



The Hampshire Business Show

INFO PACK

HAMPSHIRE'S NEXT GENERATION B2B EXPO

24TH OCT | AGEAS BOWL,
2024 | SOUTHAMPTON
10AM-3PM

VIZULINK

5





HAMPSHIRE'S
NEXT GENERATION B2B EXPO

WELCOME TO
#HBS24

Hello there,

Welcome to our region's largest and most effective networking platform which takes place on Thursday 24th October at The Ageas Bowl in Southampton. I would like to personally invite you to HBS24 which is a business-to-business focused exhibition which attracts high quality solutions from all corners of the county. The expo is free to attend and is expecting around 1,000 visitors and 100 exhibitors.

You may be thinking is this worth my time?

Typically, the organisation's that exhibit at the show are looking to meet new clients in a face-to-face setting or are looking to leverage the event to raise their profile within the Hampshire business community with impact.

Our visitors attend to learn from some of the UK's leading speakers, network, meet potential suppliers and up-skill by taking advantage of our workshops.

The day is high energy, positive, collaborative and is open to businesses of all sizes who are looking to grow. Our exhibitors from 2019 gave us an overall experience rating of 4.2 out of 5 and we aim to exceed this in 2024.

I invite you to contact me directly if you have any unanswered questions from this brochure. I hope to see you at #HBS24 and welcome you with open arms.

Until we meet,

Josh Mitchell

Event Director



100

EXHIBITORS

1

DAY EVENT

1,000+

ESTIMATED VISITORS

3

OUR 2023 SPONSORS & PARTNERS

We would like to thank all of our sponsors and partners
for supporting The Hampshire Business Show



ANTLER

LAVAZZA
PROFESSIONAL

MITCHELL
& STONES






HAMPSHIRE'S NEXT
GENERATION B2B EXPO

WHY ATTEND?

Join us for Hampshire's next generation B2B Expo

- Decision Makers targeted in all marketing efforts
- Hosted at the stunning Ageas Bowl, Botley Road, Southampton, SO30 3XH
- 100+ Exhibitors
- Funding Opportunities from our partner
- Some of the UK's Leading Speakers
- Focus Seminars delivered by industry experts
- 1,000+ Estimated Visitors
- Event App which allows you to propose meetings with other attendees
- Hampshire's most effective networking platform





**HBS19 Exhibitor
Feedback Rating**

4.2★

average rating



H A M P S H I R E ' S N E X T
G E N E R A T I O N B 2 B E X P O

WHY ATTEND?

"If anyone is thinking about whether they should exhibit at HBS I wouldn't hesitate to say yes, even if they aren't sure if 'shows' are for them. The reason for this is that Josh and the team really care about the attendees and are proactive in there promotion of the event. Having been there year one and seen the success I am looking forward to seeing it grow -100% recommend exhibiting.

Personally we gained both visibility and leads from the event."

–Dan Heelan



WHY EXHIBIT?



Meet Potential Customers

You have the ability to create powerful rapport with face-to-face interactions and conversations. A future paying client could be right in front of you and by asking the right questions and uncovering needs you can position your products and services as the ideal solution.



Raise Awareness

Exhibiting at The Hampshire Business Show is a good way to raise your profile and generate brand awareness. As well as taking a stand at the expo, there are other advertising and sponsorship opportunities which can help you leverage extra exposure.



Lead Generation

We encourage all of our exhibitors to offer incentives or magnets which can attract visitors to experience your service or have a sense of 'a day in the life' of being a client of yours. By offering compelling and creative offerings you can generate a promising amount of leads.



Build Your Database

Meeting with potential customers at The Hampshire Business Show helps you to start building your marketing lists and generate qualified sales leads.



New Ideas & Opportunities

Exhibiting allows new ideas to develop, collaborations on projects and meeting of individuals by chance you wouldn't otherwise have met.

HAMPSHIRE'S NEXT
GENERATION B2B EXPO

BENEFITS TO EXHIBITING?

All Stand Bookings at The Hampshire Business Show benefit from:

- ✓ Professional Shell Scheme Stand
- ✓ Listing with Logo on HBS App (Event Must Have)
- ✓ Exhibitor Listing on Website
- ✓ Focus Email to all attendees with Video Interview
- ✓ Social Media Mentions

BENEFITS TO EXHIBITING?

