

SPONSORSHIP PROPOSAL.

19-22 Oct/2020

Celtic Manor Resort, Wales

#golftogether

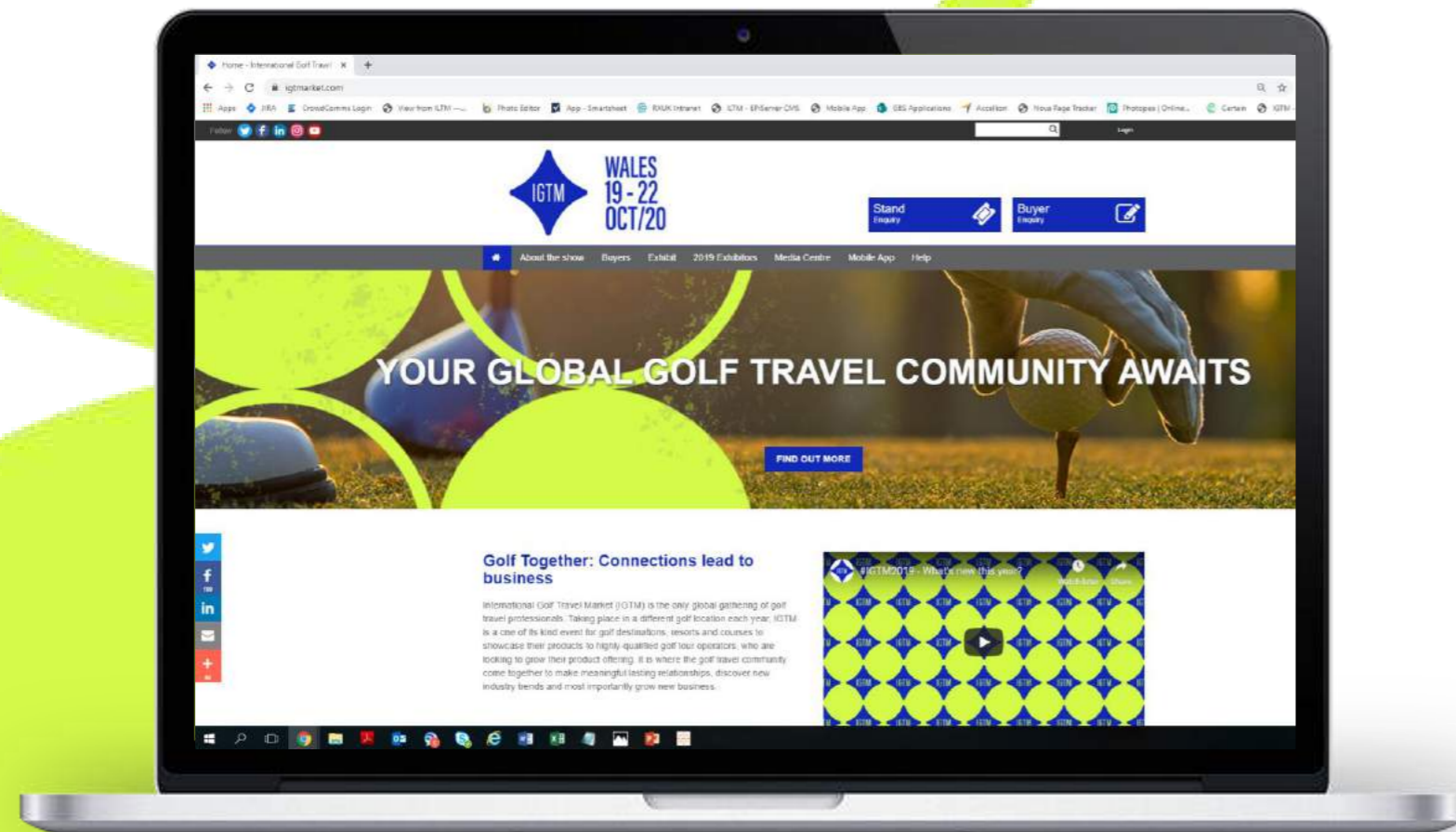


**PRE-EVENT
OPPORTUNITIES.**



IGTM

WEBSITE BANNERS.

