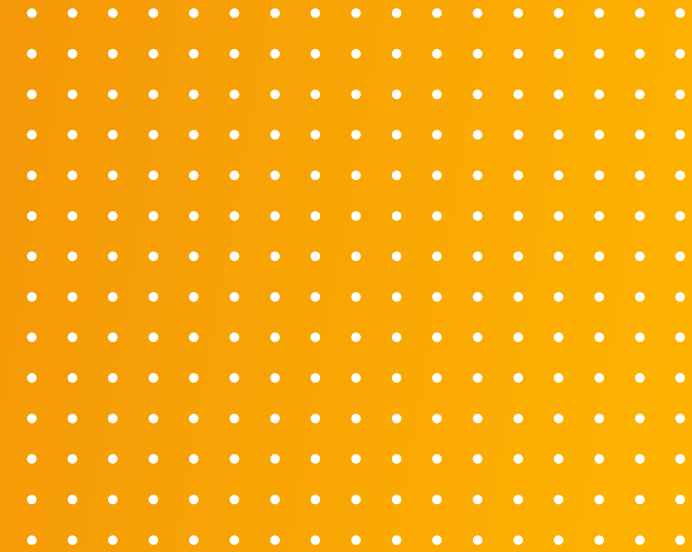


Opportunity to be part of  
the techUK stand at  
London Tech Week

10 – 12 June 2024



# Sponsor the techUK stand at London Tech Week



# The 2023 techUK stand in review

**Last year techUK exhibited at London Tech Week for the first time.**

Our stand was designed as a 'gallery', with 20 members sponsoring space and showcasing their companies to the **45,000** visitors to the event.

Furthermore, we distributed over **700** brochures featuring a selection of members to interested tech firms, stakeholders, and potential customers.

Our stand was permanently busy across the three days of the conference, and we were very impressed with both the quantity and quality of the people we met.

The event was a great place to begin relationships with members of the global tech ecosystem. In fact, it was such a success, we're doing it again in 2024!



# Six reasons to be part of the 2024 techUK stand

This year we are offering techUK members an expanded package of benefits if they sponsor a gallery board on the techUK stand. As well as showcasing their company from the stand, we are also offering further opportunities for thought leadership across the week. There are 6 core benefits:

- 1 Member gallery:** Join our gallery of members on the techUK stand at London Tech Week. Each participating member will have an A2 gallery board (see examples on p12) which will spotlight their logo, their business focus, a short value statement, and their website URL. We'll use the gallery as a reference point when speaking to visitors to our stand.
- 2 techUK brochure:** We gave away hundreds of brochures last year. Our 2024 brochure will include a directory of participating members with a focus on their business objectives, and a short value statement. Furthermore, we will also distribute this brochure from our London HQ throughout 2024, meaning all guests and visitors to our meetings and events will see it for the rest of the year.
- 3 techUK website:** This year we plan to showcase participating members across all our communications channels. Throughout London Tech Week we'll have a dedicated area on our website which we'll signpost from our homepage carousel. Members will have a page dedicated to them, to include, their logo, photos, their business focus, a short value statement, and a link to their website.

## Six reasons to be part of the 2024 techUK stand

techUK

**4 techUK blog:** Further to the website feature, each participating member will be invited to write a London Tech Week blog. We'll publish the blog on our website during the week, link to it from your dedicated webpage, and promote it on our social media accounts to our 76k followers.

**5 Social media:** Our social media channels are hugely popular, with over 76k followers. Throughout London Tech Week we're going to showcase participating members in three ways.

1. We're going to promote member blogs.
2. We're going to post an image of your A2 board and profile each member.
3. And we're going to take pictures and videos of the stand and the gallery. (And if participating members visit the stand, we'll post pictures of that too!)

**6 techUK newsletter:** After London Tech Week we'll send a newsletter to all subscribers (c10,000 recipients). In this we'll include a wrap up of the week, and namecheck all our participating members, with a link to the webpages we created for each member.



