

The InterTabac World Alternative Awards Sponsoring Options



An event brought to you by The Vaping Group and InterTabac

THE VapingGroup
LTD

ALTERNATIVE
Alternative Nicotines Trade Resource

**PRESENTING
PARTNER**
(SOLD)

Price (EUR, net)
50,000

**SUPPORTING
PARTNER**
(SOLD)

Price (EUR, net)
30,000

**PLATINUM
SPONSORSHIP**

Price (EUR, net)
20,000

**GOLD
SPONSORSHIP**

Price (EUR, net)
15,000

**CATEGORY
SPONSORSHIP**

Price (EUR, net)
5,000

Ready to join us for this new exclusive award show? Reach out to:

Dom Mancini
Dom@vapetv.co.uk

Kirk Martin
Kirk.Martin@antr.uk

InterTabac Team
intertabac@messe-dortmund.de

The InterTabac World Alternative Awards Sponsoring Options



PRESENTING PARTNER (SOLD)

- › **Recognition** as the Presenting Partner in all promotional materials leading up to the awards (blogs, newsletters and e-campaigns to B2B and B2C audiences)
- › **Company logo, banner & profile** on the awards website live for one calendar year
- › **Sponsorship announcement** promoted across social media channels and tagged in all Awards social media posts
- › **Double page spread advert** in Alternative Magazine (Issue prior to the event)
- › **Triple page editorial content** in Alternative Magazine (Issue prior to the event)
- › **Verbal acknowledgement** at the opening ceremony
- › **2 x promo video** introducing the Presenting Partner shown during the awards ceremony. This will be played throughout the night. 1 min
- › **Company logo** on selected award show screens on repeat throughout the event
- › **2 x VIP tables** to the awards ceremony, including table service and open bar. 16 Guests
- › **Double page spread advert and editorial** in awards souvenir programme given to all our guests
- › **Opportunity** to provide VIP Presentation Kits for VIP tables only (items provided by the client)
- › **Opportunity** to supply x1 additional item placed on all tables (promotional item provided by the clients)
- › **Opportunity** to supply x1 additional item to go in all gift bags (promotional items provided by the client)
- › **Company logo** on the back cover page of the award souvenir programme
- › **Promoted** in finalist announcement email and PR activities
- › 2 Weeks **Vapetv** Marketing on screens in UK Vape shops
- › **Exclusive newsletter** in advance to InterTabac database
- › **2 x key buyer tickets** for InterTabac (shuttle to airport, hotel, exhibition, as well as accommodation on site in Key Buyer Lounge)
- › **Big banner outside**
- › **Individualized confetti** on site
- › **Company logo** on napkins

Price (EUR, net)

50,000

SUPPORTING PARTNER (SOLD)

- › **Recognition** as the Supporting Partner in all promotional materials leading up to the awards (blogs, newsletters and e-campaigns to B2B and B2C audiences)
- › **Company logo, banner & profile** on the awards website live for one calendar year
- › **Sponsorship announcement** promoted across social media channels and tagged in all Awards social media posts
- › **Single page advert** in Alternative Magazine (Issue prior to the event)
- › **Double page editorial content** in Alternative Magazine (Issue prior to the event)
- › **Promo video** introducing the Supporting Partner shown during the awards ceremony. This will be played throughout the night. 1 min
- › **Company logo** on selected award show screens on repeat throughout the event
- › **2 x VIP table** of 8 to the awards ceremony, including table service and open bar. 16 Guests
- › **Full page advert and editorial** in awards souvenir programme given to all our guests
- › **Company logo & bio** on the awards website and in the awards souvenir programme
- › **Company logo** on selected award show screens on repeat throughout the event
- › **Opportunity** to supply x2 promotional items to go in all gift bags (promotional items provided by the client)
- › **Promoted** in finalist announcement email and PR activities
- › 2 Weeks **Vapetv** Marketing on screens in UK Vape shops
- › **Exclusive newsletter** in advance to InterTabac database
- › **2 x key buyer tickets** for InterTabac (shuttle to airport, hotel, exhibition, as well as accommodation on site in Key Buyer Lounge)
- › **Big banner outside**

Price (EUR, net)

30,000

The InterTabac World Alternative Awards Sponsoring Options



PLATINUM SPONSORSHIP

- › **Company logo** on the awards website live for one calendar year
- › **Sponsorship announcement** promoted across social media channels
- › **Double page spread** in awards souvenir programme given to all our guests
- › **Double page spread** in Alternative Magazine (Issue prior to the event)
- › **Company logo** on selected award show screens on repeat throughout the event
- › **1 VIP tables** of 8 guests to the awards ceremony, including table service and open bar
- › **Promoted** in finalist announcement email and PR activities
- › **Opportunity** to supply x1 promotional items to go in all gift bags (promotional items provided by the client)
- › **Big banner outside**

Limited to 2 companies/brands

Price (EUR, net)
20,000

GOLD SPONSORSHIP

- › **Company logo** on the awards website live for one calendar year
- › **Sponsorship announcement** promoted across social media channels
- › **Single page advert** in awards souvenir programme given to all our guests
- › **Single page advert** in Alternative Magazine (Issue prior to the event)
- › **1 VIP table** of 8 guests to the awards ceremony, including table service and open bar
- › **Promoted** in finalist announcement email and PR activities

Limited to 2 companies/brands

Price (EUR, net)
15,000

CATEGORY SPONSORSHIP

- › **2 Tickets** to the awards ceremony
- › **Your company logo** on the awards website (with a hyperlink)
- › **Sponsorship announcement** promoted across social media channels
- › **Sponsorship recognition** in all promotional materials leading up to the awards (blogs, newsletters and e-campaigns to B2B and B2C audiences)
- › **30 second promotional video** played during awards sponsorship presentation
- › **Promoted** in finalist announcement email and PR activities

Price (EUR, net)
5,000