



The Hampshire Business Show

INFO PACK

HAMPSHIRE'S NEXT GENERATION B2B EXPO

14TH OCT
2021

AGEAS BOWL,
SOUTHAMPTON

Solent
Apprenticeship



Free

Impartial

action

Showing you
through
development



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H A M P S H I R E ' S
N E X T G E N E R A T I O N B 2 B
E X P O

WELCOME TO
#HBS21

Hello there,

Welcome to our region's largest and most effective networking platform which takes place on Thursday 14th October at The Ageas Bowl in Southampton.

I would like to personally invite you to HBS21 which is a business-to-business focused exhibition which attracts high quality solutions from all corners of the county. The expo is free to attend and is expecting around 1,000 visitors and 100 exhibitors.

You may be thinking is this worth my time?

Typically, the organisation's that exhibit at the show are looking to meet new clients in a face-to-face setting or are looking to leverage the event to raise their profile within the Hampshire business community with impact.

Our visitors attend to learn from some of the UK's leading speakers, network, meet potential suppliers and up-skill by taking advantage of our workshops.

The day is high energy, positive, collaborative and is open to businesses of all sizes who are looking to grow. Our exhibitors from 2019 gave us an overall experience rating of 4.2 out of 5 and we aim to exceed this in 2021.

I invite you to contact me directly if you have any unanswered questions from this brochure. I hope to see you at #HBS21 and welcome you with open arms.

Until we meet,

Josh Mitchell
Event Director



100
EXHIBITORS

1
DAY EVENT

1,000+
ESTIMATED VISITORS

2020 SPONSORS & PARTNERS

We would like to thank all of our sponsors and partners for supporting The Hampshire Business Show



H A M P S H I R E ' S
N E X T G E N E R A T I O N B 2 B
E X P O

WHY ATTEND?

Join us for Hampshire's next generation B2B Expo

- Decision Makers targeted in all marketing efforts
- Hosted at the stunning Ageas Bowl, Botley Road, Southampton, SO30 3XH
- 100+ Exhibitors
- Funding Opportunities from our partner
- Some of the UK's Leading Speakers
- Focus Seminars delivered by industry experts
- 1,000+ Estimated Visitors
- Event App which allows you to propose meetings with other attendees
- Hampshire's most effective networking platform





**HBS19 Exhibitor
Feedback Rating**

4.2★

average rating



H A M P S H I R E ' S N E X T
G E N E R A T I O N B 2 B E X P O

WHY ATTEND?

"If anyone is thinking about whether they should exhibit at HBS I wouldn't hesitate to say yes, even if they aren't sure if 'shows' are for them. The reason for this is that Josh and the team really care about the attendees and are proactive in their promotion of the event. Having been there year one and seen the success I am looking forward to seeing it grow – 100% recommend exhibiting.

Personally we gained both visibility and leads from the event."

– Dan Heelan



WHY EXHIBIT?



Meet Potential Customers

You have the ability to create powerful rapport with face-to-face interactions and conversations. A future paying client could be right in front of you and by asking the right questions and uncovering needs you can position your products and services as the ideal solution.



Raise Awareness

Exhibiting at The Hampshire Business Show is a good way to raise your profile and generate brand awareness. As well as taking a stand at the expo, there are other advertising and sponsorship opportunities which can help you leverage extra exposure.



Lead Generation

We encourage all of our exhibitors to offer incentives or magnets which can attract visitors to experience your service or have a sense of 'a day in the life' of being a client of yours. By offering compelling and creative offerings you can generate a promising amount of leads.



Build Your Database

Meeting with potential customers at The Hampshire Business Show helps you to start building your marketing lists and generate qualified sales leads.



New Ideas & Opportunities

Exhibiting allows new ideas to develop, collaborations on projects and meeting of individuals by chance you wouldn't otherwise have met.

All Stand Bookings at The Hampshire Business Show benefit from:

- ✓ Professional Shell Scheme Stand
- ✓ Listing with Logo on HBS App (Event Must Have)
- ✓ Exhibitor Listing on Website
- ✓ Focus Email to all attendees with Video Interview
- ✓ Social Media Mentions

H A M P S H I R E ' S N E X T
G E N E R A T I O N B 2 B E X P O

BENEFITS TO EXHIBITING?

