

# 2024 EXHIBITION & SPONSORSHIP

**13-14<sup>th</sup> November 2024**  
**ExCeL London, UK**



# EXHIBIT AT THE SHOW

## Basic Shell Scheme Booth

- £470+VAT (if applicable) per square metre
- Standard shell scheme
- Includes grey carpet
- Includes fascia board (name & stand number only)

## Enhanced Shell Scheme Booth

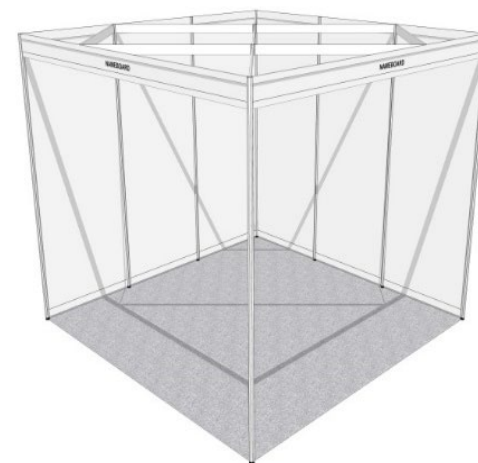
- £520+VAT (if applicable) per square metre
- Standard shell scheme
- Includes grey carpet
- Includes fascia board (name & stand number only)
- Spotlights (incl testing)
- 500w electric socket (incl testing)

*Depending on equipment, you will also need to upgrade your electricity package accordingly – 500w socket only suitable for charging a laptop or phone.*

*Number of included spotlights is dependent on booth size (as a guide 9sqm = 2 ; 18sqm = 4)*

## Space Only

- £440+VAT (if applicable) per square metre



*PICTURED: 3x3 corner shell scheme booth*

**All corners are charged at £250+VAT per corner for both Shell Scheme and Space Only booths.**

# EXHIBIT AT THE SHOW

## Convenient Shell Scheme Package

- £620+VAT (if applicable) per sqm
- Shell scheme booth
- Coloured carpet (your choice of colour)
- Fascia board (name & stand number only)
- Seamless graphic on back wall

### 9 sqm

Low pedestal table & 2 chairs

2 x spotlights (incl testing)

1 x 500w socket (incl testing)

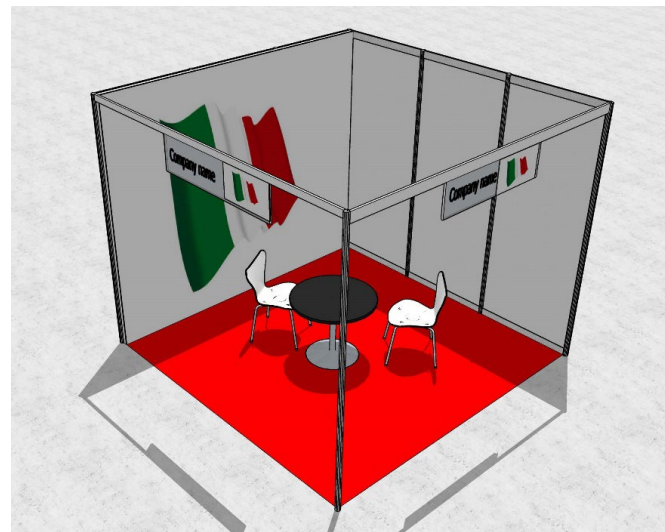
### 18 sqm

2 x low pedestal tables & 4 chairs

4 x spotlights (incl testing)

2 x 500w sockets (incl testing)

*Any extra furniture or equipment to that listed above will be at an additional cost.  
Depending on equipment, you will also need to upgrade your electricity package  
accordingly – 500w socket only suitable for charging a laptop or phone.  
No substitutions allowed for any part of the package.*



*Pictured: 3x3 corner convenient shell scheme package*

**All corners are charged at £250+VAT per corner for both Shell Scheme and Space Only booths.**

# PLATINUM SPONSORSHIP

£8000+VAT

- Logo on sponsor page of website
- Logo in rotation on home page of website
- Enhanced Exhibitor Listing on website including space for logos and videos
- Leaderboard advert on the website in prominent location on website for 4 weeks (company to supply artwork)
- Leaderboard advert in the PBWE mobile app
- Logo with Exhibitor Listing on mobile app
- 1 x Social Media Takeover Week with up to 5 unique posts shared across our PBWE channels
- Logo on sponsor section of printed event map
- Logo & booth no. in enhanced Exhibitor Listing on printed event map
- Ad on printed event map (company to supply artwork)
- Logo featured on sponsorship signage at show
- Image, logo and booth number on digital screens at show
- Logo featured on sponsorship pages of digital screens at show
- Unlimited complimentary guest invitations for the exhibition

Invited guests must comply with our Entry Policy found on the website.

