

# EXSE2021



## SPONSOR & EXHIBITOR PACKAGES

11-13 May  
2021

YOUR HOME OFFICE

February 2021



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GROWTH  
HUB SHOW



**WORLD  
CAFE**



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# HELLO WORLD



# THIS IS ESSEX

## AND THIS IS THE **ExSE** BUSINESS FESTIVAL

**EXSE 2021 is the event of the year for ambitious Essex-based businesses. A 3-day business festival, online exhibition and conference celebrating the best we have to offer the world from our corner of England.**

Central to the ExSE business festival is a huge online exhibition hall with 3D, animated and interactive virtual booths for each exhibitor.

Show visitors your corporate videos, allow them to download your brochures, and meet them via video chat, webchat or take their phone call ... there and then. Exchange contact details and social media links, and arrange follow up calls.

For centuries, conferences and exhibitions have been staples in the successful marketing mix, providing exhibitors with the opportunity to showcase their products and services to prospective new customers meet new suppliers.

Ironically, the current restrictions imposed on conventional face-to-face events have provided an opportunity to realise these benefits for a fraction of the cost and without leaving our homes or offices.

Our guiding theme is innovation in all its forms. Visitors from Essex,

around the UK and from all over the world will want to learn what makes your business different, better and remarkable. They will want to hear your success stories while adapting, diversifying and pivoting in order to thrive.

Similarly, if you're working hard to adapt, you can browse the exhibition as a digital delegate to speak to other companies to hear their own stories, find new clients, suppliers and partners.

The ExSE Business Festival will also include a programme of keynote speeches and interactive workshops from our digital auditorium. Everyone gets the best seat in the house.

You can also network with visitors from all over the world in our World Cafe.

It is free to visit ExSE so we are expected many hundreds of visitors over the 3 day festival.

# THE INNOVATION BEHIND EXSE

**Essex entrepreneurs are ingenious and driven. Their innovative products and services revolutionise the way we think and work.**

Innovation powers business, and business drives the economy. That's why the Government is focussed on innovation in its Industrial Strategy. Let's not forget that innovation plays a critical role in managing the effects of the global Covid-19 pandemic.

We figured that we should tell the whole world about Essex and its innovative businesses. Ta da! The ExSE Business Festival was born. ExSE is our way of showcasing Essex innovation to the world. What's more, The ExSE Business Festival incorporates a

ground-breaking annual awards programme named NOVO as well as a technology platform that will open our doors (and your brand) to a global audience.

The NOVO Awards recognise and reward the most innovative businesses in Essex. We're talking businesses that are brave, bold and ambitious (just like us!) In fact, if Michelin did business innovation awards, this is what it would look like.

**If you have a vested interest in innovation then, welcome friend! Grab your opportunity to be involved in ExSE and join us in saying "Hello World - this is Essex"**

# SPONSORING AND EXHIBITING AT EXSE

Show the  
world from  
£149

(Plus VAT)

**Who knew that we could put together an innovative sponsorship portfolio for The ExSE Business Festival? Well, we have and here it is!**

The ExSE Business Festival breaks the mould in so many ways: It's the first ever virtual conference and expo that incorporates innovation awards (NOVO Awards). ExSE harnesses state-of-the-art technology to welcome a global audience to Essex.

Being involved in ExSE as a sponsor or exhibitor is your chance to show the world

that you are at the forefront of business innovation.

Our sponsorship packages are, of course, innovative. They combine flexible payment terms with benefits like corporate social responsibility outputs.

# THE BENEFITS

EXSE2021

Check out the benefits of ExSE sponsorship and exhibitor packages

1

**Raise your profile and brand exposure** across a wide range of stakeholders covering both the supply and demand sides of business in Essex (and beyond). Reach potential clients, suppliers, staff, collaborators, investors, shareholders, public and private sector, academia and Local Government.

2

**Meet your Corporate Social Responsibility objectives** with the ExSE CSR outputs which are included free of charge in some of our key sponsorship packages.

3

**Demonstrate leadership** and commitment to championing innovation, enterprise and entrepreneurship in Essex.

4

**Position your organisation to the world and** be recognised as an industry leader in your field.

5

**Help make Essex the best place to do business** by supporting good practice and technical excellence across the commercial landscape of Essex.

6

**Target a specific sector** by choosing a NOVO Awards stream that you wish to engage with e.g. sustainability or DigiTech and using our event app you can target specific attendees with whom you would like to connect

7

**Judge the talent yourself** and your expertise will define the winners of the NOVO Awards. You'll have access to all the applicants in your chosen stream and get to see some really exciting innovations.

# SPONSORSHIP PACKAGES

The following chart is a detailed explanation of how each of the packages is distributed. Follow this guide to determine which sponsorship pack is right for your budget and brand.

	Headline Sponsor	Media Sponsor (trade)	Media Sponsor (local)	Exhibition sponsor	World Café Sponsor	Novo Stream Sponsor	ExSE Supporter	Session sponsor
	£20,000	£2,999.00	£1,999.00	£2,999.00	£2,999.00	£1,999.00	£1,499.00	£599.00
<b>Festival</b>								
Priority Branding	●							
Festival Branding				●	●		●	
Live broadcast message	●							
Delegate data	●	●	●	●	●			
<b>Exhibition</b>						Free up-grade		
Unmanned virtual booth								
Manned virtual booth	●	●	●	●	●		●	●
1 Year booth inbeded into website								
Exhibition hall branding								
Contribution to virtual goodybag	●			●	●		●	●
<b>World Café</b>								
Virtual Networking	●	●	●	●	●		●	●
Café Branding					●			
<b>Innovation Lounge</b>								
Priority Branding	●							
1-day take-over	●							
Speaking session	●						●	●
Sessions access	●	●	●	●	●	●	●	●
<b>Novo Awards</b>								
Branding on Novo communications	●					●		
Social Media annoucements	●					●		
Choice of CSR package	●					●		
Adverotrial in awards programme	●					●		
Participation in judging process	●					●		
Audience address	●					●		
Presentation of Novo Award						●		
<b>Festival Lead up</b>								
Blog post	●			●	●	●	●	
Promotional video	●					●		
Social Media annoucements	●			●	●	●	●	●
Branding on Festival Communications and website	●			●	●	●	●	
Branding on Novo Communications	●					●		
Website listing	●			●	●	●	●	●
Marketing Pack	●	●	●	●	●	●	●	●

