



BUSINESS INSIGHTS

An Online Festival of Business & Innovation

#BIISN

Business Insights

International SME Network

Advertising & Sponsorship

Digital & Online | Collaboration | Innovation
Regional | National | International



0117 233 0059
01242 807689
www.business-insights-festival.co.uk

In association with





Business Insights International SME Network

A business network open and accessible to businesses of all sizes to meet regularly on a video conferencing platform to extend international contacts, improve understanding of cross-cultural business and build new trading opportunities

There are common threads to doing business wherever you are in the world.

Cultural, linguistic and time zone differences can present some significant challenges.

The Business Insights International Network exists to allow micro and SME businesses to create connections and business relationships with like-minded businesspeople anywhere in the world.

The businesses involved have a regular chance to meet and exchange thinking with comparable businesses from a range of cultures. It gives an opportunity to understand better how business works in different cultures, to meet contacts and seek out new marketplaces.

"I've been immersed in the micro, SME, corporate and multinational community for years. The opportunity being presented by the Business Insights International SME network is a chance for businesses anywhere to meet and learn from contacts across different cultures, continents, languages and nations, something that can be very difficult to achieve efficiently. As businesses, we learn from each other, we build relationships, and we find new contacts to do business with – this network opens up international trade across boundaries in a unique way"

Guy Timson
Director, The Event Training Company
Chair, Business Insights International SME Network



Engaging with marketplaces across the globe can be a challenging and expensive experience for Micro and SME Businesses

Governmental channels can be hard to navigate and at times challenging to get onboard.

SME Business networks exist almost everywhere in different forms. They are populated by innovators and entrepreneurs and with the right understanding, cultural awareness and planning, will usually provide a route to networks and connections involved in your target market.

We use The Business Insights festival to stimulate and engage the BILSN network and the network to promote the festival, creating opportunities for Micro and SME businesses to meet, exchange and trade beyond their normal boundaries.



**BUSINESS
INSIGHTS**

An Online Festival of Business & Innovation

Sponsorship Proposals

Bronze Sponsorship (Annual)

Single payment:	£900.00 + VAT
Monthly payment over 10 months:	£90.00 + VAT

- Title acknowledgement: Bronze Network Sponsor in marketing and Communications
- Advertising in the monthly network attendee listing

Place an advertisement in the regular attendee contact listing that is published immediately before each network meeting and then revised afterwards

- Meet the Sponsor Article (LinkedIn article with a CBS and Client campaign of posting to promote it)

A LinkedIn Article written as a Marketing piece, content supplied by the sponsor that presents your business, your services and products with promotional words that will present you as a project sponsor in the way you would like. Logo and relevant pictures / graphics embedded in the article with interactive links to website and other appropriate content.

We will then create some Posts across all our social media platforms, linking to the article and presenting you as a project sponsor, supporting the values and objects that we are sharing

We operate across LinkedIn, Facebook and Twitter, our most notable influence is through LinkedIn with over 10.5k connections and followers and well supported company pages for each project area.

Silver Sponsorship (Annual)

Single payment:	£1,900.00 + VAT
Monthly payment over 10 months:	£190.00 + VAT

- Title acknowledgement: Silver Network Sponsor in marketing and Communications
- Advertising in the monthly network attendee listing
- Meet the Sponsor Article (LinkedIn article with a CBS and Client campaign of posting to promote it)

As with Bronze Sponsorship

As with Bronze Sponsorship

- LIVEtalk Discussion Article (x2 per year)

A LinkedIn Article written as a thought leadership interview between us and you, the sponsor. We supply a template for you to complete, you complete 4 or 5 questions that are relevant and stimulating. You also complete a few paragraphs as an answer.

You complete the name, profile picture and contact details for the person voicing the answers, website, general contact details and logo for your business and a general business description which we will include in the article.

Once published, we will run a number of social media posts to the article, you will do the same, which we can coordinate.

We operate across LinkedIn, Facebook and Twitter, our most notable influence is through LinkedIn with over 10.5k connections and followers and well supported company pages for each project area.

- A4 page feature Article in the Network attendee listing (x1 per year, additional by arrangement)

In addition to advertising in the network attendee list, you're invited to create a feature piece as a single A4 page sent to us as a PDF that we can insert into the network attendee list that is distributed immediately prior to the meeting and then revised afterwards.

This is coordinated with your LIVEtalk Discussion item, using some of the same text / graphics and aligning social media campaigns.

