

Conferences, Events & Accommodation Guide 2018-2020

Partner Opportunities



ABOUT THE GUIDE

The NewcastleGateshead Conferences, Events and Accommodation Guide is the only piece of print in the North East of England that pulls together all the hotels, venues and service suppliers, and actively promotes them to the events industry.

It is the only publication that targets regional, national and international conference organisers, meeting planners and venue-finding agents. It is the primary piece of sales collateral used by the NewcastleGateshead Convention Bureau, central to all marketing and sales activity.

With a **two-year lifecycle** (our next guide is scheduled to launch in March 2020), the guide acts as an important reference tool for anyone looking to host an event here and is **designed to showcase everything an event organiser could want to know**: accommodation, venues, social / team building activities, event management / production, coach hire and infrastructure information.

This publication comes at a critical time for NewcastleGateshead and the wider region. The Great Exhibition of the North, the World Transplant Games and European Professional Club Rugby Championships are just a few events that will be massively lifting our profile and reputation. Couple this with the announcement of the £200m Gateshead Quays development... **we are forecasting a lot of increased interest.** This is the only piece of collateral that can help capture and drive business from this opportunity.

Approx 5,000 copies of the NewcastleGateshead Conferences, Events & Accommodation Guide will be produced and it will be launched at Confex 2018 (28 Feb 2018).

WHAT'S NEW FOR THIS GUIDE?

We are excited to announce that we will be teaming up with a publishing partner on this next edition of our popular guide. The team behind the respected local business magazine **North East Times** will be working with us to develop feature articles, using editorial and high-quality photography to bring the destination and our brilliant events industry to life for our readers.



OBJECTIVES OF THE GUIDE

- To raise the profile of NewcastleGateshead and the surrounding area as one of the UK's leading conference destinations.
- To drive business enquiries to partner venues, hotels and event service providers.

WHO WILL FEATURE

Any businesses that are interested in capturing the business, events, meetings, exhibitions and incentives market:

- Hotels.
- Venues.
- Social or team building activity providers.
- Restaurants and bars who have private / hireable facilities or spaces.
- Academic or unusual venues interested in attracting conference / events business.
- Event management companies.
- Event production and AV companies.
- Coach hire / travel companies who can help delegates or groups get here and get around while here.

The Guide will feature businesses from across North East England, including the most high-profile venues in Durham, Northumberland and Tees Valley. It is **the only dedicated conference sector publication produced in the region.**

AUDIENCES

The NewcastleGateshead Conferences, Events and Accommodation Guide is aimed at:

- Corporate event organisers.
- Venue-finding agents, event management agencies and professional conference organisers.
- Association executives and congress planners.
- Marketing managers, administrators and PAs.
- Incentive travel planners.

...in short, anyone who is considering planning any kind of event in North East England!

DISTRIBUTION

The guide will be distributed through the following channels:

- By **direct mail to the Convention Bureau's buyer database** (approximately 3,000 national and international event organisers, key decision makers and influencers from corporate organisations, associations and event management agencies).
- At **all industry events and trade shows** attended by the Convention Bureau (including International Confex and The Meetings Show).
- In response to **all enquiries** received by the Convention Bureau.
- To NewcastleGateshead Initiative partners, local stakeholders and Conference Ambassador Programme members.

EXCLUSIVE GUIDE AND TRADESHOW PACKAGES

As in previous years we have packaged up the opportunity to secure your place at the two biggest business tourism trade shows in the UK - **International Confex** and **The Meetings Show UK**. The package price represents a significant discount on the individual attendance costs.

New this year - we have decided to also offer a package that includes attending the shows in 2018 and 2019! With all the events happening in NewcastleGateshead over the next few years, it is imperative that we have a strong presence at these two major trade shows. Plus this offers yet another discount!

Places are limited and will be allocated on a 'first come, first served' basis.



SECTION SPONSORSHIP

Only three section sponsorship opportunities are available within the Guide - residential venues, non-residential venues and support service providers.

Section sponsorship includes:

- **A strong brand presence** on the relevant double-page section divider.
- **A double-page advertisement in a prime position** within the relevant section (see right for advertisement content).

This provides the **maximum exposure possible** in the Guide for an organisation. This opportunity is strictly limited and will be allocated on a 'first come, first served' basis.

DOUBLE PAGE

A double-page advertisement provides a **high-impact advertisement**, allowing your organisation's presence to be viewed exclusively, without any other advertisements and have a **prime location** within the Guide. All double-page advertisements include:

- Your logo and company name.
- Your contact details.
- Approx 210 words of text.
- Four images.
- Full room capacity chart.
- Key facts feature.
- Travel information.

FULL PAGE

Imagery is a very important factor within any advertising in a reference guide or directory of this nature. A full-page advertisement provides you with the opportunity to display not only information, but also **eye-catching examples of your venue or work undertaken**. All full-page advertisements include:

- Your logo and company name.
- Your contact details.
- Approx 180 words of text.
- Three images.
- Full room capacity chart.
- Key facts feature.
- Travel information.

