

# THE LONDON TRADER SHOW

Friday 8th March 2024

Champagne Suite, Novotel London West

## EXHIBITOR PRICELIST



# Exhibitor Price List

**The London Trader Show is a busy and exciting one day event for active private investors and traders.**

There are variety of ways of which an exhibitor or sponsor can be involved with the London Trader Show. Ranging from top level exclusive sponsorship or being an exhibitor, hosting a seminar or advertising via a range of media, both pre and post-event.

Please read through the list of options available and if you would like to discuss individual requirements for your company please don't hesitate to contact us on 0131 618 2131. We look forward to welcoming you to the London Trader Show.

To confirm your place at this unique event, please complete and return the Exhibitor Application Form to:

By email: [sales@icuk.media](mailto:sales@icuk.media)

To discuss individual, tailor made packages to suit requirements please telephone a member of our sales team who will be happy to help.

**Lisa Campbell** 0131 618 2131  
[lisa@londoninvestorshow.com](mailto:lisa@londoninvestorshow.com)

## Multi-Event Booking Discount

Exhibitors booking participation at more than one ICUK event (London Trader Show, London Investor Show, IX Trader Show, Sustain.Social) benefit from **15% discount** off total booking value.

## Sponsorship

HEADLINE Sponsor	£35,000
GOLD Sponsor	£30,000
SILVER Sponsor	£23,000
BRONZE Sponsor	£16,000

Full details of all items included within each level of sponsorship can be found on page 4.

## Exhibiting

Ready-made packages make it easy to choose a level of involvement that is right for your company.

<b>RUBY Package</b>	£8,050
<ul style="list-style-type: none"> <li>• 3m x 2m shell scheme stand</li> <li>• 1 x unique email to ICUK previous delegate database</li> </ul>	

<b>SAPPHIRE Package</b>	£9,675
<ul style="list-style-type: none"> <li>• 4m x 2m shell scheme stand</li> <li>• Full page colour ad within Event Guide</li> <li>• 2 x unique emails to ICUK previous delegate database</li> </ul>	

<b>EMERALD Package</b>	£13,995
<ul style="list-style-type: none"> <li>• 6m x 2m shell scheme stand</li> <li>• Full page colour ad within Event Guide</li> <li>• 2 x unique emails to ICUK previous delegate database</li> <li>• 1 x 30 minute speaking/seminar/presentation spot</li> </ul>	

## Or, create your own package:

3m x 2m shell scheme stand*	£4995
3m x 3m shell scheme stand	£7400
4m x 2m shell scheme stand	£6675
6m x 2m shell scheme stand	£9995
Space Only @ <u>£595</u> per square metre	

Hire a handheld scanner for data collection £300 each (with express permission from delegate)

All prices net of VAT at current rate

\* shell scheme stands come complete with walls, ceiling grid, company nameboard, strong and reliable free wifi, 100-word Exhibitor Profile within the event website, including logo and link, reproduced within the Event Guide.

## Host your own 30-minute seminar/presentation

Exhibitors	£2,500
Non-Exhibitors	£3,000

### Other Items:

Sponsor the lanyards	£5,500
Sponsor the delegate badges	£3,250
Sponsor the Café <b>(EXCLUSIVE)</b> (includes unlimited complimentary coffee)	£8,750
Sponsor the Pre-Event Ticket Mailing Pack	£6,750
Overall Sponsor of The Traders' Working Lunch	£12,000

*Credited as Sponsor in all event literature, open/closing presentation, includes Hosting of two tables. Branded tablecloths/napkins on each table. Option to place brochures on each table. 2 data scanners for use at the Traders' Working Lunch (subject to approval by delegate)*

Host a table at The Traders' Working Lunch	£3,500
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*Logo and branding on website, event guide.  
Allocation of complimentary tickets to attend.  
1 x Data Scanner (subject to approval by delegate)*

Sponsor the Live Trading Room	£15,000
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*An exclusive opportunity for one sponsor to brand and host the Live Trading Room at the London Trader Show. The sponsor platform will be used live on stage by all traders to execute the trades. Sponsorship includes branded seatcaps on all seats in the room (100), logo and branding on stage, banner ad within the two pre-event emails to delegates about the Live Trading Room. Opportunity to provide traders to take part, and to deliver a 20 minute Welcome presentation. Includes 2 data scanners.*

## Sponsor the Seatcaps

Main Auditorium (300)	£5,800
OpenStage Theatre (100)	£2,400
Conference Room 1/Traders' Theatre (100)	£2,400
Full page colour ad, A4, in Event Guide	£2,500
Branded Wrap - around Event Guide	£4,500 <b>(EXCLUSIVE)</b>
Sponsored (and boosted) Social Media posts	£225 each
Twitter/FB/Instagram	(3 channels)

## Email Marketing

Distribute your email via ICUK to reach c24,000 previous delegates, investors and traders.

