



## NEC 2023 Sponsorship Opportunities

### Background

NEC is celebrating its 30th anniversary this year with an expanded series of events and content discussing how NEC has developed over the years and what it might look like in the future.

Below are opportunities on how your organisation can feature in our content calendar including our annual conferences, NEC 'Martin Barnes' Awards ceremony, podcast series and NEC Community App.

We are also inviting organisations to be our official 'NEC30 partner' which is an exclusive offer to sponsor our headline event packages and content calendar. An official NEC30 partner logo will also be produced and promoted via our website and communication channels. Further information below.

### UK and Hong Kong NEC Conferences

Our annual conferences in both UK and Hong Kong are flagship events and highlights of the NEC calendar. The events attract over 300 delegates from a global audience and is a great opportunity get in front of key decision-makers and market influencers from across built environment, education, healthcare, communications, defence, energy, environment, transport and water sectors.

### Headline Conference Sponsor:

- Opportunity to co-deliver a conference break-out session with NEC consultant (topic to be agreed with event producer)
- 3m x 2m exhibition stand space, including: table, 2 chairs and basic power supply in prime position in main networking /catering area
- Promo video (without sound) or 2 x PPT slides before morning presentation session with introduction from chair
- Display marketing collateral by seat-drop
- Delegate badge sponsor. Organisation logo appears exclusively on badge alongside NEC logo
- Pre- email ahead of conference: message to attendees from headline sponsor
- Pop-up banners in prime conference position (registration desk, buffet bar or by main stage)
- 1 x PPT slide on Holding Slides displayed during refreshment and lunch breaks
- Sponsored push notification on community app during conference
- 10 x in-person delegate spaces (**worth £375 each / HKD 2285 each**)
- 2 x Exhibition spaces
- Company profile on official conference page, including logo, text (up to 50 words) and URL
- Inclusion on NEC marketing and PR channels as appropriate: website, e-campaign and social media

Thursday July 2023 – UK Conference

Value: £30,000 + VAT

November 2023 – Hong Kong Conference

Value: £20,000 / HKD 220,000

**Joint UK & HK Conference Headline Sponsor**

**Value: £45,000 + VAT**



### Branded workshop sponsor:

- 3m x 2m exhibition stand space, including: Table, 2 chairs and basic power supply in main networking / catering area
- Company logo and hyperlinked URL on event page as workshop sponsor
- Company branding included in workshop breakout room
- Introduction and thank you to sponsor from NEC workshop facilitator
- 5 x in-person delegate spaces (**worth £375 / HKD 2285 each**)
- 2 x exhibition spaces
- Company profile on official conference / workshop page, including logo, text (up to 50 words) and hyperlinked URL
- Inclusion on NEC marketing and PR channels as appropriate: website, e-campaign and social media

Thursday July 2023 – UK Conference

Value: 4,000 + VAT

November 2023 – Hong Kong Conference

Value: £3,000 / HKD 30,000

**Joint UK & HK Conference Workshop Sponsor**

**Value: £6,000 + VAT**

### Exhibition sponsor

- 3m x 2m exhibition stand space, including: Table, 2 chairs and basic power supply
- 2 x delegate passes (**worth £375 / HKD 2285 each**)
- 2 x exhibition spaces
- 10 x additional delegate passes at a 25% discount (spaces permitting)
- Inclusion in NEC marketing channels as appropriate: website, email marketing and social media
- Company profile on official conference / workshop page, including logo, text (up to 50 words) and hyperlinked URL

Thursday July 2023 – UK Conference

Value: 2,000 + VAT

November 2023 – Hong Kong Conference

Value: £1,500 / HKD 15,000

**Joint UK & HK Conference Workshop Sponsor**

**Value: £3,000 + VAT**



## 2023 NEC 'Martin Barnes' Awards

For the first time ever, our NEC 'Martin Barnes' Awards, will take place as an evening ceremony in One Great George Street's prestigious 'Great Hall'. The ceremony will include pre-drinks as well as a sit down dinner and after-dinner entertainment. The awards recognises excellence in project delivery and welcomes applications from NEC projects across the globe.

### NEC 'Martin Barnes' 2023 Awards – Headline Sponsor:

- Table of 12 (standard tables are table of 10) in prime position in Great Hall
- Table centre branded with your organisations and/or partners logos
- 5-minute introduction to Awards ceremony
- Logo on awards ceremony slide deck
- Pop-up banner displayed in Great Hall dining space
- Bottle of champagne for table
- 30 mins private drinks reception before main reception with sponsor VIP guest list in renamed 'Martin Barnes Library' in One Great George Street

Thursday July 2023 – UK NEC Conference

**Value: £25,000 + VAT**

### NEC Content Programme

NEC produces an engaging and interactive content calendar designed to support and educate NEC users worldwide. Below offers some opportunities for organisations to feature in this content programme including our NEC 'Spotlight' podcast series, newsletter and Community App.

### Content Sponsor:

- Dedicated podcast episode discussing organisation product and services in context of NEC case study. \*podcast will be announced as sponsored content at beginning of episode\*
- 2 x half-page ad space in two NEC newsletters as official #NEC30 partner
- Solus email sent from sponsor to NEC opt-in mailing list of 45000 registered users
- Dedicated resource hub with sponsor content and promotional literature uploaded. Under 'NEC Supplier' folder. \*folder will detail that hub is sponsored content\*
- 2 x in-app post throughout year signposting to sponsor resource hub and info
- Quarterly metric reports on engagement with sponsors resources

Across 2023 (timeline below)

**Value: £35,000 + VAT**



## NEC30 Partner

This is an exclusive offer available for one organisation only to be named our official NEC30 Partner. This comprises of the organisation signing up to the headline sponsor at our annual conferences in UK and Hong Kong and Martin Barnes award ceremony as well as supporting our content calendar. In addition, NEC will provide the following:

- Specialised logo organisation as official NEC30 partner
- Logo with link to sponsor on NEC website as official NEC30 Partner as well as included in email communications and social posts
- 1 x private roundtable event for up to 16 attendees with a 1-page write-up

Headline Conference Sponsor (UK & HK)	£45,000
NEC Martin Barnes Awards – Headline Sponsor	£25,000
Content Sponsor	£35,000
<b>NEC30 Partner Total Value</b>	<b>£105,000</b>

## Timeline of activities

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Events					Private roundtable event		UK Conference				Hong Kong Conference	
							Martin Barnes Awards					
Content			In-app post on APP		Ad in NEC newsletter	Solus email sent to NEC mailing list	Ad in NEC newsletter		Dedicated podcast episode			
Website	NEC30 partner logo and company link on website											
APP	Dedicated resource hub of company content and collateral											

## Why sponsor?

1. Grow your business and generate new leads
2. Increase your brand awareness and get in front of your target market
3. Reengage with key customers, meet new ones and gain a valuable insight into their requirements
4. Align your brand with best practice in industry
5. Stand out from your competitors and gain a competitive edge
6. Benefit from the networking and discover new industry trends through discussion opportunities
7. Be a part of the flagship NEC annual conference