



# Find it in Birmingham

## Advertising Guide

# Sponsor a Breakfast Meeting (Held once a month)



## What does sponsoring a breakfast meeting entail?

This is an ideal event to use as a shop window for your business, getting your ideas, products and expertise in front of key contacts and decision makers.

## Why should I sponsor?

The event has great kudos and is an excellent chance for you to sell your business or service to the people who need it.

## What are the benefits of sponsoring?

- Be listed as 'featured business of the week' on the website.
- Put up your company's advertising banners at the event.
- Leaflets can be distributed from the welcome desk.
- A 20 minute slot in which to talk about your business.
- Your branding will be on the notes for the meeting.
- Your branding will be on the delegate lists.
- Receive a pre-release electronic copy of the delegate list the night before, so you can target specific people attending.
- Pre-promotion of the event can include your branding on emails and on the site, including the events page and news articles.
- Includes breakfast.

Most importantly, you will be able to get your business in front of a captive audience. Numbers may vary, but we regularly have over 90 businesses attending.

## What does it cost?

Contact the advertising team for more details, or to book, on 01384 563050.



Contact the  
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details:

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[adverts@finditinbirmingham.com](mailto:adverts@finditinbirmingham.com)

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# Exhibition Stand at a Breakfast Meeting



## What does sponsoring having an exhibition stand entail?

This is a successful way to display your products or services to hundreds of breakfast meeting attendees, allowing you to talk directly to your target market.

## Why should I have a stand?

Having a stand gives your company a high-profile presence at a breakfast meeting and makes sure that business owners, managing directors, key decision makers, purchasing managers and council chiefs can come straight to you.

## What are the benefits of having a stand?

- Immediate recognition at breakfast meetings
- Opportunities to talk directly to your target market
- Display your brand on pull-up banners or pop-up displays
- Distribute leaflets, flyers or giveaways
- Prominent positioning on the delegate list
- Be mentioned in all pre-promotion of the event, including email campaigns, media releases and online news articles (if booked in time)
- Includes two guaranteed places for you and a colleague at the busy event
- Can be supplied with power and an internet connection, so you can show off your multimedia
- Also includes breakfast.

## What does it cost?

Prices from £200 + VAT

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# Sponsor a Major Event



## What does sponsoring a major event entail?

You will receive all the benefits of a breakfast meeting sponsorship, plus extra benefits highlighted below.

## Why should I sponsor?

You will be able to get your business in front of a target audience. The events are always well attended and we host one every quarter to individual market segments, e.g. manufacturing, engineering etc.

## What are the benefits of sponsoring?

You will receive the same benefits as a breakfast meeting sponsorship, but in addition you will receive:

- Your company's logos on all presentations.
- Banners around the venue (print cost will be additional).
- An allocated slot in the presentations to promote your company.
- A 30 minute period at the event to run your own seminar.
- Leaflets or brochures given out on the registration desk.
- Notes and delegate lists will be branded with your logo.
- An electronic version of the delegate list.
- Receive a pre-release electronic version of the delegate list the night before, to target specific customers if required.
- Free advert in the event programme, if issued.

### Promotion on the site

- Be listed as 'featured business of the week' on the homepage.
- Advertising banner on homepage or a page of your choice.
- All advertising for the event will carry your logo, including any press releases, email campaigns and events listings.

## What does it cost?

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# Sponsor a Seminar



## What does sponsoring a Seminar entail?

This is an ideal event for your business to use it as a springboard to promote your services. It is also an opportunity to get your ideas, products and expertise in front of key contacts and decision makers.

## Why should I sponsor?

The event has great kudos and is an excellent chance for you to sell your business or service to the people who need it.

## What are the benefits of sponsoring?

- Promoted on the website.
- Put up your company's advertising banners at the event.
- Leaflets can be distributed from the welcome desk.
- Your branding will be on the notes for the meeting.
- Your branding will be on the delegate lists.
- Receive a pre-release electronic copy of the delegate list the night before, so you know who is attending.
- Pre-promotion of the event can include your branding on emails and on the site, including the events page and news articles.

Most importantly, you will be able to get your business in front of a captive audience. Numbers may vary, but we recommend around 35 delegates.

## What does it cost?

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# Advert on Member's Dashboard



## What is a dashboard advert?

Each registered member has their own dashboard, displaying items appropriate to them.

This gives you the opportunity to advertise your products or services to a specific company or procurement officer.

## Why should I sponsor?

This is an ideal opportunity to get your business directly in front of managing directors, key decision makers, key purchasing managers and council chiefs.

What does it cost?