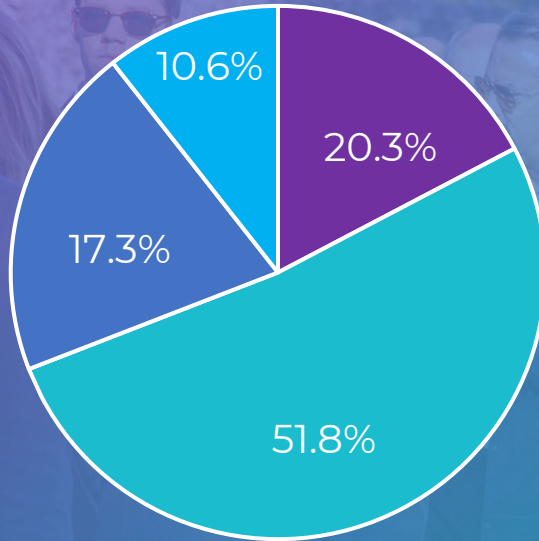
All Stand Bookings at The Hampshire Business Show benefit from:

- ✓ Free 2-hour exhibitor workshop on maximising your success from HBS delivered by Sandler Training with Refreshments and pastries (Highly Recommended)
- ✓ Company Listing with description in Event Information Pack sent to all pre registered visitors 7 days prior to the show
- ✓ Promotional Video Interview filmed in front of a green screen to promote your companies attendance and allows you to talk about what you do and who you can help



HAMPSHIRE'S NEXT
GENERATION B2B EXPO

2021 ATTENDEE SUMMARY



- Decision Influencer
- Decision Maker on All Purchases
- Decision Maker on Some Purchases
- No Authority

Data collected upon
registration

HOW WE ATTRACT VISITORS

Creating a high quality and attractive Expo

- 4 Quarter expo showcasing the best of Hampshire
- Seminars run by industry experts
- Free to attend!
- Some of the UK's Leading Keynote Speakers
- Google Digital Garage
- The only show in the south of England with an exclusive social network (HBS App)
- Potential Funding opportunities for visitors turning over at least £100k
- Workshops
- Strategic partnerships with local authorities, companies and services
- Special Guest passes for chosen companies we would like to network with our exhibitors

The Marketing

- LinkedIn Delegate Acquisition Team &
- Strategy Social Media Marketing
- Google Ads, Targeting, Re Targeting,
- Email Campaigns
- Partnerships
- Telemarketing
- Media & Press Releases
- Networking
- Push Notifications through HBS App
- Other Trade shows around the south
- Direct Mail



H A M P S H I R E
B U S I N E S S S H O W 2 0 2 4

THE HBS APP

- ✓ Connect With
- ✓ Attendees Speaker
- ✓ Announcement Event
- ✓ Agenda
- ✓ Arrange Appointments
- ✓ Key Event Materials
- ✓ Event Announcements
- ✓ Digital Business Card



HAMPSHIRE BUSINESS
SHOW 2024

ARRANGE MEETINGS

CONNECT

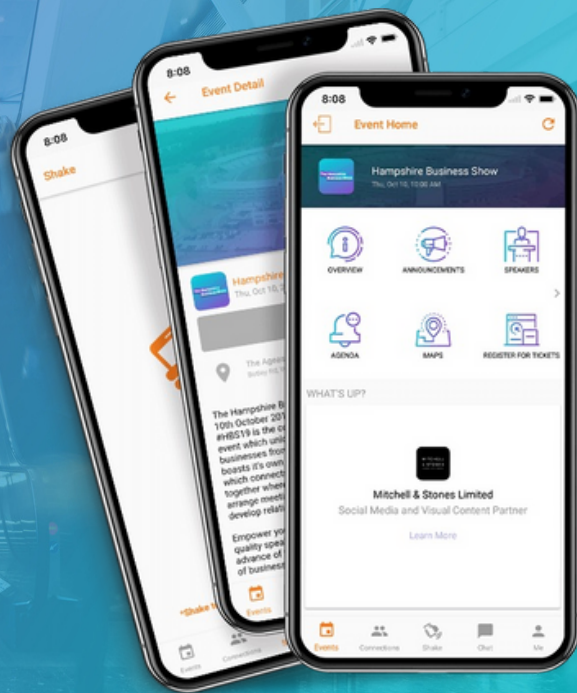
Browse the attendee list
and find individuals you
would like to connect with

MESSAGE

Add other attendees and
start talking!

