750

**Private Meeting Rooms:**

Includes electricity, meeting table and chairs

£2,500 (limited availability and charged at 50% extra to non exhibitors)



***Pre-Show Visibility Package:***

A really effective pre-show visibility package to drive your brand awareness before meeting with potential clients at the show. Includes:

- Full page advert in May/June issue of iGaming Business Magazine – reaches 7,250 postal subscribers 3 weeks before the show starts with an additional 1,500 copies placed in all delegate bags, media areas and distributed to exhibitors
- 2 month central, large banner advert at top of the [www.igamingbusiness.com](http://www.igamingbusiness.com) on random rotation over April and May
- 1 large banner per week over April and May on our email newsletters which go out to 38,000+ people in gaming daily

£3,000



**Exclusive sponsorship of pre-show email**

Exclusively reach our rich database of iGaming contacts in the build up to the iGaming Super Show.

- Sent to over 40,000 contacts
- 150 words within body of 1 x pre-show driver email
- Company logo and link

£1,750.00 (exhibitor)

£1,950.00 (non exhibitor)

## Sponsorship Opportunities – PREMIUM:

### **Platinum Sponsor** (stand D1 on floor plan)

- Extra Large size stand – 10m (w) x 6m (d) in premium location by entrance
- Allocation of 20 Hotel rooms for staff or invited clients at official event hotel during event (so can be divided into 10 people for 2 nights, 20 people for one night, or whatever you want)
- Private Meeting room for both days of the exhibition
- 6 x VIP passes for VIP area and VIP drinks reception
- Opportunity to have up to 4 roller banner signs positioned strategically around exhibition room and registration
- Logo on signage at event – registration desk, and within exhibition room
- Opportunity to have Large hanging banner (maximum dimensions are 6m x 3.5m – landscape)
- Opportunity to have stand alone banner near entrance to event
- Half Page profile with colour logo within delegate guide.
- First Double page spread advert of delegate guide
- Logo on all pages of iGaming Super Show website
- Logo on review of event in iGaming Business Magazine
- Press release announcement of Platinum sponsorship to Lyceum PR press database and posted on iGamingBusiness.com and our email newsletter
- Mention of name and platinum sponsorship in iGaming Business Magazine March/April 2013 issue (time sensitive)
- Opportunity to insert approved promotional item/literature in conference bag
- Logo on all marketing emails to delegates prior to event
- Electricity on stand (1 socket suitable for 9sq meters)
- Internet Access

£20,000

### **Gold Sponsor**

- Large size stand – 6m (w) x 6m (d) in premium location
- Allocation of 14 Hotel rooms for staff or invited clients in the event hotel during event (so can be divided into 7 people for 2 nights, 14 people for one night, or whatever you want)
- 4 x VIP passes for VIP area and VIP drinks reception
- Logo on signage at event – e.g. registration desk, and within exhibition room
- Opportunity to have Large hanging banner (maximum dimensions are 6m x 3m – landscape)
- Opportunity to have stand alone roller banner in premium location
- Branding on conference brochure
- Half page profile with colour logo within delegate guide
- Full Page advert on first right sided page of delegate guide
- Logo on all pages of iGaming Super Show website
- Private use of meeting room within venue for two days
- Logo on review of event in iGaming Business Magazine
- Opportunity to insert approved promotional item/literature in conference bag
- Logo on all marketing emails to delegates prior to event
- Electricity on stand (1 socket suitable for 9sq meters)
- Internet Access (wireless)

£16,500

### **Silver Sponsor**

- Medium size stand – 6m (w) x 3m (d) in premium location
- Allocation of 8 Hotel rooms for staff or invited clients at official event hotel – (so can be divided into 4 people for 2 nights, 8 people for one night, or whatever you want)
- Logo on signage at event – e.g. registration desk, and within exhibition room

- Opportunity to have Large hanging banner (maximum dimensions are 5.5m x 2.5m – landscape)
- Opportunity to host official party (Time Sensitive and additional cost to be paid by sponsor)
- Full Page advert on second right sided page of delegate guide
- 1/3 page profile with colour logo in delegate guide
- Logo on all pages of iGaming Super Show website
- Logo on review of event in iGaming Business Magazine
- Opportunity to insert approved promotional item/literature in conference bag
- Logo on all marketing emails to delegates prior to event
- 2 x VIP passes for VIP area and VIP drinks reception
- Electricity on stand (1 socket suitable for 9sq meters)
- Internet Access

