



NewcastleGateshead
Convention Bureau

PARTNER OPPORTUNITY:

JOIN US AT INTERNATIONAL CONFEX & THE MEETINGS SHOW 2017



WHY ATTEND?

Each year, partners from across NewcastleGateshead and the North East join NewcastleGateshead Convention Bureau to represent the best of the region's conferencing and events offer at International Confex and The Meetings Show.

The exhibitions form an invaluable part of our own sales strategy, so much so that we've attended International Confex since 2002 and The Meetings Show since it's inaugural event in 2013.

Exhibiting at either of these exhibitions allows you to meet both UK-based and international event organisers from associations, agencies, corporates and public sector organisations. These organisers gather at these shows to do business, be inspired and to meet potential destinations, venues and suppliers for their upcoming events.

If you're looking to bring in more meetings and events business to your organisation, to make influential connections and to build your database of contacts, whilst championing NewcastleGateshead as a leading business tourism destination, then Confex and The Meetings Show are the places to be!

SEE RESULTS FOR YOUR BUSINESS

Attending exhibitions allows you to deliver real results for your business, whether that's by increasing your contacts database, building relationships with buyers, taking event enquiries or gaining media and social media coverage.

At the 2016 Confex and The Meetings Show exhibitions, NewcastleGateshead Convention Bureau secured enquires worth a potential £9.4M to the local economy. Some confirmed conference wins from previous shows include:

- British Educational Research Association 2018
- Building Societies Association 2016
- Manufacturing & Engineering North East 2015 & 2016
- Royal College of Midwives 2016

In addition, dedicated media coverage for NewcastleGateshead and our partners at both 2016 shows had a reach of over 53,000 people.

INTERNATIONAL CONFEX 2017

1-2 March 2017, Olympia London

As the UK's leading and longest standing event for the MICE industry, International Confex aims to create a community for buyers, suppliers, venues and destinations.

In 2016, over 6,000 qualified buyers attended International Confex - looking to discover new suppliers, destinations and venues.

The exhibition is co-located with The Event Production Show, maintaining it as the largest buying forum for the events industry. The co-location brings mass buyer cross over, increasing the number and variation of visitor footfall to the NewcastleGateshead stand.

There's also a strong educational programme at the show, which you can take advantage of to learn the latest industry developments.

International
confex
1-2 March 2017, Olympia London



THE MEETINGS SHOW



THE MEETINGS SHOW 2017

13-15 June 2017, Olympia London

Gain access to over 3,000 meetings industry professionals at The Meetings Show, which has a strong hosted buyer programme which will see 900 hosted UK and international buyers attending.

One of the major attractions of this show is that buyers make pre-scheduled appointments via an online diary system in advance of the event, which shows you exactly who wants to meet with you and when. That's not to say that all business comes from pre-scheduled appointments - there are still plenty of buyers who may drop in or pass by the stand that you can engage with.

You can also choose to update your knowledge any of the 80 free educational sessions, delivered by the most creative thinkers in the industry.

OUR 2016 STAND PARTNERS



"Being a partner of NewcastleGateshead at Confex and The Meeting Show enables us to showcase our venue and capabilities as part of the destination, putting the North East on the map for all conference and event needs. The collaboration of all partners and the activities organised for us on the stand give us a stronger presence at both exhibitions than if we were to exhibit stand alone. It also enables us to engage with a wider audience of event organisers including corporate clients, agencies and associations."

*Samantha Doyle
Area Sales Manager, Newcastle United*

"As part of the growth strategy for the venue we identified a need to be more visible in the C&E industry. The Meetings Show offered us the perfect platform to showcase our C&E options and to speak directly to the markets buyers. Joining the NGI on their destination stand worked perfectly as it gave us a higher level of exposure that we couldn't have achieved ourselves. The team at NGI offered support and guidance both in the lead up to the event and across the three exhibition days to ensure we maximised our time at the event."

*Nichola McKenna
Marketing & Commercial Manager, Metro Radio Arena*

STAND PARTNER PACKAGES

Choose to exhibit with us on the NewcastleGateshead stand, at either exhibitions and be amongst the region's best venues, attractions and support services. Stand partners packages include:

- Your own meeting area on NewcastleGateshead Convention Bureau's stand.
- Branding on stand design.
- Your own exhibitor profile / diary on exhibition's website.
- Inclusion in pre and post-show marketing and PR activity.

International Confex 2017

Gold partner £2,500, Silver Partner £2700, Bronze Partner £2,900

The Meetings Show 2017

Gold partner £2,500, Silver Partner £2700, Bronze Partner £2,900

International Confex AND The Meetings Show 2017 - SAVE 15%

Gold partner £4,212, Silver partner £4,563, Bronze partner £4,919

For more information and to book your space, contact us today:

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