

#B2B25

THE **B2B** EXHIBITION

2025

Join the B2B Co.mmunity

2025 Sponsorship Packages

Norfolk Showground | 9th October 2025



Norfolk
Chambers of
Commerce

Welcome to B2B 2025

Norfolk's Premier Business Exhibition

Norfolk Showground | 9th October 2025

Now in its 27th year, the B2B Exhibition is the region's most anticipated business event. It's a one-day showcase that brings together over 100 exhibitors and 1,200+ attendees for high-impact networking, knowledge-sharing, and commercial opportunity.

Hosted by Norfolk Chambers, B2B is where local ambition meets real business results.

It's more than a trade show, it's the perfect platform for local enterprise to connect, showcase, and increase their brand awareness.



100+
Exhibitors



1,200+
Attendees



Established
over 27 years



BUILT TO BUILD

Being a B2B sponsor isn't just about visibility, although that is a major draw; it's about credibility, leadership, and influence.

Sponsorship puts your brand in front of 1,200+ engaged professionals, including decision-makers, entrepreneurs, and future collaborators.

With tailored packages to meet every budget, sponsorship offers:



Exclusive access and perks, including early stand selection and media coverage



Maximum brand exposure across digital, print, and event-day signage



Association with Norfolk's most respected business exhibition

Join us. Be seen. Be heard. Be part of something bold.



Have a sponsorship idea that is a little different or would like to talk about a bespoke package? We'd be happy to discuss and if possible, we'll make it happen!

BRAND TO BRANDS

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

Maximise Your Brand's Visibility



Facebook - 2600 Followers



Instagram - 2562 Followers



LinkedIn - 7800 Followers & 6500 Group Members



X (previously Twitter) - 9509 Followers



4000 **Newsletter Subscribers**



367k **Website page views**

BORN TO BE BOLD

We have tailored sponsorship opportunities to suit all budgets and business objectives.

Sponsorship Opportunities

Headline Sponsor	£7,000
Print & Signage Partner	£3,000
Networking sponsor	£1,500
Exhibitors Breakfast sponsor	£2,500
Wrap-up drinks sponsor	£2,000



HEADLINE SPONSORSHIP

£7,000

Be the Brand at the Heart of Norfolk's Biggest Business Event

This headline sponsorship opportunity is ideal for ambitious businesses looking to lead from the front — showcasing their brand, values, and commitment to Norfolk's thriving business community.

Whether you're a well-established company seeking high-impact visibility, a growing enterprise looking to align with local innovation, or a brand that wants to engage directly with SMEs, entrepreneurs, and professionals, B2B 2025 is your platform to make a bold statement.



HEADLINE SPONSORSHIP INCLUDES:

As the Headline Sponsor of the B2B Exhibition, your business will take centre stage at Norfolk's largest annual business-focused event.

- Premium Shell Scheme location at the exhibition to be chosen by you.
- Opportunity to host a workshop or seminar during the exhibition
- Branding on all pre-event and post-event marketing materials.
- Prominent logo placement on the event website area, newsletters, and social media relating to the event.
- Logo and recognition in the registration area with logo placement on registration desks and digital signage screens.
- Logo on all event-specific branding
- Logo on printed exhibition bags for each attendee and exhibitor.
- Mention in all press releases related to the event.
- An email blast highlighting the headline sponsor will be sent to the event's exhibitors and attendee mailing list.
- Social media shoutouts and featured posts across all social channels in the run-up, during, and post-event content.
- Full-page advert in the event show guide.
- Featured placement in post-event content.
- Opportunity to provide branded materials (e.g., merchandise, promotional flyers, tote bags, etc) to all attendees and exhibitors.
- Opportunity to display additional signage/banners in reception areas, and networking spaces.
- Enhanced exhibitor sponsors toolkit, including logos and content for your own marketing use.

PRINT & SIGNAGE PARTNER £3,000

Exclusive Print & Signage Provider

Event-Specific Printing Contract: Secure the contract to produce all event-specific print and signage materials, including banners, posters, directional signs, and flyers.

Pre-Event Promotion

- Feature in Exhibitor Pack: Inclusion of a promotional leaflet or flyer in the digital exhibitor information pack sent to all exhibitors ahead of the event.
- Exhibitor Discounts: Offer exclusive discounts to exhibitors for their individual printing and signage needs.

Event Promotion

- Logo and recognition in the registration area with logo placement on registration desks and digital signage screens.
- Opportunity to provide branded banners for key areas such as networking spaces
- Specific social media posts and newsletters to highlight the print/signage that has been done for the Norfolk Chambers/B2B.
- Opportunity to host a pre-event webinar or in-person Q&A session with exhibitors to discuss their print and signage needs and offer expert advice.

NETWORKING SPONSOR

£1,500

Pre-Event Promotion

- Feature in Exhibitor Pack: Inclusion of promotional material in the exhibitor information pack sent to all exhibitors ahead of the event.
- Email Marketing: Mention in pre-event promotional emails sent to all attendees, highlighting the Networking Sponsor and upcoming networking sessions.

Networking Sessions

- Branding and recognition as the sponsor for planned networking session.
- Speaking Slots: Opportunity to give a brief introduction and closing remarks at each networking session.
- Branded Networking Areas: Logo and branding prominently displayed in all networking areas, including banners and digital screens.
- Host a structured speed networking session.

BREAKFAST SPONSOR

£2,500

Pre-Event Promotion

- Feature in Exhibitor Pack: Inclusion of promotional material in the exhibitor information pack sent to all exhibitors ahead of the event.
- Email Marketing: Mention in pre-event promotional emails sent to all exhibitors, highlighting the Breakfast Sponsor.

Exhibitor Breakfast Event

- Speaking Slot: Opportunity to give a short talk or presentation during the exhibitor breakfast, providing a platform to showcase expertise and connect with exhibitors.
- Branded Breakfast Area: Logo and branding prominently displayed in the breakfast area, including banners, and digital screens.
- Opportunity to invite additional attendees to the breakfast event.

Event Promotion

- Featured in the event program as the Breakfast sponsor
- Opportunity to provide branded banners for key areas such as networking spaces
- Specific social media posts and newsletters to highlight sponsorship

IT'S A WRAP SPONSOR

£2,000

Pre-Event Promotion

- Feature in Exhibitor Pack: Inclusion of promotional material in the exhibitor information pack sent to all exhibitors ahead of the event.
- Email Marketing: Mention in pre-event promotional emails sent to all exhibitors, highlighting the It's a Wrap Drinks Sponsor.

Exhibitor Breakfast Event

- Speaking Slot: Opportunity to give a short talk or presentation during the It's a Wrap Drinks, providing a platform to showcase expertise and connect with exhibitors. (200+ people approx.)
- Branded Area: Logo and branding prominently displayed in the Event area, including banners, and digital screens.

BACK TO BUSINESS

We appreciate you considering Sponsorship for #B2B25

If you would like to enquire about any sponsorship opportunity, then please get in touch via:

Events@NorfolkChambers.co.uk

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

