

music & drama education expo

A RHINEGOLD EVENT

11 OCTOBER 2018
MANCHESTER

Media Pack 2018



MUSIC
TEACHER

Teaching | **Drama**



Music & Drama Education Expo: Manchester

11 October 2018

The Music & Drama Education Expo is now the biggest event of its kind internationally, welcoming (across the London and Manchester shows) over 3,000 delegates per year, to conferences filled with exciting Music and Drama CPD sessions/workshops, performances as well as access to over 150 brands across the two shows.

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 Manchester event.

Expo Manchester is a one day show which, in 2018, will move to larger facilities at Old Trafford's Manchester Suite. In response to the sheer number of delegate registrations we received in

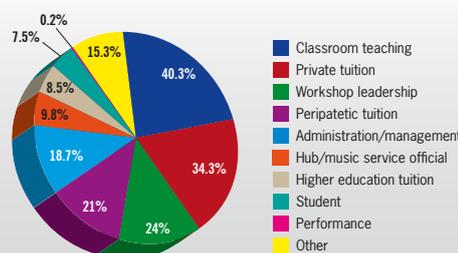
our launch year, it's clear we need a bigger space to house the show and the new venue benefits from larger, brighter theatres, increased catering facilities and includes over 5,000 free car parking spaces. With Manchester's excellent rail links and ease of access from Liverpool Leeds, Sheffield and York in particular, we anticipate an audience of over 500 delegates spanning early years through to secondary, LEA and hub heads and classroom and instrumental teachers.

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 practising music and drama teachers from across the UK.

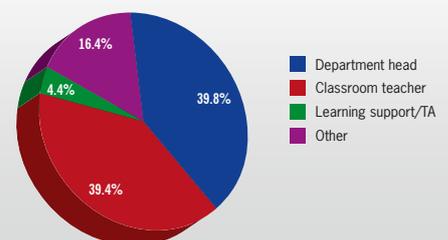


Who attends Expo Manchester?

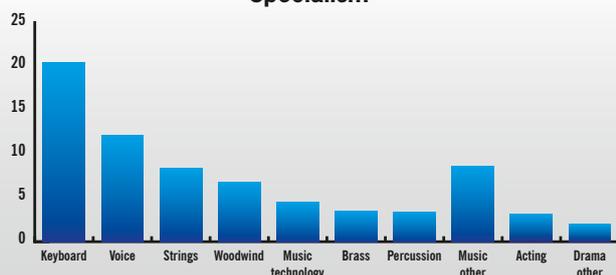
Area of Education



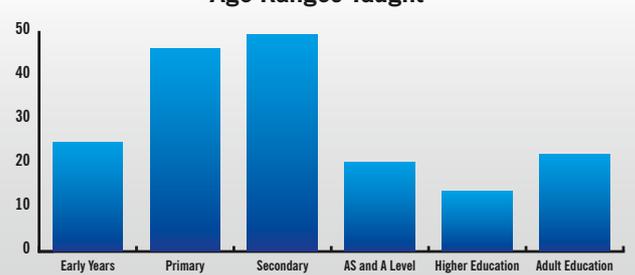
Role in School



Specialism



Age Ranges Taught



(all graphs based on the 2017 pre-registration figures)

How can you promote your brand at the Music & Drama Education Expo 2017?

Exhibition stands

Benefit from a footfall of over 500 teachers and educators 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 April 2018 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.

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 over 500 visitors, all involved in music and drama education
- » Catch up and create useful partnerships with other organisations in your field

PRICING

SIZE	PRICE
Pod	£420
2 x 1	£665
3 x 1	£890
2 x 2	£1,155
2 x 3	£1,650
3 x 3	£2,285
Foyer stands-circa 20m ²	£4,200

*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.

The screenshot shows the website for the Music & Drama Education Expo. At the top, it says 'music & drama education expo' with the dates '9 & 10 FEB 2018' and 'LONDON OLYMPIA'. Below this is a navigation menu with links for HOME, VISIT, CONFERENCE, EXTRAS, EXHIBITION, NEWS, GALLERY, AWARDS, CONTACT US, and REGISTER. The main content area features a large image of a person performing, with text that reads 'FREE HIGH-QUALITY CPD FOR MUSIC AND PERFORMING ARTS TEACHERS'. There are buttons for 'WATCH OUR PRESENTATIONS' and 'REGISTER'. A pink circular badge on the right says 'Now incorporating the musical theatre & drama education show'. At the bottom, there are icons for '2 DAYS', '104 CPD SESSIONS', '174 EXHIBITORS', and '1,500 VISITORS'. A red 'REGISTER' button is prominent on the right side of the page.

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

Sponsorship is the ideal way to enhance your presence at the Manchester 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 April 2018 right up until the event.

All our sponsorship packages are negotiable 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.

Directional information boards (exhibitors only) – £200

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

Insert in show bags – £600

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

Visitor badge sponsorship – £950

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

Registration sponsorship – £1,100

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 – £950

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

Show bag sponsorship – £1,100

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

Café sponsorship – £1,100

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.

Other Sponsorship options available upon request. Please contact our experienced sales team to discuss a bespoke campaign tailored to your needs.

Email: exposales@rhinegold.co.uk

Phone: 020 7333 1719

*Please note that all prices are quoted excluding VAT