

Green Events & Innovations



2017

Marketing & Sponsorship

7 March 2017 - Royal Garden Hotel, Kensington, London, W8 4PT

About the Green Events & Innovations Page 2
New for 2017Page 3
Why Sponsor GEI?.....Page 4

Key Sponsor Opportunities.....Page 5
Contact.....Page 6



About Green Events & Innovations

The ninth edition of the UK's leading conference for sustainability at live events will take place on Tuesday 7 March, the day before ILMC begins. Green Events & Innovations conference (GEI) is presented by A Greener Festival in partnership with ILMC supported by Bucks New University, and welcomes around 150 professionals working, or with an interest in, environmental initiatives at live events.

As the industry's response to environmental management matures, GEI continues to demonstrate the latest solutions and technologies for practical event management. The conference mixes practical

case studies and presentations from around the world, alongside networking coffee breaks, a complimentary lunch, and closing party.

The full conference schedule will be published in January, but GEI consistently attracts the industry's top speakers and innovators. The last edition included input from Joanna Haigh (Grantham Institute for Climate Change), Rob Scully (Mysteryland), Holger Jan Schmidt (GO Group/Yourope), Steve Taylor (Lake of Stars, Malawi), Fruzsina Szép (Lollapalooza Berlin), Gemma Lawrence (Creative Carbon Scotland) & Chris Johnson (Powerful Thinking).



New for 2017

GEI 2017 will see the conference return to ILMC's spiritual home – the Royal Garden Hotel – but with some significant changes introduced for its ninth edition.

By combining networking breaks and lunches with the ILMC Production Meeting, GEI delegates will be able to converse with some of the world's leading production professionals. Additionally, GEI delegates will be welcome into IPM's 'Production Notes' sessions

during breaks, which showcases innovative ideas in the production and environmental spaces.

By combining 250 IPM delegates and GEI's 150 delegates in one larger networking space, trade stand holders and other sponsors will benefit from substantially increased marketing opportunities and audience. Meanwhile, through collaborative content, both of these vital business sectors can exchange information and knowledge.



Why Sponsor GEI

If you are a manufacturer or supplier working in the international live events business, GEI is the perfect platform to reach key buyers and promote your services. The one day, focused event allows your brand to be close to decision makers, thought leaders and highly engaged professionals in the environmental space.

With regular promotion running up to and after GEI, all marketing activity benefits from exposure before, during and after the event.

- GEI is the UK's leading platform for sustainability at live events.
- GEI is a specialised and unique conference that attracts engaged professionals in the environmental space.
- A range of options – from overall conference sponsorship to lunches and trade stands – allows highly effective marketing within existing budgets.

- We aim to build long-term strategic and solid partnerships with all of our partners.
- Trade press advertising features all partner logos, widening reach beyond the event, while various media partnerships ensure good PR around GEI.

Regular attendees at GEI include: *Festival Republic, Lollapalooza, Rock for People, ID&T, NEC Group, Rockstar Services, A Greener Festival, Global Action Plan, Yourope, Boom Festival, Doctor Music, Body & Soul Festival, Ruisrock, Arcadia, Hay Festival, Shambala, Julie's Bicycle, Glastonbury, Burning Man, Go Group, Big Issue, Access All Areas, Event Magazine, Pukkelpop, Eventbrite, Eco Action Partnership, and many more.*

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Key Sponsor Opportunities

Headline Sponsors

GEI has one overall opportunity for a naming rights/headline sponsor. This package includes promotional elements to give you presence on the build up and around the event itself. As well as this you will be the key brand mentioned wherever the GEI brand is placed.

Price: £3,000

- GEI website headline branding
- Banner branding at the conference
- GEI stationery
- GEI email updates
- All post-event reports
- Registration information printed in IQ Magazine
- All trade press advertising

Exhibition Space: £750

Within the combined networking and lunch space, GEI has a limited number of exhibition stands. Each stand provides unprecedented exposure to around 400 delegates. Each stand includes a table, power supply and adequate space to erect a display.

Buffet Lunch Presence: £1,000

The GEI offers a complimentary buffet lunch to all of the delegates across an hour-long networking break, combined with all 250 IPM delegates. Having a presence in this extremely busy location provides

sponsors with exclusive branding and a guaranteed footfall. The sponsors can enjoy bespoke branding, a personal presence and possible drink giveaways. The package includes several elements including delegates passes. Please enquire for details.

Networking Break Sponsor: £1,000

The GEI has two 30-minute coffee breaks throughout the day and there is an opportunity for one GEI-related sponsor and one IPM-related sponsor to have branded presence during them both. Again, the package includes several tangible components to give you a wide presence around GEI.

All packages contain a number of delegate passes to attend GEI – further details on application



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