



NORTH WEST  
**Place**  
EXPO2014

INTERNATIONAL  
FESTIVAL FOR  
BUSINESS  
2014

**JUNE - JULY 2014**

NO 4 ST PAUL'S SQUARE LIVERPOOL

IN ASSOCIATION WITH  
activeprofile\*





NORTH WEST  
**Place**  
EXPO2014

Place North West is the leading news and events supplier to the property and regeneration community in the North West of England

## 1. Place EXPO @ IFB

**During June and July 2014 the UK will hold the country's first International Festival for Business (IFB) in Liverpool.**

IFB 2014's host organisation Liverpool Vision aims to attract 250,000 visitors from local, national and international markets to a programme of more than 100 events in the city and wider North West region during the festival.

Backed by Government, UK Trade & Industry, British Chambers of Commerce and Confederation of British Industry among others, IFB 2014 has a budget of £15m to boost the UK's economic recovery by raising productivity and driving exports.

IFB 2014 is an unprecedented opportunity to showcase the North West to a large and powerful audience whose eyes might not ordinarily be focused in this direction.





# NORTH WEST Place EXPO2014

PlaceEXPO, run by the leading property news website Place North West and event partner Active Profile, will be the regional property and construction centre for the IFB festival, bringing together the best that the North West has to offer investors, showcasing sites, skills and business opportunities.

Based at No 4 St Paul's Square in Liverpool's commercial business district, PlaceEXPO will provide a venue where professionals can gather to network and meet festival visitors, attend themed seminars and learn about the roadmap for development and construction in the UK's largest region outside London and the South East.

## During the festival PlaceEXPO will:

Be a dedicated physical base for the sector

Remain in place for all seven weeks of IFB 2014

Host themed events each week of the festival

Display economic evidence about growth markets and future developments

Announce regional property and physical regeneration news during the festival

Be the platform for promoting partners to local, national and international commercial audiences

Place North West attracts 40,000 people including key private and public sector decision makers to its news, events and online content each month.



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## 2. Venue

**The Commercial District is a designated zone in the heart of Liverpool with 'business improvement district' (BID) status.**

Bounded by Leeds Street to the North and the Strand to the West and connected to the retail core by historic Castle Street, the area boasts impressive architecture and iconic contemporary design.

The Commercial District's vibrant business community consists of some of the UK's top wealth management and professional services firms as well as public sector organisations, retail and tourism operators and hundreds of SMEs.

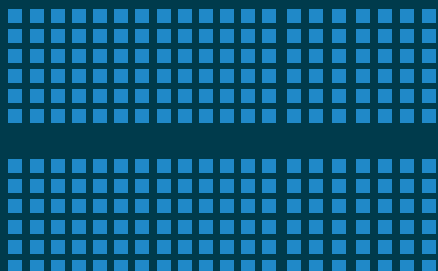
St Paul's Square is regarded as the most significant commercial office led development in Liverpool City Centre within the last decade and is the focal point for Liverpool's Commercial District.

Developed by English Cities Fund — a joint venture between Muse Developments, Legal and General Property and The Homes and Communities Agency (HCA) - the scheme has played a major role in the renaissance of Liverpool's commercial offering and has set new standards in terms of architecture, design, quality and sustainability.