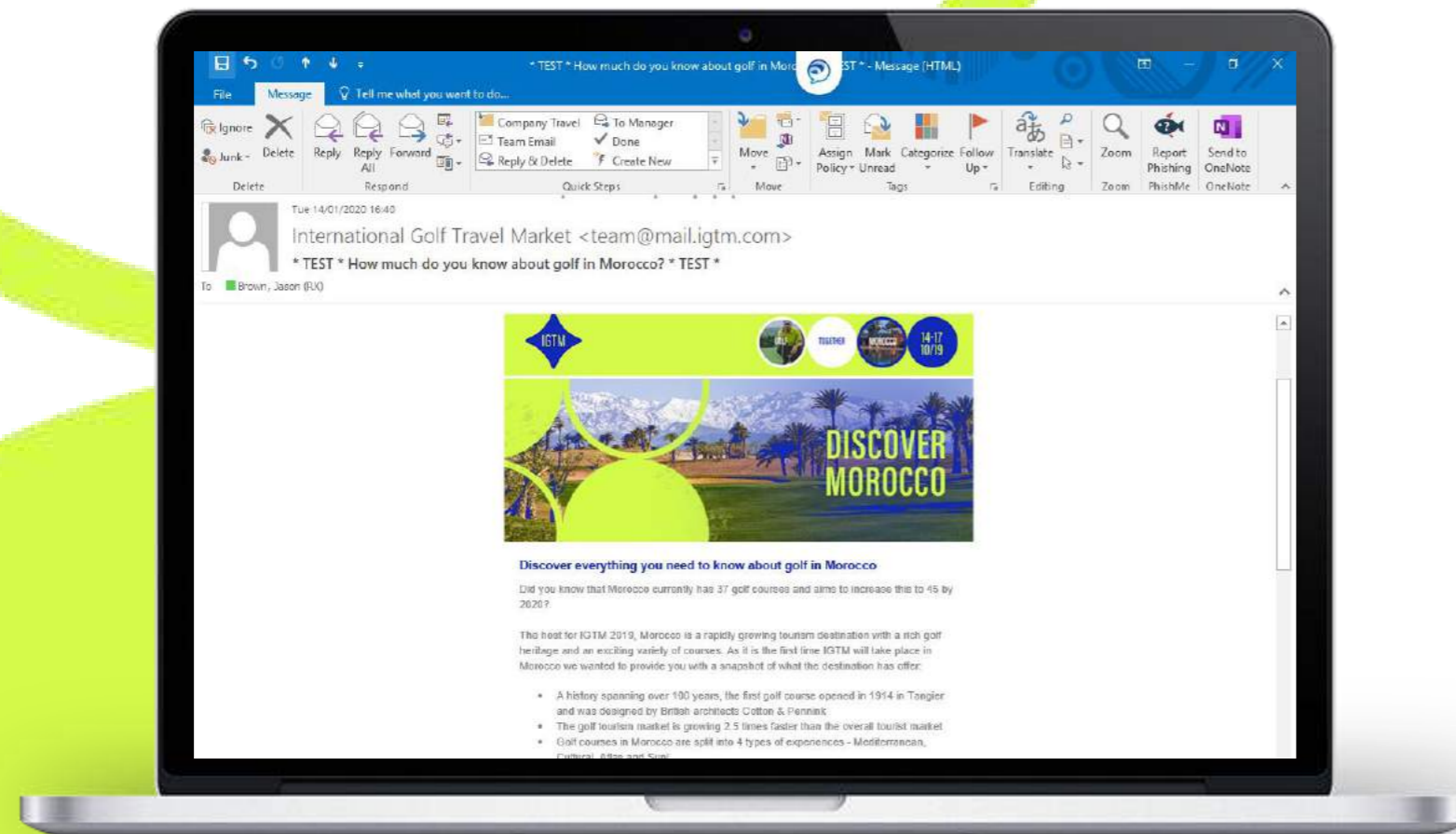


Stand out on the IGTM website with your branded banner placed on the main header of the website, visible on every page. The IGTM website receives an average of 1,150 unique users each month from the golf travel industry.

Investment: Starting from €800

IGTM

DEDICATED EMAIL TO BUYERS.

