



BIC Breakfasts

Exclusive Sponsorship Package
Various Dates 2017

London Venue (alternative venues/cities possible)

WHAT IS A BIC BREAKFAST?

Introduced in 2013, BIC Breakfasts are now a highly popular series of short (approximately 90 minutes), informal, monthly sessions for BIC members & non-members to attend before work, to discuss any book industry supply chain issues / success / challenges of interest or concern. They are also known as sessions for knowledge gathering about specific topics and invariably sell out within two or three days of tickets being released.

These events cover a specific subject each time, serve as great opportunities for networking, and are open to all levels of membership.

Sessions (with breakfast provided) are free to all BIC members but there is a small charge for non-members. Spaces are limited to 30 per session in order to keep each event relaxed and to encourage dialogue between attendees.

SPONSORSHIP PACKAGE

Sponsorship of any BIC Breakfast will be exclusive to one sponsor only.

BIC reserves the right to have the final say with regards to the selection of speakers (if applicable).

Sponsorship Package includes the following:

- Sponsor logo on the event page on BIC's website.
- Information about the sponsor and link to sponsor's website on the BIC Eventbrite event page.
- Sponsor logo on both the 'Welcome' and 'Thank You' screens at the event.
- Sponsors mentioned by BIC in social media prior to the event, e.g. on Twitter, LinkedIn and Facebook (over 3.1K connections).
- Sponsor mentioned, with links to their website, in monthly editions of BIC's "What's Happening?" newsletter to our members and non-members mailing lists: (approximately 1,100 contacts).
- Sponsor mentioned and thanked by BIC at the opening and close of the event.
- Sponsor mentioned with logo on the "Thank You to all our Past Sponsors" area of the BIC website.
- Sponsor mentioned with logo in the "Thank You to all our Past Sponsors" flyer in the New Trends in Publishing Seminar delegate pack.
- Advance release to sponsor of the guest list (NB we cannot release email details without prior consent of attendees) so that you can decide if you want us to introduce you to particular people; which we will endeavour to do.
- Dedicated 5 minute speaking slot at the start of the event.
- Guaranteed spaces for 2 sponsor attendees.
- Placement of sponsor's marketing material at the event (to be brought to the event by the sponsor or sent to BIC no less than one week in advance). This could include brochures, catalogues, flyers, pop-up banners, etc.

Cost of the Exclusive Sponsorship Package at a venue chosen by BIC (BIC to arrange and pay for room and breakfast / refreshments for 30 attendees):

The cost is £750.00 plus VAT

Cost of the Exclusive Package at Sponsor's own venue / location (sponsor to provide and pay for suitable venue / room and also a light breakfast including teas and coffees for 30 attendees):

The cost is £400.00 plus VAT

