



# Mind Your Own Business

Exciting Advertising & Exhibition Opportunities @ IGOC 2018

## EARLY BIRDS! EARLY BIRDS!

Secure your stand & advert NOW to get

# 10% OFF ALL BOOKINGS

HURRY! CALL 020 8525 0000 NOW!

Offer ends **31st July**



### Mind Your Own Business with these strategic marketing platforms designed to:-

- Promote your products
- Grow your customer base
- Create brand awareness
- Influence buyer behaviour
- Launch new services
- Target new markets
- Penetrate existing markets
- Generate direct sales
- Relate research to analysis
- Build social media followers
- Maintain customer relations



from **£800**

## Exhibition Stand

Enclosed shell stands are situated in the purpose built fully air-conditioned exhibition hall next to the auditorium and food court ensuring the majority of IGOC visitors pass through the hall at least 4 times per day.



## Stage Show

The stage show is ideal for promotions, demonstrations and audience participation with your brand's products and services.

from **£30** per slot



## WHAT THE STATISTICS SAY ABOUT US

The IGOC audience is made of some of the most financially successful people in the UK including career professionals, pensioners and young couples.

<b>Age</b>		<b>Status</b>		<b>Employment</b>		<b>Social Media</b>	
<20	7%	Married	47%	Professional & skilled	70%	Followers	1,046,133
20 - 30	14%	Single	6%	<b>Education</b>			
31 - 50	47%			University degree	42%		
>50	29%						

## Promotion

IGOC is advertised directly to over 40,000 recipients including members of KICC and other communities by email, letter, PR campaigns, radio, social media, text, TV and word of mouth as well as public transport and billboards.

### AdPass

This spiral bound, high quality mini advertising pad is attached to every entrance pass, and is compulsorily worn by every IGOC visitor during the conference. It can also be retained as a souvenir until the next year.



from **£200**

### KICCTV

Broadcast daily on SKY590 to over 140 million households in Africa, Europe, parts of the Middle East and the UK, KICCTV is the perfect vehicle to access global audience volumes simultaneously with your own 30 second advert.



from **£25** per slot



from **£200**

### Screen Adverts

The two tier potential 5,000 capacity auditorium hosts 3 large LED viewing screens as well as feeds to tertiary screens in the mezzanine, overflow and restaurant areas ensuring that your advert receives high visibility during conference breaks.

### Winning Ways Magazine

The official full colour conference publication is distributed during the conference and viewed online by potential readers in Africa, Asia, Caribbean, Europe, the UK and USA making it the ideal platform for print adverts and advertorials to promote your business.



from **£105**

## WHAT THE CLIENTS SAY ABOUT US

#### Great Services

"It was great to have lunch, see different shops, order MP3s and listen to speakers all in one place."

"The exhibition was a life changing encounter."

"The exhibition stands were easy to see."

"It was a good opportunity to network, recruit, sell and promote brand awareness."

"The food was good and I enjoyed the different products."

"My expectations were met; there were people who needed our services."

"This was the best exhibition yet."

"The service team was friendly, organised and promptly active."

## Food Court

Provides kitchen with prep, cooking and catering facilities as well as seating area for each of the two successful chefs to provide their own on-site restaurant including:

- 13 amp hot cupboard
- 354 ltr under counter fridge
- 354 ltr under counter freezer
- food racks
- wall mounted water heater
- six burner gas oven range
- salamander gas grill
- double basket gas fryer
- kitchen cleaning kit
- double bowl sink
- tables & chairs

