

SBB Steel Markets Europe

18-19 June 2008 - London, UK



Steel Business Briefing, is pleased to invite you to join 4th Annual SBB Steel Markets Europe, in London, home to our headquarter office.

100% Steel Audience – Sponsorship & Advertising Opportunities

Our SBB conferences have gone from strength to strength, increasing in attendance and popularity. This conference programme has been designed to allow as much time for networking as possible and includes the always-popular exhibits, Luncheon, Cocktail Reception and Gala Dinner, giving you the **perfect opportunity to raise awareness** of your organisation with steel professionals from around the world.

Sponsorship & Advertising Options

Networking Break Sponsors

Gala Dinner Sponsor

£11250 / \$22500 / €15100

Available!

This package includes:

- Gala Dinner venue branding:
 - The exclusive right to display company flags, advertising banners, merchandise during the Dinner (to be provided by sponsor)
 - Projector, screen & technician to display your company promotional Power Point presentation, movie clip, logo or advertisement.
 - 15 minute Key note presentation by Sponsors
- Main screen auditorium branding:
 - Company logo included on conference transition title slides
 - Company's banner in auditorium: Maximum 2 standing roll up banners (to be provided by sponsor)
 - Company name and logo to appear on Conference signage
- Ten delegate places
- Conference booklet:
 - Company name and logo on front cover of booklet
 - Full page advertisement
 - Company name and logo to appear in Contents page
 - 150 Words profile to appear in conference booklet
 - Corporate literature insert (brochure)
- Pre-event Marketing:
 - One time publication of a 150 Words profile in Marketing mail shot
 - Company logo on all pre-event Marketing material
- Event Website
 - Company banner 150 x 150 px on the SBB event Website
 - Company logo and 150 words profile on the SBB event website

Cocktail Reception Sponsor

Lunch Sponsor (Day 1 or Day 2)

£9375 / \$18750 / € 15100

Available!

£6250 / \$12500 / €3375

2 Available!

Cocktail & Luncheon Sponsor packages both include:

- Cocktail Reception venue branding:
 - The exclusive right to display company flags, advertising banners, merchandise during the Cocktail reception (to be provided by sponsor)
 - Projector, screen & technician to display your company promotional Power Point presentation, movie clip, logo or advertisement.
 - 5 minute Key note presentation by Sponsors
- Main screen auditorium branding:
 - Company logo included on conference transition title slides
 - Company's banner in auditorium: Maximum 2 standing roll up banners (to be provided by sponsor)
 - Company name and logo to appear on Conference signage
- Five delegate places
- Conference booklet:
 - Company name and logo on front cover of booklet
 - Full page advertisement
 - Company name and logo to appear in Contents page
 - 150 Words profile to appear in conference booklet
 - Corporate literature insert (brochure)
- Pre-event Marketing:
 - One time publication of a 150 Words profile in Marketing mail shot
 - Company logo on all pre-event Marketing material
- Event Website
 - Company banner 150 x 150 px on the SBB event Website
 - Company logo and 150 words profile on the SBB event website

See next page
for more options

BOOK NOW! Advertise@steelbb.com

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Sponsorship & Advertising Options Continued

Exhibition Space Conference Exhibitor

£2440 / \$4875 / €3275

6 Available!

This package includes:

- Exhibition space (3m x 2m) for the duration of the event
- Conference booklet:
 - Company name and logo on front cover of booklet
 - Full page advertisement
 - Company name and logo to appear in Contents page
 - 150 Words profile to appear in conference booklet
 - Corporate literature insert (brochure)
 - 2 Delegate places

Conference Folder Advertising

Outside back cover 309mm(w) x 210mm(h) plus 5mm bleed (landscape page orientation)	£1565 / \$3125 / €2100	Available
Inside front cover 309mm(w) x 210mm(h) plus 5mm bleed (landscape page orientation)	£1375 / \$2725 / €1850	Available
Inside back cover 309mm(w) x 210mm(h) plus 5mm bleed (landscape page orientation)	£1375 / \$2725 / €1850	Available
Section dividers 297mm(w) x 210mm(h) plus 5mm bleed (landscape page orientation)	£1375 / \$2725 / €1850	Available
Full page advertisement 297mm(w) x 210mm(h) plus 5mm bleed (landscape page orientation)	£1250 / \$2250 / €1675	Available

This package includes:

Placement and printing of artwork (to be supplied by advertiser in specified format) for display within the Conference Folder distributed to all conference participants including delegates and speakers.

Artwork to be supplied in EPS or high resolution PDF (minimum 300dpi) file format by email according to the specifications and dimensions above.

Artwork for the booklet must be supplied by 20th August; any delay in receipt will result in no inclusion in the conference booklet.

Brochure Distribution

Distribution of brochures at event

£1185 / \$2375 / €1640

Available!

This package includes:

The right to distribute brochures/marketing material supplied by the sponsor to participants at the event. All marketing material/brochures for distribution must be approved by SBB.

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