

SPONSORSHIP OPPORTUNITIES

8-9 December 2022



ABPCO EVENTS

EXCELLENCE AWARDS

Bringing the association events industry together to promote and encourage excellence, share, learn and collaborate. These packages give you the opportunity to engage with the movers and shakers in the association events industry, demonstrate your expertise and promote your services. If you have any brilliant ideas about how you could support us, but can't see it as an option, please do get in touch and have a chat heatherlishman@abpc.org



ABPCO EVENTS

EXCELLENCE AWARDS

THE EVENT

24HRS OF
NETWORKING,
LEARNING AND
CELEBRATING
EXCELLENCE
WITH UP TO
150 EVENT
PROFS

Dates

8-9 December 2022

Venue

The ICC, Birmingham

8th

City tour, networking and informal supper

9th

Education session, exhibition and The Excellence Awards



ABPCO EVENTS

EXCELLENCE AWARDS

THE AUDIENCE

24HRS OF NETWORKING, LEARNING AND CELEBRATING EXCELLENCE WITH UP TO 150 EVENT PROFS

PCOs

Senior events professionals within the association and not-for-profit sectors working either 'in-house' for a society or association or working for an agency that provides conference organising services to the not-for-profit sector. The aim is to attract 100+ and this year we are welcoming ABPCO members and non-members to the event. Our PCO membership base can be seen here <https://www.abpco.org/individual-members>

Industry

We also welcome our industry colleagues. Our industry members are confined to those who supply to the association and not-for-profit market and can clearly support major UK and International conferences. Our industry members can be seen here <https://www.abpco.org/industry-partners>



ABPCO EVENTS
EXCELLENCE AWARDS

THE AWARDS

ABPCO MEMBERS ONLY

- Best event by an in-house PCO
- Best event by an agency PCO
- Industry supplier of the year
- Best association events team

OPEN TO ALL

- Best sustainable conference
- Best EDI at a conference
- Rising star
- Best legacy
- Guiding star
- Best event marketing



ABPCO EVENTS
EXCELLENCE AWARDS

SPONSOR BENEFITS



Brand Visibility

By sponsoring you will benefit from unrivalled branding amongst your target audience. Your logo will be included in pre-event promotions, visible during the live event and in post-event communications



Exclusive Partnership

By supporting the event, you will be seen as one of our key partners – a great opportunity to maximise your brand with our members



Highly Targeted

The attendees are made up of decision makers and influencers that are looking to ABPCO for their future conference solutions – a superb set of prospects to sell to



ABPCO EVENTS
EXCELLENCE AWARDS

INDUSTRY PARTNER PACKAGE INCLUSIONS



Logo

Your logo will be included in pre-event promotions, visible during the live event and in post-event communications



Pop-up Exhibition Stand

In the exhibition area



Showreel

2-minute showreel screened throughout the event



Goody Bag

Opportunity to contribute to the delegate goody bag



2 Free tickets

For the education session and awards lunch



ABPCO EVENTS
EXCELLENCE AWARDS

HEADLINE SPONSOR

1 AVAILABLE
£5000

INCREDIBLE OPPORTUNITY TO ALIGN WITH THE UK'S LEADING PROFESSIONAL BODY FOR ASSOCIATION EVENTS

Logo/Name Credit

On all ABPCO social media channels linked to the event
Listed on the ABPCO website for the event
On all emails promoting the event
On all PR promoting the event

Showreel & Presentation

Brand showreel played 3 times across ABPCO social media channels leading up to and during the event
5 minute presentation opportunity at the awards lunch

Pop-up exhibition stand

For networking at the event

Goody Bag

Opportunity to contribute to the delegate goody bag

5 Free tickets

For the education session and awards lunch



ABPCO EVENTS
EXCELLENCE AWARDS

AWARDS WELCOME DRINKS

1 AVAILABLE
£1500

YOU WILL HAVE THE
OPPORTUNITY TO
NETWORK WITH
ATTENDEES IN A
RELAXED
ATMOSPHERE

Logo/Name Credit

On all ABPCO social media channels linked to the event
Listed on the ABPCO website for the event
On all emails promoting the event
On all PR promoting the event

Showreel

Brand showreel played 2 times across ABPCO social media channels leading up to and during the event

Acknowledgement

Of thanks at the awards reception

Pop-up exhibition stand

For networking at the event

2 Free tickets

For the awards lunch



ABPCO EVENTS
EXCELLENCE AWARDS

ABPCO
AWARD
CATEGORY
SPONSOR
10 AVAILABLE
£350



Align your brand

Great opportunity to align your organisation to excellence in a relevant category



Branding

On event presentations on the day



Acknowledgement

Of thanks at the awards lunch



Announcement

Opportunity to announce and present the award winner on the day



ABPCO EVENTS
EXCELLENCE AWARDS

KEY DATES

FROM 01 AUGUST
AWARDS PROMOTION

09 SEPTEMBER
SUBMISSIONS IN

10 OCTOBER
SHORT-LIST
ANNOUNCED



Interested? Please contact
HeatherLishman@abpc.org
who will arrange to chat



ABPCO EVENTS
EXCELLENCE AWARDS
