



T H E N A T I O N A L

# beef

A S S O C I A T I O N



expo

North West Auctions, J36, Rural Auction Centre  
Saturday 27th April 2024



**Sponsorship Opportunities 2024**

# AN EVENT NOT TO BE MISSED.....

- FREE TO ENTER FOR THE GENERAL PUBLIC
- Attended by over 5000 farmers and industry professionals each year
- Hosting a range of industry seminars, live demos & workshops
- Over 120 tradestands & 25 breed societies exhibiting

## SPONSORSHIP OPPORTUNITIES:

	<b>GOLD/MAINLINE £7500+VAT</b>	<b>SILVER £4000+VAT</b>	<b>BRONZE £2000+VAT</b>	<b>LOCAL £350+VAT</b>
<b>STANDSPACE</b>	6x3M indoor stand space in a prominent position	4x3M indoor stand space in a prominent position	3x3M indoor stand space in a prominent position	Favourable stand space location, size of stand space not included
<b>ELECTRICITY</b>	2 sockets	1 socket	N/A	N/A
<b>PRIORITY BANNERS</b>	4	2	1	1
<b>COMPANY PROMOTION</b>	Promotion and logo on all material & front page of website	Promotion on all material & website	Promotion on all material & website	Promotion on all material & website
<b>SOCIAL MEDIA</b>	3 exclusive promotional paid posts - content must be provided	2 exclusive promotional paid post - content must be provided	1 exclusive promotional paid post - content must be provided	N/A
<b>NBA MAGAZINE</b>	Full-page advert OR full-page editorial in the pre event NBA magazine. full-page advert in the post edition.	Half-page advert in the pre event NBA magazine. Half-page advert in the post edition.	Quarter- page advert in the pre event NBA magazine. Quarter-page advert in the post edition.	N/A
<b>NBA NEWSLETTER</b>	Full-page editorial OR full-page advert in the NBA e-newsletter, 2 weeks pre event - Content must be provided	Half-page advert OR Half-page editorial in the NBA e-newsletter, 2 weeks pre event - Content must be provided		
<b>A5 EVENT BROCHURE</b>	Logo on front cover and one full page advert	1/2 page advert	1/2 page advert	1/4 page advert
<b>INDUSTRY LEADING SEMINARS</b>	Opportunity to participate in our industry leading seminars			

## MAJOR EVENT SPONSOR: £15,000 -20,000+VAT

- Alignment with the event in all aspects and on all promotional material.
- A large prominent indoor or outdoor stand.
- One full page advert and full page editorial in the NBA Magazine for one year (4 x editions).
- Exclusive stand alone seminar
- Logo placement on the front cover of Beef Expo event brochure, flyers and website.
- Banners to be displayed at entrance and around event.
- Flyer insert into event guide.
- Paid social media posts - content must be provided.

## OTHER SPONSORSHIP OPPORTUNITIES:

**SPONSORSHIP OF THE PRE EVENT BBQ £2500 +VAT** - Company promotional material to be displayed at and around the BBQ and the opportunity to address all those attending the BBQ. Listed as a sponsor in the event catalogue and the NBA Magazine pre and post editions

**SEMINAR BRANDING SPONSORSHIP** - Available by negotiation. Company will also be listed as a sponsor in the event catalogue and the NBA Magazine pre and post editions.

### BIOSECURITY SPONSORSHIP £800+VAT

Includes: Logo placement on biosecurity posters and two banners to be displayed around the event and listed as a sponsor in the event catalogue and the NBA Magazine post edition.

### SPONSORSHIP OF NCCS CATTLE CLASS £250+VAT

## EVENT CATALOGUE ADVERTISING PRICE LIST

We are delighted to offer a range of options for advertising and editorial in our A5 event catalogue.

Full page £300 (148 x 210mm) plus 3mm bleed and crop marks

Full page back cover £350 (148 x 210mm) plus 3mm bleed and crop marks

Half page (L) £200 (145 x 95mm)

Quarter page £150(72 x 95mm)

Banner £150(145 x 30mm)

**\*\*Prices are exclusive of VAT**

Please email [julie@nationalbeefassociation.com](mailto:julie@nationalbeefassociation.com) to confirm booking. (Please note, we have limited advertising and editorial space in our catalogue and therefore it will be on a first come, first served basis. Please provide advert in PDF 300 dpi CMYK)