



GES SPONSORSHIP STRATEGY & SALES

Drive revenue, improve efficiencies, build partnerships and enhance the attendee experience

The need for more profitable sponsorship programs is ever apparent among show organizers, exhibitors, and event planners. Sponsorships can and should help increase revenue, offset event costs, and enhance the attendee journey.

At GES, we have spent decades executing successful sponsorship programs with a focus on helping people like you drive revenue and improve efficiencies through sponsorships optimization. With a full suite of services including consultation, sales execution, and sponsor services — GES Sponsorship Strategy & Sales is designed to get your event working for you.

Your event represents a tremendous opportunity for sponsors

Gone are the days of mundane sponsorships...it now takes more than a branded banner to capture the attendee's attention. Your event represents a powerful face-to-face marketing opportunity for sponsors. Make it count by partnering with a team that can help you effectively acquire and manage the right sponsors at the optimal pricing level. We have delivered activations across multiple types of events and venues including exhibitions, conferences, retail, museums, sports stadiums and more — which give us the wide breadth of knowledge in the field. We understand sponsors. We maintain a huge network of ongoing sponsor relationships and have decades of experience selling sponsors/exhibitors into events of all sizes.

Optimized sponsorships = more money + more time

Anyone in events or exhibitions knows the financial and time constraints that naturally come with the territory. With a full team of event professionals, we understand this struggle. That's why we're committed to supporting you throughout the entire sponsorship process, from the strategic plan to sales execution to tools that drive results.

GES Sponsorship Strategy & Sales combines our long-standing offerings — the GES Sponsorship Platform, a database of more than 20,000 sponsorship opportunities, and our Sponsorship 2020 workshops — with a new array of services:

- ▶ *Program assessment and strategy development*
- ▶ *Full sponsorship sales services, including operations, invoicing and collections*
- ▶ *Design and development of sponsorship sales assets*
- ▶ *Ability to sell, track and report progress to goals*
- ▶ *Development of distinct sponsored activations*
- ▶ *Utilization of industry-leading tools to manage sponsorship sales*

What does that mean for you? It means you can now turn your long-term sponsorship goals into a powerful plan of action. You'll have the ability to drive the growth of your event with a proven sponsor acquisition and sales methodology. Finally, you can move away from the mundane to an energizing sponsorship program.



“ At GES, we bring decades of successful sponsorship strategy and sales experience across the events industry. Our focus is to help our clients drive revenue and improve efficiencies through sponsorship optimization.

Andy Herman
VP, Strategy & Sales

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Drive revenue, build partnerships and enhance attendee experience through sponsorships

To help you optimize your program, Sponsorships Strategy & Sales focuses on three key areas:

Consultation

- ▶ *Sponsorship Assessment & Optimization* – We take a deep dive into industry, competitive landscape and objectives to develop a sales and communications strategy designed to take you where you need to go.
- ▶ *Pricing Strategy & Sales Asset Development* – We leverage industry research and our extensive experience to develop pricing models that make sense. We build selling tools that remove barriers and get to “YES! We will invest in your event.”

Sales Execution

- ▶ *Sponsor Acquisition* – We employ proven strategies to increase your prospect database and define a communications plan to optimize sponsorship revenue.
- ▶ *Sponsor Retention* – We understand sponsor needs. Completely. Our approach includes: consultative selling, top-notch customer service, and critical data collection and assessment.
- ▶ *Sponsor Consultation* – From pre-show marketing strategies to post-event follow through, we bring tools and expertise to drive your sponsors repeated success.

Sponsor Services

- ▶ *Sponsorship Tools & Technology*
 - *CadmiumCD*: We partner with CadmiumCD, a streamlined cloud-based platform for all sponsor needs. From one dashboard, your sponsors can preview their booth location and participation plan, process payments, and manage and share mobile app content with customers.
 - *Sponsorship database*: Our proprietary database maintains an inventory of all sponsorships in the top 500 trade shows since 2014. This database provides valuable insight into trends, enhancing our strategic recommendations for optimizing sponsorship programs.
 - *GES Sponsorship Platform*: A listing technology for show organizers to review sponsorship opportunities at various venues worldwide.
- ▶ *Measurement & Reporting* – We pull event measurements together for you to visualize, understand and incorporate into your strategy.



About GES

GES is your face-to-face marketing partner. We partner with clients all over the world to create unforgettable events and experiences, offering the most comprehensive breadth of live event services and technology. With unrivaled knowledge, powerful technology and reliable execution, GES puts strategic thinking, creativity and proven experience to work for you. We work as an extension of your own team to create experiences that excite and engage attendees while elevating your business and your brand.