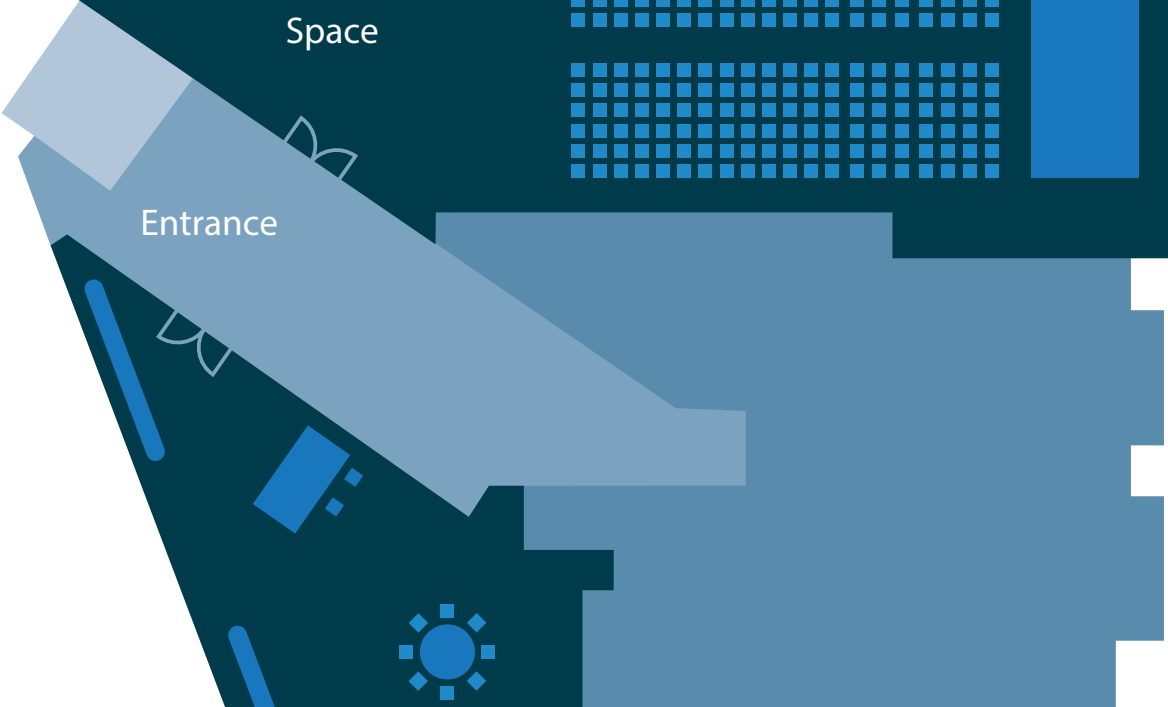
No 4 St Paul's Square - a stunning eight storey 109,000 sq ft Grade 'A' office building - has delivered Merseyside's first speculatively developed BREEAM "EXCELLENT" building and is already home to nationally recognised names such as Santander, CBRE and GVA.