£11,500

**Bronze Sponsor – SOLD**

**£8,500**

**VIP Lounge Sponsor:**

This is a separate area on our show floor for VIPs who will be invited or submitted for approval pre-show. These will be strictly CEOs or MDs with no sales people. The area will be a relaxed setting where they can network, catch up with work, grab a coffee/tea or snack or just get away from the show floor. The sponsorship includes:

- Branding throughout VIP area including signs and possible banners
- Opportunity to have promotional material in VIP area
- Company logo and text description in delegate pack
- Company logo on sponsors page on iGaming Super Show website
- Company logo used on all VIP area signage including floor plans in delegate guide
- Full page advert in delegate guide
- All costs covered including tea/coffee/staff/decor in VIP area
- Logo used on invites to VIP area sent to list of VIP's
- Ability to add up to 10 people to VIP list who won't need prior approval

£10,000

**Official B2B Super Show Bar Sponsorship:**

- 4 x sponsored roller banner signage during drinks session positioned next to the bar
- Opportunity to brand bar
- Company logo and text description in delegate guide
- Opportunity to provide branded cups and/or serviettes
- Opportunity to run promotion during session (i.e. collect business cards for prize)
- All bar staff to wear branded clothing
- Opportunity to have signage on the bar
- Insert in delegate Bag
- 2 x VIP passes for VIP area and VIP drinks reception

£8,000 (includes cost of all beer, wine and soft drinks during afternoon)

## Sponsorship Opportunities – BRAND AWARENESS:

\*\*\*Sponsorships below are subject to a 20% increase on price to non-exhibitors\*\*\*

### **Lanyard Sponsor - SOLD**

### **Badge/Wristband Sponsor - SOLD**

### **Registration Sponsor**

- All registration pods branded with sponsors logo
- All registration staff to wear branded t shirts
- Company logo and text description in delegate pack
- Company logo on sponsors page on iGaming Super Show website
- 1 x VIP passes for VIP area and VIP drinks reception

£3,250



### **Delegate Bag Sponsor**

- Sponsor to produce and deliver bags to event. iGaming Super Show logo must be featured on bag with sponsor's logo. Bag design must be approved by organisers
- Company logo and text description in delegate pack
- Company logo on sponsors page on iGaming Super Show website
- 1 x VIP passes for VIP area and VIP drinks reception  
(Sponsor must produce all bags and deliver to show site in time for distribution)

£2,750





## **Pen & Pad Sponsor**

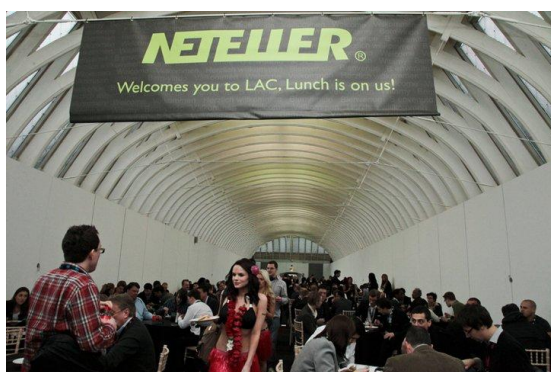
- Distribution of sponsors branded note pad and pens to all delegates at iGaming Super Show (Exclusive)
- Company logo and text description in delegate pack
- Company logo on sponsors page on iGaming Super Show website
- 1 x VIP passes for VIP area and VIP drinks reception

£2,000

## **Lunch sponsor**

Lunch at The Super Show is usually only available at a cost to delegates, so this sponsorship offering free lunch to delegates is potentially an excellent opportunity for branding, data capture and lead generation. The Sponsorship can be activated in two ways: 1) Branded lunch areas with food being served on a first come first served basis, or 2) We can provide you with lunch vouchers for the free lunch (600 in total over both days). The sponsor can then have these at the exhibition stand and hand them out in exchange for business card or use the badge scanner included in this sponsorship to scan all delegate badges.

