

World-Class Business Events

LBCG produces world-class, content-led business events where relevant content, created with a specific job function in mind, is at the heart of every conference program.

All our events deliver high-value, practical and technical information, gathered through detailed consultation and research with industry representatives.

The end result is a highly focused agenda, meeting the precise business needs of a given industry on a given subject. This level of detail is part of our pioneering approach to content and ensures we attract only the highest level of attendees to our events.

Providing Solutions To Real-World Issues

All of LBCG's events are research driven and 100% solution based.

Speakers are practitioners drawn from industry and provide insightful coverage of high-stake issues and shared business challenges – no sales pitches or generic company overviews are allowed – resulting in a highly engaged audience of senior decision makers, who are keenly interested in the relevant technology, services and innovations that match the content of the agenda.

The focused nature of an LBCG event results in superb networking opportunities for delegates, speakers, sponsors and exhibitors alike. There are ample opportunities to meet other attendees during the breaks, lunches and evening drinks reception, and have quality conversations with prospects.

Attendees will spend their networking time in a dedicated, zoned exhibition showcase area that features the very latest technological advances that are instrumental to the subject of the event.

Solution providers are therefore part of a select group in the categories most relevant to delegates' specific interests, resulting in unique stand-out that you simply won't find at a larger, more general show.

This is the defining point of our value proposition.



“ Good networking opportunities and excellent speakers ”

Case Study

“Great job on the event. We enjoyed working with you, your team, the hotel and the attendees.

The Canadian Frac Sand Logistics and Market Forecast Summit was excellent for Quickthree Solutions to both exhibit and attend!

“ Thank you to you and your team for making it fun and a successful event ”

The size of the event was just right. Along with interesting topics and speakers, there were plenty of opportunities to spend quality time with colleagues and customers.

Thank you for making it fun and a successful event. Well done!”

Don Stephan
Director of Sales
Quickthree Solutions Inc

Making The Most Of Our Exclusive Options

We offer a top-quality range of exclusive opportunities to our sponsors.

This includes hosting of a breakfast, lunch, evening reception or speakers dinner to larger-scale, exclusive sponsorships where we incorporate a thought-leadership speaking position or keynote panel opportunity. This helps you make the most of the event and meet your defined business objectives.

Category-specific options align a sponsor with a specific technology, service or area of innovation and provide the opportunity to be seen as the leading vendor in that category. These packages may also include a client case study or presentation where it adds value for delegates.

How Can We Get This Event To Work For You?

Our sales process is consultative and ROI-driven, so the first thing we will do is to try to understand your objectives before building a business case for your participation.

There are a number of packages to suit all levels of involvement and budget, plus the opportunity to add on a range of extra components.

To ensure the delivery of a clear business case that delivers value for your organisation, we will consult with you to ask:

- What are your key business objectives?
- What value do they represent?
- How can we really get this event to work for you?

Once we have established your business aims, our team will ask more tactical questions to help you gain the most from our event, including:

- What has worked well for you at previous events?
- How do you like to go about building new business relationships?

We will then work with you to create a bespoke sponsorship package to meet your exact business needs.

“Great speakers, very informative conference”



Case Study

“As ABB, we have benefited from the opportunities that have been made while exhibiting and sponsoring the Global Leakage Summit through LBCG.

In the past seven years, this well-organised and presented event has gone from strength to strength, now attracting more than 200 quality international and domestic delegates from a variety of senior roles within the global leakage and flow community.

“We are proud to be associated with the Global Leakage Summit and LBC”

With a host of new technologies and ideas from within the R&D areas on show and sharing of global best practice, it's established itself in the global calendar as a Leakage Summit for all.

We as ABB are proud to be associated with the Global Leakage Summit and LBCG in 2015. We look forward to raising awareness at the Summit about the work of WaterAid across the world and the great support they provide in clean water and sanitation globally.”

Tim Door
UK & IE General Manager Sales
ABB

Case Study

“The ideal aspect of LBCG events as a sponsor is the strict control over the amount of vendors/sponsors there are and any content they present.

The fact that LBCG events are so geared towards complex, timely oilfield topics, rather than networking and vendors, means that the true decision makers in the segment being addressed are so much more likely to attend.

As a sponsor, those are the toughest people to reach – but they attend LBCG events because the content is so incredibly relevant to their missions in the oilfield.

Our attendance at the most recent show in Denver led to a several new contracts and new business from existing customers in excess of \$25 million.

“**Our attendance led to new business from existing customers in excess of \$25 million**”

In my 22 year career in the energy industry, I have never experienced a better value and return on my sponsorship dollar than what we experienced through sponsorship of that show.

We are excited to be a sponsor at the upcoming Eagle Ford event where I am confident we will extract a similarly high value.

You and your colleagues should be extremely proud of your business model – certainly you have convinced me.”

