



# Marketing & Sponsorship

3 March 2020 - Royal Garden Hotel, Kensington, London, W8 4PT

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**GREEN EVENTS  
& INNOVATIONS  
CONFERENCE 2020**





# About Green Events & Innovations

The 12<sup>th</sup> edition of the UK's essential conference for sustainability at live events will take place on Tuesday 3 March 2020 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 200 industry leaders, professionals and visionaries working to bring environmental and social sustainability to live events.

Attention and response to environmental best practice has accelerated dramatically in recent years. Drawing on the continuous work and observations by AGF and partners the Industry, 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, including the International AGF Awards.

The full conference schedule will be published in the Winter. GEI consistently attracts the industry's top speakers and innovators. The last edition included input from Speakers and participants including Coda Agency, Royal Albert Hall, Friends of the Earth, AEG, Live Nation, Greenpeace, Roskilde Festival, Glastonbury, NEC Arena, and DGTL Amsterdam to name a few.







# New for 2020

GEI 12 will see the conference return to ILMC's spiritual home – the Royal Garden Hotel – and in fitting with the growth in action and awareness for sustainability within the live industry the conference and activities continue to refine.

For the second year GEI combine outbreak sessions with the ILMC production meeting, broadening the scope of topics in to security, wellbeing, touring and production, and expanding reach to the 250 production management delegates of the IPM.

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 live event and environmental space.

AGF is the internationally recognised and respected authority on sustainable event accreditation, training and action. Supporting GEI12 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 and the ILMC
- GEI is a specialised and unique conference that attracts and international participation of engaged professionals in the environmental space and top event organisers.

- A range of options – from overall conference sponsorship, session sponsorship, Awards 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 supporters.
- 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 Festival, Live Nation, AEG Presents, Festival Republic, O2 Arena, Yourope, Boomtown Fair, NEC Group, Boom Festival, Burning Man, Greenpeace, Das Fest, Arcadia Spectacular, Hay Festival, Manchester Pride, Shambala Festival, Le Collectif des Festivals, Bournemouth 7s, Showman's Show, KERB, Lambeth Country Show, Access All Areas, The Eden Project, London Legacy, Pukkelpop, Ear to the Ground, Kilimanjaro Live, Friends of the Earth and many more.*

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







# 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*







# AGF Awards Opportunities

## AGF Award Sponsors

AGF has one overall opportunity for a naming rights/ headline sponsor for the International AGF Awards. This package includes marketing opportunities to give your brand maximum exposure in advance, during the event, and post show. As well as this you will be the key brand mentioned wherever the International AGF Awards 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
- 5 min Intro talk, or short video at the opening of the Awards

## Sponsor an Award Category

E.G. AGF Water & Sanitation Award (Supported by *The Really Lovely Group*)

- Logo on awards ceremony live presentation screen, naming in brochure, on the event website, and on all announcements relating to the award.
- Includes 2 passes to the awards ceremony at the close of GEI.

**£1500 + VAT**

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



# Why Sponsor International AGF Awards



If you are seeking to demonstrate your brand as engaged in sustainability and pushing the boundaries for the next generation of smarter live events, look no further than the International AGF Awards. This is the pinnacle accolade attainable by any live event to demonstrate their green actions on a global scale. The debut event was a great success in 2019, where A Greener Festival for the first time in their 11 years crowned one overall AGF Awards winner, and winners across 10 subcategories. The one evening, focused Awards is followed by festivals around the world, and attended by the top sustainable event organisers and decision makers.

Supporting the International AGF Awards will demonstrate to top promoters your organisations commitment to creating a greener events industry, and bring your brand to those aiming to do the same.

With regular promotion running up to and after the International AGF Awards, all marketing activity benefits from exposure before, during and after the event

- The awards directly follow GEI, a specialised and unique conference that attracts engaged professionals in the environmental space and top event organisers.
- We aim to build long-term strategic and solid partnerships with all of our supporters

Trade press advertising features all partner logos, widening reach beyond the event, while various media partnerships ensure good PR around the Awards.

## Some of the Stats

- Direct Mailing list = **1,708** (AGF Award Festivals and GEI attendees)
- Social Media Followers = **10,343**
- Categories and Nominees for the Award Categories 2019 were:

- |  |  |  |
|--|--|--|
| - Greener Creative Award                       | - Greener Catering Award   | - Community Action Award               |
| - Water & Sanitation Award                     | - Greener Transport Award  | - International Greener Festival Award |
| - Pied Piper Award<br>(Greener Communications) | - Circular Festival Award<br>(Waste reduction and resourcefulness) |  |
| - Greener Power Award                          |  |  |

