

## The Garden Press Event 2021 – Event Opportunities



Meet members of the press and media on our online Garden Press Event exhibition space. There will be plenty of opportunities to share your products and news with the visitors via live video chats and your own page which you can utilise to suit your needs. The platform will be available after the event for the media and press to visit and access your contact details for one month after the live event.

### Online Exhibition Space

- Exhibitor page on the online platform - You can edit this with any information to make it suitable for your company with company biography, logo, links, press releases, downloads, images, business card drop, ect.
- Live one to one video chat function with visitors
- Speed dating session opportunity – one to one video chat with members of the media. You must inform the team if you want to use this opportunity.
- Gift bag opportunity – gift the members of the media with samples, vouchers or products. ‘Visitors’ will be given the option to apply for a ‘Gift Bag’ they will then have to supply us with their details so you can send their ‘gift’ via post or online. You must inform the team if you want to use this opportunity.
- Profile for each of your employees working the show
- Pre and post event E-Newsletter entry with your logo and 100-word (maximum) company biography or news
- Listed as an exhibitor in all correspondence we send to the media
- Listed as an exhibitor on the Garden Press Event website
- Mentioned in a Tweet that you have come on board as an exhibitor via @gardenpresevent (must send us your Twitter name)
- Opportunity to add a pre-recorded video onto exhibitor page

GIMA/HTA Member - £399+VAT

Non-Member - £499+VAT

### Enter the New Product Awards

Do you have a product you want to feature or something new? Join us in supporting Greenfingers by entering the GREENFINGERS NEW PRODUCT AWARD. The best product will be voted for by the press and media. It is a great opportunity for the media to see your new product and raise funds for the Greenfingers Charity. There will be a section on the online platform for the New Product Area, you will have the opportunity to have two photos and a 200-word introduction about your product in this area.

Donation for the Greenfingers Charity – Minimum donation £25 per entry

### ENHANCE YOUR PACKAGE AND BECOME A SPONSOR WITH THE BELOW OPPORTUNITIES\*:

*\*You must have an Online Exhibition Space to buy any additional opportunities.*

#### Registration Partner (exclusive)

- Logo and click through banner to your website on log in page.
- Logo on visitor registration emails
- Included in Rolling Banner Adverts opportunity
- Live video presentation that will be listed on the event agenda. This video will also remain available for viewing on demand for thirty days after the event. Maximum time 10 minutes. There will be an opportunity for visitors to type questions during your live stream
- Feature on sponsors' page

GIMA/HTA Member - £499+VAT

Non-Member - £599+VAT

### **Live Video Presentation or Demonstration** (limited availability)

- Live video presentation/ demonstration that will be listed on the event agenda. This video will also remain available for viewing after you finish the live stream. Each session is 10 minutes, and you can book a maximum of three sessions. These can be linked together for one 30-minute session or split into three sessions across the day. There will be an opportunity for visitors to type questions during your live stream.
- Feature on sponsors' page.
- Opportunity to add video onto exhibitor page.

This video will remain available for 30 days after the live event.

GIMA/HTA Member - £99+VAT for 10 minutes / £149+VAT for 20 minutes / £199+VAT for 30 minutes

Non-Member - £199+VAT for 10 minutes / £249+VAT for 20 minutes / £299+VAT for 30 minutes

### **Rolling Banner Adverts** (limited availability)

- Banner will feature across the top of most the pages on the platform and will roll to each company on a timer
- Artwork specs will be sent after package confirmed along with deadline
- Feature on sponsors' page

GIMA/HTA Member - £199+VAT

Non-Member - £299+VAT

### **Advert within E-Newsletter** (limited availability)

- Newsletter will be sent out to our press and media list
- Newsletter advert, artwork to be provided by the specified deadline

GIMA/HTA Member - £49+VAT

Non-Member - £99+VAT

### **Individual E-Newsletter** (limited availability)

- Opportunity to send your own newsletter to our press and media mailing list
  - You will have to send the newsletter for us to send to the media list due to GDPR

GIMA/HTA Member - £149+VAT

Non-Member - £249+VAT