HALF PAGE

All half-page advertisements include:

- Your logo and company name.
- Your contact details.
- Approx 90 words of text .
- Two images.
- Full room capacity chart (including up to 6 meeting rooms).
- Travel information.

HOW TO BOOK

- Costs for advertisements can be found on the booking form.
- All advertisements in the Guide are produced using standard house templates, which will be provided for your approval prior to publication. There are therefore no extra costs for design / artwork etc.
- NewcastleGateshead Convention Bureau will write all copy, subject to your approval, and will retain editorial control to ensure consistency throughout the Guide.
- For further information or to discuss advertising, please contact Ali Brown on 0191 440 5751 or at ali.brown@ngi.org.uk



Partner opportunity: Accommodation and Meetings & Events Guide 2018-2020

Book now to save 5% off listed price!

I would like to book the following:

NewcastleGateshead Meetings & Events Guide 2018-2020		Non-partner cost	Gold partner cost	Silver partner cost	Bronze partner cost
<input type="checkbox"/>	Section sponsorship:				
<input type="checkbox"/>	Residential venues	£4,000	£2,400	£2,600	£2,800
<input type="checkbox"/>	Non-residential venues	£4,000	£2,400	£2,600	£2,800
<input type="checkbox"/>	Support service providers	£4,000	£2,400	£2,600	£2,800
<input type="checkbox"/>	Double-page advertisement	£3,500	£2,100	£2,275	£2,450
<input type="checkbox"/>	Full-page advertisement	£2,000	£1,200	£1,300	£1,400
<input type="checkbox"/>	Half-page advertisement	£1,300	£780	£845	£910

Exclusive Meetings & Events Guide and International Confex 2018 package offer		Non-partner cost	Gold partner cost	Silver partner cost	Bronze partner cost
<input type="checkbox"/>	Section sponsorship + Confex	£7,900	£4,265	£4,620	£4,975
<input type="checkbox"/>	Double-page advert + Confex	£7,400	£3,995	£4,330	£4,660
<input type="checkbox"/>	Confex + any other ad size	£3,900 + ad price as above	£2,340 + ad price as above	£2,535 + ad price as above	£2,730 + ad price as above

Exclusive Meetings & Events Guide and Meetings Show 2018 package offer		Non-partner cost	Gold partner cost	Silver partner cost	Bronze partner cost
<input type="checkbox"/>	Section sponsorship + Meetings Show UK	£7,900	£4,265	£4,620	£4,975
<input type="checkbox"/>	Double-page advert + Meetings Show UK	£7,400	£3,995	£4,330	£4,660
<input type="checkbox"/>	Meetings Show UK + any other ad size	£3,900 + ad price as above	£2,340 + ad price as above	£2,535 + ad price as above	£2,730 + ad price as above



Exclusive Meetings & Events Guide plus Confex 2018 AND Meetings Show UK package offer		Non-partner cost	Gold partner cost	Silver partner cost	Bronze partner cost
<input type="checkbox"/>	Section sponsorship + Confex + Meetings Show UK	£11,800	£6,020	£6,520	£7,020
<input type="checkbox"/>	Double-page advert + Confex + Meetings Show UK	£11,300	£5,765	£6,245	£6,725

Exclusive Meetings & Events Guide plus Confex 2018 and 2019 AND Meetings Show UK 2018 and 2019 package offer		Non-partner cost	Gold partner cost	Silver partner cost	Bronze partner cost
<input type="checkbox"/>	Section sponsorship + Confex + Meetings Show UK	£19,600	£9,000	£10,000	£11,000
<input type="checkbox"/>	Double-page advert + Confex + Meetings Show UK	£19,100	£8,500	£9,500	£10,500

Terms and conditions:

1. All bookings are accepted subject to approval. NewcastleGateshead Initiative reserves the right to cancel or refuse to accept any bookings, in full or in part, without giving an explanation.
2. Once signed, it is not possible to cancel the contract without full agreement in writing from NewcastleGateshead Initiative.
3. All bookings are subject to a 100% cancellation charge unless cancelled within 48 hrs.
4. All rates are exclusive of VAT which will be payable at the prevailing rate.
5. Payment is due within 28 days from the date of invoice.
6. These conditions shall be governed and construed in accordance with the Laws of England.

Name:

--

Position:

--

Organisation:

--

Telephone number:

--

Email address:

--

Signature:

(Sign or type name)

Date:

Purchase order number (if required): _____

An exclusive early bird discount of 5% off the listed prices will be applied to all bookings received before Friday 8 September 2017.

The final booking deadline is **Friday 29 September 2017**. Complete and return this form by email conventionbureau@ngi.org.uk or by post to NewcastleGateshead Initiative, 9th Floor, Baltic Place East, South Shore Road, Gateshead NE83AE.