



# VENTUREFEST

EAST MIDLANDS

DERBY 22 MARCH 2017

## BUSINESS OPPORTUNITIES GUIDE

### What's Inside:

- About Us
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NATIONAL PARTNER

Innovate UK



KTN

the Knowledge Transfer Network



# ABOUT **VfEM**

Venturefest East Midlands is the regions premier business event generating innovation and growth. For the third year running, through the generous support of our partners we have successfully kept the event free to attend for our delegates.

The event brings together small and medium sized businesses that are upscale ready and looking to grow through support from investors and other business services. The event also attracts a number of investors and business support providers.

The theme for this year is SMART Innovation where we aim to unlock opportunities within businesses for them to engage in innovation with large primes in the region solving problems they are facing day to day. We are also focusing on showing businesses how they can use technology and CRM among other tools to grow and improve and be more cost efficient.

You can hear stories from businesses within the region about how they've grown and improved their business through innovation and design. Hear the ups and downs of their journey with an honest account.

Since the first event in 2015 the annual event has seen over 2400 delegates and a range of private and public sector partners and exhibitors. Our sole purpose is to cultivate regional SME and large corporate business growth, using innovation as the developmental tool.

For year three, the event will be split into 3 main parts: The Innovation Showcase Expo, the Main Stage and Business Lounge. Each of the two stages will have their own focus for the event and the Innovation Showcase Expo sees the inclusion of the pods to showcase smaller businesses from.

Venturefest East Midlands is a must attend event if you're looking to:

- **Get or provide finance**
- **Win or contract for new business**
- **Find or offer expertise**

## WHAT OUR EXHIBITORS SAID...



Intellectual  
Property  
Office

*"This year's event was really positive and we had a large number of enquiries during the day. More than happy to sign up for next year."*

*"The event was excellent and really met our expectations, more so."*



The University of  
Nottingham

UNITED KINGDOM · CHINA · MALAYSIA

*"Venturefest East Midlands 2016 excelled in attracting a wide range of innovative businesses, making our investment as an exhibitor very worthwhile and we at University of Nottingham, look forward to exploiting the opportunities at the 2017 event"*

*Ejaz Qureshi  
The University of Nottingham – Regional Partner*

## 2016 WHAT OUR VISITORS SAID...

*"Great mix of entrepreneurs, experts, solution providers and support companies in a tremendous atmosphere that encouraged a feeling that business could really get done."*

*"Good contacts were made and lots of new information, particularly regarding the potential of establishing business in the East Midlands, was gathered."*

# PACKAGES

We have a number of packages available, ranging from low-cost Expo Pods to sponsor packages



## EXPO POD £295 + VAT

- Expo pod (includes 1 x 500w power, 1 x light and storage cupboard)
- Exhibitor listing with company profile and logo on [www.venturefestem.com](http://www.venturefestem.com)
- VfEM Social Media channels promotional push to delegates & public audience once a month from booking
- Specific exposure through our show news send to 2000+ recipients and growing
- Dedicated event management liaison and support pre and at event
- 1 x complimentary grab bag exhibitor lunch delivered to your stand



## EXPO PACKAGE £675 + VAT

- 3m x 2m Shell scheme space in the Innovation Showcase Expo (includes 6ft clothed table with chairs, 2 x Spotlights into expo space, 1 x 500w Power socket)
- Exhibitor listing with company profile and logo on [www.venturefestem.com](http://www.venturefestem.com)
- VfEM Social Media channels promotional push to delegates & public audience twice a month from booking
- Specific exposure through our show news send to 2000+ recipients and growing
- Dedicated event management liaison and support pre and at event
- Graphic name board in text format with space number listed
- 2 x complimentary grab bag exhibitor lunch delivered to your stand