H A M P S H I R E ' S N E X T
G E N E R A T I O N B 2 B E X P O

BENEFITS TO EXHIBITING?

All Stand Bookings at The Hampshire Business Show benefit from:

- ✔ Free 2-hour exhibitor workshop on maximising your success from HBS delivered by Sandler Training with Refreshments and pastries (Highly Recommended)
- ✔ Company Listing with description in Event Information Pack sent to all pre registered visitors 7 days prior to the show
- ✔ Promotional Video Interview filmed in front of a green screen to promote your companies attendance and allows you to talk about what you do and who you can help



the Hampshire

'WIN'roduction

WHO
YOU ARE

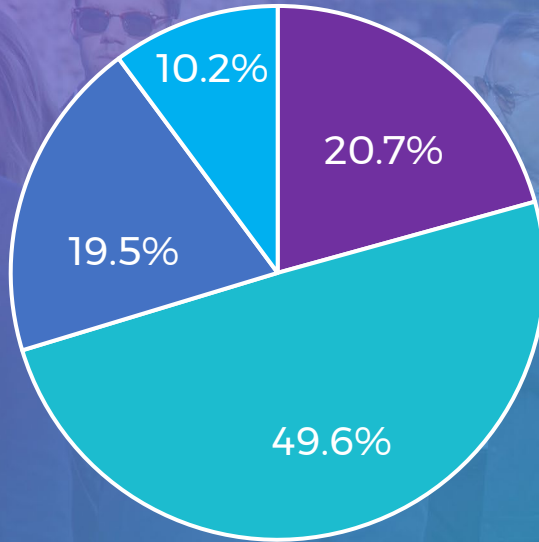
WHERE
YOU ARE

WHAT'S
NEXT

HAMPSHIRE'S NEXT
GENERATION B2B EXPO

2020 ATTENDEE SUMMARY

(Prior to Covid-19 Postponement)



- Decision Influencer
- Decision Maker on All Purchases
- Decision Maker on Some Purchases
- No Authority

Accurate as of Q1 2020

HOW WE ATTRACT VISITORS

Creating a high quality and attractive Expo

- 4 Quarter expo showcasing the best of Hampshire
- Seminars run by industry experts
- Free to attend!
- Some of the UK's Leading Keynote Speakers
- Google Digital Garage
- The only show in the south of England with an exclusive social network (HBS App)
- Potential Funding opportunities for visitors turning over at least £100k
- Workshops
- Strategic partnerships with local authorities, companies and services
- Special Guest passes for chosen companies we would like to network with our exhibitors

The Marketing

- LinkedIn Delegate Acquisition Team & Strategy
- Social Media Marketing
- Google Ads, Targeting, Re Targeting,
- Email Campaigns
- Partnerships
- Telemarketing
- Media & Press Releases
- Networking
- Push Notifications through HBS App
- Other Trade shows around the south
- Direct Mail

KARREN BRADY KEYNOTE
SPEAKER

INFLUENTIAL ENTREPRENEUR, SELF- TAUGHT DIGITAL MARKETING SPECIALIST AND WINNER OF THE BBC'S APPRENTICE

Baroness Brady of Knightsbridge CBE is one of the most influential, high profile and respected female business leaders in the UK.

Voted Business Woman of the Year, Ultimate Entrepreneur and rated among the 50 most inspirational people in the world, she is passionate about business and the promotion of women in business in the UK.

KARREN

BARONESS BRADY OF KNIGHTSBRIDGE CBE





BRAD BURTON KEYNOTE
SPEAKER

UK'S #1 MOTIVATIONAL SPEAKER

Your Success or failure is defined by your ability to make decisions. Learn from the man who founded "4Networking" which hosts 5,000+ networking events across the UK every year.



PETER TAYLOR KEYNOTE
S P E A K E R

MY PURPOSE IS TO ENABLE OTHERS TO SUCCEED AND REACH THEIR FULL POTENTIAL

The purpose of Paris Smith is to enable our clients to succeed, whatever success looks like, through having a positive engagement with legal excellence. Peter works with and for a range of aspirational and dynamic businesses using his legal expertise and extensive network to enable his clients to achieve their business goals and objectives. Peter advises company directors and business leaders on strategy as well as being a mentor and sounding board. We are excited to meet many businesses at the Hampshire Business Show this year, who share our values and commitment to ensuring our region prospers.



