

EVENTS SUMMIT

THE EVENTS

SUMMIT

8th October 2024

Fostering collaboration between sport,
music and cultural events for inspiration and
growth

MAJOR EVENTS
INTERNATIONAL



WELCOME

We are pleased to announce that the Events Summit is back at the Emirates Old Trafford Cricket Ground.



Major Events International specialise in helping sports and cultural events to mitigate risk, minimise cost and maximise revenues/fan engagement through the deployment of a unique blend of integrated assets. We provide access to best-of-breed suppliers, host cities and sponsors, providing a single point of contact for advice, a local presence in host countries and general market profile. Our services are geared up to saving our customers time and money- and providing intelligence and insight, during the procurement/ infrastructure build phase- and also consulting on legacy.



Major Events International work to help event organisers to mitigate risk, reduce costs and maximise revenues/fan engagement. We facilitate safer, more profitable events with a longer lasting legacy.

As part of this process we run B2B events like The Event Summit: bringing together the organisers of festivals, sporting and cultural events to share best practice and to discuss pressing issues with the best suppliers in the business.

Details of how to be involved along with a review from last years event is included. Hope to see you there!



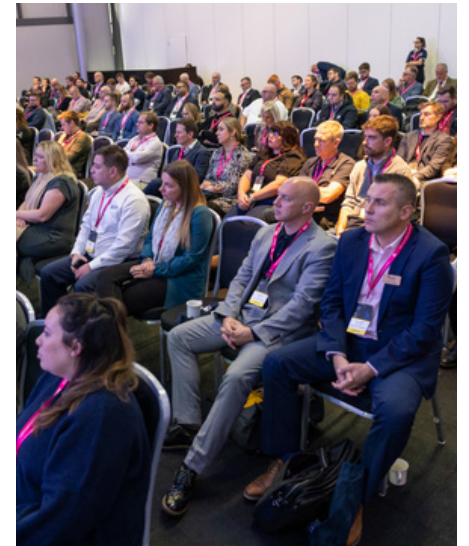
Andy Rice

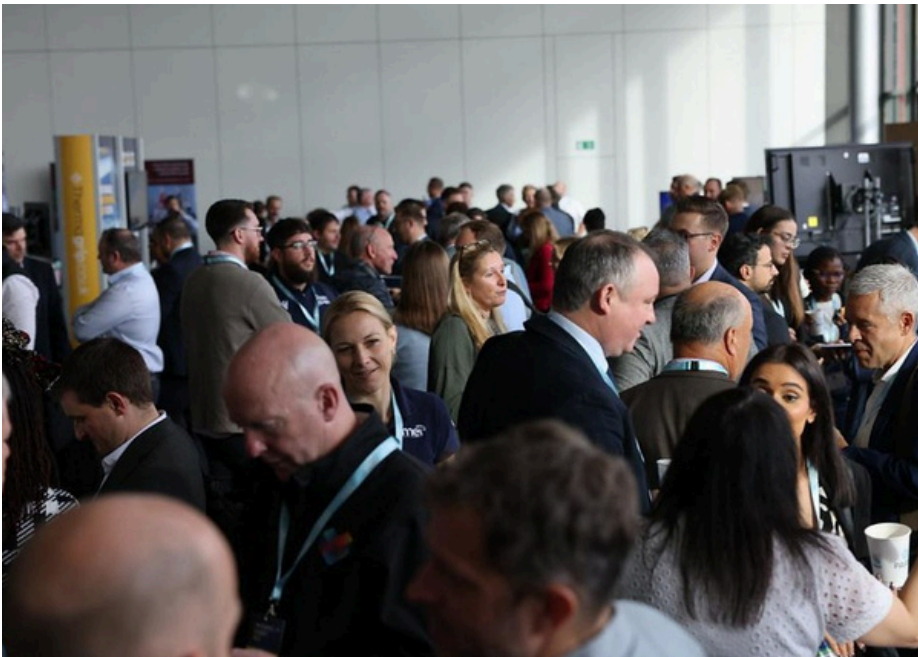
Chief Operating Officer, Major Events International

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2023 IN PICTURES







“ As someone who supports stadiums, venues, and facilities across their operational software needs, this event was a great networking opportunity ”

DAVID PAYNE

Sales - UK & Ireland, 24/7 Software



“ Definitely one of the best events I have been to in a long time. The thing I enjoyed most was the flexibility you gave us to meet new contacts and dip in and out of sessions. Very helpful. I will definitely be sending some colleagues in 2024. ”

VICKI SUTTON

Chief Executive Officer, Wales Netball



“ I loved it! Gave me a chance to rub shoulders with our industry and to access some of the larger industry players. The spirit of networking was a strong feature and the honesty in the information sharing was appreciated. ”

CRAIG HUNTER

Global Head of Marketing, Catalytic Solutions



“ Great speakers and interesting topics of conversations both in panel discussions and talking with exhibitors. ”

ELLA CHIPPENDALE

Department of International Trade (DIT)



“ Really good Summit and going from strength to strength each year. Great line up of speakers, good networking (both supplier and buyer) and well put together conference. ”