- |                                     |                                   |                                 |
|-------------------------------------|-----------------------------------|---------------------------------|
| <i>Boom Festival (PT)</i>           | <i>Boomtown Fair (UK)</i>         | <i>Wonderfruit (TH)</i>         |
| <i>Cambridge Folk Festival (UK)</i> | <i>Das Fest (DE)</i>              | <i>Bayou Boogaloo (US)</i>      |
| <i>DGTL Festival (NL)</i>           | <i>Fire In The Mountain (UK)</i>  | <i>BST Hyde Park (UK)</i>       |
| <i>Green Gathering (UK)</i>         | <i>Hadra Trance Festival (FR)</i> | <i>Couvre Feu (FR)</i>          |
| <i>Øya Festival (NO)</i>            | <i>Kew the Music (UK)</i>         | <i>De Poupet (FR)</i>           |
| <i>We Love Green (FR)</i>           | <i>Mandala Festival (NL)</i>      | <i>ILMC (UK)</i>                |
| <i>Wood Festival (UK)</i>           | <i>Metal Days (SI)</i>            | <i>Les Escales (FR)</i>         |
| <i>Body &amp; Soul (IE)</i>         | <i>Pete the Monkey (FR)</i>       | <i>Manchester Pride (UK)</i>    |
| <i>Dubcamp Festival (FR)</i>        | <i>Pohoda Festival (SK)</i>       | <i>Own Spirit Festival (ES)</i> |
| <i>Greenbelt Festival (UK)</i>      | <i>Primavera Sound (ES)</i>       | <i>Terraforma Festival (IT)</i> |
| <i>Paradise City (BE)</i>           | <i>Spring Utrecht (NL)</i>        | <i>Utrechtse Introductie</i>    |
| <i>Rainbow Serpent (AU)</i>         | <i>Wonderfeel (NL)</i>            | <i>Tijd (UIT) (NL)</i>          |
| <i>Roskilde Festival (DK)</i>       | <i>BeBop (FR)</i>                 | <i>Uitfeest (NL)</i>            |

(2020 nominees to be announced in January)

- Website Visits = **38,400** per year

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





# 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:** £850+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. Exhibitors logo included in the GEI brochure.

## **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. Sponsors logo included in the GEI brochure.

## **GEI Conference Guide**

see overleaf for advertising opportunities

## **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. Sponsors logo included in the GEI brochure.

## **Networking Drinks Sponsor:** £2,000+VAT

The GEI offers complimentary drinks to all of the delegates across a 2 hour-long reception which includes the International AGF Awards, combined with 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 as cash equivalent. The package includes several elements including delegates passes. Please enquire for details.

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





# The GEI Conference Guide

## The GEI Conference Guide

The GEI guide is given to all of the registered delegates (200+ for 2020) and post conference will be sent out on the *IQ INDEX* Newsletter (12:000+ subscribers) one of the leading International b2b digital news platforms for the International Live Music & Entertainment Industry. The GEI Conference brochure 2019 will also be shared through the A Greener Festival Mailing List (1,700+ subscribers) social media channels (10,000+ followers) and made available to download from the A Greener Festival Website (38,400 unique visits per year)

SIZE	PRICE
Back Cover	<b>£800</b> <small>+VAT</small>
Inside Back Cover	<b>£700</b> <small>+VAT</small>
Inside Front Cover	<b>£800</b> <small>+VAT</small>
Full Page	<b>£550</b> <small>+VAT</small>
Half Page	<b>£300</b> <small>+VAT</small>

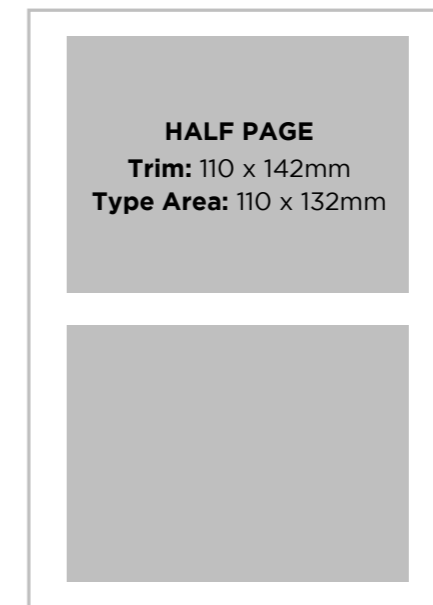
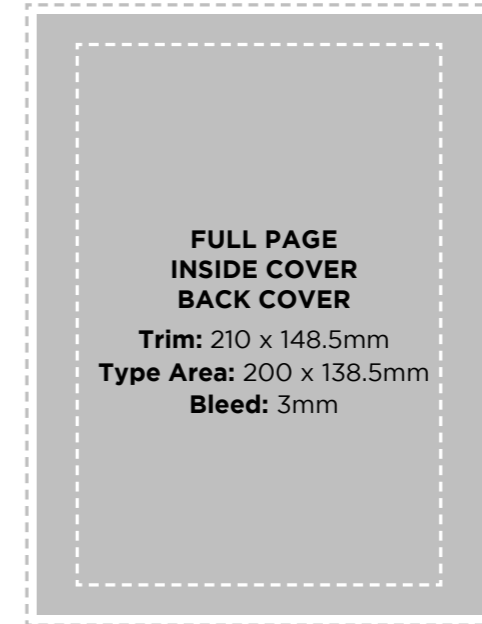
## PRODUCTION SPECIFICATIONS AND FILE FORMATS

Please supply electronic artwork files only, we cannot accept print-outs as final artwork. Full page and cover section adverts should be set up to the trim size provided and allow or 3mm bleed. Please ensure you use high-resolution (300dpi) images at all times.

### Please supply artwork as either:

- CMYK 300dpi JPEGs saved at maximum quality (12).
- Hi-res PDFs. (Use press-quality settings)

Ensure all fonts are embedded and trim marks and bleed are included.







# GREEN EVENTS & INNOVATIONS CONFERENCE 2020

## GEI 2020 – Marketing & Sponsorship Opportunities

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*The Sustainability Specialists*

