

music & drama education expo

A RHINEGOLD EVENT

22 & 23 FEB 2018
LONDON OLYMPIA

Media Pack 2018



“We found that unlike the trade or public shows, EXPO puts exhibitors in direct contact with educators so there is an opportunity for dialogue and feedback based on the materials, not just the data”

ANDREW HIGGINS, DIRECTOR OF SALES AND MARKETING, ALFRED MUSIC (UK)

MUSIC
TEACHER

Teaching | **Drama**



Music & Drama Education Expo 2018

22 & 23 February

Music & Drama Education Expo 2018, the largest conference and exhibition for music and drama teachers, globally.



Whether you've been involved in previous years, or you're new to the show, this media pack should tell you everything you need to know about the 2018 event.

The premise behind the show is simple: we offer our visitors high-quality conference sessions and access to a vast trade exhibition for free. By doing this, we're able to provide you with direct, face-to-face access to around 3,000 music and drama teachers from across the UK, as well as further afield (we had over 40 countries represented in 2016).

Thanks to the success of previous years and the inclusion of drama for the first time in 2016, the Music & Drama Education Expo continues to go from strength to strength.

Each year we take on comments from both exhibitors and delegates and endeavour to make the show the best place for teachers of performing arts, music and drama to learn new skills, find new products and be ahead of the curve with regard to any major developments in their specialisms.

If you have any questions regarding the show, please get in touch with me or another member of the Expo Sales Team on 020 7333 1719. I look forward to working with you on the 2018 show

Amy Driscoll
Head of Sales, Rhinegold Media & Events

How can you promote your brand at the Music & Drama Education Expo 2018?

Exhibition stands

Benefit from a footfall of 3,000 teachers and educators across the two days and have the chance to demonstrate the benefits of your products and services.

Sponsorship

Sponsorship is the ideal way to enhance your presence at the Expo, and give you that all-important competitive edge. It gives you additional presence either at the show or in the marketing campaign that will be running from September 2017 right up until the event.

Show Guide advertising

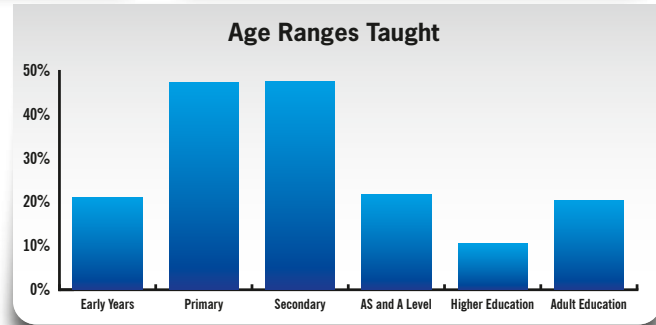
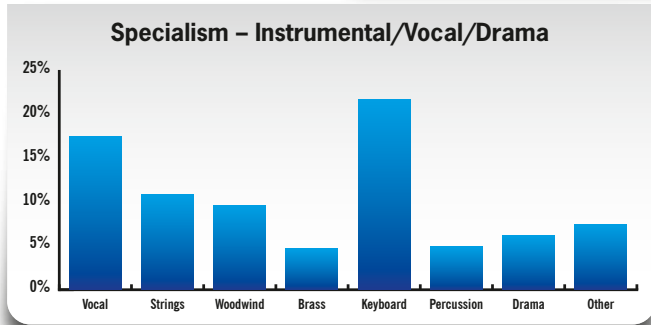
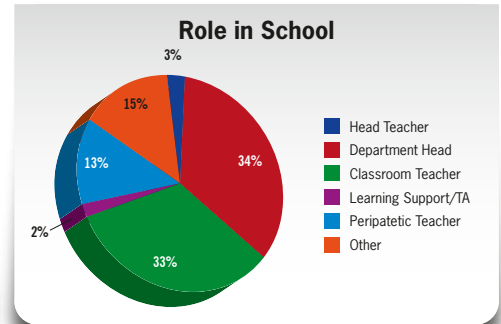
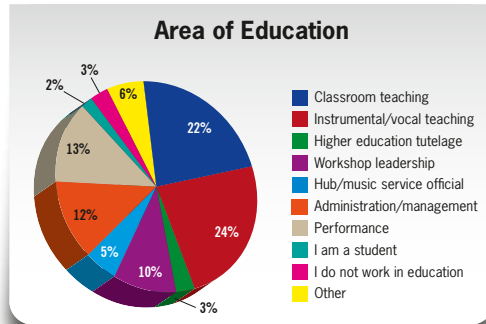
Every delegate is given a Show Guide to use throughout the day and to take away with them. The Show Guide includes the full conference programme, as well as articles, a map of the venue and visitor information. There is also the opportunity to upgrade your free exhibitor listing to an enhanced one.