ST PAUL'S  
SQUARE,  
LIVERPOOL

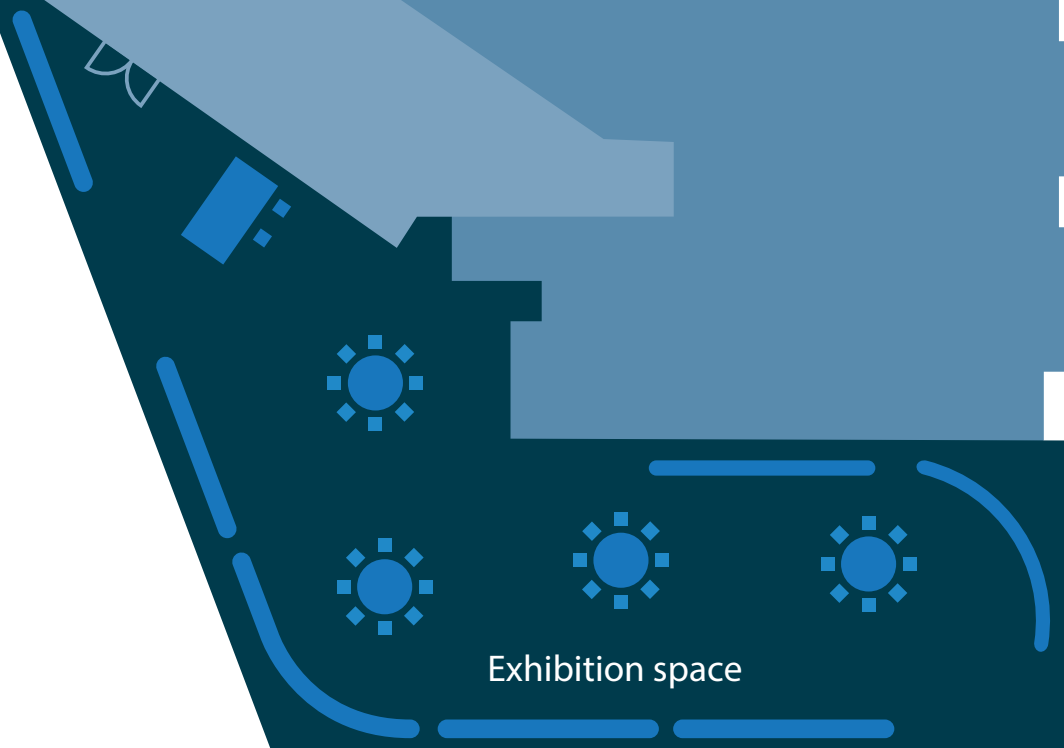
Event /  
Seminar  
Space



Entrance



Exhibition space





### 3. The programme

During IFB 2014, Place North West and Active Profile will host a property exhibition along with a series of events at the PlaceEXPO base at St Paul's Square. The programme of events will echo the themes of the wider business festival as laid out by Liverpool Vision:

PlaceEXPO VIP Drinks Reception	09 June
Maritime, Logistics & Energy	09 June
Higher & Further Education & Research	16 June
Cities, Enterprise & Urban Business	16 June
Manufacturing, Science & Technology	23 June
Knowledge, Professional & Financial Services UK Property Forum Conference*	30 June
Low Carbon & Renewables	14 July
Knowledge, Creative & Digital	14 July

With our partners we will pull together a programme of seminars, panel events, forums and roundtables focused on each of the themes. We will curate each carefully to ensure we showcase the very best content to the audiences we will attract over the seven weeks.

The designated event space at No 4 St Paul's Square is also available to hire throughout the IFB for events relating to property, construction and regeneration.

\* Separate IFB event outside of the PlaceEXPO programme

## 4. Who will be involved?

Developers	Occupiers	Contractors
Key sector decision-makers	Technical consultants	Suppliers
Advisors	Landowners	Planners
Public sector bodies	Landlords	Architects
Local government	Funders	Agents

## 5. Get involved

**We are looking for organisations both large and small that want to support the region during IFB 2014 by getting involved with PlaceEXPO.**

We want to parade the latest from the property scene in Cheshire, Cumbria, Lancashire, Greater Manchester, Liverpool city region and North Wales. Across all sectors and disciplines: retail, offices, infrastructure, public and commercial, development and construction, project management, agency and surveying, architecture and design, engineering and technical consultancy, financial and legal.

### **The benefits of becoming a PlaceEXPO partner include:**

- Exhibition stands and meet-and-greet prospects
- Venue branding and 'face of IFB' association
- Targeted introductions and new business meetings
- Curated events programme and speaker opportunities
- Online showcasing and search engine affiliation
- Editorial build-up between now and summer 2014



**£15k**  
plus VAT

## 6. Partnership opportunities

### PlaceEXPO Headline Partner x 4

The benefits below will be delivered over an eight month period.

#### Onsite

- Logo in prominent position across PlaceEXPO section of Place North West website
- Logo on each page of PlaceEXPO related news stories, event listings and features
- Commentary opportunity on all IFB related news stories
- Monthly blog article contribution
- Rotating banner on IFB stories on Place North West
- Logo on all event marketing on placenorthwest.co.uk
- Mailshot to Place North West database

#### Offsite

- Logo on all PlaceEXPO event marketing
- Announcement of sponsors as part of launch PR
- Logo positioned on PlaceEXPO press releases for local, regional and national media
- Logo positioned on all offsite event listings e.g. associations and event partners websites
- Social media contribution
- Logo on PlaceEXPO brochure and event programme (hard copy)
- 10 x places for the VIP launch
- Contribution to the thematic event programme