Single send	£1,450 per send
Double send	£1,250 per send
Triple send	£1,100 per send

*Please note that emails can be purchased in advance and must be used within one year of booking date.*

Insert into the Delegate Welcome Pack (up to A4 in size)	£2,500
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Call us now on  
**+44 (0)131 618 2131**  
to book your spot at  
the London Trader Show 2024  
Or email [sales@icuk.media](mailto:sales@icuk.media)

## Branding & Extra's Package

A Branding & Extras Package removes much of the time spent on pre-event planning and logistics - delivering a fully-branded, furnished exhibition stand, ready for your team to walk into. Simply send us the artwork, and we do the rest.

In addition to the branded panels, the package also covers:

- 1m x 1m branded counter, with shelf (client to supply a/w)
- 1 x Free-standing Brochure Rack
- 2 x High Stools
- 1 x High Bar Table
- 42" Plasma Screen (free-standing, with stand included)
- 2 Spotlights
- Power Socket

3 Branded panels (1 m each)	£2430
4 Branded panels (1 m each)	£2610
5 Branded panels (1 m each)	£3195
6 Branded panels (1 m each)	£3410
Store, and re-use of Branded Stand (not including purchase of space at future events)	£1,434

The Branding & Extras package is purchased in addition to the exhibition stand - an optional add-on



Options Desk's branded stand at the London Trader Show 2023



Direct Trading with their branded stand at the London Trader Show, 2023

## London Trader Show Awards

The London Trader Show Awards are an annual event, taking place each year at the March London Trader Show



### How to participate

Choose your category(ies)

Entry costs £2250 + vat for the first category, & £750 + vat for subsequent categories.

Your entry fee covers:

- Exposure on the LTS Awards page of the website, with logo and supplementary text (provided by the company, in support of your nomination)
- Inclusion with the London Trader Show Awards double-spread in the Event Guide
- Inclusion with the post-event email to all delegates giving them the details of the Awards, and listing all nominees and winners
- A Nominee logo for use on external marketing (see above)



## SPONSORSHIP ITEMS

All levels of sponsorship carry excellent branding across the London Trader Show - with various tangible items, such as exhibition space, speaking opportunities, advertising and email activity included as appropriate to the sponsorship level. Please see below for the list of items included within each level.

● HEADLINE Sponsor   
 ● GOLD Sponsor   
 ● SILVER Sponsor   
 ● BRONZE Sponsor

Sponsor logo and branding on all marketing and promotional material, in relevant sponsor position (Gold = large; Silver = medium; Bronze = small), including but not limited to:

- Event Website ([www.londontradershow.com](http://www.londontradershow.com))
- Delegate brochure/insert
- Delegate advertising, all channels
- Mail marketing campaigns through third-party marketing partners
- Delegate badges – worn by all delegates, exhibitors and speakers at the event

- One side of the Delegate Welcome Pack bag
- Exhibitor Manual
- Signage throughout the event – directional, informational
- Stage branding in each presentation area
- Holding slides between each seminar/workshop/presentation
- Registration area
- Feedback delegate survey



Item	Rate Card	Headline	Gold	Silver	Bronze
Integrated Event logo	n/a	●			
Logo carried on event	n/a	●	●	●	●
6m x 2m shell scheme stand	£7,950	●	●		
4m x 2m shell scheme stand	£5,500			●	
3m x 2m shell scheme stand	£3,995				●
30 minute Speaking Seminar Slot	£2,500	●	●	●	
Full page colour Ad (A4)	£2,500	●	●	●	●
Insert into the Delegate Welcome Pack	£2,500	●	●	●	●
Unique Email to ICUK database	£1,450	● ● ●	● ●	●	●
Add tick-box to Registration Page	n/a	●			
Post-Event Survey	n/a	●			
Guest Seat on panel	n/a	●	●	●	
Banner Advertising on website, per month	£750	● ● ●	● ● ●	● ●	●
Sponsored Posts on London Trader Show channels - Instagram/FB/Twitter (price per post, x 3 channels)	£675	● ● ● ● ● ●	● ● ● ●	● ● ●	● ●
<b>Total Sponsorship Fee</b>		<b>£35,000</b>	<b>£30,000</b>	<b>£23,000</b>	<b>£16,000</b>

To discuss individual, tailor made packages to suit requirements please contact a member of the sales team who will be happy to help. We look forward to hearing from you.

**Lisa Campbell**  
 T: 0131 618 2131  
 E: [lisa.campbell@investorconferences.co.uk](mailto:lisa.campbell@investorconferences.co.uk)

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