



Norfolk  
Chambers of  
Commerce

# B2B<sup>TH</sup> BRILLIANCE

**Sponsorship  
Packages**

Join the B2B Co.mmunity

**#B2B23**

100+ Exhibitors  
900+ Attendees

## WHY BE A SPONSOR?

With so many opportunities to maximise your results from #B2B23 - in addition to the great benefits of exhibiting with us, here's a few reasons to partner with us as a sponsor

**Enhanced Visibility:** Secure a premium stand location to showcase your brand to over 800 visitors and 100+ exhibitors, giving you better visibility throughout the show and more conversation opportunities.

**Targeted Exposure:** Leverage our branding on social media platforms to reach industry leaders, business owners, and decision-makers to attract a relevant audience and potential new business partnerships.

**Marketing Support:** Benefit from increased marketing support from the Norfolk Chambers of Commerce, amplifying your reach and impact in the run-up to the event, and enhanced exposure during the event.

**Exclusive Audience:** Gain direct access to a specific audience for targeted business opportunities by sponsoring one of our areas or event activities.

**Community Credibility:** Boost your corporate image by supporting Norfolk's premier business event, enhancing your reputation in the local community.

"Every year the B2B just gets better and better. It's the place to truly engage with people. The go to business event of the year."

> Business Growth Club

By sponsoring B2B, you'll raise your profile, increase visibility, and build brand awareness while becoming an integral part of the Norfolk business community.

## BRAND AWARENESS

We'll put your business in front of thousands of potential clients through our marketing channels and membership activities



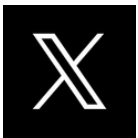
**Facebook** - 2300 Followers



**Instagram** - 2200 Followers



**LinkedIn** - 6069 Followers & 5069 Group Members



**X (previously Twitter)** - 9875 Followers



3900 **Newsletter Subscribers**



335k **Website page views**



700+ **Members** from 46 business sectors

“There is a huge amount of people here, loads of stands its really lovely to see so many diverse businesses all sectors and all areas geographically”

> Rebecca Headden, R13

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# AVAILABLE PACKAGES

~~Headline Sponsor~~  
Co.munication Sponsor  
~~Co.nversation Sponsor~~  
Food & Drink Sponsor  
Canapes & Co.nnections Sponsor  
~~Wellbeing Zone sponsor~~  
~~Marketplace Sponsor~~  
Best Stand Award sponsor



Have a sponsorship idea that is a little different or would like to talk about a bespoke package? Let's create something that aligns with your marketing goals and one that's right for you and your business.

"The B2B exhibition has always played a part in our strategic thinking when it comes to our marketing strategy each year. It is an opportunity for us to meet key players within the business community"

> Indigo Swan

The Norfolk Chambers of Commerce B2B Exhibition is Norfolk's largest business-to-business event.

2023 marks its 25th year as the driving force behind countless success stories in the East of England's business landscape.

# CO.MMUNICATION SPONSOR

**£1450**  
+VAT

As Communication Sponsor, your brand will receive prominent digital exposure within the workshop zone throughout the workshop programme.



## Package includes:

- ✓ A shell scheme stand (no.79) opposite the event
- ✓ Digital branding in the event area
- ✓ Online exhibitor listing
- ✓ Online sponsor listing
- ✓ 2 free tickets to the Canapés and Connections afternoon networking session
- ✓ Access to Communication Sponsor toolkit with B2B logos and content
- ✓ Entry into the Best Stand Award
- ✓ Branded Banners in the Workshop area
- ✓ Free parking
- ✓ Your logo on:
  - All workshop area communications pre and post event Digital screens within the event area
  - Your name mentioned on all workshop event announcements

**“It’s been an excellent day so far, a good steady flow of people coming through, great connections, lots of new faces too! Today is all about relationships, and building those connections, which benefits both parties for the future!”**

> MCB Financial Services

# FOOD & DRINK SPONSOR

**£1100**  
+VAT

As Food and Drink Sponsor, your brand will be synonymous with positive connections, relaxed networking leaving a lasting impression on all attendees.



## Package includes:

- ✓ A Shell scheme stand within the exhibition
- ✓ Digital branding in the reception area
- ✓ Online exhibitor listing
- ✓ Online sponsor listing
- ✓ 2 free tickets to the Canapés and Connections afternoon networking session
- ✓ Access to Outdoor Food & Drink sponsor toolkit with B2B logos and content
- ✓ Entry into the Best Stand Award
- ✓ Free parking
- ✓ Your logo on:
  - All Food and Drink pre and post-event communication

“101 has been exhibiting at B2B for over 20 years and wouldn’t miss it for the world. It’s a fantastic time to catch up with existing clients and contacts as well as meeting new people who might not know about us.”

> Holly Stibbon, 101 Ltd

# CANAPES & CO.NNECTIONS SPONSOR

**£1000**  
+VAT

Sponsorship of our ticketed afternoon event provides an excellent platform to build and nurture relationships with key individuals in your industry.

As a sponsor, you can connect with decision-makers, industry experts, and potential collaborators, laying the foundation for future business opportunities.



## Package includes:

- ✓ An edge stand within the exhibition
- ✓ Digital branding in the reception area
- ✓ Online exhibitor listing
- ✓ Online sponsor listing
- ✓ 2 free tickets to the Canapés and Connections afternoon networking session
- ✓ Access to Canapés and Connections sponsor toolkit with B2B logos and content
- ✓ Entry into the Best Stand Award
- ✓ Speaker slot at the beginning of the afternoon event
- ✓ Free parking
- ✓ Your logo on:
  - All Canapés and Connection pre and post communications

**“We are attending and supporting the B2B exhibition as it is a great opportunity for us to meet and get to know more about other local businesses.”**

> Kathy Scott, Hands On At Work

# BEST STAND AWARD SPONSOR

**£500**  
+VAT

Our exhibitors go all-out to be crowned the best stand at B2B. You'll get to meet all of our exhibitors as you co-judge the award, with professional photos taken along the route.

Your logo will also be on the award and you'll be mentioned in all marketing relating to the award.



## Package includes:

- ✓ Your logo and branding on the award and certificates issued
- ✓ Digital branding in the reception area
- ✓ Online sponsor listing
- ✓ 2 free tickets to the Canapés and Connections afternoon networking session
- ✓ Access to sponsor toolkit with B2B logos and content
- ✓ Announcement mention during the awarding ceremony.
- ✓ Free parking

**"We find the B2B exhibition is a fantastic opportunity to reach out to business we would otherwise not have met as well as meeting with existing clients".**

> Hussey Knights

# THANK YOU

We appreciate you considering Sponsorship for #B2B23

If you would like to raise your profile at our 25th B2B Exhibition please get in touch with our Events Team, at [amy.wright@norfolkchambers.co.uk](mailto:amy.wright@norfolkchambers.co.uk).

We'll be happy to talk through any of our sponsorship options with you. Alternatively, you can create a bespoke package that works for you.



Join the B2B Co.mmunity