A PDF document can carry embedded links to content rich media, websites, email addresses and more. If you would like further support in designing the PDF, or creating media that it may link to, then we can arrange that.



**COUNTY
BUSINESS
SHOWS**

Creating Festivals of Business & Innovation

www.business-shows.co.uk

Festivals of
Business & Innovation



**BUSINESS
INSIGHTS**

An Online Festival of Business & Innovation

Sponsorship Proposals

Gold Sponsorship Level

Single payment:	£2,900.00 + VAT
Monthly payment over 10 months:	£290.00 + VAT

- Title acknowledgement: Gold Network Sponsor in marketing and Communications
- Advertising in the monthly network attendee listing
As with Bronze & Silver Sponsorships
- Meet the Sponsor Article (LinkedIn article with a CBS and Client campaign of posting to promote it)
As with Bronze & Silver Sponsorships
- A4 page feature Article in the Network attendee listing (x1 per year, additional by arrangement)
As with Silver Sponsorship
- LIVE*talk* Discussion Article (x2 per year)
As with Silver Sponsorship
- Social media posts 2x per month, content by the client, approved by CBS, across CBS platforms dates by arrangement.

We will post to our Social media networks twice a month content supplied by the sponsor with appropriate content. It will be voice as from County business shows but will be focussed on the sponsor, their promotional campaign, their thinking about the network or other content.

This is in addition to our posting for LIVE*talk* discussion or Meet the sponsor content.

- Brand Logo as sponsor in marketing, website, promotion, and information documents associated with BIISN projects
- Exhibiting in a Business Insights online exhibition during the course of the year's sponsorship
As Gold Sponsor for one of our BIISN network projects, we include a presence in our online exhibition for one of the Business Insights Festivals of business and innovation.
- Wider invitations and involvement as Gold Network sponsor with festival content and promotional events

As Gold Sponsor for one or more of our International SME Network projects would like to invite you to be involved in some of the festival events and promotional events that we run as a part of our online and live location festival of business & innovation projects.

Advertising only

If you would like to advertise only in the Attendee contact list for a regular Business Insights International SME network meeting, then we offer 12 months of Eighth Page A4 graphic for £350.00 + VAT charged over 10 months.



COUNTY
**BUSINESS
SHOWS**

Creating Festivals of Business & Innovation

www.business-shows.co.uk

Festivals of
Business & Innovation

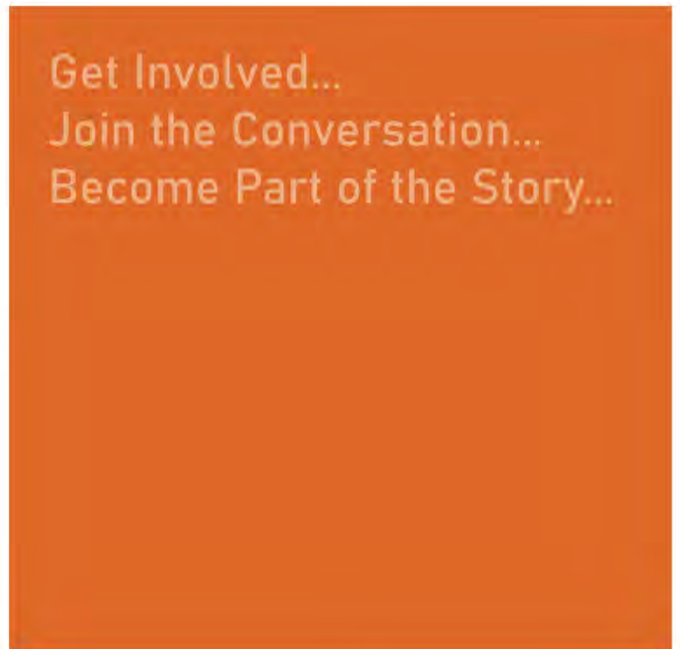


BUSINESS INSIGHTS

An Online Festival of Business & Innovation



Get Involved...
Join the Conversation...
Become Part of the Story...

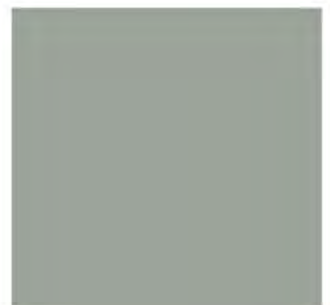



Email: directors@business-shows.co.uk


0117 233 0059


01242 807689

www.business-insights-festival.co.uk



 County Business Shows

 BizShowGlos

 BizShowGlos