MEET

Conversation getting
interesting? Arrange a
meeting in the Meet
Me Zone at #HBS24





The Hampshire Business Show

30 Second Com

1. Who are you ?

(I'm Blah Blah, I work for ABC, we r

2. Who do you work with ?

(We typically work with ABC people

H A M P S H I R E B U S I N E S S
S H O W 2 0 2 4

EXHIBITION EXCELLENCE WORKSHOP

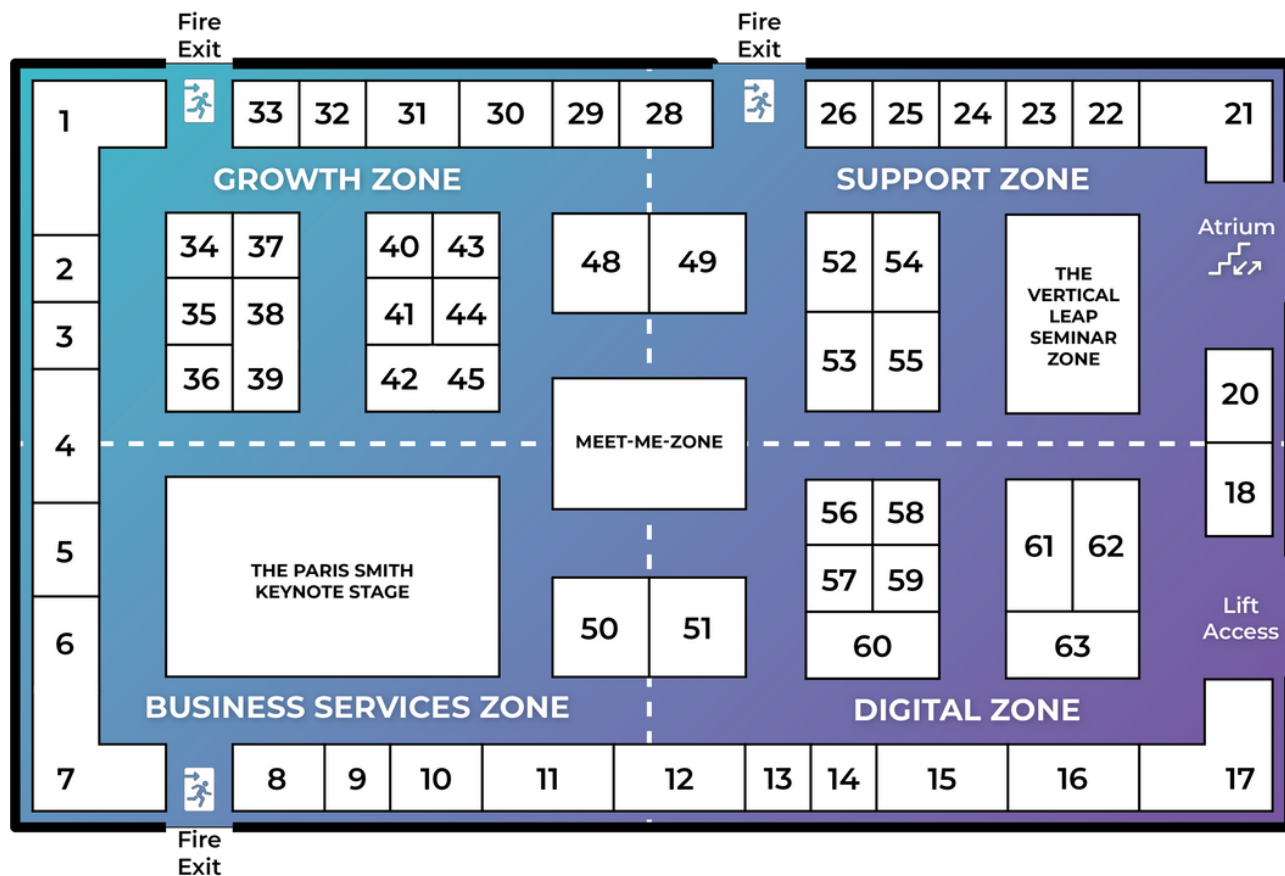
Introducing Yourself With Impact!

Each of our exhibitors can book onto our free workshop and learn how to differentiate yourself from generic exhibitor 'pitching upon greeting' and accelerate every exhibitor to visitor conversation to discuss customer pain.

