



**imbibe**  
**live**  
*online*

LIVE.IMBIBE.COM

# GLOBAL BAR WEEK

UNITING THE INTERNATIONAL DRINKS INDUSTRY

Imbibe Live Online, part of Global Bar Week will be a celebration of the people who shake up the drinks industry. The week-long digital programme will unite professionals from around the world to meet, share, learn and create a community both online and in bars near you.

Imbibe Live will join forces with BCB Berlin, BCB Brooklyn and BCB Sao Paulo from 12-18<sup>th</sup> October 2020, to bring this worldwide networking and education event to life.

## Why exhibit:

- Global Bar Week will put your story in the hands of those who bring it to life behind the bar every day.
- Through meeting online, providing content and being involved, you have the opportunity to connect with bar professionals from around the world.
- Reach a global network to generate leads, build brand awareness and meet with new buyers.



# imbibe live

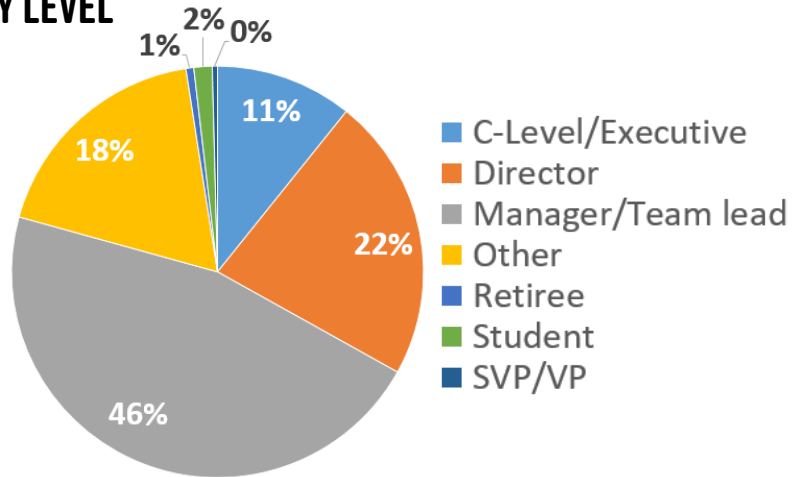


online

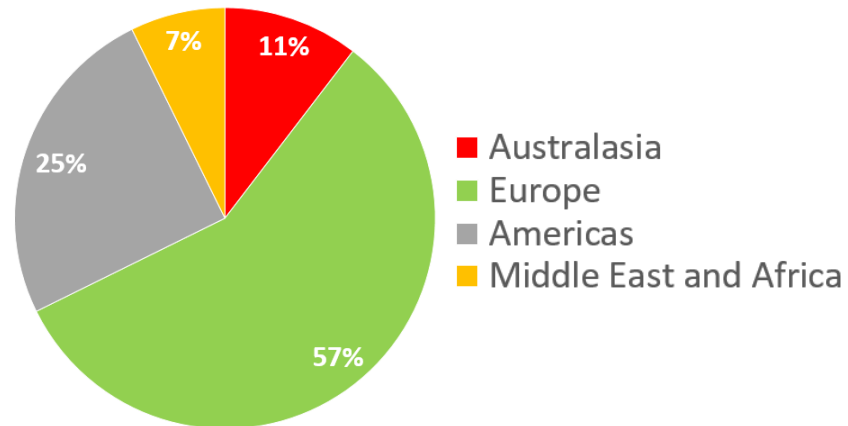
PART OF GLOBAL BAR WEEK

# OUR AUDIENCE

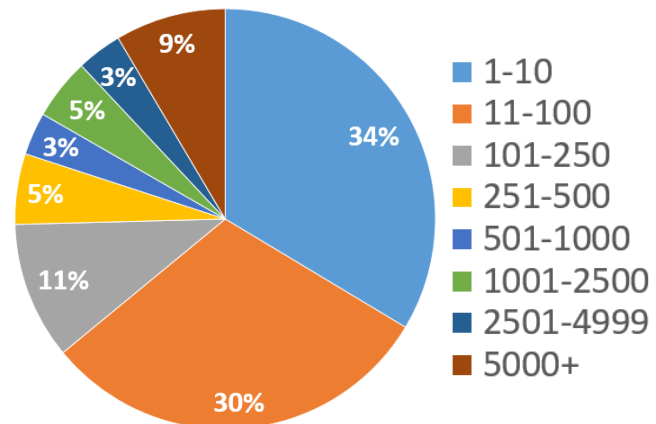
## SENIORITY LEVEL



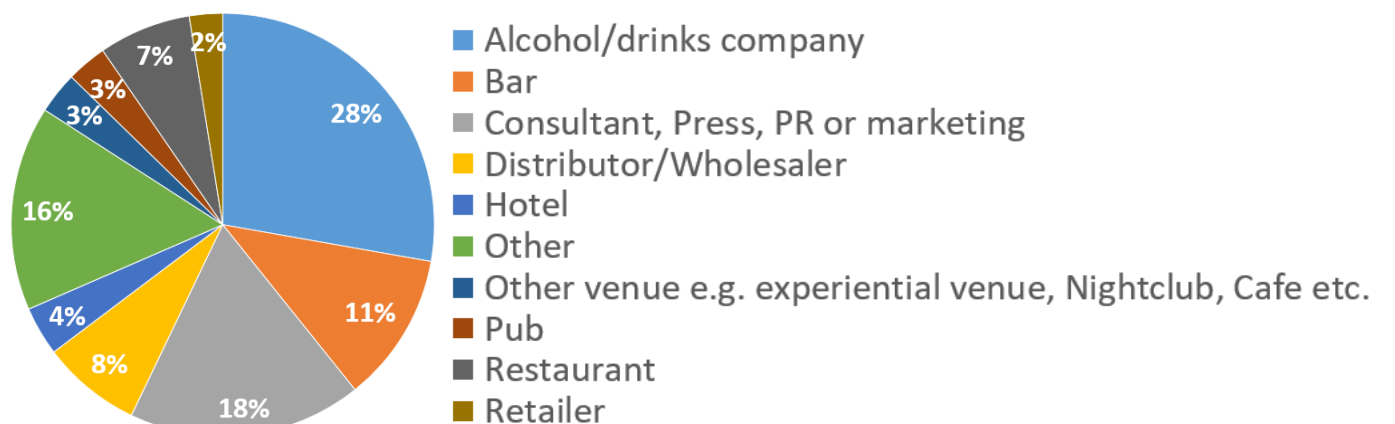
## COUNTRY



## COMPANY SIZE



## BUSINESS ACTIVITY



# HEADLINE SPONSOR PACKAGE

Are you eager to engage with an audience thirsty for inspiration and be seen as the foremost thought leader and expert in your industry? Our exclusive Headline Sponsorship will do just that.

## What you'll get:

- Co-branding (alongside wherever Imbibe Live Online's logo is featured)
- 1 x Social Media post on each of our channels promoting your Headline sponsorship
- 1 x Social Media post on each of our channels featuring your images, copy and linking to a URL of your choice
- We will send an email to our visitor audience announcing your Headline sponsorship which will include a content block or banner, linking to a URL of your choice
- All our emails will display your logo at the footer
- Your logo on the dashboard linking to your website, maximising brand exposure
- Your website banner on the Imbibe Live Online website page, and imbibe.com website, showcasing your brand front and centre
- A webinar and its package contents (Option 1 or 2)
- Includes the Digital Exhibitor Starter Package and also a Featured Exhibitor PLUS ad space on Global Bar Week's platform.

£20,000



# DIGITAL EXHIBITOR STARTER PACKAGE

£425

Meet all the right people by becoming an Exhibitor of Imbibe Live Online's virtual trade event.