A portrait of Stephanie Waismann, a woman with long brown hair, wearing a blue dress with a vibrant floral pattern in orange and yellow. She is smiling slightly and looking towards the camera. The background is a soft pink color with some greenery and flowers visible behind her.

BARCLAYS VENTURES KEYNOTE
S P E A K E R

BARCLAYS VENTURES CHIEF CUSTOMER OFFICER

Barclays Ventures' mission is to grow new businesses through next generation propositions and capabilities.

Join Stephanie Waismann as she goes in depth with how Barclays Ventures are revolutionising customer experience.



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EASTRICH COLLEGE

EASTRICH THE ASSOCIATION
FOR THE CONSTRUCTION
INDUSTRY
TALK TO US TODAY

DAVID LLOYD

28 27

ProSmith
Charity Forum
LONDON'S CHARITY MARKET

H A M P S H I R E
B U S I N E S S S H O W 2 0 2 1

THE HBS APP

- ✓ Connect With Attendees
- ✓ Speaker Announcement
- ✓ Event Agenda
- ✓ Arrange Appointments
- ✓ Key Event Materials
- ✓ Event Announcements
- ✓ Digital Business Card



HAMPSHIRE BUSINESS
SHOW 2021

ARRANGE MEETINGS

CONNECT

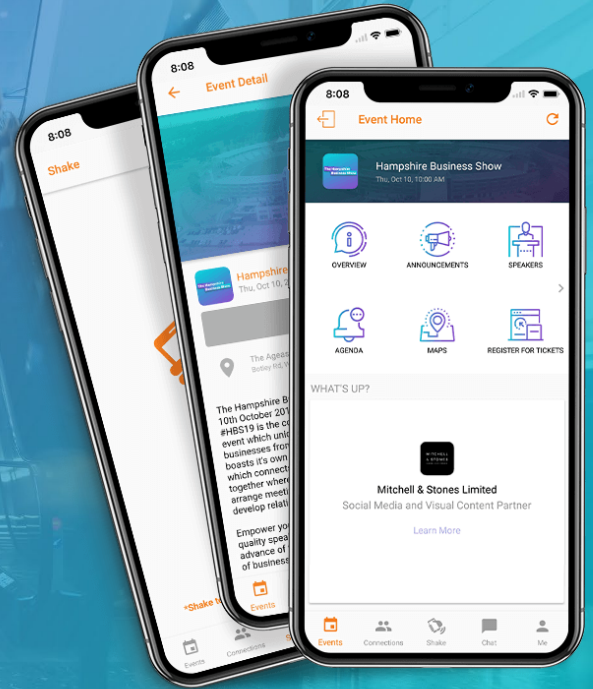
Browse the attendee list
and find individuals you
would like to connect with

MESSAGE

Add other attendees and
start talking!

MEET

Conversation getting
interesting? Arrange a
meeting in the Meet Me
Zone at #HBS21



H A M P S H I R E B U S I N E S S
S H O W 2 0 2 1

EXHIBITION EXCELLENCE WORKSHOP

Introducing Yourself With Impact!

Each of our exhibitors can book onto our free workshop and learn how to differentiate yourself from generic exhibitor 'pitching upon greeting' and accelerate every exhibitor to visitor conversation to discuss customer pain.

Details upon booking stand.

