



Home Office

SECURITY & POLICING

HOME OFFICE EVENT 2017



SPONSORSHIP OPPORTUNITIES 2017

7 – 9 March 2017 – Farnborough, Hampshire

POLICING & COUNTER TERRORISM	CRITICAL NATIONAL INFRASTRUCTURE	CYBER SECURITY	TRANSPORT	BORDER SECURITY	MAJOR EVENT SECURITY	OFFENDER MANAGEMENT
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SPONSORSHIP OPPORTUNITIES

ADS organisers are hard at work driving visitor traffic to the 2017 show.

Although we can encourage great numbers of visitors to attend the event, exhibitors can play a significant part in ensuring delegates not only visit their stands, but remember it when they leave.

A proven way of attracting visitors to your stand is through sponsorship. Sponsorship opportunities can help deliver your message in a memorable and effective way; associating your name with trusted partners. Sponsorship will add impact before, during and after the event and the time to secure sponsorship is now.

Talk to the Security & Policing team about the range of exclusive and non-exclusive opportunities we offer, we can even create tailor-made packages to suit your budget.

To book or if you have any questions please call:

Robin Reed
Head of Event Sales & Sponsorship

0207 091 7818
www.securityandpolicing.co.uk

FLOORPLAN

Cost per sponsor £1,500

Exclusive sponsorship
£3,250

No of packages
available 3



- Banner including logo and stand number displayed on the printed floor plan
- Logo displayed in the sponsor's area on the S&P website
- Logo on sponsor's page of Event Catalogue
- Logo on rolling PPT screens throughout the event
- 200 words in Event Catalogue & sponsor's pages of website

LANYARDS

Cost £4,500



- Logo on event lanyards
- A 6sqm shell scheme stand located in the main exhibition hall
- Logo displayed in the sponsor's area on the S&P website
- Logo displayed on sponsor's page of Event Catalogue
- Logo on rolling PPT screens throughout the event
- 200 words in Event Catalogue and sponsors pages on website

DIRECTIONAL INFORMATION BOARDS

Cost per sponsor £1,200

Exclusive sponsorship
£3,250

No of packages
available 4



- Logo displayed on directional information boards
- Logo displayed in the sponsor's area on the S&P website
- Logo on sponsor page of Exhibition Catalogue
- Logo on rolling PPT screens throughout the event
- 200 words in Event Catalogue and sponsor's pages of website

OFFICIAL SHOW CARRIER BAGS

Cost £3,000



- Logo displayed on official event carrier bag
- Logo displayed in the sponsor's area on the S&P website
- Logo on sponsor page of Exhibition Catalogue
- Logo on rolling PPT presentation on screens throughout the event
- 200 words in Event Catalogue and sponsor's pages of website

ENTRANCE/REGISTRATION SPONSORSHIP

Cost £6,500

No available 2



- Logo on a registration desk in the main registration area
- A 6sqm shell scheme stand located in the main exhibition hall
- Logo displayed in the sponsor's area on the S&P website
- Logo on sponsor's page of Event Catalogue
- Logo on rolling PPT screens throughout the event
- 200 words in Event Catalogue and sponsors pages of website
- 'Registration sponsored by ...' on registration confirmation emails
- Logo displayed and the words 'sponsored by' on the visitor and exhibitor registration pages of the S&P website

CYBER ZONE

Cost £6,500



- Logo displayed in the sponsor's area on the S&P website
- Logo on sponsor's page of Event Catalogue
- Logo on rolling PPT screens throughout the event
- Logo and words 'sponsored by' to appear next to the Cyber Zone on all floor plans (digital/printed)
- Logo and words 'sponsored by' on banner denoting the Cyber Zone and on directional signage
- Logo and words 'sponsored by' on the printed Cyber Zone Briefing Programme
- 200 words in Event Catalogue and sponsors pages of website
- Logo and the words 'sponsored by' next to relevant information about the Cyber Zone in the event features section within the Event Catalogue

CYBER ZONE (Contd)

- A 6sqm shell scheme stand located in the Cyber Zone
- Company name and words 'sponsored by' on the Cyber Zone web page
- Company name and words 'sponsored by' on four carpet tiles leading from the Government Zone to the Cyber Zone
- Logo and words 'sponsored by' displayed in the Cyber Zone briefing area
- Logo and words 'sponsored by' in the Wifi Lounge within the Cyber Zone



