# Digital Trade Conference Sponsorship Opportunities

## 2023

techUK
FOR WHAT COMES NEXT

## About techUK

techUK is the trade association which brings together people, companies and organisations to realise the positive outcomes of what digital technology can achieve.

With over 940 members (the majority of which are SMEs) across the UK, techUK creates a network for innovation and collaboration across business, government and stakeholders to provide a better future for people, society, the economy and the planet.

By providing expertise and insight, we support our members, partners and stakeholders as they prepare the UK for what comes next in a constantly changing world.

**40K** followers

**25K** LinkedIn company page followers

**130K** unique visits per month techUK.org

## The Event

**Event Date:** 15 May 2023 | **Venue:** Hybrid - Central London and online

### About the event

In May 2023, techUK and partners will bring together academics, thought leaders, technology experts and policy makers at techUK's annual Digital Trade Conference.

The all-day event will focus on global best practice in digital trade, what does good look like, what we can learn from each other and how can the UK help drive a vision for open digital trade forward.

In previous years, the Digital Trade Conference looked at key geographical areas, the UK exit from the European Union and how the country could seize a key moment for driving a trade policy with digital at its heart.

# Headline Sponsor | £10,000 + VAT

*This is an opportunity for your company to convey key messages, demonstrate your thought leadership in the industry and build brand awareness. You will receive premium visibility across techUK channels before, during and after the event. Only one headline sponsorship package is available.*

- **Speaking opportunity** - five-minute keynote address by sponsor representative at the start of the conference
- **Speaking opportunity** - opportunity for sponsor representative to join one of the conference's panels
- **Mention** during the welcome and closing speeches by techUK
- **Promoted as headline sponsor on all event HTML mailings**, during the pre-event campaign.
- **techUK website: sponsor 'hub'** included on event website including company logo and boiler plate (200 words) along with links to four sponsor resources (e.g., video, report, webpage, blog)
- **Sponsor recognition in eight promotional tweets/LinkedIn posts** including company's handle
- **Two sponsor pop-up banners** to located in the events room
- **Promoted as headline sponsor in event programme** – including logo and a 200-word boiler plate.
- **Opinion pieces: two sponsor developed 750-word articles** on the subject matter of choice (agreed with techUK) promoted on techUK website and through techUK social media channels
- **Eight tickets** to the conference
- **Sponsor promotion in post-event follow-up email** to all attendees

# Panel Sponsor | £8,000 + VAT

*This is an exclusive opportunity for your company to curate and develop the content for one of the conference workshops. Be at the forefront of the agenda by hosting a breakout session. Two panel sponsor packages are available.*

- **Sole sponsorship of one panel session** - opportunity to shape and develop the session content, format and speaking panel (subject to approval from techUK)
- **Promoted as panel sponsor on event slides**, all conference delegate material, including in the conference programme and extensive conference branding on site at the event
- **Pre-event by-lined article** – one sponsor developed 750-word articles on the subject matter of choice (ideally related to breakout theme) promoted on the techUK website
- **techUK website - sponsor 'hub'** included on event website including company logo and boiler plate (100 words) along with links to two sponsor resources (e.g., video, report, webpage, blog)
- **Sponsor logo** on at least two HTML mailings, during the pre-event campaign (dependant on time of signing contract)
- **Social media promotion** in five promotional tweets/LinkedIn posts
- **Five tickets** to the conference

# Networking Sponsor | £6,000 + VAT

*Sponsoring this conference is an opportunity for your company to place itself as a leader in the digital trade space. The conference breaks and networking lunch are designed to offer the perfect platform for delegates to network and develop new partnerships. This package ensures the sponsor is uniquely positioned to make the very most out of the networking sessions throughout the day and build brand awareness. This package is available to one company.*

- **Sponsorship of the networking area** with promotional items to be provided by sponsor (coffee breaks, lunch and reception)
- **Speaking opportunity** – three-minute address at the end of the conference
- **Sponsor logo** on at least two HTML mailings, during the pre-event campaign (dependant on time of signing contract)
- **Promoted as networking sponsor** on event slides, all conference delegate material including in the conference programme and extensive conference branding on site at the event
- **techUK website - sponsor 'hub'** included on event website including company logo and boiler plate (100 words) along with links to two sponsor resources (e.g., video, report, webpage, blog)
- **Sponsor recognition in five promotional tweets/LinkedIn posts** including company's handle
- **Three tickets** to the conference

*Sponsorship deliverables are dependent on sponsor meeting deadlines set by techUK.*

## If you are interested in becoming a sponsor, please contact:

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