Cost £150.00 + VAT/mth

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# 'Latest Feature'



## What is the 'Latest Feature'?

Becoming a 'Latest Feature' enables you to give a 250 word profile of your business and advertise on the homepage of the website.

## Why should I advertise?

Promoted from our homepage which has the highest rate of traffic in the site.

Being the 'Latest Feature' puts your brand at the front of users' minds as they browse the site.

## What are the benefits of sponsoring?

You can showcase your business to the hundreds of managing directors, key decision makers, purchasing managers and council chiefs who log on to the site every day.

## What do I need to supply for the feature?

- 250 words (or less) on your business and its services
- One website address
- One image, JPG format.

## Can someone help me to write the content?

Yes, of course. Our in-house copywriter can create copy guaranteed to get you clicks and interest.

Rates are simply charged by the hour, meaning if you have a few bullet points that need some magic, or want the advert written from scratch, it's affordable and cost efficient.

## When will my advert go live?

Friday, at 12 midday, on your confirmed date.

## When do I need to send the information?

We need to have received the content for your advert by Tuesday midday prior to the advert going live.

## Where do I send the content, and in what format?

The content should be sent in digital format to [adverts@finditinbirmingham.com](mailto:adverts@finditinbirmingham.com)

## What happens if I miss the deadline for submitting the content?

If you are unable to submit the content on time, please contact us as soon as possible on 01384 563050.

We understand schedules are tight and we will try to accommodate any delays as much as possible. However, due to the production time spent, all adverts will be charged for even if they don't go live.

## What does it cost?

Cost £100.00 + VAT/week

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# Homepage Banner



## What is a banner advert?

A banner advert gives your business a prominent advertisement space on the website that, when clicked, links directly to your website.

## Why should I advertise?

The advert enables you to showcase your brand at the front of users' minds as they browse the site.

## What are the benefits of sponsoring?

You can showcase your business to the hundreds of managing directors, key decision makers, purchasing managers and council chiefs who log on to the site every day.

## What do I need to supply for the advert?

- One image (either your logo or brand supporting image), JPG format
- One website address.

## Can someone help me create the advert?

Yes, of course. Our in-house designers can create an advert guaranteed to get you clicks and interest. The cost of your advert includes design creation.

## When will my advert go live?

Monthly from the 1st of every month.

## Where do I send the content, and in what format?

The content should be sent in digital format to [adverts@finditinbirmingham.com](mailto:adverts@finditinbirmingham.com)

## What happens if I miss the deadline for submitting the content?

If you are unable to submit the content on time, please contact us as soon as possible on 01384 563050.

We understand schedules are tight and we will try to accommodate any delays as much as possible. However, due to the production time spent, all adverts will be charged for even if they don't go live.

## What does it cost?

Cost £500.00 + VAT/month

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# Other Banner Adverts Options



## What are the other banner advert options?

Our other banner advert options gives your business advertisement space on the website that, when clicked, links directly to your website, on pages such as Opportunities, News, Find a Supplier and Events.

## Why should I advertise?

The advert enables you to showcase your brand on various pages as members browse the site.

## What are the benefits of sponsoring?

You can showcase your business to the hundreds of managing directors, key decision makers, purchasing managers and council chiefs who log on to the site every day.

## What do I need to supply for the advert?

- One image (either your logo or brand supporting image), JPG format
- One website address.

## Can someone help me create the advert?

Yes, of course. Our in-house designers can create an advert guaranteed to get you clicks and interest. The cost of your advert includes design creation.

## When will my advert go live?

Monthly from the 1st of every month.

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## What does it cost?

Cost £150.00 + VAT/month

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# Sponsor an Email Campaign



## What does sponsoring an email campaign entail?

Every month we send out informative emails to thousands of registered users detailing new opportunities, events and regeneration news, along with up-to-the minute information about grants and business support available in your specific sector.

You will have your advert incorporated into the email, including a short profile about your business or service and your logo.

## Why should I advertise?

You will be able to get your business in front of a target audience.

## What does it cost?

The 'opportunities' email (one a month) £500.00 + VAT/month

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[www.finditinbirmingham.co.uk](http://www.finditinbirmingham.co.uk)

## How to find us

Just visit:

[www.finditinbirmingham.com](http://www.finditinbirmingham.com)

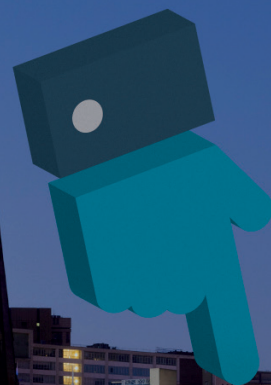
Alternatively, you can call us on:

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Or drop us a line at :

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