

Business Tourism Media Pack

#TeamSheffield

WelcomeToSheffield.co.uk/conference
@ConferenceSheff

**Marketing
Sheffield**

The official business tourism campaign for Sheffield

We are delighted to invite you to be part of Team Sheffield and our 2024 drive to attract more conferences and meetings to the city. Marketing Sheffield is the lead organisation for developing this important sector which recent research values at £74.5 million.

What do you get from us?

We offer a mix of marketing benefits and enquiry generation. Being part of "Team Sheffield" allows you to access larger city-wide campaigns and be part of bids for significant events.

- Full web profile at welcometosheffield.co.uk/conference. Ranked Number 1 in Google for users searching for venues or conferences in Sheffield.
- Press and PR opportunities.
- Business leads. We will prioritize you in all our requests for rates for conference organisers and ambassadors via our Gratis and GroupMAX systems.
- Ability to run news and special offers via our website homepage.
- Access to free services and tools for event organisers which can enhance your own sales effort.
- Advice, support, networking and training.
- Support from the Conference Sheffield team on any bespoke venue initiatives.

Make it count!

- Update your web profile regularly.
- Send us your news.
- Tag us into social media posts and follow us @ConferenceSheff and LinkedIn.
- Respond to enquiries with full information and by the deadline.
- Make use of our services and materials for event organisers.
- Join our networking and training events.
- Ask us! There's a lot of experience within our team so if you think we can help, just ask!

"We count our partnership with Conference Sheffield as a key part of our sales & marketing strategy. The team has assisted us in securing some significant association business for our various venues across campus. Having recently opened the Wave, a new event space, it has been vital for us to continue to work closely with Conference Sheffield in our search for new business, we have worked collaboratively to do so and count on the services the team provides to allow us to do this.

The Conference Sheffield team has helped handle accommodation and social venue needs for a number of high profile conferences, which frees up our time to concentrate on the clients venue requirements.

We look forward to continuing our working relationship with Conference Sheffield and the exciting new projects they have in the pipeline for 2024 and beyond!"

Gavin Lambert

Sales and Business Development Manager The University of Sheffield



Booking deadline > 14 December 2023

Here's what we'll be up to in 2024

Exhibitions and client facing events

We will represent you at carefully selected events, to put Sheffield firmly on the map.



The Meetings Show 2023



ICCA Membership and Visit Britain Partner

We are increasing our international activity using ICCA and Visit Britain to identify potential business and continue to raise Sheffield's profile.

Sheffield Ambassador Programme

Our successful ambassador programme will host a big annual event in 2024. The programme is in its sixteenth year and we are continuing to reach out to ambassadors to secure more events for Sheffield.



15th Anniversary Ambassador Event

Venue Meeting and Hospitality Social

Be invited to our regular events to network and have the opportunity to hear from carefully selected industry professionals.

Digital & Social Media

Get your venue noticed through your full online profile or take advantage of our social media channels.



Venue meeting



@ConferenceSheff Twitter

Press Events and FAM Visits

The Conference team will be proactively promoting Sheffield at multiple events across the year, both in Sheffield and London, with opportunities for venues to get involved.

Partnership Fees

Please note that costs are based on size and location of venue/hotel.

Non-Residential venues

City centre venue with event space up to 150 delegates: Cat C
City centre venue with event space up to 300 delegates: Cat B
City centre venue with event space over 301 delegates: Cat A

Outside City centre venue with event space up to 150 delegates: Cat D
Outside City centre venue with event space up to 300 delegates: Cat C
Outside City centre venue with event space over 301 delegates: Cat B

Residential venues with event space

City centre hotel with event space for over 250 delegates: Cat A
City centre hotel with event space for under 250 delegates: Cat B
Outside City centre hotel with event space: Cat C

Accommodation only venues

City centre hotel: Cat C
Outside City centre hotel: Cat D

Please contact us directly if you are unsure what category your venue/hotel fits in or have a venue that has less than 50% availability throughout the week or multiple venues.

Additional Opportunities (limited)

Venue directory spotlight (max. 5 partners) - £500+VAT

This is an opportunity to feature on the Venue Directory and Gratis homepage with a direct link to your venue directory profile, as part of an awareness raising campaign for Sheffield. This will also include involvement in a social media campaign for Sheffield through the Venue Directory channels. Venue Directory has already confirmed £360 million meetings and events business into venues in the UK (Jan- 23rd Oct 2024).

The Meetings Show (max. 6 partners) - £2000+VAT per partner.

Be part of the Sheffield stand at The Meetings Show, the UK's leading exhibition for the meetings, events, and incentives community. This will allow venues to arrange their own personal appointments and generate leads as part of the Sheffield sell.

Host an ambassador table- £250+VAT

Be part of the hosting team at our annual Ambassador event, and help us to showcase why Sheffield is such a great destination to place an event.

Costs

Cat A: £1500+VAT

Cat B: £1000+VAT

Cat C: £650+VAT

Cat D: £400+VAT

Business Tourism Campaign 2024 Booking Form

Name of venue:

Contact:

Email:

Telephone

Please sign me up to the 2024 campaign as:

Cat A @ £1500+VAT

Cat B @ £1000+VAT

Cat C @ £650+VAT

Cat D @ £400+VAT

Additional opportunities (limited)

Yes I would like to be part of the following opportunities:

Venue Directory Spotlight @ £500+VAT

Exhibit at The Meetings Show as a partner @ £2000+VAT

Host a table at the Ambassador Dinner @ £250+VAT

Signed:

Name:

Position:

Purchase order:

Organisation name:

Address:

Post code:

Invoice address:
(If different to above)

Post code:

Date:

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- I/we confirm that our organisation would like to be part of the Marketing Sheffield Business Tourism Campaign 2024.
- I/we confirm that I/we are authorised to sign this document on behalf of our organisation.
- **I/we confirm that where business is placed directly from Marketing Sheffield Convention Bureau commission will be due at a rate of 10% inclusive of VAT on final invoice total. Business which is received by partners, direct from clients, as a result of Marketing Sheffield Convention Bureau activity is commission free.**
- I/we agree on behalf of our organisation to pay the above specified amount to Marketing Sheffield/Sheffield City Council within 28 days of receiving the invoice. Late payment could result in suspension of business leads and web profile.
- Partnership and additional opportunity fees to be invoiced in February 2024.

If you would like to discuss any aspect of the campaign, please contact Chloe King or the Marketing Sheffield Team on 0114 273 5978 for an informal discussion.

Terms and Conditions

You agree to partake in the UKCAMS Conference and Meetings Survey which helps us measure the value of our business tourism.

Commission

Where business is placed with a partner, directly from the Marketing Sheffield Convention Bureau commission will be due at a rate of 10% inclusive of VAT on final invoice total. Business which is received by partners, direct from clients, as a result of our activity is commission free. We will track and claim commission post event.

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Email us to discuss | Conferences@sheffield.gov.uk