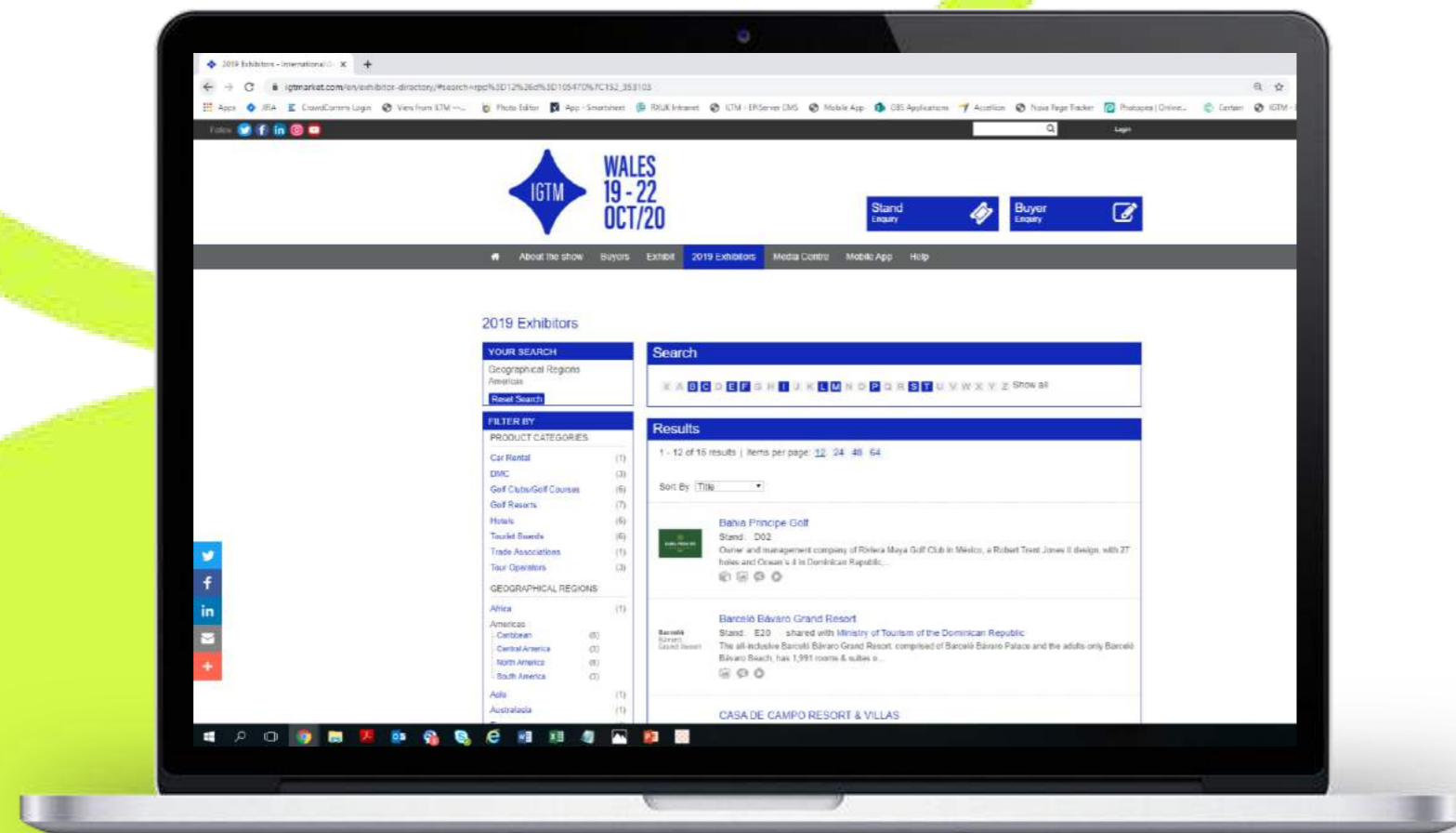


Grab the confirmed Buyers' attention with an exclusive e-shot containing your chosen content and URLs sent directly to their inbox. Email sent prior to meetings system going live for maximum impact.

Investment: €1,500

IGTM

PREMIUM EXHIBITOR LISTING.