RYAN DREW

Strategic Development Director, G4S



“ Really exciting, fantastic event, cant wait to hear more of the panels, going home with way way more than i thought i ever would! ”

CHRISTINA THAKOR-RANKIN

Principal Consultant, 1710 Gaming

2023 IN NUMBERS



157
EXPERT SUPPLIERS

183
EXPERT
RIGHTS HOLDERS

51
SPEAKERS &
PANELLISTS

200+ 90%
B2B
MEETINGS
APPROVAL
RATING

PARTNERSHIP BENEFITS

- Position yourself as a thought leader in the industry
- VIP access throughout the summit for networking and insights
- Extensive relationship building opportunities. Showcase new systems or solutions
- Your key target audience under one roof will save you time and money setting up and travelling to meetings
- Promote good relations with clients (Improve your client understandings and make new connections)

NAMING RIGHTS/HEADLINE SPONSOR

£10,000

**33% Discount for MEI Members*



BRANDING

- Large exhibition space (2 Table tops)
- Include verbal acknowledgement in the remarks made at the summit
- Include a double page spread in the event guide
- Space for pop-up branding
- Collateral in the summit bag
- Inclusion of your branding on all pre-show promotional literature (marketing campaigns, brochures etc)
- Logo on the event web page with link to your home page



SPEAKING OPPORTUNITIES

- Included in the welcome remarks
- Opportunity to deliver a 15-minute case study during the conference or the sponsorship of a 40 min panel where you are a panellist or moderator
- Participation in the interactive discussion at the close of the day



DELEGATE CONTACT

- Up to 10 complementary passes for staff and clients
- Table of 10 at the Gala Dinner
- Pre and post-conference delegate lists available

EXCLUSIVE GALA DINNER SPONSOR

£5,000

**33% Discount for MEI Members*

This is an exclusive partner opportunity for an organisation to benefit from association with this prestigious Gala Dinner for the senior figures within the industry, which will also include presentation of awards throughout the evening and the drinks reception prior the Gala Dinner. This offers your organisation strategic positioning within the event, a prominent place in the programme, and also the opportunity to host the Gala Dinner - by way of giving a welcome speech to guests. Your company will be identified as Exclusive Gala Dinner Partner and will receive the following benefits.

BRANDING

- Exclusive Gala Dinner Partner branding featured on all on-site banners and signage
- Branding on all tables
- Full page A4 Ad in the event guide
- Company brochure included in the summit bag distributed to all attendees
- Company logo on the event web page and a link to your home page
- Company logo in the Summit programme
- Company profile (250 words) in the summit programme

DELEGATE CONTACT

- 4 Delegate passes
- Exhibition stand (table top)
- Brand and host a VIP table of 10 people at the Gala Dinner, which can either be filled with your own representatives, other delegates attending the event, clients and partners from the region
- Extra individual seats can be purchased for an additional £150 per person
- Welcome remarks at the start of dinner



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CONTENT SPONSOR

£3,000

**33% Discount for MEI Members*

BRANDING

- Exhibition space (1 Table Top)
- Pre, during and post event branding as the Content Sponsor
- Logo on the Summit website home page, with link to your home page
- Logo in the summit programme

SPEAKING OPPORTUNITIES

- Full page advertisement in the summit event guide
- Opportunity to deliver a 15 minute case study during the conference or the sponsorship of a 45 min panel where you are a panellist or moderator

DELEGATE CONTACT

- 2 complementary delegate passes
- 2 complementary Gala Dinner passes



LUNCH SPONSOR

£2,000

**33% Discount for MEI Members*

Link your branding to our networking and social functions during the summit to achieve maximum impact. This package has the potential to be upgraded to include a speaking slot - to be discussed with MEI.



- Host the lunch at the Summit
- Opportunity to display branding and signage on drinks/ buffet table
- Company profile in the event guide
- Company logo in the Summit programme
- Ad page in the event guide.
- 40% discount on additional conference passes
- Complementary event and Gala dinner passes for 2 staff

Standard Delegate Pass*

£495

Access to the whole days schedule with multiple workshops and live discussions

Enhanced Delegate Pass*

£995

Same access as a standard delegate pass, plus tickets to the gala dinner and 2 pre-arranged meetings during the summit

Gala Dinner *(Discount not included)*

£125

Attendance prestigious Gala Dinner for the senior figures within the industry, which will also include presentation of awards throughout the evening and the drinks reception prior the Gala Dinner

Hosted Table of 10

£1000

Including central branding and 10 gala dinner places. Rights holders of your choice to sit next to and build lasting relationships

Host Rights Holder at Gala Dinner

£125

An opportunity to host 1 or more rights holders following consultation.

