

Sponsorship Prospectus 2024





Exhibiting opportunities

If you are looking to raise your profile, network and reach decision makers and meet buyers, look no further than BPA Live to promote your products and services to local authorities and parking managers. Discounts are available for multiple event bookings

Exhibition space package includes:

- Dedicated promotional area with table
- Logo and company bio included in event guide
- Logo on all pre-event promotional materials and meeting communications (website, emails, social)

Stand cost		
Number of Events	Price Per Event	Multi-Event Package Price
1	£850	N/A
2	£800	£1600
3	£750	£2250
4	£700	£2800



Sponsorship opportunities – Gold package

Enhance your profile and extend your brand presence with a premium package to include a premium exhibition stand and thought leadership speaking opportunity. Discounts available for multiple event bookings as follows:

Package includes:

- Premium position promotional area with table
- Marketing material distributed at meeting
- Speaking slot and sponsor acknowledgement at meeting
- Logo on all pre-event promotional materials and meeting communications (website, emails, social)
- Branded lanyards
- Digital banner included in BPA e-newsletters
- Post event advertising/editorial in Parking News

Sponsorship - Gold		
Number of Events	Price Per Event	Multi-Event Package Price
1	£6000	N/A
2	£5750	£11,500
3	£5500	£16,500
4	£5000	£20,000



Sponsorship opportunities – Silver package

Enhance your profile and extend your brand presence with a premium package to include a premium exhibition stand and thought leadership speaking opportunity. Discounts available for multiple event bookings as follows:

Package includes:

- Promotional area with table
- Marketing material distributed at meeting
- Sponsor acknowledgement at meeting
- Logo on all pre-event promotional materials and meeting communications (website, emails, social)
- Digital banner included in BPA e-newsletters

Sponsorship - Silver		
Number of Events	Price Per Event	Multi-Event Package Price
1	£4000	N/A
2	£3750	£7500
3	£3500	£10000
4	£3000	£12000



Parking Scotland Expo - Sponsorship and Exhibiting Opportunities

PART OF THE **BPA** FAMILY

If you're looking to raise your profile, reach decision makers and meet buyers in Scotland then look no further than our Parking Scotland Expo.

Sponsorship packages include premium exhibition stands and speaking opportunities on the main programme.

Exhibitor package includes:

- Promotional area and table
- Logo and company bio included in event guide
- Logo on all pre-event promotional materials and meeting communications (website, emails, social)

Cost: £750 + vat

Gold sponsorship package (£6k) includes:

- Premium position promotional area
- Speaking slot and branded lanyards
- Sponsor acknowledgement at meeting
- Marketing material distributed at meeting
- Logo on all pre-and post event promotional materials and communications
- Digital banner included in BPA e-newsletters
- Post event advertising/editorial in Parking News

Silver sponsorship package (£4k) includes

- Promotional area
- Sponsor acknowledgement at meeting
- Marketing material distributed at meeting
- Logo on all pre-event promotional materials and meeting communications (website, emails, social)
- Digital banner included in BPA e-newsletters



RHAN O'R TEULU BPA | PART OF THE **BPA** FAMILY

If you are looking to raise your profile, reach decision makers and meet buyers in Wales then look no further than exhibiting at Parking and Transport Wales Expo.

This very popular event will once again be held at Brangwyn Hall, Swansea in 2024. Last year's event was attended by over 100 delegates with a strong public sector contingent.

Exhibitor package includes:

- Promotional area and table
- Logo and company bio included in event guide
- Logo on all pre-event promotional materials and meeting communications (website, emails, social)

