



Marketing & Sponsorship

5 March 2019 - Royal Garden Hotel, Kensington, London, W8 4PT

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**GREEN EVENTS
& INNOVATIONS
CONFERENCE 2019**



About Green Events & Innovations

The 11th edition of the UK's leading conference for sustainability at live events will take place on Tuesday 5 March, the day before ILMC begins. Green Events & Innovations conference (GEI) is presented by A Greener Festival (AGF) in partnership with the International Live Music Conference (ILMC), and welcomes over 150 industry leaders and professionals working to bring environmental and social sustainability to live events.

The industry's attention and response to environmental best practice has accelerated greatly in recent years. Drawing on the continuous work and observations of AGF, each year GEI demonstrates the latest solutions and technologies for practical event management, as well as

crucial challenges to be addressed. The conference mixes practical case studies, discussion panels and presentations from around the world, alongside networking coffee breaks, a complimentary lunch, and closing party.

The full conference schedule will be published in the Winter, but GEI consistently attracts the industry's top speakers and innovators. The last edition included input from Nathalie Fee (City to Seas), Rob da Bank (Bestival), Bob Wilson (Greenpeace UK), Mikkel Sander (Roskilde Festival), Ed Cook (Resources Futures) and Jane Healy (Glastonbury Festival) to name a few.





New for 2019

GEI11 will see the conference return to ILMC's spiritual home – the Royal Garden Hotel – but with some significant changes introduced for this 11th edition, with both capacity and programming expanding.

By combining networking breaks and lunches with the ILMC Production Meeting, supporters will be able to converse with some of the world's leading production professionals in addition to the festival and event organisers, and sustainability specialists of GEI. Additionally, GEI will share the breakout

sessions including IPM's 'Production Notes' throughout the day, where innovative ideas in the production and environmental spaces are showcased.

By combining 250 IPM delegates and GEI's 200 delegates in one larger networking space, trade stand holders and other sponsors will benefit from substantially increased marketing opportunities and audience. Meanwhile, through collaborative content, both of these vital business sectors can exchange information and knowledge.



Why Sponsor GEI

If you are a supplier, manufacturer or organisation working in the international live events business, GEI is the perfect platform to reach key buyers and promote your services. The one day, focused event allows your brand to be close to decision makers, thought leaders and highly engaged professionals in the environmental space.

AGF is the internationally recognised and respected authority on sustainable event accreditation, training and action. Supporting GEI11 will demonstrate your organisations commitment to creating a greener events industry.

With regular promotion running up to and after GEI, all marketing activity benefits from exposure before, during and after the event.

- GEI is the UK's leading platform for sustainability at live events, hosted by AGF, the leading organisation in event sustainability assessments and training.
- GEI is a specialised and unique conference that attracts engaged professionals in the environmental space and top event organisers.

- A range of options – from overall conference sponsorship, session sponsorship, to lunches and trade stands – allows highly effective marketing within existing budgets.
- We aim to build long-term strategic and solid partnerships with all of our partners.
- Trade press advertising features all partner logos, widening reach beyond the event, while various media partnerships ensure good PR around GEI.

Regular attendees at GEI include: *Lollapalooza, Glastonbury, Live Nation, Festival Republic, Loudsound, Yourope, Booking.com, ID&T, Boomtown Fair, NEC Group, Boom Festival, Doctor Music, Body & Soul Festival, Das Fest, Arcadia Spectacular, Hay Festival, Manchester Pride, Shambala Festival, Le Collectif des Festivals, Julie's Bicycle, Energy Revolution, Showmans Show, KERB, London Borough of Lambeth, Burning Man, Greenpeace, Access All Areas, The Eden Project, Pukkelpop, Paradise City, Ear to the Ground, Eco Action Partnership, and many more.*

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Key Sponsor Opportunities

Headline Sponsors

GEI has one overall opportunity for a naming rights/headline sponsor. This package includes promotional elements to give you presence on the build up and around the event itself. As well as this you will be the key brand mentioned wherever the GEI brand is placed.

Price: £5,000 + VAT

- AGF website headline branding
- Logo branding on the holding Screens during conference.
- GEI digital and physical programme inclusion.
- Branding on all GEI email updates
- Branding and thanks on post-event reports and official GEI Videos.
- Registration information printed in *IQ Magazine*
- All trade press advertising
- 4 passes to attend GEI and the Awards event

All packages contain a number of delegate passes to attend GEI – further details on application



Other Opportunities

Session Sponsor: £2,000+VAT

If there is a particular topic or session that you would like to support and be associated with, that is part of the GEI programming, each session has the opportunity to be “presented by” your organisation.

Exhibition Space: £750+VAT

Within the combined networking and lunch space, GEI has a limited number of exhibition stands. Each stand provides unprecedented exposure to around 400 delegates. Each stand includes a table, power supply and adequate space to erect a display.

Networking Break Sponsor: £1,000+VAT

The GEI has two 30-minute coffee breaks throughout the day and there is an opportunity for one GEI-related sponsor and one IPM-related sponsor to have branded presence during them both. Again, the package includes several tangible components to give you a wide presence around GEI.

Buffet Lunch Presence: £1,000+VAT

The GEI offers a complimentary buffet lunch to all of the delegates across an hour-long networking break, combined with all 250 IPM delegates. Having a presence in this extremely busy location provides sponsors with exclusive branding and a guaranteed footfall. The sponsors can enjoy bespoke branding, a personal presence and possible drink giveaways. The package includes several elements including delegates passes. Please enquire for details.

Advertising Opportunities

Every GEI delegate receives a program, and pass including a QR code link to resources on the AGF Site. There are various advertising opportunities to suit your needs:

Full page in physical and digital programme: £550 +vat

Half page in physical and digital programme: £300 +vat

All packages contain a number of delegate passes to attend GEI – further details on application





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GEI 2019 – Marketing & Sponsorship Opportunities

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The Sustainability Specialists