# The sponsorship package (in summary):



For £999 + VAT, you get:

- 1. Member gallery:** Sponsor a member gallery A2 board and promote your company in front of 45,000 visitors to London Tech Week.
- 2. techUK brochure:** Sponsors get a listing in our brochure, which is our main giveaway at London Tech Week.
- 3. techUK website:** Sponsors will have a page dedicated to them on the techUK website, to include, their logo, photos, their business focus, a short value statement, and a link to their website.
- 4. techUK blog:** Sponsors will be invited to write a blog which we'll publish on our website and social channels during the week.
- 5. Social media:** Sponsors will be all over our social channels during London Tech Week in front of our 76k followers.
- 6. techUK newsletter:** After London Tech Week we'll send a newsletters to c10,000 subscribers promoting your involvement in the event.



# Interested?

techUK

To secure your sponsorship of our stand at London Tech Week, we require expressions of interest before Wednesday 6 March

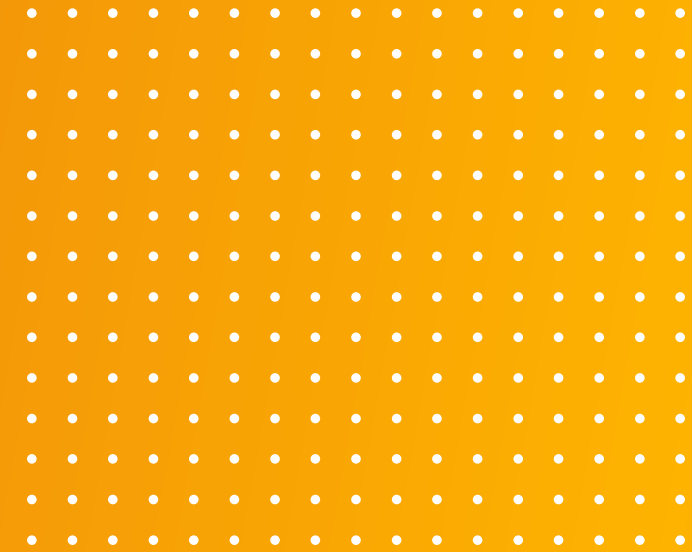
## Contact:

To discuss your interest, please get in contact with:

- Alex Smith, Head of Brand and Campaigns ([alex.smith@techuk.org](mailto:alex.smith@techuk.org)) or
- Ed Bevan, Head of SME Engagement ([ed.bevan@techuk.org](mailto:ed.bevan@techuk.org))



# About London Tech Week 2024



# About London Tech Week 2024

Olympia, Hammersmith, 10 - 14 June

techUK

Innovators. Investors. Serial entrepreneurs seeking their latest venture. The multinational organisations pioneering the use of tech to solve the world's biggest problems. The visionaries creating new ways to enrich the way we work, rest and play.

With over 90 countries represented, this is where the global tech ecosystem intersects with the investment, innovation and talent which calls London home.

Whether you are an investor, a startup, scaleup or a tech leader, you'll leave London Tech Week with the inspiration and insights to create a better future.



**45,000+**  
participants

**3**  
days

**350+**  
speakers

**70+**  
events

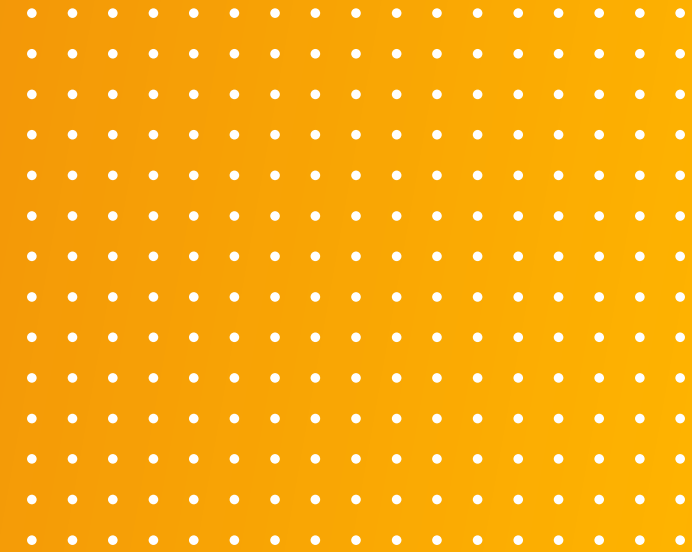


# Olympia, Hammersmith

techUK



# A2 Gallery Board examples



# 2023 A2 gallery board designs, examples



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A PROUD MEMBER OF **TECHUK**

A PROUD MEMBER OF **TECHUK**



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A PROUD MEMBER OF **TECHUK**



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