Call us today
02380 518 638



**The Hampshire
Business Show**

30 Second Comr

1. Who are you ?

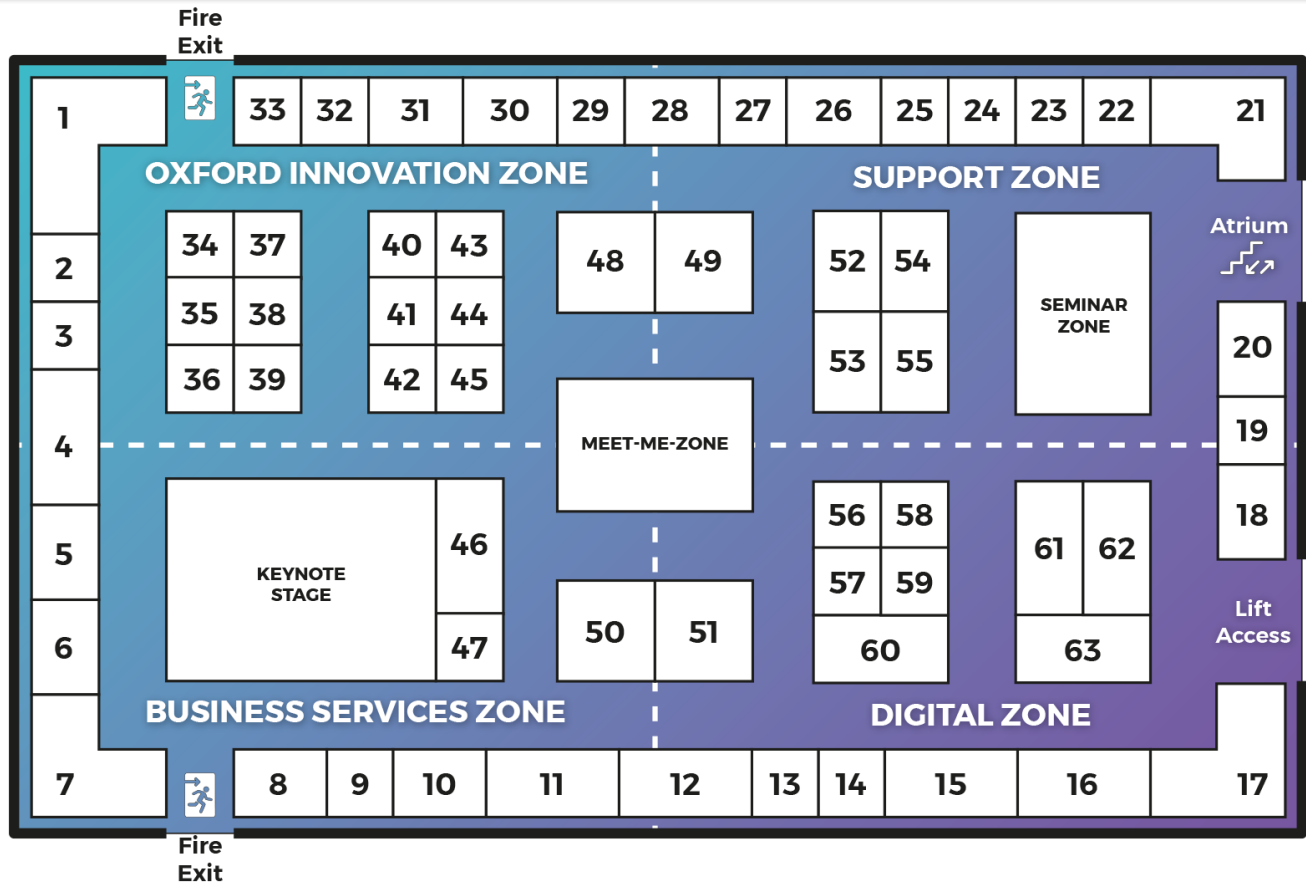
(I'm Blah Blah, I work for ABC, we)

2. Who do you work with ?

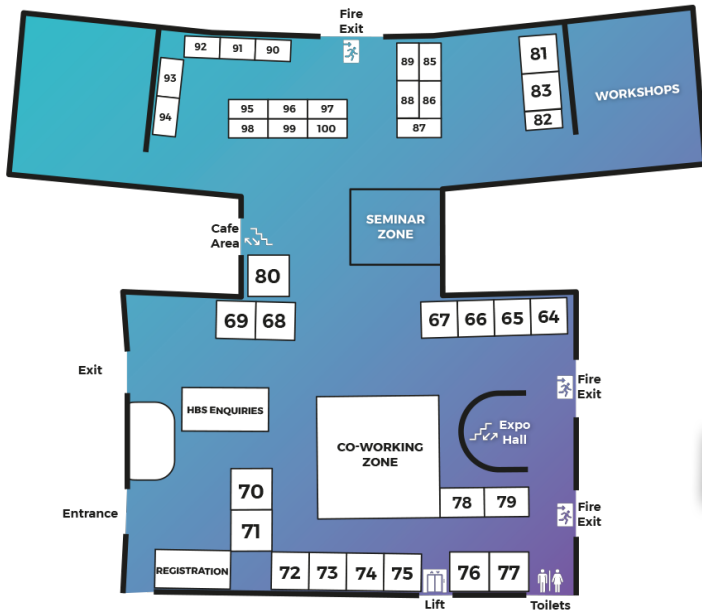
(We typically work with ABC people)