# GOLD SPONSORSHIP

£5000+VAT

- Logo on sponsor page of website
- Logo in rotation on home page of website
- Enhanced Exhibitor Listing on website including space for logos and videos
- Leaderboard advert on the website in prominent location on website for 4 weeks (company to supply artwork)
- Leaderboard advert in the PBWE mobile app
- Logo with exhibitor listing on mobile app
- Logo on sponsor section of printed event map
- Product Spotlight email sent to all attendees
- Logo featured on sponsorship signage at show
- Logo featured on sponsorship pages of digital screens at show
- Unlimited complimentary guest invitations for the Exhibition

Invited guests must comply with our Entry Policy found on the website.

# SILVER SPONSORSHIP

£3000+VAT

- Logo on sponsor page of website
- Logo in rotation on home page of website
- Enhanced Exhibitor Listing on website including space for logos and videos
- Logo with exhibitor listing on mobile app
- Product spotlight email sent to all attendees
- Logo on sponsor section of printed event map
- Logo featured on sponsorship signage at show
- Logo featured on sponsorship pages of digital screens at show
- Unlimited Complimentary Guest Invitations for the Exhibition

Invited guests must comply with our Entry Policy found on the website.

# BRONZE SPONSORSHIP

£1500+VAT

- Logo on sponsor page of website
- Logo in rotation on home page of website
- Enhanced Exhibitor Listing on website including space for logos and videos
- Logo with exhibitor listing on mobile app
- Logo on sponsor section of printed event map
- Logo featured on sponsorship signage at show
- Logo featured on sponsorship pages of digital screens at show
- Unlimited Complimentary Guest Invitations for the Exhibition

Invited guests must comply with our Entry Policy found on the website.

## PLANT BASED WORLD CAFÉ SPONSORSHIP

£6000+VAT

- Two 3' x 6' signs in lunch area with company logos or custom artwork placed in lunch area
- Logo on 22'x28' Welcome To Lunch area sign
- Logo on printed event map
- Mobile App floor plan highlighting lunch area
- Opportunity to provide promotional materials in lunch area
- Opportunity to create branded napkins for lunch area tables

## REGISTRATION SPONSOR

£5000+VAT

- Logo on Plant Based World Expo Europe's registration desk as sponsor
- Logo on registration page of the website, where all visitors and delegates book their place
- Logo on attendee confirmation email
- Logo and 25-word description on every attendee reminder email before the event
- Bronze sponsorship package benefits



## PEN SPONSOR

£2000+VAT **EXCLUSIVE**

- Pens distributed to attendees on entry & placed in the conference room
- Branded pens provided by sponsor

## EVENT GUIDE SPONSOR

£3000+VAT **EXCLUSIVE**

- Logo & booth number on cover
- Enhanced listing in map

## LANYARD SPONSOR

£2000+VAT **SOLD**

- Your corporate logo and branding around the necks of attendees and exhibitors at the event
- Lanyards will be distributed to all attendees and exhibitors at registration upon receiving their badge
- Lanyards provided by sponsor



# CULINARY THEATRE SPONSOR

£7000+VAT

- Official Sponsor of the Culinary Theatre in the Exhibition Hall
- Promoted as a feature, on PBWE website, within the event map, and on signage
- Logo on all theatre branding on-site and pre-show
- One 30 minute demonstration slot, date and time TBD. Stage includes a standard kitchen set up and access to prep area 45 minutes prior to demo time
- Silver sponsorship package benefits

# CULINARY THEATRE DEMONSTRATION

£2000+VAT

Take the stage and demonstrate recipes with your product(s). Each designated 30-minute session gives you exclusive use of the stage. Culinary demonstrations will be promoted through the show website, onsite signage, event map and mobile app. Samples for the audience are encouraged but not essential.

Your presentation includes:

- 30-minute demo slot
- Access to prep area 45 minutes before demo time
- Standard kitchen set-up\*, microphone and PA

\*Sponsor is responsible for providing appropriately trained chef, food supplies, sampling supplies and any specialty utensils or equipment for their session.