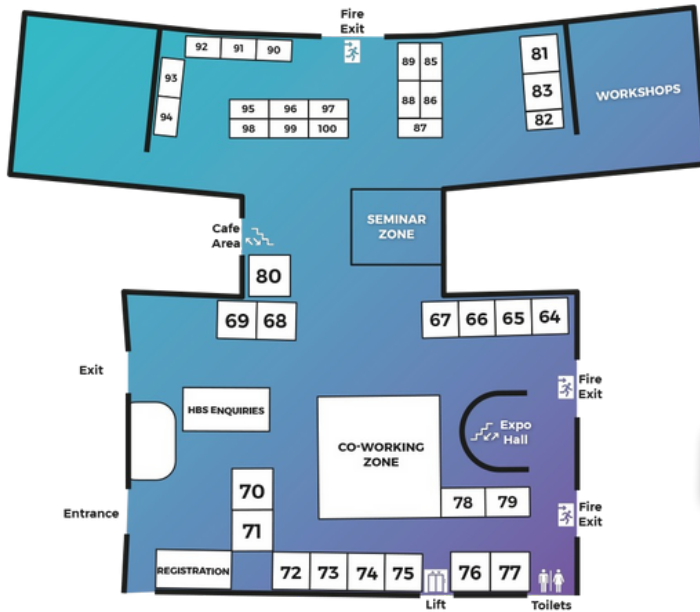
Details upon booking stand.

Call us today
02380 518 638

FLOOR PLAN



FLOOR PLAN ATRIUM



**The Hampshire
Business Show**

HOW TO SECURE YOUR STAND

Payment Structure

50%

To confirm your stand at HBS24

50%

This will be due 30 days prior to the show which is scheduled to go ahead on **Thursday 24th October 2024**

EXHIBITOR FEATURES

STAND PRICING

- ✓ Professional Shell Scheme Stand
 - ✓ Listing with Logo on HBS App (Event Must Have)
 - ✓ Exhibitor Listing on Website
 - ✓ Focus Email to all attendees
 - ✓ Social Media Mentions
 - ✓ Free 2-hour exhibitor workshop on maximising your success from HBS delivered by Sandler Training with Refreshments and pastries (Highly Recommended)
 - ✓ Company Listing with description in Event Information
- Pack sent to all pre registered visitors 7 days prior to the show



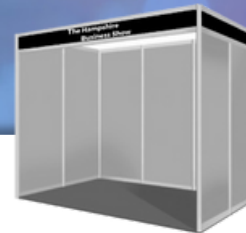
2x1m Shell Stand

£749

+ VAT

- ✓ Marketed across Website
- ✓ HBS App Listing on Interactive Floor Plan
- ✓ Profile Highlighted on app to make you stand out on the list of attendees
- ✓ Social Media Mentions
- ✓ FREE Wifi
- ✓ Exhibitor Name Badges

**Call us today
02380 518 638**



2x2m Shell Stand

£949

+ VAT

- ✓ Marketed across Website
- ✓ HBS App Listing on Interactive Floor Plan
- ✓ Profile Highlighted on app to make you stand out on the list of attendees
- ✓ Social Media Mentions
- ✓ FREE Wifi
- ✓ Exhibitor Name Badges

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EXHIBITOR FEATURES

STAND PRICING

- ✓ Professional Shell Scheme Stand
- ✓ Listing with Logo on HBS App (Event Must Have)
- ✓ Exhibitor Listing on Website
- ✓ Focus Email to all attendees
- ✓ Social Media Mentions
- ✓ Free 2-hour exhibitor workshop on maximising your success from HBS delivered by Sandler Training with Refreshments and pastries (Highly Recommended)
- ✓ Company Listing with description in Event Information Pack sent to all pre registered visitors 7 days prior to the show



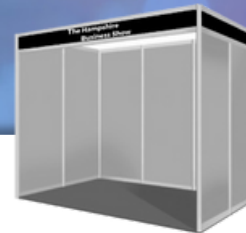
3x2m Shell Stand

£1,600

+ VAT

- ✓ Marketed across Website
- ✓ HBS App Listing on Interactive Floor Plan
- ✓ Profile Highlighted on app to make you stand out on the list of attendees
- ✓ Social Media Mentions
- ✓ FREE Wifi
- ✓ Exhibitor Name Badges

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4x2m Shell Stand

£1,800

+ VAT

- ✓ Marketed across Website
- ✓ HBS App Listing on Interactive Floor Plan
- ✓ Profile Highlighted on app to make you stand out on the list of attendees
- ✓ Social Media Mentions
- ✓ FREE Wifi
- ✓ Exhibitor Name Badges

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EXHIBITOR FEATURES

STAND PRICING

- ✓ Professional Shell Scheme Stand
 - ✓ Prime high-footfall location in the Expo
 - ✓ Listing with Logo on HBS App (Event Must Have)
 - ✓ Exhibitor Listing on Website
 - ✓ Focus Email to all attendees
 - ✓ Social Media Mentions
 - ✓ Free 2-hour exhibitor workshop on maximising your success from HBS delivered by Sandler Training with Refreshments and pastries (Highly Recommended)
 - ✓ Company Listing with description in Event Information
- Pack sent to all pre registered visitors 7 days prior to the show