Sandler Training

FLOOR PLAN



FLOOR PLAN ATRIUM



The Hampshire
Business Show

BOOK WITH CONFIDENCE STRUCTURE

Payment
Structure

30%

To confirm your stand at HBS21.

70%

This will be due 30 days prior to the show which is
scheduled to go ahead on **Thursday 14th
October 2021.**



COVID-19 CONTIGENCY

In the event of postponement due to Covid-19 your booking will carry over to our next show and the final 70% will not be due until 30 day prior to the HBS 2022 date.

EXHIBITOR FEATURES

STAND PRICING

- ✓ Professional Shell Scheme Stand
- ✓ Promotional Video Interview filmed in front of a green screen to promote your companies attendance and allows you to talk about what you do and who you can help
- ✓ Listing with Logo on HBS App (Event Must Have)
- ✓ Exhibitor Listing on Website
- ✓ Focus Email to all attendees with Video Interview
- ✓ Social Media Mentions
- ✓ Free 2-hour exhibitor workshop on maximising your success from HBS delivered by Sandler Training with Refreshments and pastries (Highly Recommended)
- ✓ Company Listing with description in Event Information Pack sent to all pre registered visitors 7 days prior to the show



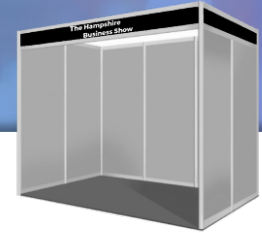
2x1m Shell Stand

£599

+ VAT

- ✓ Marketed across Website
- ✓ HBS App Listing on Interactive Floor Plan
- ✓ Profile Highlighted on app to make you stand out on the list of attendees
- ✓ Social Media Mentions
- ✓ FREE Wifi
- ✓ Exhibitor Name Badges

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2x2m Shell Stand

£899

+ VAT

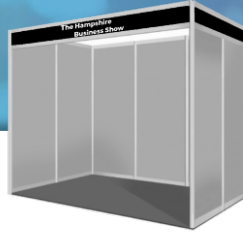
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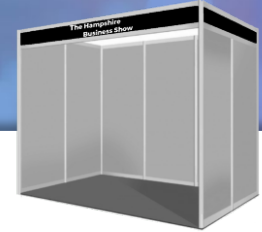
3x2m Shell Stand

£1,100

+ VAT

- ✓ Marketed across Website
- ✓ HBS App Listing on Interactive Floor Plan
- ✓ Profile Highlighted on app to make you stand out on the list of attendees
- ✓ Social Media Mentions
- ✓ FREE Wifi
- ✓ Exhibitor Name Badges

**Call us today
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4x2m Shell Stand

£1,300

+ VAT

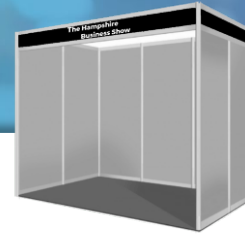
- ✓ Marketed across Website
- ✓ HBS App Listing on Interactive Floor Plan
- ✓ Profile Highlighted on app to make you stand out on the list of attendees
- ✓ Social Media Mentions
- ✓ FREE Wifi
- ✓ Exhibitor Name Badges