£5,500 for both days



## **Breakfast Sponsorship**

The cost covers EVERYTHING including the food and even the branded boxes, napkins and a cup sleeves. We (iGB) sponsored this at EIG 2011 & it was a new item for the LAC 2012. We found it to be incredibly effective for branding and lead generation.

- 250 x Breakfast Sandwiches (Containing Sausage & Bacon) (150 for Wed & 100 for Thurs)
- 250 x (V) Breakfast Egg Bap (150 for Wed & 100 for Thurs)
- 500 x Energy Drink (Club Energy) (250 per day)
- 500 x Tea (250 per day)
- 500 x Coffee (250 per day)
- Napkins (x 500 branded, 2-ply, 2 colour logo)
- Cup sleeves (x 1,000 branded, 2-ply, 2 colour logo)
- Food boxes (x 500 branded, 2 colour logo)
- 1 x Name Badge Scanner Included (extra scanners available at £250 each)
- Marketing to entire event database in the daily itinerary email announcing the breakfast
- Marketing on promotional material at the event such as the delegate guide and social media
- Company logo and text description in delegate pack
- Company logo on sponsors page on iGaming Super Show website
- 1 x VIP passes for VIP area and VIP drinks reception



£7,500 for both days

### **Amsterdam Map Sponsor**

This will be a full colour map of Amsterdam handed out to all delegates that will have all the parties, hotels and venue marked on it as well as general tourist locations so something essential for every delegate to keep on them throughout the event particularly because it will be small enough when folded to fit in a pocket.

- Company logo and text description in delegate pack
- Company logo on sponsors page on IGaming Super Show website
- Advert on the back of the map
- Branding throughout map
- 1 x VIP passes for VIP area and VIP drinks reception

£2,000

### **iGaming Supershow Delegate Floorplan Sponsor**

We are planning on increasing the delegate experience by providing A3 sized tear-off floor plans. These will be situated all around the exhibition hall and aid delegates in finding their way around. The opportunity is for a sponsor to have their logo on this map, and have the entire back of this A3 item to display what they wish.

- Company logo and text description in delegate pack
- Company logo on sponsors page on IGaming Super Show website
- Advert on the back of the Floorplan
- Logo Branding on the front of the Floorplan
- 1 x VIP passes for VIP area and VIP drinks reception

£2,000

### **iGaming Super Show Water Sponsor**

At the iGaming Super Show we will have branded bottles of water for all delegates throughout the event. The water will be completely branded with the sponsor's message and will be handed out at registration and throughout the expo room.

- Company logo and text description in delegate pack
- Company logo on sponsors page on IGaming Super Show website
- All water bottles branded with sponsors message and handed out throughout event
- 1 x VIP passes for VIP area and VIP drinks reception

£2,995 (including manufacturing and purchase of branded water bottles)



## **Online Networking Tool Sponsorship**

This is one of our most branding friendly items available for sponsorship, and yet is priced incredibly competitively to provide incredible ROI. The networking tool allows all delegates to interact with each other prior to, at, and after our main shows. The branding of the show and the "Sponsored by" artwork is present at all times on the header of this networking zone. Whenever we market the networking tool, the mail outs will also include your brand clearly on the header. This is a fantastic way of ensuring that your brand is ever present to the delegates of our show.

- Branding on every page of the networking tool micro site's headers
- Branding on all networking tool mail outs for the show.
- Company logo and text description in delegate pack
- Company logo on sponsors page on website

£3,500

## **The Official Mobile APP Sponsorships:**

New for the 2012 Super Show was the IGB multi-platform (Android, Apple & Blackberry), mobile event app! This powerful new tool is another revolutionary addition to our already exciting catalogue of items that further enhance the delegate experience at IGB events. The app increases the usage of the official networking tool even further by syncing a delegate's personalised schedule on to their mobile device. It can display offers from exhibitors, the delegate guide and even the delegate floor plan all in the palm of your hand via your mobile device. There are a number of exciting sponsorship options available from the basic enhanced listing to a total overall sponsor for the app.