3x3m Shell Stand
£2,200

+ VAT

- ✓ 3x3 Shell Stand Space
- ✓ Marketed across Website
- ✓ HBS App Listing on Interactive Floor Plan
- ✓ Profile Highlighted on app to make you stand out on the list of attendees
- ✓ Social Media Mentions
- ✓ 1 minute business showcase filmed and promoted across social media
- ✓ FREE Wifi
- ✓ 1x Power Socket Inc
- ✓ Table & 2 x Chairs inc
- ✓ Exhibitor Name Badges

Call us today
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WATCH THE SHOWREEL



**SCAN TO WATCH
THE VIDEO**





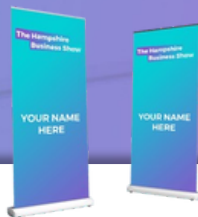
Main Event Sponsorship

£15,000

+ VAT

- ✓ 3x3m stand in main expo hall
- ✓ Featured website homepage logo listing
- ✓ Featured sponsorship listing on app
- ✓ Be included in our social media promotion in the run up to the event
- ✓ Your company logo featured on all print materials
- ✓ Entrance zone named after your company
- ✓ Optional speaking slot at HBS

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Keynote Speaker Room Sponsorship

£10,000

+ VAT

- ✓ Keynote speaker room named after company
- ✓ 2x Roll up banners positioned in speaker view
- ✓ 2x Roll up banners at entrance of speaker room
- ✓ Flyer placed on every seat before each speaker
- ✓ Featured website homepage logo listing
- ✓ Featured sponsorship listing on app
- ✓ Speaking opportunity/host workshop
- ✓ Be included in our social media promotion in the

**Call us today
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GROW YOUR BRAND SPONSORSHIP OPPORTUNITIES

Gain extra exposure for your brand and connect with your target audience at HBS24 by sponsoring one of our rooms, staff uniforms and more!

We value our sponsors and the support they give us which is why we work closely alongside them to ensure they get the most out of the show.

FOR ALL SPONSORSHIP ENQUIRIES

sponsor@hampshirebusinessshow.com

Chat to us today
02380 518 638



Staff T-Shirt Sponsorship

£599
+VAT

- ✓ Be one of the first sponsors delegates see at HBS
- ✓ All HBS Event Staff to wear your logo on staff uniform.
- ✓ All Hampshire Business Show event staff to wear T-Shirt with your company logo on back
- ✓ Events staff in photos showcasing your logo
- ✓ Featured website homepage logo listing
- ✓ Featured sponsorship listing on app
- ✓ Be included in our social media promotion in the run up to the event

Video Interview

Call us today
02380 518 638



Lanyard Sponsorship

£3,000
+VAT

- ✓ Have your company name and brand round the necks of every delegate and exhibitor at HBS19
- ✓ All Name Badges to contain your company name and logo
- ✓ Exclusive offer from your company on rear of lanyards name badge with QR code, landing page incentive
- ✓ Video interview showcasing your business
- ✓ Flyer in all bags
- ✓ Featured website homepage logo listing
- ✓ Featured sponsorship listing on app
- ✓ Be included in our social media promotion in the run up to the event

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Flyers in Bags

£300
+VAT

- ✓ Your flyer in all bags given to every HBS23 visitor

Call us today
02380 518 638



Breakfast Networking Sponsorship

£1,200
+VAT

- ✓ 4 Roll up banners indicating you are the breakfast sponsor with full branding
- ✓ Speaker slot at breakfast
- ✓ Flyers on all tables
- ✓ Includes 3 breakfast tickets
- ✓ Featured website homepage listing
- ✓ Featured sponsorship listing on app
- ✓ Be included in our social media promotion in the run up to the event

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Chat to us today
02380 518 638



Bag Sponsorship

£1,500
+VAT

- ✓ Every delegate will receive a bag to take away with your brand on it
- ✓ All Hampshire Business Show bags to have your logo printed on them
- ✓ Brand coverage throughout the event
- ✓ Featured website homepage logo listing
- ✓ Featured sponsorship listing on app
- ✓ Be included in our social media promotion in the run up to the event

Call us today
02380 518 638



Seminar Stage Sponsorship

£2,000
+VAT

- ✓ Custom branded back wall of the seminar stage
- ✓ Custom PVC Fascia with your branding around the outside
- ✓ Flyer on every chair before every talk
- ✓ Speaker Slot
- ✓ Featured website homepage logo listing
- ✓ Featured sponsorship listing on app
- ✓ Be included in our social media promotion in the run up to the event

Call us today
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The Hampshire Business Show

Book your FREE
Ticket

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#HBS24