Presentation Slot

£1950

Panel sponsorship (content TBC), or 15 minute case study - includes 1 delegate pass and dinner

Exhibition Space

£1950

With 2 pop up banners, 2 standard delegate places and 2 gala dinner places

Large venue screen advertisement

£500

Use Emirates Old Trafford's large venue screen to showcase your product/service with at least 6 showings on the day

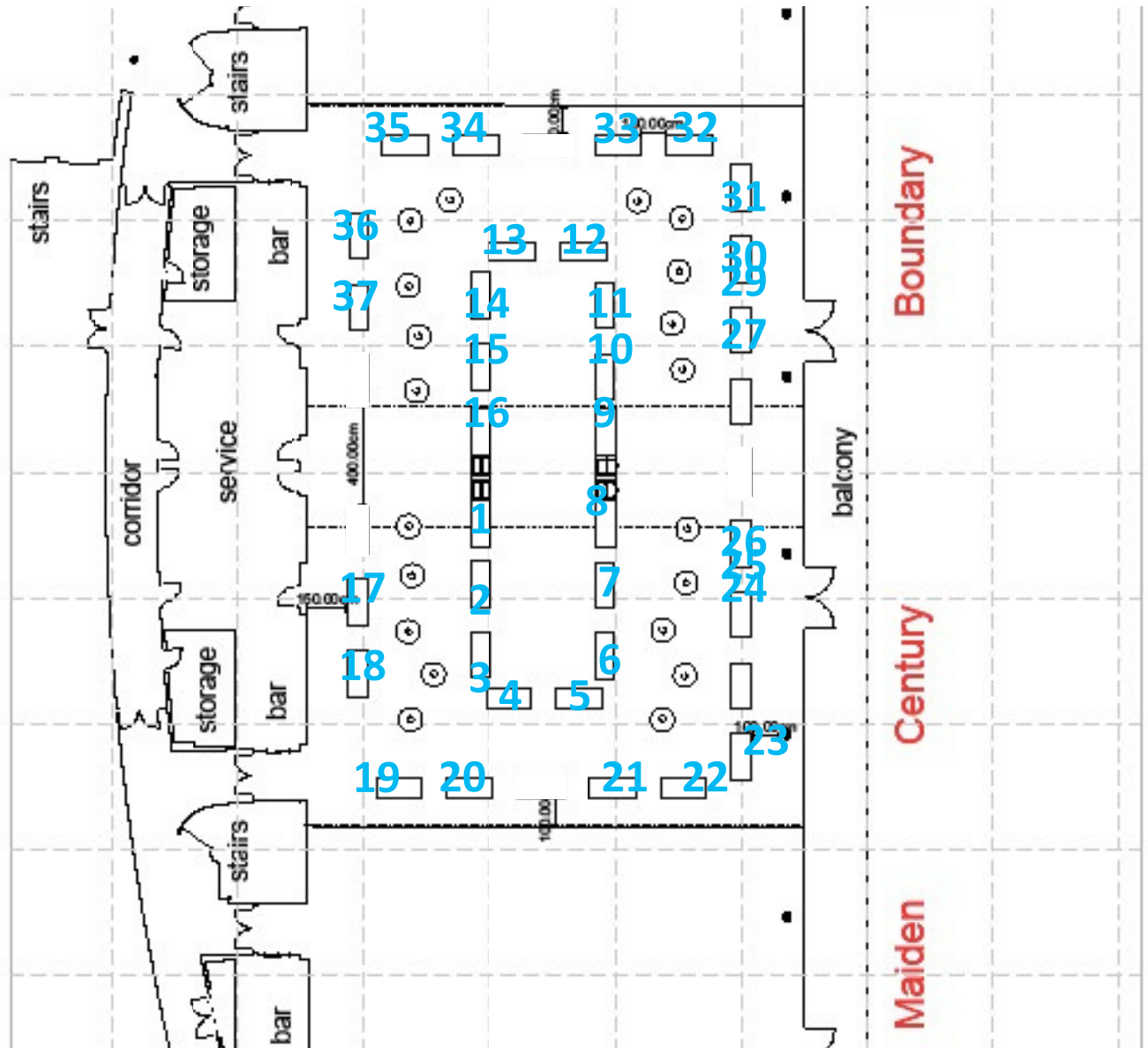
Outside Performance Showcase

£TBD

Large space in front of the main conference room where you can showcase and promote your event. Price dependent of requirements

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FLOOR PLAN



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ADDITIONAL SPONSORSHIP OPPORTUNITIES

**33% Discount for MEI Members*

Delegate Bag £1,500

- Conference bag carries your branding plus a promotional insert or gift (optional)
- Company profile in the summit programme
- Company logo on the event web page with a link to your home page
- 2 Complementary event and Gala Dinner passes

Lanyard £1,500

- Colour Logo on lanyards of all attendees
- Including all participants, speakers and press
- Company profile in the Summit-programme
- Company logo on the event web page with a link to your home page
- 2 Complementary event and Gala Dinner passes

Notepad £1,500

- Your branding alongside MEI's on notepads available to all delegates
- Company profile in the Summit-programme.
- Company logo on the event web page with a link to your home page.
- 2 Complementary event and Gala Dinner passes

Coffee £1,500

- Host a coffee break at the Summit
- Opportunity to display branding and signage on drinks/buffet table
- Company profile in the event guide
- Company logo in the Summit programme
- Ad page in the event guide
- 40% discount on additional conference passes
- 2 Complementary event and Gala dinner passes



CONTACT US

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Get in touch to enquire about
membership today!



www.majoreventsinternational.com

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