\* All prices exclusive of VAT

## HEADLINE SPONSOR

You will be the top billed sponsor for the ExSE Festival, including the NOVO awards, with priority branding throughout, including pre and post communications. The Innovation Lounge will also be yours for the final day of the conference, to use as you wish!

## MEDIA SPONSORS

Exclusive coverage of the ExSE festival, including the NOVO awards. Promote your publication to a local and international audience with logo placement, exhibitor stand and your own conference session.

## ExSE STREAM SPONSORS

Sponsor the Virtual expo or World Café and your branding will prominently displayed in that area for maximum exposure and recognition.

## ExSE SUPPORTER

Support the ExSE Business festival and as well as your virtual exhibition booth and conference session, your branding will appear on all our conference communications.

## SESSION SPONSOR

Address the festival audience with your own conference. Whether you want to run a workshop, inspire your peers, give a product demonstration, or have your company name associated with one of our key notes, the choice is yours.

## NOVO STREAM SPONSORS

Choose from either Environment, DigiTech, Creative & Experience, Society, Economy or Resilience, award categories. Help define the winners of the NOVO awards and do your part to creating a better tomorrow with an included CSR package. Pick from:

### BIIBC Charity

Sponsor a UK child with brain injury or developmental condition for 12 months

### CHESS (Chelmsford)

Sponsor a homeless Essex adult to be taught a life skill

### Save the Children

Sponsor an international child for 12 months

### Essex school

Gift of tech tokens (John Lewis) or book tokens (Waterstones) to the value of £250 to an Essex school of your choice

### Essex Foodbank

Donation to the value of £250 to an Essex Food Bank of your choice

### Together Covid-19 Appeal

Donation to the value of £250 to the NHS Charities Together Covid-19 Urgent Appeal, to support NHS staff, volunteers and patients impacted by Covid-19 across the country



# EXHIBITOR PACKAGES

Our exhibitor packages give you all the benefits of having your own booth at an international expo, but without the cost, or having to spend days out of the office.

ExSE's 3D unmanned booths allow you to display your company brochures, corporate videos and contact information. Anything you would have on a physical stand.



	Gold Exhibitor £149.00	Silver Exhibitor £100.00
<b>Festival</b>		
Priority Branding		
Festival Branding		
Live broadcast message		
Delegate data	●	●
<b>Exhibition</b>		
Unmanned virtual booth		
Manned virtual booth	●	●
1 Year booth inbeded into website	●	
Exhibition hall branding		
Contribution to virtual goodybag	●	●
<b>World Café</b>		
Virtual Networking	●	●
Café Branding		
<b>Innovation Lounge</b>		
Priority Branding		
Speaking session		
Sessions access	●	●
<b>Novo Awards</b>		
Branding on Novo communications		
Social Media announcements		
Choice of CSR package		
Adverotrial in awards programme		
Participation in judging process		
Audience address		
Presentation of Novo Award		
<b>Festival Lead up</b>		
Blog post		
Promotional video		
Social Media announcements		
Branding on Festival Communications and website		
Branding on Novo Communications		
Website listing	●	●
Marketing Pack	●	●

\* All prices exclusive of VAT

# EXSE'S GROUND BREAKING TECHNOLOGY PLATFORM

**Our bespoke technology brings the magic of a live expo to a virtual setting. For our sponsors and exhibitors this brings a range of benefits:**

## **YOUR OWN PROFILE**

Create your own profile with all of the key information you want to showcase readily available for attendees.

Your profile can be as in depth as you would like it to be. Link out to your website, display contact information, and attach documents and highlight any sessions you are involved in.

## **IN-APP VISIBILITY**

As a sponsor, we will be able to maximise your ROI by giving you extra visibility on the app via banner ads and push notifications. Participants will be one click away from discovering more about what you have to offer.

## **VIRTUAL MEETINGS**

Connect with visitors with In-App video calling. Organise group meetings with participants and members of your team who are unable to attend.

## **NETWORKING & MATCHMAKING**

Instantly message attendees you would like to interact with based on their profile and set up virtual or face-to-face meetings.

## **ENGAGEMENT**

Glean valuable information from attendees with Live Polling, Q&A, surveys and more!

## **GO PAPERLESS**

No need to print and carry reams of paper to the event. Upload your marketing materials directly to your profile.

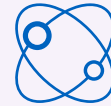
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**WORLD  
CAFE**



**INNOVATION  
LOUNGE**

**register at  
exse.co.uk to  
sponsor or  
exhibit at  
ExSE**

**For further information please contact:**

**ExSE Festival:  
info@exse.co.uk  
0300 303 4864**

**Novo Awards  
Sarah Brockwell, info@novoawards.com  
01371 606111**

**BEST Growth Hub  
0300 303 4864  
www.southeastbusiness.org.uk**

**The Hive Enterprise Centre  
The Old Central Library  
Victoria Avenue  
Southend-on-Sea  
Essex  
SS2 6EX**



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