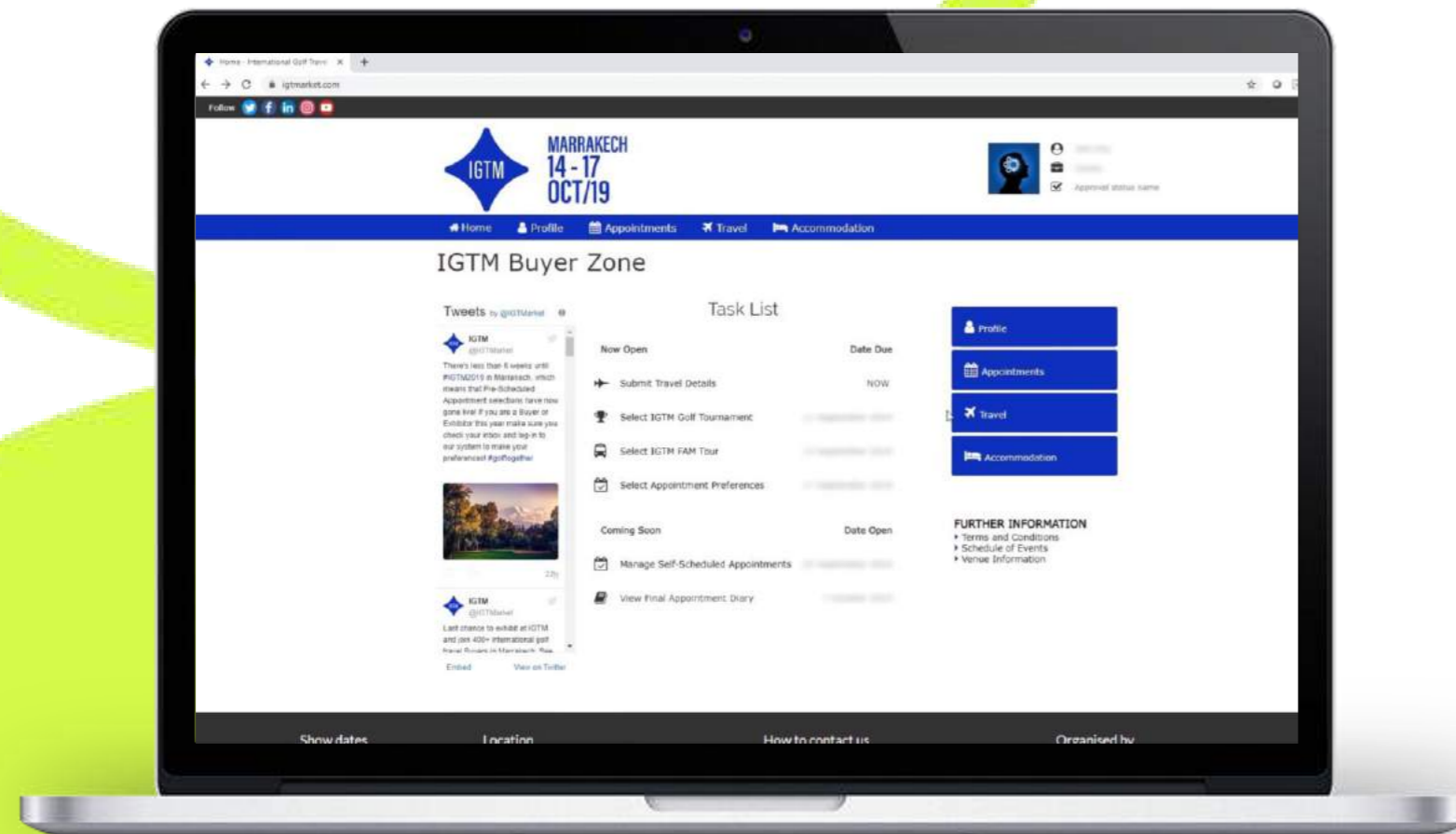


A premium exhibitor listing is double the size, highlighted in a different colour and contains your company products, ensuring you receive more visibility than the standard listings. Exhibitors in 2019 with this package received an average of 68% more visitors to their profile and generated over double the amount of pre-show leads.

Investment: €330

IGTM

HOSTED BUYER ZONE.



The Hosted Buyer Zone is the online hub that all qualified IGTM Buyers use to make their appointments. Each Buyer logs in an average of 9 times, meaning your advert(s) can be seen over 3,600 times and your brand will be at the forefront of the Buyers' minds when they are choosing their meeting preferences

Option 1: Takeover the buyer zone homepage with multiple branded banners

Investment: €3,500

Option 2: Takeover multiple buyer zone pages that Buyers visit during the appointments process, including your branded banners on their preference selection and diaries.

Investment: €5,000

ON-SITE OPPORTUNITIES.



IGTM

MOBILE APPLICATION.

Gain unrivalled exposure to the IGTM Buyers with exclusive sponsorship of the event app. The app will be used by all attendees to access their diaries, rate their appointments, view the floorplan, receive push notifications and connect with other attendees.

Sponsorship includes:

- ❖ Branding at the bottom of the app menu and content pages
- ❖ Promoted pop-ups throughout the event
- ❖ Push notifications – direct messages to the attendees' devices
- ❖ Priority listing in the Exhibitor Directory
- ❖ Branding on the interactive map
- ❖ A dedicated menu icon on the app's main menu
- ❖ Pre-show promotion through IGTM's online and offline channels
- ❖ Onsite branding and exposure as the official app sponsor

Investment: €10,000



IGTM

LANYARDS.



Every attendee at IGTM 2020 will be presented with a lanyard as they enter the venue. The official event badges are attached to the lanyards and are mandatory in order to gain access to the venue or any of the evening networking functions. The lanyards will be seen, videoed and photograph throughout the event, a brilliant opportunity to increase the exposure of your brand.

Investment: €13,000

IGTM

OFFICIAL SHOW BAGS.