What you'll get:

- Exhibitors can schedule 30 minute 121 meetings by searching for and inviting buyers. The event team and the Sector concierge service can also assist with the pre-scheduling of meetings. Meetings include: chat functionality, video capability, participant names and profile pictures (if uploaded).
- A profile listing in Global Bar Week's platform, which includes a Company Card in the Exhibitor Directory with your logo, and various Contact Cards for your company representatives in the Find Meetings page. In your profile you can include products and links to your Social Media channels, website and videos. Take advantage of all of the included features in your profile, as a better maintained profile gives you a better chance of being seen in the virtual trade event platform.
- An Exhibitor Directory listing on the Imbibe Live website.



## WEBINAR OPTION 1 - £3,000

Connect with an incredible global community of industry professionals and showcase your brand as a thought leader by sponsoring a 1hr editorially driven webinar and aligning your brand with critical issues facing the UK hospitality on-trade industry. Session hosted on Global Bar Week's platform.

### What you'll get:

- Full moderation of webinar by a member of editorial team/independent expert and recruitment of other speakers
- The opportunity for one representative from your company to join the panel discussion
- A pre-roll ad at the start of the session (static image)
- A banner ad above the video for the duration of the session
- Your logo and session details on our website agenda, highlighting your brand
- Your speaker name, job title, and company listed on our website agenda
- Inclusion in 1 x email to our database promoting your sponsored session
- 1 x social media post on each of our channels promoting your sponsored session
- Your content posted to our YouTube channel for on-demand promotion
- Live Q&A at the end of the session, where you can hear directly from your audience