Cost: £750 + vat

Parking and Transport Wales Expo Exhibiting Opportunities

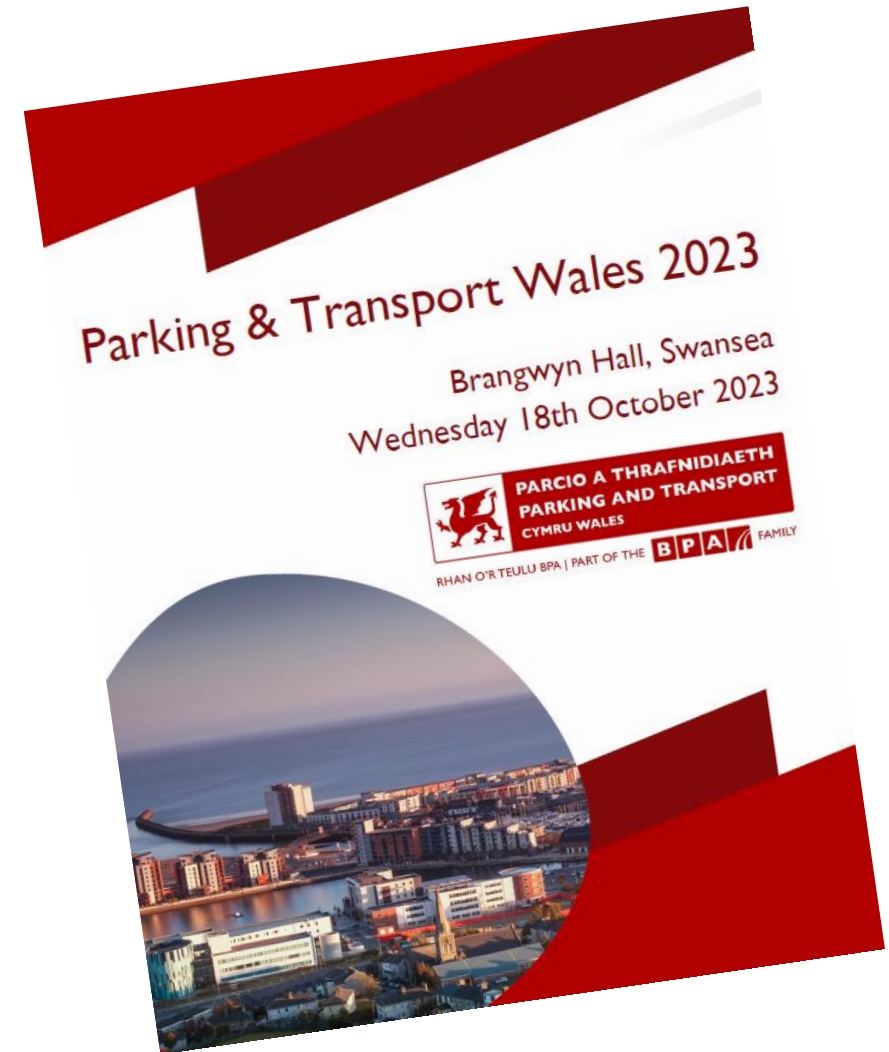




Table booking opportunities

End the year in style by enjoying one of the highlights of the BPA calendar for members. Entertain clients, network with peers and catch up with colleagues in a prestigious London venue.

Dinner table package (table of 10) - £2750*

Individual tickets - £275



Interest Groups

Sponsorship packages

Each of our interest group meetings is chaired by a BPA Council representative and meetings include workshops, case studies, BPA updates, and opportunities to discuss current issues. Groups include:

Local Authority / Healthcare / Higher Education / Parking Technology / EV Connect / Parking Structures / Retail and Leisure / Enforcement Agents / Airport Operators

Virtual meetings

- Speaking slot and sponsor acknowledgement at meeting
- Logo on all pre-event promotional materials and meeting communications (website, emails, social)
- Digital banner included in BPA e-newsletters
- Post event advertising/editorial in Parking News

In person meetings, as above and including the below

- Promotional stand
- Marketing material distributed at meeting

Contact Us

Showcase your company through sponsorship, support the BPA and its events

We can help you improve the awareness and recognition of your organisation, providing a tailored mix of exclusive brand positioning, messaging, thought leadership, and lead-generation opportunities to make a real impression on your target audience.

To discuss your requirements, please email communications@britishparking.co.uk

Disclaimer

The BPA's Sponsorship Policy sets out the Association's definition of "sponsorship" and the terms upon which the sponsorship may be both sought and accepted by the Association. Please note that the use of the Association's corporate identity on any sponsors' publicity must be approved by the Communications Team

communications@britishparking.co.uk

Acceptance of advertising or sponsorship does in no way imply endorsement of products or services by the British Parking Association. Read the BPA's Sponsorship Policy in full at www.britishparking.co.uk/legal