DRINKS RECEPTION

Cost per sponsor £7,500

**Exclusive sponsorship
£12,500**



- Logo displayed in the sponsor's area on the S&P website
- Logo displayed on sponsor's page of Event Catalogue
- Logo on rolling PPT screens throughout the event
- 200 words in Event Catalogue and sponsor's pages of website
- Logo and the words 'sponsored by' next to relevant information about the Drinks Reception in the event features section within the Event Catalogue
- Pull up banner/logo displayed in venue area tbd based on number of sponsors
- Logo displayed on Drinks Reception access wrist bands – approx. 800

DRINKS RECEPTION (Contd)

- A 6sqm shell scheme stand located in the main exhibition hall
- Sponsor thanked and Company name mentioned by speaker during Drinks Reception
- Ten FREE passes to the Drinks Reception
- Logo and words 'sponsored by' displayed on all correspondence relating the Drinks Reception



LIVE DEMONSTRATION ARENA

Cost £15,000

- Logo displayed in the sponsor's area on the S&P website
- Logo displayed on sponsor's page of Event Catalogue
- Logo on rolling PPT screens throughout the event
- Logo displayed next to the Live Demonstration Arena on all floor plans (digital/printed)
- Logo and words 'sponsored by' on banner denoting Live Demonstration Arena and on any directional signage
- Logo and words 'sponsored by' on the printed Live Demonstration Arena programme
- 200 words in Event Catalogue and sponsor's pages of website



LIVE DEMONSTRATION ARENA (Contd)

- A 6sqm shell scheme stand located in the main exhibition hall
- Company name and the words 'sponsored by' next to relevant information about the Live Demonstration Arena in the event features section within the Event Catalogue
- Company name and words 'sponsored by' in relevant email correspondence relating to Live Demonstration Arena
- Logo displayed and words 'sponsored by' on crowd barriers positioned in Live Demonstration Arena



LIVE IMMERSIVE FEATURE

Cost £10,000

- Logo displayed in the sponsor's area on the S&P website
- Logo displayed on sponsor's page of Exhibition Catalogue
- Logo on rolling PPT screens throughout the event
- Logo displayed next to the Live Immersive Feature on all floor plans (digital/printed)
- Logo and words 'sponsored by' on banner denoting Live Immersive Feature and on any directional signage
- 200 words in Event Catalogue and sponsors pages of website
- Company name and the words 'sponsored by' next to relevant information about the Live Immersive Feature in the event features section within the Exhibition Catalogue
- A 6sqm shell scheme stand located in the main exhibition hall



LIVE IMMERSIVE FEATURE (Contd)

- Company name and words 'sponsored by' displayed on relevant email correspondence relating to the immersive feature
- Company name and words 'sponsored by' displayed on the Live Immersive Feature web page
- 100 word profile within the Live Immersive Feature Directory
- Logo to appear on the front cover of the Live Immersive Feature printed Directory



FOOD COURT

Cost £5,000

- Logo displayed in the sponsor's area on the S&P website
- Logo displayed on sponsor's page of Event Catalogue
- Logo on rolling PPT screens throughout the event
- Logo displayed next to the Food Court on all floor plans (digital/printed)
- Logo and words 'sponsored by' on banner denoting the Food Court and on any directional signage
- 200 words in Event Catalogue and sponsor's pages of website
- Company name and the words 'sponsored by' next to relevant information about the Food Court in the event features section within the Exhibition Catalogue



FOOD COURT (Contd)

- A 6sqm shell scheme stand located in the main exhibition hall
- Pull up banner/logo at venue. Number tbc
- Bespoke customisation available subject to approval and additional fee

VIP DINING - INTERNATIONAL & UK DELEGATIONS

Cost £8,000

- Logo displayed in the sponsor's area on the S&P website
- Logo displayed on sponsor's page of Event Catalogue
- Logo on rolling PPT screens throughout the event
- Logo displayed next to the VIP Dining Area on all floor plans (digital/printed)
- Logo and words 'sponsored by' on banner denoting VIP DINING and on any directional signage
- 200 words in Event Catalogue and sponsor's pages of website
- Company name and the words 'sponsored by' next to relevant information about the VIP DINING in the event features section within the Event Catalogue



VIP DINING - INTERNATIONAL & UK DELEGATIONS (Contd)

- A 6sqm shell scheme stand located in the main exhibition hall
- One table of 8 at one of the sittings (3 per day) in the dining room for sponsor to invite/host guests
- Pull up banner/logo at venue. Number tbc
- Bespoke customisation available subject to approval and additional fee

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