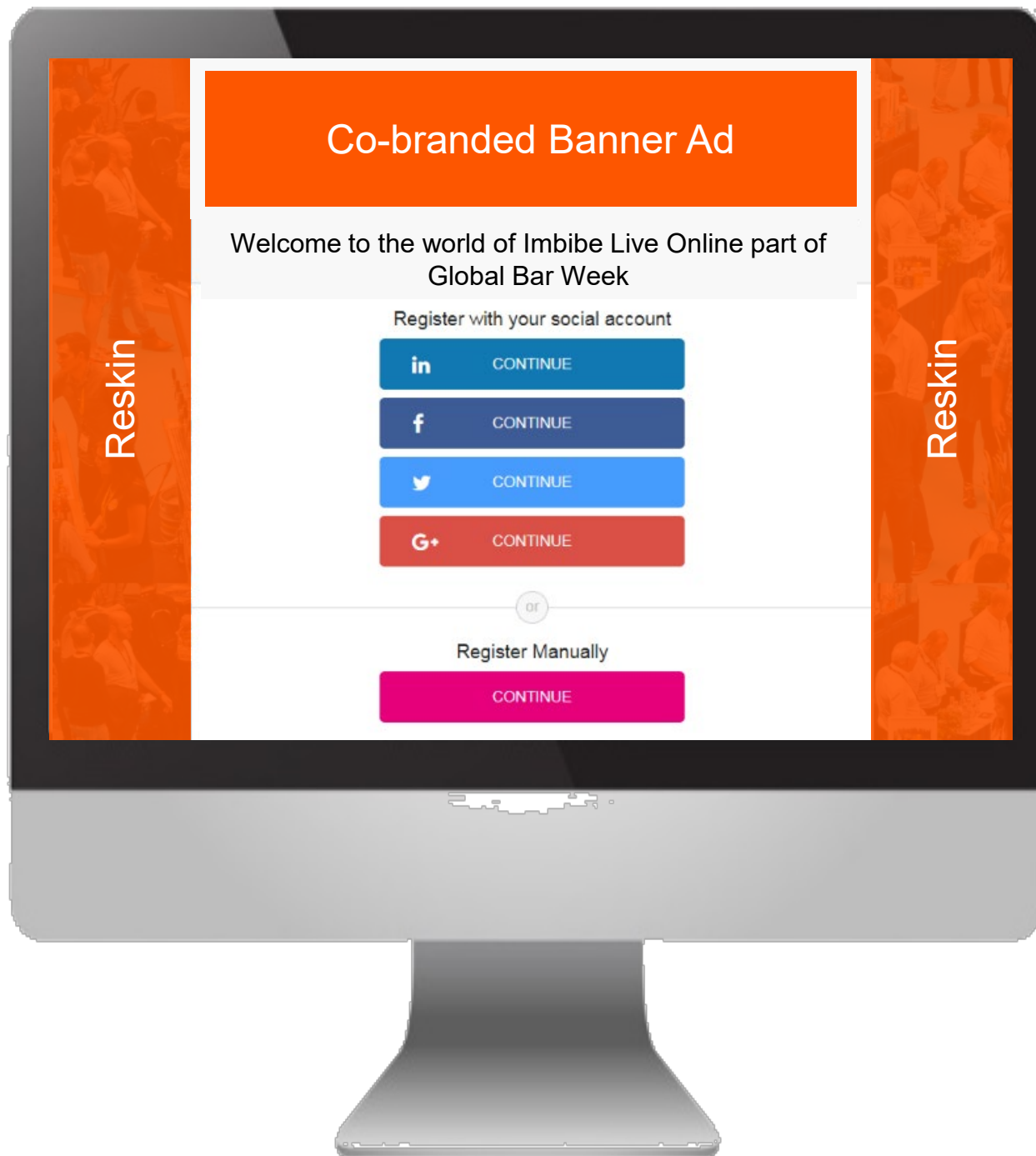
## WEBINAR OPTION 2 - £2,500

Do you want to wow and impress our audience by sharing your creativity and knowledge with the world? Host your own 30 minute pre-recorded session which will be shown on Global Bar Week's platform. Content should be focussed on education, providing informative and practical information to help build knowledge and upskill. For example, a masterclass, demo or product launch etc. We will work with you to develop a suitable topic.

### What you'll get:

- A 30 second pre-roll ad at the start of the session (image or video)
- A banner ad above the video for the duration of the session
- Your logo and session details on our website agenda, highlighting your brand
- Your speaker name, job title, and company listed on our website agenda
- Inclusion in 1 x email to our database promoting your sponsored session
- 1 x social media post on each of our channels promoting your sponsored session
- Your content posted to our YouTube channel for on-demand promotion

**ADD-ONS:** 20 x leads for £1,300



## REGISTRATION FORM

This is an ***exclusive*** sponsorship opportunity for Imbibe Live Online part of Global Bar Week.

Every attendee to the virtual event will need to register using this form to attend, making it an incredible opportunity to showcase your brand. All attendees will see your advert across roughly 6 pages and you will get a full brand reskin and a co-branded banner at the top of each page with your logo on it.

**£5,000**



# DASHBOARD LOGOS

This is your opportunity to be displayed on the portal dashboard where every single attendee goes to learn more about the event, decide who they want to meet and what content they want to see.

Increase brand awareness and attract new meeting opportunities by putting your brand front of mind on the Global Bar Week platform home page. These logos can be hyperlinked to your exhibitor profile or for attendees to schedule a meeting with you at the event, or a URL of your choice.