Jason Burger
Director
Rolfson Oil

Whatever Your Objectives LBCG Conferences Deliver



Generate sales leads



Build brand awareness and loyalty



Build future relationships



Launch new products



Engage key decision makers



Educate the market



Sponsorship Packages

HEADLINE SPONSOR



Offers the highest level of visibility and profiling at the event, an excellent way to engage the entire audience as well as the senior decision makers. Involves thought leadership, chairmanship, as well as the benefit of hosting a key social networking activity at the event during the lunch breaks or evening drinks.

TYPICAL ROI

Brand building, product promotion, market education, connecting with targeted senior attendees, new product launch

PACKAGE COMPONENTS

- **Lead Sponsor Branding:** Prominent branding, pre event, onsite and post event
- **Keynote Speaker:** Keynote presentation of the congress to position you as the leading authority alongside the industry experts
- **Conference Chair:** Opportunity to nominate a senior representative to chair the full event, a single day or a key or element in the relevant session of the agenda (subject to editorial approval)
- **Host A Key Networking Session:** Become the official hosts of a key congress networking activity
- **Exhibition Stand:** Preferential choice on your strategically placed booth in networking area
- **Literature Distribution:** Drives sales enquiries
- **Exclusive Media Partner Access:** Networking opportunities

GOLD SPONSOR



Offers visibility and profiling at the event, a proven way to raise awareness of your company to the whole conference. Provides the opportunity to participate in the agenda as well as host a breakfast or networking opportunity with a good level of positioning in front of an influential audience.

TYPICAL ROI

Brand building, product promotion, market education. connecting with whole audience

PACKAGE COMPONENTS

- **High-Level Sponsor Branding:** Elevated branding, pre event, onsite and post event
- **Host A Breakfast Or Lunch Briefing:** As the host of a key networking activity, delegates will receive individual invitation to join with your specific branding and message
- **Thought-Leadership:** Presentation aligned with the relevant agenda session to target your message
- **Exhibition Stand:** Preferred choice on your strategically placed booth in networking area
- **Literature Distribution:** Drives sales enquiries

CATEGORY SPONSOR



Offers a supporting partnership to associate your company's corporate brand with the strategically important discussions of the event. Provides an effective way to align your service, technology and/or product innovation with a specific topic stream being addressed at the conference.

TYPICAL ROI

Market education, building future relationships

PACKAGE COMPONENTS

- **Partner-Sponsor Branding:** Key branding relating to your category/session partnership; pre event, onsite and post event
- **Thought-Leadership:** Presentation aligned with the relevant agenda session (subject to editorial approval)
- **Exhibition Stand:** Take advantage of one of the limited booths in the networking area
- **Literature Distribution:** Drives sales enquiries

CO-SPONSORSHIP



A great option for companies looking for cost effective profiling and visibility. Offers a good initial association with the event with the opportunity your company to join the speaker faculty with an approved presentation, or join an expert panel session. Benefit from position as a co-sponsor of the conference.

TYPICAL ROI

Market education, building future relationships

PACKAGE COMPONENTS

- **Co-Sponsor Branding:** Key branding relating to your status as one of our limited co-sponsors; pre event, onsite and post event
- **Thought-Leadership:** Opportunity to deliver a short presentation (subject to editorial approval)
- **Exhibition Stand:** Take advantage of one of the limited booths in the networking area
- **Literature Distribution:** Drives sales enquiries



Package Components

BRANDING

- Prominent branding in pre- and post-event communications, website and brochures
- High-profile on-site logo placement, including stage, holding slides and delegate pack
- Publicity in event advertising in third-party media



LANYARDS*

- Company logo on all lanyards distributed at conference registration.



DELEGATE BAGS*

- Company logo and conference brand on delegate bags handed out during registration.



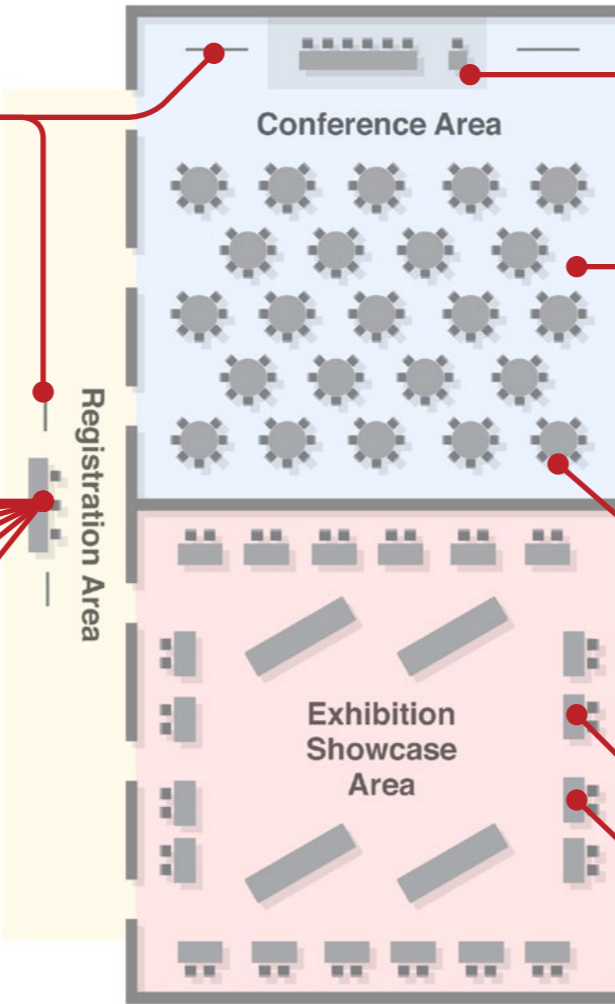
LITERATURE DISTRIBUTION

- Online publication of your presentation to attending delegates
- One-page insert in delegate pack