In order to deliver an exciting and varied content program, we ask you to inform us of the dishes you wish to cook when requesting a culinary theatre demonstration. This means we can ensure there aren't similar cooking demonstrations held within that time and can advise accordingly



## CULINARY DEMO THEATRE

## LEARNING GARDEN THEATRE



# LEARNING GARDEN SPONSOR

£4000+VAT

- Promoted as Official Sponsor of the Learning Garden Theatre in the Exhibition Hall
- Promoted as a feature, on PBWE website, within the event map, and on signage
- Logo on all theatre branding on-site and pre-show
- 6'x3' sign with company logo in theatre
- One 45 minute presentation (inclusive of Q&A time) in the Learning Garden. These presentations are open to 100% of all attendees at PBW
- Bronze sponsorship package benefits

# LEARNING GARDEN PRESENTATION

£1500+VAT

Showcase your innovations, products & solutions at PBW with this thought leadership speaking opportunity! It includes:

- One 45-minute presentation (inclusive of Q&A time) in the Learning Garden. These presentations are open to 100% of all attendees at PBW
- Your corporate logo appears in PBW marketing materials where the live demos are promoted
- Logo on the daily conference schedule board located at the main stage

Show management must approve final topic. We allocate an additional 10 minutes before and 5 mins after sessions for you to prepare your presentation in the theatre and remove any materials at the end.

# CONFERENCE SPONSOR

£8,000+VAT

- One 90cm x 180cm sign with your company logo in Pulse Theatre
- Logo on daily conference room schedule signage.
- Logo on session schedule page on PBW website.
- Opportunity to provide literature for seat drop during one session per day.
- Opportunity to provide literature for distribution on a table in the back of conference room [literature to be provided by the sponsor].
- Hanging banner visible from all points in the show.





# KEY BUYER AREA SPONSOR

£4,000+VAT

Our key buyer area is where meetings take place, as well as a seating area to relax in-between busy appointments.

Sponsoring the area provides the perfect opportunity to put your brand directly in front of buyers who are sure to spend time in space during their time at the show.

- Promoted as sponsor of Buyers Area on PBWE website.
- Ability to contribute small food items [drinks/snacks] during the programme.
- Company logo and “sponsored by” signage on the back wall which is 3 metres high.
- Company logo and “sponsored by” in multiple locations on the one metre wall.
- Logo on tabletop tent cards in room [cards to be provided by sponsor].



# PRODUCT SPOTLIGHT EMAIL

£600+VAT

Feature your product or solution in a shared Product Spotlight email promotion.

- These email promotions showcase a limited number of innovative products and solutions to the Plant Based World community.
- PBW will also share your product spotlight information on our Facebook, Instagram and LinkedIn channels.
- The product listing includes your product image, headline, target URL and description.

# NEWSLETTER SPONSOR

£1,200+VAT

- Be featured in informative and important monthly newsletter sent to entire PBW database.
- It's a fantastic opportunity to drive traffic to your booth.
- Opportunity to have your brand in front of PBWE's attendees.
- Banner Specs: 728x90px jpg, png, gif

# FLOOR STICKER SPONSOR

£2,800+VAT

Direct buyers to your stand with a series of graphics on the show floor.

Strategically determine

- Your company will provide one graphic for up to 10 floor stickers in/around the exhibit hall.
- Size up to 1 metre x 1 metre depending on image (show management determines).
- Location on exhibit floor will be determined by show management after consultation with client.

# DISPLAY AD ON WEBSITE

£600+VAT

- Run a high-impact ad on [plantbasedworldeurope.com](http://plantbasedworldeurope.com) to raise the number of impressions and build brand awareness.
- Ads run across website on frequently visited pages including the home page, conference pages, exhibitor list, event schedule, and why attend.
- Run of site for 1 calendar month
- Specifications: Size is 728x90 jpg, png, gif

# PULSE EXHIBITOR PACKAGE

\$1,000 **EXCLUSIVE TO EXHIBITORS**

Plant Based World Pulse is a go-to resource for the plant-based industry. Offering high-value insights, educational content, and the latest information year-round, it complements the annual industry events Plant Based World Expo North America in New York City and Plant Based World Expo Europe in London.

As a one of a kind B2B platform, Plant Based World Pulse presents a unique opportunity for ingredient companies to connect with more leads by getting in front of the key decision-makers in plant-based manufacturers.



- **WHAT IS INCLUDED IN THE PACKAGE**
  - **1 Written Advertorial about your Business.**
  - **1 Newsletter Sponsorship.**
  - **5,000 On-site Impressions (for the entirety of 2023).**
  - **Enhanced Directory Listing on PULSE.**
  - **Enhanced Directory Listing on PBW Website(s).**



# CONTACT US

To book or find out more please call or email:



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