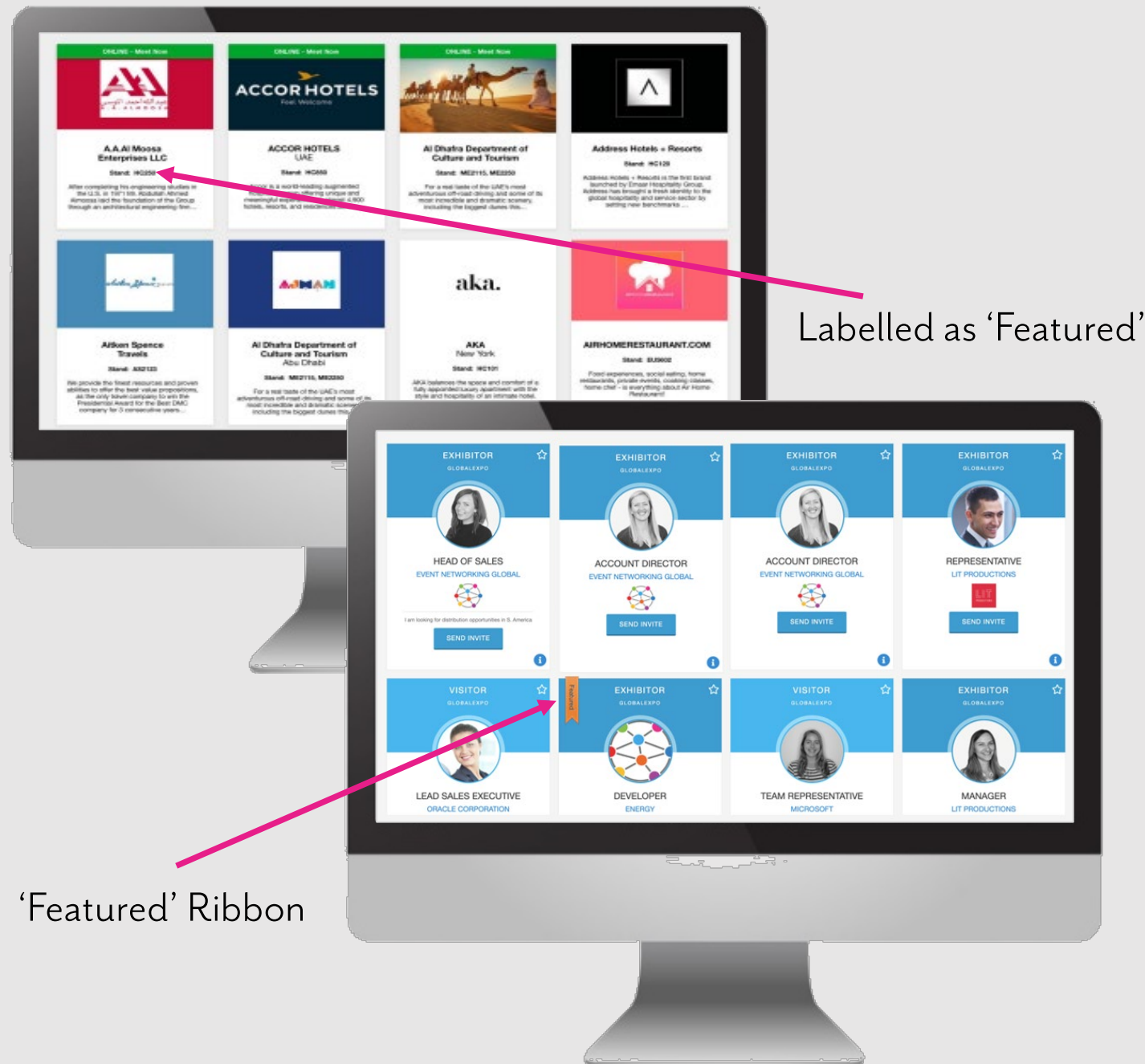
**£1,000 (12 AVAILABLE)**

# FEATURED EXHIBITOR

Upgrade your presence and become a featured exhibitor, making sure you stand out from the crowd. As well as your profile listing in Global Bar Week's platform, which includes a Company Card in the Exhibitor Directory, and various Contact Cards for your company representatives in the Find Meetings page you'll get:

- Labelled as 'Featured' on your Company Card
- 'Featured' ribbon on your Contact Card(s)