#### Live 'in event' benefits June – July 2014

- Sponsorship of one thematic event (inc. items below)
- 20 x places for the PlaceEXPO Sponsors reception (June 2014)
- Logo positioned throughout the centre and event space signage and staging
- Prime position exhibition space area
- Logo on 8 thematic seminar events printed materials e.g. delegate lists
- PlaceEXPO spokesperson from sponsor organisation for guest comment during IFB
- Social media contribution
- 5 guaranteed places at each thematic event
- Logo on all PlaceEXPO presentation slides
- Mention from event compere at each thematic event

**£5k**  
plus VAT

## PlaceEXPO Exhibitor x 10

Exhibition space in centre area on event days over seven week period

Mailshot to Place North West database

2 x places for VIP launch

10 x places for the PlaceEXPO Sponsors reception

2 guaranteed places at thematic event

PlaceFB Spokesperson for guest comment

**£2.5k**  
plus VAT

## PlaceEXPO Single Event Sponsor

Sponsor's logo on each page of each event related news story, event listing and feature

Sponsor's logo on all conference publicity and emails

Weblinks to your company website to direct Place readers to key contacts or research

Sponsor logo on event information in PlaceEXPO programme

Speaker opportunity at event

Opportunity to be one of the speakers. NB: On external market issues not advertorial

Opportunity to participate in closing panel debate

Up to five members of staff in attendance

Invite up to five clients to attend as your guests

Access to delegate list prior to event, to target introductions

Access to delegate list and contact details post event to follow up

Branding on all pre-event publicity and correspondence with potential and actual attendees

Significant branding at the event across AV and staging

Dedicated position within break-out area for headline sponsor's pop-up stand

Opportunity to hand out marketing materials on seats



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## PlaceEXPO Associate Organisation

We will work with a number of trade associations and not-for-profit organisations where we can see mutual benefits in working together to host, curate and cross promote events. Associates that sign up to work with PlaceEXPO will be offered the following benefits across the eight month promotional period:

Logo listing as a partner on the PlaceEXPO microsite

Logo on brochure materials

Mention in press boiler plate

Discretionary invitations to VIP launch and sponsors' reception

Discounted opportunity to purchase individual sponsorship items



## About Place North West

**Place North West, established in 2007, is the leading news and events supplier to the property and regeneration community in the North West of England.**

The dedicated trade website and daily news briefing have unrivalled depth and reach into the industry in the North West, with actively engaged subscribers and lively educational events, a growing database and increasingly interactive website visitors.

### **Place North West's editorial audience:**

40,000 unique visitors a month

65% repeat visitors to website each month

100+ new subscribers signing up each month

30% daily email open rate, compared to publishing industry average of 18%

Click rate on email 39% of those opened; publishing industry average is 21%

Valuable self-cleaning database; users re-subscribe after moving jobs

### **Place North West live events:**

Regularly attract 100 guests at a time

Tailored to niche sector or geography

Intelligent evidence-based presentations

Fertile networking with broad range of skill sets in audience

'Live editorial' approach, with proactive chairing, ensures quality content



## About Active Profile

**Active Profile is an award winning, independent PR and marketing consultancy with a reputation for results.**

Based in Exchange Station in the heart of the Central Business District in Liverpool and on Deansgate in Manchester city centre, Active Profile works across key sectors including property and regeneration, science and technology, professional services and finance.

Active Profile delivers a range of on and offline communications services and strategic advice for ambitious organisations. As an award-winning agency with a senior mix of expertise, Active Profile acts quickly and creatively to pull bespoke projects together with ease.

Active Profile has worked in partnership with Place North West for a number of years, most recently on a successful series of events entitled Place Tech. Active Profile will work with Place North West on PlaceEXPO, bringing its event management experience and its extensive book of contacts to assist in developing the speaker programme for the seven week event.



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[www.placenorthwest.co.uk/IFB](http://www.placenorthwest.co.uk/IFB)

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