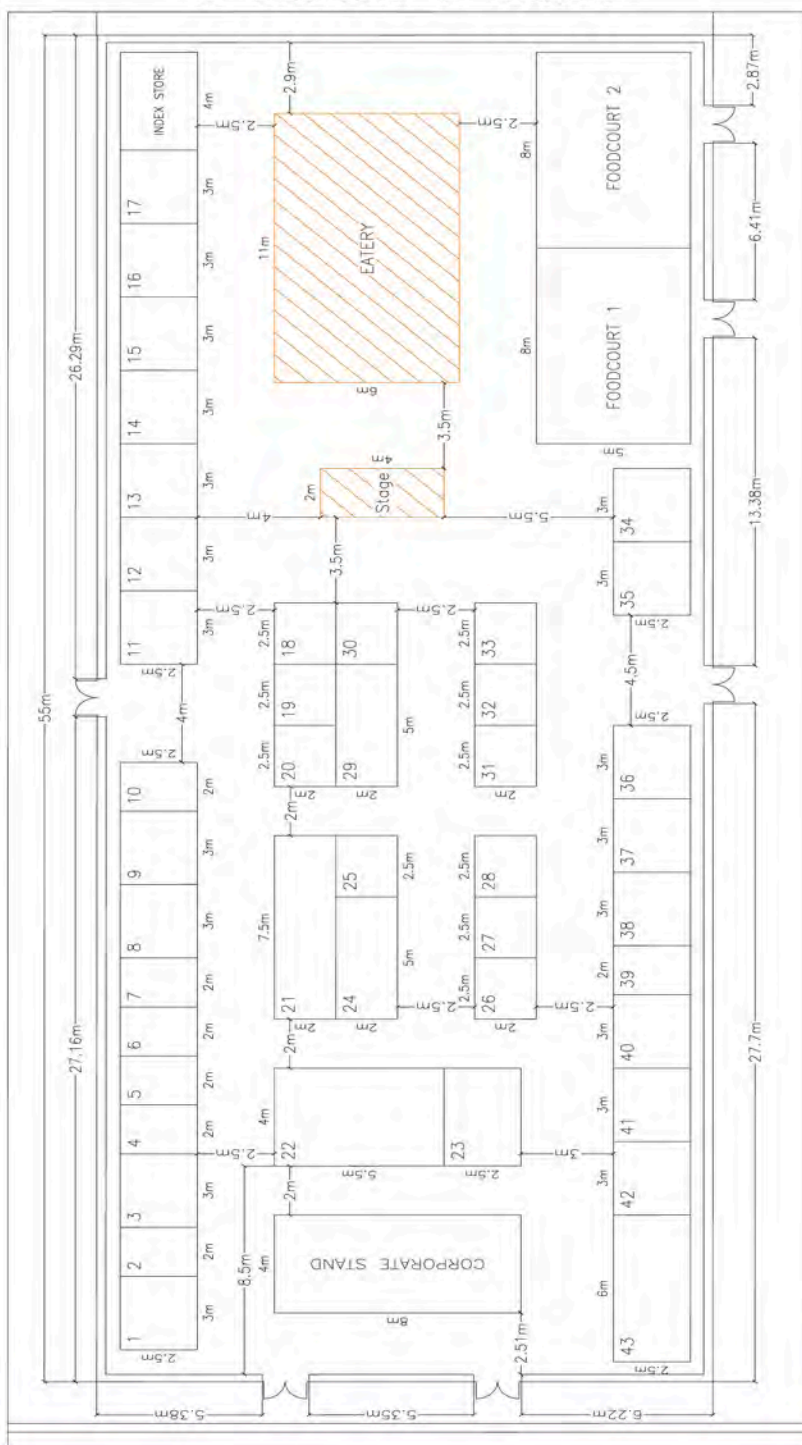


## Food Trailer

Display areas and power connections are provided to those who have their own food trailers to provide hot meals and snacks to our many hungry guests.



## Floor Plan



## Why Choose IGOC?

- Value for money packages
- Extensive choice & flexibility
- Great combine & save offers
- Generous early bird rates
- Dedicated client services manager
- 24 hour onsite security
- High customer satisfaction levels
- Excellent value for money

## Rate Card

EXHIBITION STAND	Regular (2 x 2.5m)	Deluxe (3 x 2.5m)	Executive (3 x 2.5m)	Royale (3x2.5m)	Mobile Van (Open space)	Food court (6 x 8m)
Exhibition Space	✓	✓	✓	✓		✓
Open Space					✓	
Inclusion of your Company name & Stand Number in WW Magazine	✓	✓	✓	✓	✓	✓
Inclusion of your company name on IGOC Website		✓	✓	✓	✓	✓
Chairs x 2		✓	✓	✓		✓
Table x 1		✓	✓	✓		
Free Parking Space		✓	✓	✓	✓	✓
One single 13 amp socket and 2 spot lights	✓	✓	✓	✓	✓	✓
32AM (Red commando)						✓
Shell Scheme	✓	✓	✓	✓		✓
Dedicated Service Manager	✓	✓	✓	✓	✓	✓
Networking Benefits	✓	✓	✓	✓	✓	✓
Free Conference Pass x 2				✓		✓
Free Wi-Fi	✓	✓	✓	✓	✓	✓
Quarter Page Advert in Winning Ways Magazine				✓		
50ft LED & Overflow Screens			✓			
Stage spots 3 x 15 mins				✓		
<b>PRICE</b>	<b>£800</b>	<b>£1,000</b>	<b>£1,100</b>	<b>£1,250</b>	<b>£1,700</b>	<b>£5,000</b>
<b>PRINT ADVERTS</b> (Winning Ways Magazine)	Classified	Quarter Page	Half Page	Full Page		
<b>PRICE</b>	<b>£105</b>	<b>£420</b>	<b>£740</b>	<b>£1,000</b>		
<b>SCREEN ADVERTS</b> (Auditorium & Overflow)	50ft LED & Overflow Screens	KICCTV Adverts				
<b>PRICE</b>	<b>£200</b>	<b>£25/slot</b>				
<b>ENTRANCE PASS</b>	ADPASS					
<b>PRICE</b>	<b>£200</b>					
<b>EXHIBITION STAGE</b> (Product Demonstration)	Stage Show					
<b>PRICE</b>	<b>£30/slot</b>					