### **Overall App Sponsor**

- 1 x Text Description
- displayed on top of homepage
- 1 x banner on the lower part of the page (both banners can link to wherever the sponsor wants e.g. mobile landing page, their exhibitor listing)
- Featured exhibitor listing (enhanced profile and differentiated on floor plan – on both app and networking portal)
- 3 x Push notifications (1 x pre-show, 2 x during show – one on each day of the exhibition)

Availability: 1 Opportunity Available

£4,000 for exhibitors and £5,000 for non-exhibitors

### **Banner Sponsors**

- 1 x banner on the lower part of the page (banner can link to wherever the sponsor wants e.g. mobile landing page, their exhibitor listing)
- Featured exhibitor listing (enhanced profile and differentiated on floor plan – on both the app and networking portal)

Availability: 4 Opportunities Available

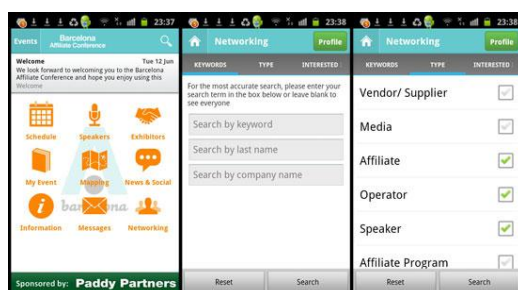
£1,000 each for exhibitors and £1,250 for non-exhibitors

### **Featured Exhibitor Listing**

- Featured exhibitor listing is an enhanced profile
- You stand differentiated on the floor plan on both the app and networking portal

Availability: 8 Opportunities Available

£200 each for exhibitors & £250 each for non-exhibitors



## Sponsorship Opportunities – THOUGHT LEADER:



**Conference Room (Ownership of the conference room)** – choice of 4 conference tracks available to sponsor. Fantastic sponsorship if wanting to position your brand as a thought leader in these high quality conference sessions going on throughout the show. Options include:

*iGaming 4 Business* (main B2B track) – 2 day conference track

*BeTS* (Sports Betting Trends & Strategies) – 1 day conference track

*Mobile and Social Gaming* – half day conference track

*PRIME* (Professional iGaming Management Education training course for new starters in the iGaming industry) separate room off of the expo floor

Sponsorship of each conference track includes:

- Opportunity to distribute one approved brochure or promotional item on all chairs inside conference room
- Company logo shown on screen in conference room at breaks and in-between speakers
- Company logo and text description in delegate pack
- Company logo on sponsors page on iGaming Super Show website
- 1 x VIP pass for VIP area and VIP drinks reception
- Ability to sit on conference advisory board
- Potential opportunity to speak at event on approved subject (subject to Editor's approval)
- Maximum branding throughout conference room including signs and possible banners
- Branding throughout conference brochure
- Opportunity to have pop up banners positioned at entrance to conference room
- 3x3m shell scheme booth on expo floor

### ***iGaming 4 Business Track:***

£15,000

### ***BeTS Track:***

£12,000

### ***Mobile/Social and PRIME Tracks:***

£12,000

### **iGaming Executive Summit Sponsor (C-Level invite only)**

The iGaming Executive Summit will most certainly form one of the best sponsorship opportunities to target C-level executives from our industry. There will be a maximum of 120 C-level or Director level executives at the summit representing gaming operators across the sector. These will be people that we individually/personally approach to attend the event ensuring that we get the ideal audience together for our sponsors of the Executive Summit and fellow attendees to network with.

- Opportunity to distribute one approved brochure or promotional item on all chairs before one session inside the conference room
- Company logo shown on screen in conference room at breaks and in-between speakers
- Company logo and text description in delegate guide
- Company logo on sponsors page on iGaming Super Show website
- 2 x VIP passes for iGaming Executive Summit, VIP area on expo floor and VIP drinks reception
- Branding on all marketing and signage
- 50 words and logo included on pre-event email to attendees for the iGaming Executive Summit
- Opportunity to have a pop up banner positioned at the front of the conference room
- Full page advert in the delegate guide

£6,000\*

\*Up to 6 sponsors available

**If there are any sponsorships missing please let us know and we will investigate them for you. For further information or any queries you have, please contact us on [ian@igamingbusiness.com](mailto:ian@igamingbusiness.com) or call +44 (0) 207 9543 412**