Other

There are a variety of additional ways to promote your brand at the Expo, including delegate bag inserts and directional information board mentions.

Who visits the Music & Drama Education Expo?

Total visitor attendance 2016
2362



Exhibition stands

WHY BOOK A STAND?

- » Meet your members and customers face to face
- » Showcase your products and services, and launch new ones
- » Promote your products and services to 3,000 visitors, all involved in music and drama education
- » Catch up and create useful partnerships with other organisations in your field

ZONING

The exhibition floor is split in to zones which are designed to make navigating the show easier and also to help with soundproofing of the conference sessions. The zones are:

- » Publishers and Examinations
- » Courses, Careers and Associations
- » Technology
- » Suppliers and Manufacturers
- » Musical Theatre and Drama

PRICING

SIZE	PRICE
POD	£625
2 x 1	£995
2 x 2	£1,730
2 x 3	£2,465
3 x 3	£3,400

*All stands (except PODs) come with shell scheme walling, carpet and name board. Furniture, electricity and internet access can be purchased from our external suppliers at any time in the run-up to the event. POD stands come with a counter, one stool and a name board. All prices are quoted excluding VAT.

All exhibitors will appear on our website, with full logo, a description and a link to your website, plus a 50-word listing in the Show Guide, distributed to visitors as they enter the show.

Whatever your budget, our friendly and experienced sales team can tailor packages to suit you, so please don't hesitate to get in touch to discuss the show.

Email: exposales@rhinegold.co.uk

Phone: 020 7333 1719

Sponsorship Opportunities

Sponsorship is the ideal way to enhance your presence at the Music & Drama Education Expo, and give you that all-important competitive edge. We can offer additional presence either at the show or in the marketing campaign that will be running from September 2016 right up until the event.

All of our sponsorship packages can be tailored to suit as we want to make sure that you are completely happy with the promotion your brand will receive. Please contact us for full breakdowns of each package.

PLATINUM SPONSORSHIP – £10,000

This is our most comprehensive sponsorship package which places your logo on all marketing material (both print and digital) before the show, offers you a solus branding opportunity on-site, advertising space on the Expo website, sponsorship of a pre-show email, plus much more.

GOLD SPONSORSHIP – £4,000

Gold sponsors receive accreditation on our website, in the Show Guide and in some marketing campaigns. Other add-ons include inserts in the show bag.

CONFERENCE SPONSORSHIP – £10,000

As with our platinum sponsorship, your brand will be visible on all marketing material (both print and digital) before the show, whenever the conference is mentioned, plus on-site branding in all theatres. There is also the opportunity to gain access to the opt-in data of all visitors who attended the conference sessions.

THEATRE SPONSORSHIP – FROM £1,000

Sponsoring a theatre gives you physical branding on the entrance of each theatre, as well as branding in the Show Guide, on our website, and in any promotional material that mentions your chosen theatre. You can also gain access to opt-in data for all those that attend a session in that theatre.

Directional information boards (exhibitors only) – £250

Your stand highlighted on our information boards, encouraging visitors to go to your stand.

Insert in show bags – £995

1 x inserts in bag given to all visitors as they enter the show.

Visitor badge sponsorship – £1,500

Your logo on all visitor badges, alongside the Expo logo, to be worn by all visitors.

Registration sponsorship – £2,000

Your branding built into the registration area, the first and last place all visitors will see. Sponsor can provide branded pens, t-shirts etc for use in the registration area. Your branding on online registration form.

Visitor lanyard sponsorship – £1,500

Sponsor can provide branded lanyards, to be worn by all visitors.

Show bag sponsorship – £2,000

Your logo on all visitor bags, plus one insert in the bag.

Café sponsorship – £2,000

Your branding built into the Expo café, logo next to any mention of the café in promotional materials, plus the opportunity to leave promotional materials in the café area for visitors to read.

Enhanced listing in Show Guide (exhibitors only) – £200

Full colour logo, highlighted listing plus 50 extra words (total 100) to sell yourself in the Show Guide, given to all visitors as they arrive.

Show Guide advertising – £POA

Full-page, half-page and quarter-page advertising in the official Show Guide, given to all visitors as they arrive, and used by visitors throughout the show to navigate the exhibition and to plan seminar attendance.

*Please note that all prices are quoted excluding VAT

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