**£200 (25 AVAILABLE)**

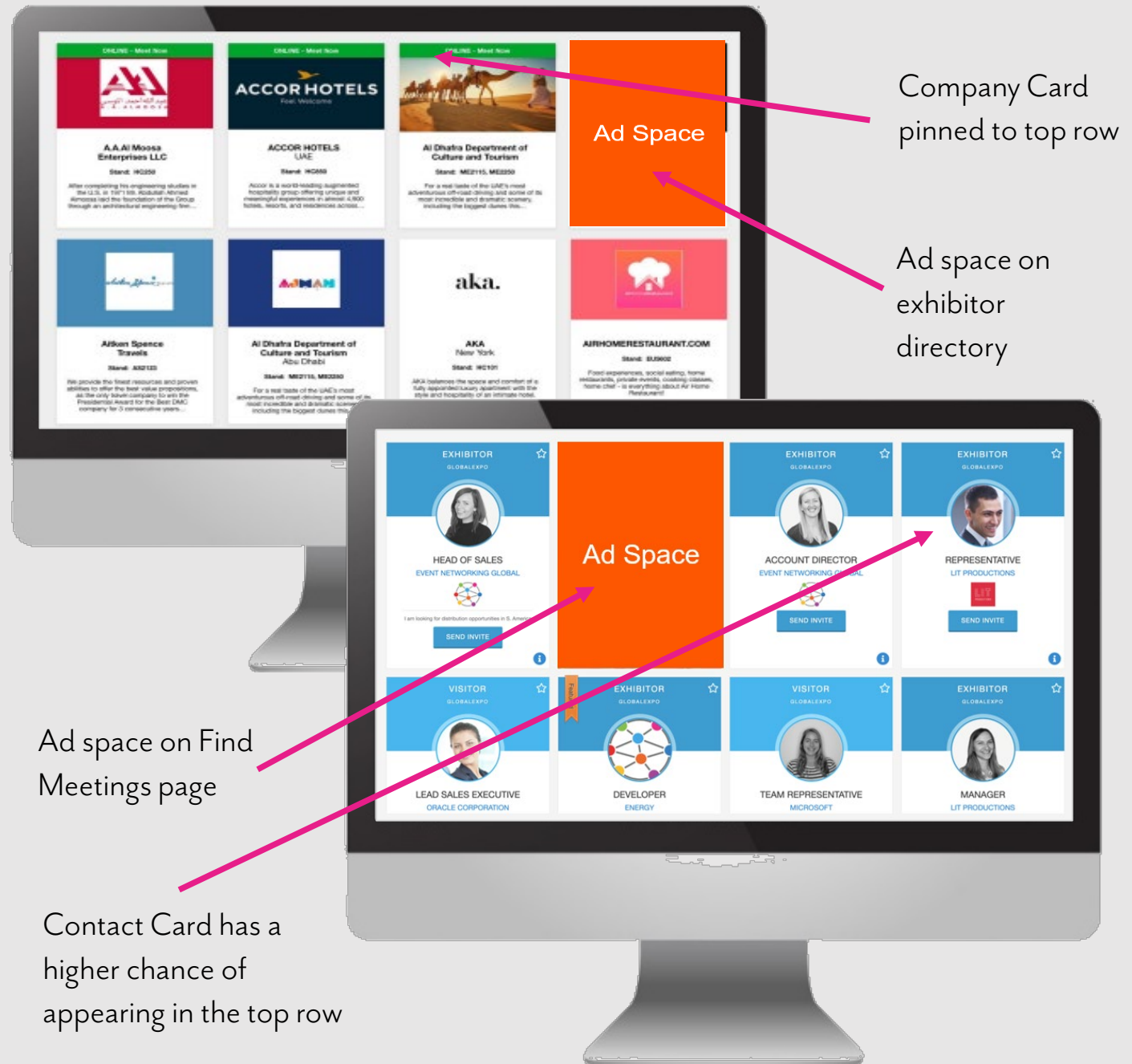


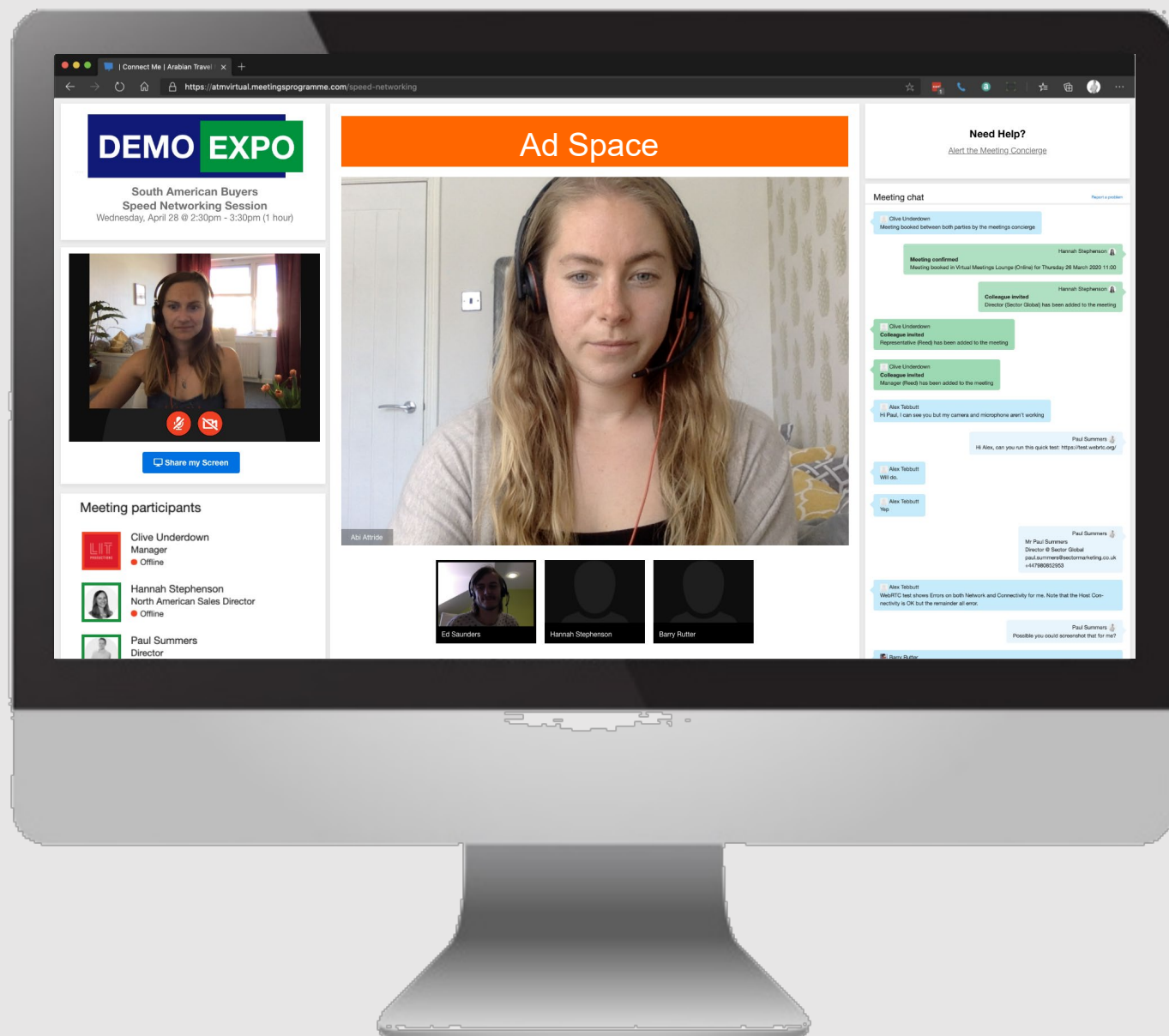
# FEATURED EXHIBITOR PLUS

This opportunity includes all of the features of the Featured Exhibitor, plus Top of Listing Category Sponsorship and a Premium Ad Banner:

- **Top of Listing in Exhibitor Directory:** Select a category that best fits your brand e.g. 'Gin' or 'No/Low Alcohol' and your Company Card will be pinned to the top of this Exhibitor Directory page, guaranteeing higher visibility.
- **Top of Listing in Find Meetings page:** Select a category that best fits your brand e.g. 'Gin' or 'No/Low Alcohol'. When an attendee filters to this category your Contact Card(s) are weighted so that you are far more likely to appear at the top compared to contacts from other Exhibitors, increasing your chance of being seen first.
- **Premium Ad Banner:** Your advert banner will be displayed in your chosen category on the Exhibitor Directory and Find Meetings pages.