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02380 518 638**

EXHIBITOR FEATURES

STAND PRICING

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3x3m Shell Stand

£1,600

+ VAT

- ✓ 3x3 Shell Stand Space
- ✓ Marketed across Website
- ✓ HBS App Listing on Interactive Floor Plan
- ✓ Profile Highlighted on app to make you stand out on the list of attendees
- ✓ Social Media Mentions
- ✓ 1 minute business showcase filmed and promoted across social media
- ✓ FREE Wifi
- ✓ 1x Power Socket Inc
- ✓ Table & 2 x Chairs inc
- ✓ Exhibitor Name Badges

Call us today
02380 518 638

WATCH THE 2019 SHOWREEL







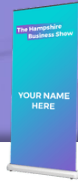
Main Event Sponsorship

£15,000

+ VAT

- ✓ 3x3m stand in main expo hall
- ✓ Featured website homepage logo listing
- ✓ Featured sponsorship listing on app
- ✓ Be included in our social media promotion in the run up to the event
- ✓ Your company logo featured on all print materials
- ✓ Entrance zone named after your company
- ✓ Optional speaking slot at HBS

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Keynote Speaker Room Sponsorship

£10,000

+ VAT

- ✓ Keynote speaker room named after company
- ✓ 2x Roll up banners positioned in speaker view
- ✓ 2x Roll up banners at entrance of speaker room
- ✓ Flyer placed on every seat before each speaker
- ✓ Featured website homepage logo listing
- ✓ Featured sponsorship listing on app
- ✓ Speaking opportunity/host workshop
- ✓ Be included in our social media promotion in the

**Call us today
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G R O W Y O U R
B R A N D

SPONSORSHIP OPPORTUNITIES

Gain extra exposure for your brand and connect with your target audience at HBS21 by sponsoring one of our rooms, staff uniforms and more!

We value our sponsors and the support they give us which is why we work closely alongside them to ensure they get the most out of the show.

FOR ALL SPONSORSHIP ENQUIRIES

sponsor@hampshirebusinessshow.com

Call us today
02380 518 638



Staff T-Shirt Sponsorship

£599

+VAT

- ✓ Be one of the first sponsors delegates see at HBS
- ✓ All Hampshire Business Show event staff to wear T-Shirt with your company logo on back
- ✓ Brand coverage throughout the event
- ✓ Featured website homepage logo listing
- ✓ Featured sponsorship listing on app
- ✓ Be included in our social media promotion in the run up to the event

**Call us today
02380 518 638**



Lanyard Sponsorship

£6,000

+VAT

- ✓ Have your company name and brand round the necks of every delegate and exhibitor at HBS19
- ✓ All Name Badges to contain your company name and logo
- ✓ Exclusive offer from your company on rear of lanyards name badge with QR code, landing page incentive
- ✓ Video interview showcasing your business
- ✓ Flyer in all bags
- ✓ Featured website homepage logo listing
- ✓ Featured sponsorship listing on app
- ✓ Be included in our social media promotion in the run up to the event

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Flyer Sponsorship

£150

+VAT

- ✓ Your flyer in all bags given to every HBS21 visitor

**Call us today
02380 518 638**



Breakfast Networking Sponsorship

£1,200

+VAT

- ✓ 4 Roll up banners indicating you are the breakfast sponsor with full branding
- ✓ Speaker slot at breakfast
- ✓ Flyers on all tables
- ✓ Includes 3 breakfast tickets
- ✓ Featured website homepage listing
- ✓ Featured sponsorship listing on app
- ✓ Be included in our social media promotion in the run up to the event

**Call us today
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B R A N D

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sponsor@hampshirebusinessshow.com

Call us today
02380 518 638



Bag Sponsorship

£1,500

+VAT

- ✓ Every delegate will receive a bag to take away with your brand on it
- ✓ All Hampshire Business Show bags to have you logo printed on them
- ✓ Brand coverage throughout the event
- ✓ Featured website homepage logo listing
- ✓ Featured sponsorship listing on app
- ✓ Be included in our social media promotion in the run up to the event

**Call us today
02380 518 638**



Seminar Corner Sponsorship

SOLD

VERTICAL LEAP

**Call us today
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GROW YOUR
BRAND

SPONSORSHIP OPPORTUNITIES

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The Hampshire Business Show

Book your FREE
Ticket

[HAMPSHIREBUSINESSSHOW.COM](https://www.hampshirebusinessshow.com)

#HBS21

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