

**Cultural Enterprises
Conference & Trade Show
ICC Wales | March 2024**

Sponsorship Packages

#SustainingCulture





Cultural Enterprises Conference & Trade Show

ICC Wales

13-14 March 2024

We are delighted to be welcoming our community to join us in Wales in 2024 at our showcase event of the year. The **Cultural Enterprises Conference and Trade Show** is the number one destination for commercial teams working within and supporting the cultural sector. If you would like to learn more about the work that we do and how to get involved, please get in touch.

About the Conference // 03

A unique opportunity to grow your business within the arts, cultural and heritage sector.

A Targeted Audience // 04

Connect with key decision makers looking to grow income at their venue and enhance visitor experience.

Sponsorship Packages // 07

A range of opportunities for you to engage with attendees, with options to suit all budgets and requirements.

Get in Touch // 13

Contact us for a conversation to see how we can help you achieve your business goals.



A unique opportunity to grow your business

90% of this year's attendees said they would recommend the Conference



The annual Cultural Enterprises Conference is well established as an unmissable **networking** and training event in the field of cultural income generation.

- The only event that brings together learning and experience from all types and sizes of arts and heritage venues, attracting buyers and **decision makers** across all areas of revenue generation
- Targeted audience offering unrivalled **networking** opportunities to showcase your business and develop your customer base
- Inspirational **Trade Show** featuring design-led retail product, consultancy and solutions for sustainable income generation

Supporting the Sector

The **Cultural Enterprises Conference** is widely recognised as the most significant event in the calendar for anyone working in income generation within the cultural sector.

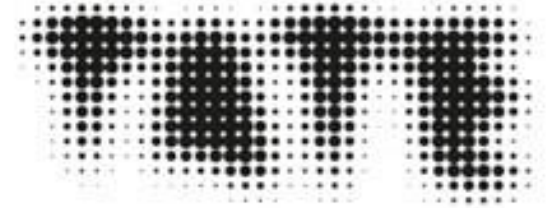
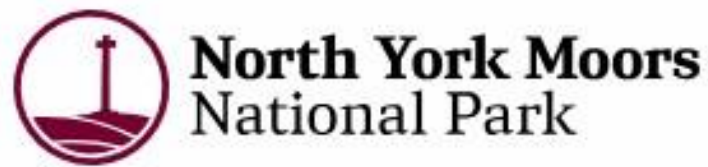
By sponsoring this showcase event, you will raise your own profile and you will be directly supporting us to embed **commercial best practice and drive growth and sustainability** across the sector – something that is essential to the future success of cultural organisations.

Your gateway to hundreds of organisations in a valued sector



The Conference is attended by over 400 professionals from all types of arts, cultural and heritage venues in the UK and overseas.

- Museums, galleries, theatres, libraries, cathedrals, gardens and historic houses as well as national organisations such as English Heritage, National Trust and National Trust for Scotland
- Meet key decision makers working in ecommerce, visitor experience, retail, venue hire, publishing, licensing, image libraries, front of house, catering and more



Sponsorship Packages

A range of options are available to showcase your business and raise your profile. Select an option from our menu or talk to us about creating a bespoke package tailored to your objectives.

All packages include:

- Your logo on Conference app, website and in event comms
- Your logo on holding slides before Conference sessions
- Your logo on digital signage throughout the venue
- Acknowledgement in Chair's Welcome on Conference Day 1



Headline Sponsor

Exclusive opportunity

Cost: £6,500 +VAT



We'll work with you to maximise the opportunities to promote your business to our audience during the build-up and the event itself. The package includes:

- Your logo in a prominent position on the Conference website and app; on holding slides across all four stages during the event and on digital signage throughout the venue; and on all Conference comms to our database of 5,000+ sector contacts.
- Complimentary Trade Show stand (position and size dependent on availability), including two exhibitor team places
- Two further exhibitor team places including evening social events
- Tailored mailshot sent to all delegates ahead of the event
- Premium placement in the Trade Show section on the event app
- Recognition as Conference Headline Sponsor during opening and closing addresses by the Chair/Chief Executive, acknowledging your support for both the Conference and the cultural sector
- 30-minute speaker slot in Conference programme (timing and stage to be decided by Head of Events, and content in agreement with Head of Events).



Badges Sponsor

Exclusive opportunity

Cost: £2,000 +VAT

Fantastic visibility for your brand with your logo displayed prominently on all Conference and Trade Show attendee badges. The package includes:

- Your organisation logo exclusively on 450-500 badges and lanyards
- Your logo in a prominent position on the Conference website and app; on holding slides across all four stages during the event and on digital signage throughout the venue; and on all Conference comms to our database of 5,000+ sector contacts.
- Attendance for two representatives from your organisation, including evening social events.
- Premium placement in the Trade Show section on the event app
- Recognition as a Conference Sponsor during opening and closing addresses by the Chair/Chief Executive, acknowledging your support for both the Conference and the cultural sector.



Session Films

Number of films: up to five

Cost: £2,500 +VAT



Present your products and services in a short film to be shown on screen before Conference sessions – a great way to showcase your brand to delegates. The package includes:

- Film slot (max 90 seconds) to display your work to delegates
- Film repeated across all four stages on both days of the Conference
- Film repeated across Conference app
- Attendance for two representatives from your organisation.

Drinks & Street Food Party Sponsor

Number of sponsors: up to two

Cost: £2,000 +VAT

This popular event takes place at the end of Day 1 in the Trade Show Hall and is a great opportunity to connect with attendees. The package includes:

- Your logo in a prominent position on the Conference website and app; on digital signage throughout the venue; and on all promotional comms relating to the social events.
- Attendance for two representatives from your organisation, including evening social events
- Acknowledgement of your sponsorship during the welcome address at the Street Food Party
- One pop-up promotional banner in the Street Food Party area.

80% of this year's attendees rated our social events good to excellent



Awards Dinner Sponsor

Number of sponsors: up to two

Cost: £3,500 +VAT



The Awards Dinner is the grand finale of the Conference, celebrating success, talent and creativity in our sector. The package includes:

- Your logo in a prominent position on the Conference website and app; on table plans and menus on the night, and in the Awards Ceremony promo video on screen; on digital signage throughout the venue; and on all promotional comms related to the Awards Dinner.
- Attendance for two representatives from your organisation to be seated at tables hosted by the Chair and Chief Executive
- Opportunity to hand out awards to recipients and photo opportunity with winners
- Acknowledgement of your sponsorship during opening address by the Awards Host
- One pop-up promotional banner at the entrance to the Awards Dinner venue at ICC Wales.



Cultural Enterprises Conference & Trade Show

Contact Fionnuala O'Donovan, Head of Events
to talk about how we can work together:
fionnuala@culturalenterprises.org.uk

culturalenterprises.org.uk/conference

#SustainingCulture