**£500 (30 AVAILABLE)**





# SPEED NETWORKING

Are you in need of Distributors? Do you want **exclusive** access to 12 pre-qualified buyers all at once? Then this is the perfect opportunity for you! This is an incredible opportunity for you to put 12 of your key brands/representatives in front of 12 key buyers. You'll have exclusive access to engage with your target audience, showcase your products/services and generate qualified leads.

What you'll get:

- A speed networking session consisting of 12 x 5 minute 121 meetings with 12 x pre-qualified buyers.
- 1 x dedicated banner ad, displayed above all of video meetings during the session.

**£12,000 (EXCLUSIVE)**



# INDUSTRY INSIGHTS ARTICLES

Show yourself as a thought leader and publish an article to our Insights Page.

What you'll get:

- An advertorial post featured alongside imbibe.com content. We will work with you to create the right content for our audience
- Your advertorial will also be posted to imbibe.com
- A banner ad which is displayed alongside your content

**£1,500**



**29,900**

TWITTER FOLLOWERS



**16,800**

FACEBOOK FOLLOWERS



**14,800**

INSTAGRAM FOLLOWERS

**444,000**

AVERAGE SOCIAL MEDIA IMPRESSIONS PCM

## SOCIAL MEDIA


As a digital exhibitor of Global Bar Week, why not capture the attention of our extensive audience with one social post or story on one Imbibe channel (Twitter, Facebook or Instagram)

*Assets required: between 1 and 10 images, copy as you wish it to appear with any @ and # included*

**£400**

Results from Imbibe Live Online promotions from 11-30 June 2020:

	Facebook	Twitter	LinkedIn	Instagram
Posts Sent	20	20	11	28
Impressions	10,786	26,850	3,089	36,352
Engagements	235	306	130	946
Post Link Clicks	83	92	60	908



#### MAXIMISE RETURN AT OUR EVENT

Whether it's digital marketing opportunities or synchronised press releases, we want to make sure that you are making the most out of Imbibe Live. Here are some of the ways that we can help.

Discover ▶

#### OPTION A

##### FEATURED EXHIBITOR

Use this space to present your brand, product and content to visitors, and direct them straight to your profile.

View Profile ▶

YOUR LOGO  
HERE

#### OPTION B

YOUR BANNER HERE

##### NEW EXHIBITORS

- Listing in Imbibe Supplier Directory
- Website listing
- Focussed promotional campaign

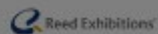
Exhibitor Zone ▶



90% of Imbibe visitors attend to see the latest product and service innovations.

This email was sent to: [RXChange@reedexpo.co.uk](mailto:RXChange@reedexpo.co.uk)

Reed Exhibitions  
Gateway House, 28 The Quadrant, Richmond, Surrey TW9 1DN United Kingdom



# EMAIL ADVERTISING

Through our unique Global Bar Week campaign we will work with you to target the right audience, so you can reach and encourage the right people to engage with your brand.

## OPTION A: CONTENT BLOCK = £500 PER EMAIL

*(TITLE 117 CHARACTERS MAX, BODY COPY 460 CHARACTERS MAX, CTA 22 CHARACTERS MAX, IMAGE 275 X 170PX)*

## OPTION B: BANNER = £500 PER EMAIL

*(IMAGE 610PX X 120PX)*



## CONTACT

[sales@imbibe.com](mailto:sales@imbibe.com)

+44 (0)208 910 7767