## EXPO SPEAKER PACKAGE £2500 + VAT

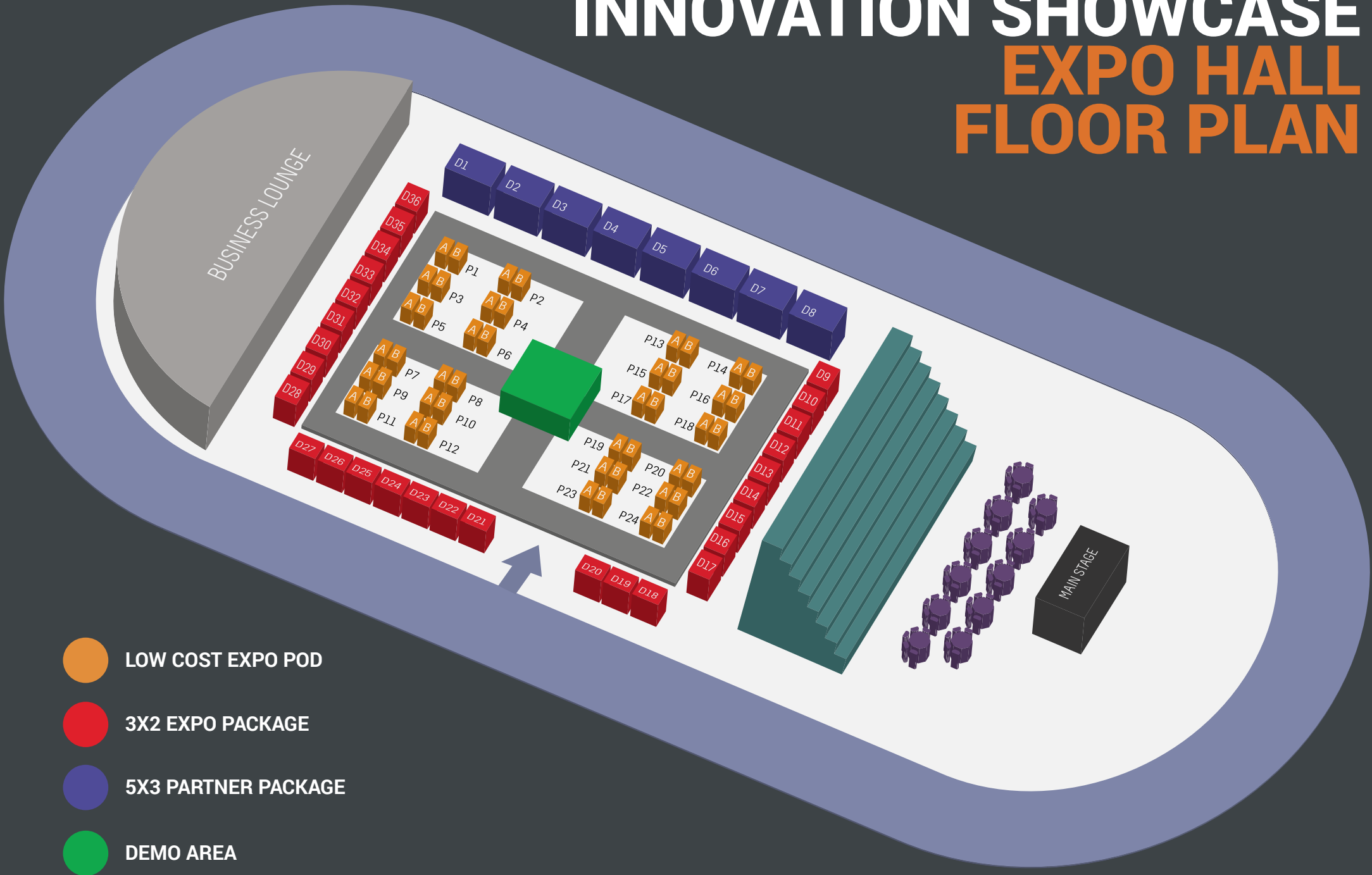
- 30 Minute speaker session in the Business Lounge Theatre
- 3m x 2m Shell scheme space in the Innovation Showcase Expo (includes 6ft clothed table with chairs, 2 x Spotlights into expo space, 1 x 500w Power socket)
- Exhibitor listing with company profile and logo on [www.venturefestem.com](http://www.venturefestem.com)
- VfEM Social Media channels promotional push to delegates & public audience twice a month from booking
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**FOR MORE INFORMATION OR TO TAKE UP AN OPPORTUNITY**  
**PLEASE EMAIL [vfem@hollandalexander.com](mailto:vfem@hollandalexander.com) OR CALL 0116 253 3443**

# INNOVATION SHOWCASE

## EXPO HALL FLOOR PLAN



# VENTUREFEST EAST MIDLANDS 2017

## MARKETING REACH

You will benefit from a long term fully integrated communications campaign reaching a business audience across the East Midlands. Working both offline and online Venturefest East Midlands is promoted on a range of digital platforms including website, mobile app and social media enabling your brand a huge exposure leading up the event on the **22nd March 2017**.

**365**

**CAMPAIGN FOR ALL INVOLVED**

**800+**

**MICRO & SMALL BUSINESSES**

**1200**

**ATTENDEES**

**70+**

**EXHIBITORS**

**300+**

**LARGE ENTERPRISES**

**750+**

**INNOVATORS & ENTREPRENEURS**

**2.5 MILLION**

**MILLION BUSINESS AUDIENCE  
VALUE THROUGH PARTNER NETWORKS**

**850,000**

**VIEWERS REGIONALLY  
THROUGH VFEM NETWORKS**