GIFTS*

- Opportunity to distribute branded gifts given to delegates at conference registration or your choice of time.



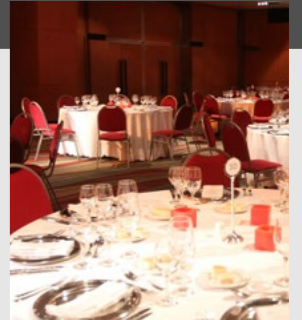
SPEAKER OPPORTUNITIES

- Engage with delegates through keynote addresses, presentations, product demonstrations and more.



DELEGATE PLACES, SPEAKERS' DINNER & EVENING DRINKS

- Each package allows sponsors to invite a certain number of attendees for free, as delegates and guests at the exclusive speakers' dinner or after-show party.
- Both offer an opportunity to network at a high level in a relaxed environment.



CHAIR BRANDING*

- Company logo placed on the backs of chairs at the conference.



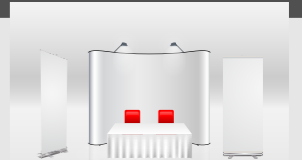
PRODUCT SHOWCASE

- Give delegates a first-hand experience of your products by showcasing them during focus lounges or breaks.



EXHIBITION STANDS

- Table top (approx 3m x 2m)
- Dressed table and two chairs
- Power and extension leads
- Wireless internet connection



EXCLUSIVE MEDIA PARTNER ACCESS & NETWORKING OPPORTUNITIES

- LBCG works with leading industry media partners to showcase conference content and sponsors.



* Supplied by client

Exhibitor Registration Form

If you are interested in exhibiting, reserve your place now as exhibitor space typically sells out early.

Please secure my place as an exhibitor at:

Event name	<input type="text"/>		
Title	<input type="text"/>	First Name <input type="text"/>	Last Name <input type="text"/>
Job title	<input type="text"/>		
Company	<input type="text"/>		
Billing Address	<input type="text"/>		
ZIP/Postal Code	<input type="text"/>	Country	<input type="text"/>
Contact number	<input type="text"/>		
Email	<input type="text"/>		

Exhibitor Package Rate From: £4,000 + VAT (20%) USD\$7,500 CAD\$7,500 + GST (5%)

Package includes: two delegate places for the main 2-day Summit, one 3 x 2 m exhibit space, draped table, 2 chairs and access to power and wifi. Plasmas, DVD players or additional furniture may be obtained from our audio-visual rental company at cost.

Guests are responsible for their own travel and accommodation arrangements.

I am also interested in:

<input type="checkbox"/> Headline Sponsor	<input type="checkbox"/> Category Sponsor	<input type="checkbox"/> Other Sponsorship:
<input type="checkbox"/> Gold Sponsor	<input type="checkbox"/> Co-Sponsorship	<input type="text"/>

We pledge to call you within 24 hours of receiving your enquiry.

“ A well-organised event and the expertise and knowledge base among speakers and delegates was amazing ”

Payment Options

Please, choose one of the options below.
Payment must be received in full prior to the event.

Option 1 - CREDIT CARD*

Please charge my	<input type="text"/>		
Amount	£	USD\$	CAD\$ <input type="text"/>
Card Number	<input type="text"/>		
Name on card	<input type="text"/>		
Expiry date	<input type="text"/>		
Security code	<input type="text"/>		
Cardholder's signature	<input type="text"/>		
Date	<input type="text"/>		

*A 3.5% credit card fee will be added to your total.

Option 2 - INVOICE

An invoice containing payment instructions will be sent electronically upon receipt of the completed registration form.

How To Finalise Your Reservation

Now that your details are completed please send your registration form to our Customer Service Team:

Email: info@lbcg.com

Fax: +44 (0) 845 867 8109

Should you have any enquiries or if you would like to request more information please contact our friendly Customer Service Team on + 44 (0) 800 098 8489

Terms & Conditions

Cancellation by Sponsor or Exhibitor No refund is permitted in the event of cancellation by the client and all outstanding fees associated with this agreement remain payable.

Cancellation by London Business Conferences Group In the unlikely event of cancellation of the conference, London Business Conferences Group Ltd. will provide an alternative exhibit opportunity at a suitable event. If there is no mutually agreeable "suitable event", the customer will be entitled to a full refund.