



the complete production line event

25-27 September 2012

NEC, Birmingham, UK

www.ppmashow.co.uk

Additional Marketing Opportunities

BEFORE THE SHOW

Item	What's included?	Deadline	Cost
Homepage Sponsorship Exclusive to 1 company (for the duration of the campaign)	<ul style="list-style-type: none"> - Achieve maximum visibility - 360 x 180 pixels banner advert on the right-hand side of the homepage with a link through to your website 	Advert will go live as soon as copy is received	£7,575
Online Visitor Registration Confirmation page Exclusive to 1 company (Goes live end of May 2012)	<ul style="list-style-type: none"> - Your banner at the top of every registered visitor's confirmation page that details their badge number and essential show information - Banner will be linked to a chosen page of your website 	7 th May	£5,250
Online Show Planner (Goes live in August 2012)	<ul style="list-style-type: none"> - Your logo on the My Show Planner page of the website and on the front cover of each visitors' downloadable PDF planner together with your stand number - The Show Planner helps visitors' generate a personalised map of the exhibition that they can bring to the event 	30 th July	£5,250
Exhibitor List Sponsorship	<ul style="list-style-type: none"> - Your banner on one of the most visited pages of the PPMA website, the exhibitor list, with a link through to your website. An ideal opportunity to get on visitors' 'must-see' lists - 120 x 450 pixels banner advert on the right-hand side with a link through to your website 	Advert will go live as soon as copy received	£5,250
Visitor Page Sponsorship	<ul style="list-style-type: none"> - One of the most visited pages of the website detailing 'What's On' at the Show - 120 x 450 pixels banner advert on the right-hand side with a link through to your website 	Advert will go live as soon as copy received	£5,250
Any other page of the website	<ul style="list-style-type: none"> - Highlight your presence at the show and your stand number - 120 x 450 pixels banner advert on the right-hand side with a link through to your website 	Advert will go live as soon as copy received	£3,150
E-badge Email Sponsor	<ul style="list-style-type: none"> - Your banner at the top of the email going to all registered visitors in the week before the event to remind them of their badge number 	3 rd September	£2,100
Visitor Mini Poll Live for 1 month	<ul style="list-style-type: none"> - Gain a snap shot of what industry professionals think about hot industry issues, specific products or your company with the PPMA Show online 'Mini Polls'. The 	N/A	£1,575

	<p>Mini Polls are hosted on the PPMA Show online homepage for maximum exposure</p> <ul style="list-style-type: none"> - With real time results gain valuable market insight, benchmark your company against the industry, increase brand exposure and be seen as thought leader driving the industry forward 		
<p>Registered Visitors' E-Update - August Exclusive to 1 company</p>	<ul style="list-style-type: none"> - The E-Update is a final reminder to visitors of essential show information - Your banner at the top of the visitor E-Update with a link to your website 	16 th July	£945
<p>Registered Visitors' E-Update - September Exclusive to 1 company</p>	<ul style="list-style-type: none"> - The E-Update is a final reminder to visitors of essential show information - Your banner at the top of the visitor e-update with a link to your website 	17 th August	£945
<p>Button advert on any page of the website (for 3 months)</p>	<ul style="list-style-type: none"> - An ideal way to highlight your stand number - 120 x 90 pixel button with a link through to your website 	Advert will go live for months chosen	£525
<p>June E-Newsletter Exclusive to 1 company</p>	<ul style="list-style-type: none"> - Your banner at the top of the E-Newsletter with a link to your website - Top product news story on newsletter (provide a product image and press release). The product image and brief 30 word description will appear on the newsletter linking through to your full press release on our website 	18 th May	£525
<p>July E-Newsletter Exclusive to 1 company</p>	<ul style="list-style-type: none"> - Your banner at the top of the E-Newsletter with a link to your website - Top product news story on newsletter (provide a product image and press release). The product image and brief 30 word description will appear on the newsletter linking through to your full press release on our website 	15 th June	£525
<p>August E-Newsletter Exclusive to 1 company</p>	<ul style="list-style-type: none"> - Your banner at the top of the E-Newsletter with a link to your website - Top product news story on newsletter (provide a product image and press release). The product image and brief 30 word description will appear on the newsletter linking through to your full press release on our website 	20 th July	£525
<p>VIP Zone</p>	<ul style="list-style-type: none"> - Maximise your brand awareness in front of major buyers with exclusive sponsorship of the Lounge - Includes branding on all signage in the VIP lounge and visibility of your logo online, in the show catalogue, floorplan and on VIP email invitations. 	30 th April	£5,250
<p>Ones To Watch</p>	<ul style="list-style-type: none"> - Your company brand on the exclusive Ones to Watch awards - Your brand displayed on the Ones to Watch screens in the show, in emails regarding the awards and online 	30 th April	£3,150

**For more details or to discuss a tailored package, please contact Graham Earl on
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