The official show bags are available to all attendees at various pick-up points located throughout the venue. They are used to carry all event collateral and promotional items on offer throughout the venue. Don't forget the ever popular bags are likely to be re-used by attendees even after the event is complete. 1,500 bags will be distributed at the event, enough for one per attendee.

Investment: €13,000

IGTM

DESTINATION PRESENTATION.



Promote your product in front of a captive audience of geo-targeted buyers and media during IGTM with a dedicated 20-minute presentation slot. Your session details will be featured on the IGTM website and in the event guide, along with your logo included in the sponsor pages.

Investment: €5,500

IGTM

WELCOME VIDEO.



Be at the forefront of the event with an exclusive opportunity to play a 2 minute promotional video at the IGTM 2020 opening forum. Up to 1,000 attendees will be present at the forum, and the welcome video is guaranteed to be seen, heard and talked about throughout the week.

This is a great opportunity for new course openings or up and coming destinations.

Investment: €5,000

IGTM

DIGITAL SCREENS.



The ICC is a state of the art venue and boasts a suite of digital screens that are visible in all areas surrounding the show floor. A short video or digital banner can be played throughout the venue to showcase your product, seen by all buyers as they navigate the venue.

For more information on the screen locations and pricing options, speak to David.Griffiths@reedexpo.co.uk

IGTM

TRANSFERS.



A new opportunity to sponsor the transfer coaches has been added to the programme for 2020. The transfers will be used mostly by the buyers to transport them to and from the venue to their host hotels and the golf tournament. The first and last thing they will see at the event this year.

For more information on transfer sponsorship and pricing options, speak to David.Griffiths@reedexpo.co.uk

IGTM

FLOOR TILES.



Increase traffic to your stand with 6 branded floor tiles that are placed in prominent positions throughout the venue. The floor tiles will be seen by all buyers as they navigate the show floor between appointments.

Investment: €1,200 for 6 floor tiles



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GOLF TOURNAMENT.



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CLOSEST TO THE PIN.



An ever popular sponsorship item, again your brand will be seen on the tee box, flag stick and nearest the pin marker. Closest to the pin sponsorship will be used on all x5 courses. The competition will be referenced heavily in the post match presentations in front of all players in the tournament.

Investment: €1,500 for x5 Closest to the Pins

IGTM

LONGEST DRIVE.



Another popular sponsorship item and one that is guaranteed to take home the bragging rights. Sponsor the longest drive hole on all x5 courses used in the tournament and brand the tee boxes, flag and longest drive marker. The competition will be referenced on several occasions in the club house as the prize giving takes place.

Investment: €1,500 for x5 Closest to the Pins

IGTM

GOLF BUGGYS.



Brand the golf carts at your chosen golf course in the tournament, this opportunity is available on all x5 courses.

For more information on transfer sponsorship and pricing options, speak to David.Griffiths@reedexpo.co.uk

IGTM

GOLF BALL SPONSOR.



Sponsor the golf balls at the IGTM Golf Tournament, every player will be gifted with a sleeve of balls on the first tee with your brand featured front and centre. The balls will be used at all x5 courses.

For more information on transfer sponsorship and pricing options, speak to David.Griffiths@reedexpo.co.uk

Investment: €2,500

IGTM

GOLF TEE SPONSOR.



Sponsor the golf tees at the IGTM Golf Tournament, every player will be gifted with a handful of tees with your brand featured front and centre. The balls will be used at all x5 courses.

Investment: €1,000

HOSPITALITY SPONSORSHIP.

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SPONSORED LUNCHESES.



Host a one-hour lunch with pre-selected Buyers for a unique opportunity to spend one-on-one time discussing your products and building valuable relationships in a more relaxed environment. IGTM will promote this to the Buyers on your behalf. Exact numbers and location TBC.

Investment: €5,000

IGTM

OFFICIAL WATER PARTNER.



The ICC is a forward thinking, sustainable venue with water points located in all areas of the show floor. IGTM will not be selling any water in plastic bottles onsite this year to reduce the events carbon footprint. We will be handing out 1,000 water bottles to allow all attendees to stay hydrated throughout the week, this is a great opportunity to place your brand on the water bottles, knowing they will be reused by all attendees in the months and years to come.

Investment: €7,500 (bottle featured in image)

IGTM

NETWORKING EVENING.



Sponsor one of our networking evenings and hand-pick the type of buyers you would like to invite. This item is one of our most popular as the potential ROI for your company is unlimited – just brief the IGTM team on your requirements and we will be on hand to assist.

For more information on networking evening availability and pricing options, speak to David.Griffiths@reedexpo.co.uk

THANK YOU.

For more information, please contact
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+44 (0) 20 8910 7898

