FUTURE ISLE OF WIGHT
In Partnership With CECAMM
Presents:

SMART ISLAND LIVE

11th April
2019
CECAMM
East Cowes
What is Smart Island Live?

A ground-breaking expo-style event bringing together business decision-makers and product innovators from across the Isle of Wight and beyond.

Running a business is tough. Being green is harder.

We hold a bold vision for our future. A forward thinking, green and sustainable approach to running a business.

Sustainability that doesn’t cost the earth, but reduces overheads, allowing you to grow in a smart way.

Promote your green credentials, attract new customers and remind your existing client base that we’re all working together to show how we can make the Isle of Wight a greener and smarter environment to live and work…

A Smarter Island for All…

Promoting a Smarter Isle of Wight…

Smart Island Live will show the practical impact for Islanders of adopting smarter living ideas.

We’ll be showcasing life-changing innovation on the Island, from transport to accessibility-for-all and well-being.

We’ll be showing practical day to day cost savings coming from sensible environmental changes and improvements.

Smart Island Live will neatly pull inspiring ideas together around the key themes of: Transport; Green Living; Education & Technology; Food & Waste and Accessibility.

A forward thinking, sustainable and inclusive Island. Smarter homes and cutting edge infrastructure. Better standards of living driven by a modern, thriving economy and an inclusive community.

Join Us for the First Event of Its Kind…
Be a Part of the First Event of Its Kind

You can get involved as an exhibitor, sponsor or as a visiting business. Go online and register that you are attending.

On arrival you will receive a welcome pack, introducing you to the range of commercial opportunities that will be on show at Smart Island Live 2019.

Through extensive marketing and networking in the months prior, we expect that many of the Island’s 4500 SMEs will have saved the date to attend Smart Island Live 2019.

Working with Red Funnel, Wightlink and Hovertravel, with special events on-board, Smart Island Live 2019 expects to see a good volume of visitors from the mainland.

Accessible tourism has a value of £12B across the UK. This event will highlight simple ideas and opportunities for how businesses can get a greater share of that market than they are getting right now.

Smart Island Live 2019 is being heavily promoted to the Island tourist sector.
Be a Part of the First Smart Island Live

Smart Island Live has a variety of advertising packages available to ensure that, whatever your budget and objectives, there’s a perfect place for you at the event.

Exhibitor Packages

**Indoor Exhibition Stand**

Your business will be located in the CECAMM building. As the event will involve a number of classrooms as well as the main hall being used, all display positions will have an equal positional benefit.

A standard indoor display stand is 3m x 2m in size.

The display needs to be set up and ready by 8.30am on the event day for a public opening at 8.45am.

For an additional £100 you’ll be added to the event programme and receive a scheduled 30 minute classroom slot where you can give a live demonstration of your product or service.

**Cost of stand:** £195  *(£295 with product demonstration)*

**Outdoor Exhibition Pitch**

Your business will be located in a suitable position outside the CECAMM building. As the event will involve a number of ideas and opportunities suitable to best promote outside, all display positions will have an equal positional benefit.

A standard outdoor display pitch is 5m x 4m in size.

The display needs to be set up and ready by 8.30am on the event day for a public opening at 8.45am.

**Cost of stand:** £195
Virtual Exhibitor

A low cost, low risk option best suited to mainland companies unable to attend on the day of the event.

A promotional video of your service or product will be played on strategically placed screens around the CECAMM building.

This is a great option to re-purpose existing video marketing and put your brand at the centre of the event.

Your video package will be displayed on a repeating playlist, so you’re guaranteed a minimum of 5 plays throughout the event.

Video packages will take the form of silent advertorials, so are best suited to graphical or subtitled pieces.

We can re-package your existing content and add subtitles as required.

Both video and professional still photography can be utilised in Virtual Exhibitions

**Cost of Video Placement: £50  (+£50 extra if production is required)**
Sponsor Packages

Refreshment Sponsors

There is an opportunity for businesses to sponsor our 3 key refreshment break opportunities around mid-morning, lunch and mid-afternoon.

Sponsorship will provide a modest complimentary range of drink and snack options for exhibitors through a voucher system.

Drinks would include tea, coffee, fruit juice and water. Snacks would include both biscuits and a selection of fruit.

Each sponsor would have the opportunity to run a promotional video on the big screen at the point of sale, during their allotted sponsor slot time. It would be a very engaging and direct way to get across brand values.

**Cost of Refreshment Sponsorship: £390**

Event Partners

Smart Island Live is delighted to have several Event Partners that are helping to make the day possible.

We will have a total of 8 Event Partners.

As an event partner you would be given a prime opportunity to showcase your business to the wide range of exhibitors at our Event Partner Spotlight. This would include a brief interview exchange and the opportunity for a video presentation of your business.

Your branding and association will appear in a prime position on all event literature and within the official event programme publishing ahead of the event.

Your business would also have a standard size stand to exhibit at the event.

**Cost of Event Partnership: £795**
This is an inspiring and innovative event for the Isle of Wight. As a business, you have the opportunity to be part of something new, fresh and we hope, life-changing.

Through our local and national network of interested parties, a dynamic programme has now emerged which we are confident will attract many Islanders to find out more.

Play a part in this exciting story and promote your business at this event.

Contact David Thornton to find out more:

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