



56
YEARS
OF JEWELLERY
INSPIRATION

IJL 2012
SPONSORSHIP OPPORTUNITIES



Maximise Your Business Opportunities at IJL!

56
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OF JEWELLERY
INSPIRATION

IJL's sponsorship packages will maximise your brand's industry exposure and channel visitors directly to your stand.

Sponsorship can play an integral part in your show strategy and wider business objectives, as well as delivering maximum return on your investment.

IJL has developed a variety of flexible sponsorship opportunities before, during and after the show giving you year-round exposure and the opportunity to target industry buyers, international and regional media and other exhibitors.

Your Account Manager will be able to offer tailored sponsorship packages to ensure you achieve your exhibition objectives.

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PRE-SHOW SPONSORSHIP OPPORTUNITIES



PRE-SHOW SPONSORSHIP OPPORTUNITIES

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Visitor Registration Packs

Your branding will be added to the visitor registration pack, distributed to all pre-registered visitors one month prior to IJL. The Registration Pack includes an entrance badge and a copy of the IJL Essential Guide, providing potential visitors with all the information they need. Reach your audience at a prime time in the run-up to the show by including a sponsors insert inviting them to your stand.

Benefits:

- Brand visibility to all pre-registered visitors
- Distributed to over 15,000 potential visitors
- Exclusive to one sponsor only

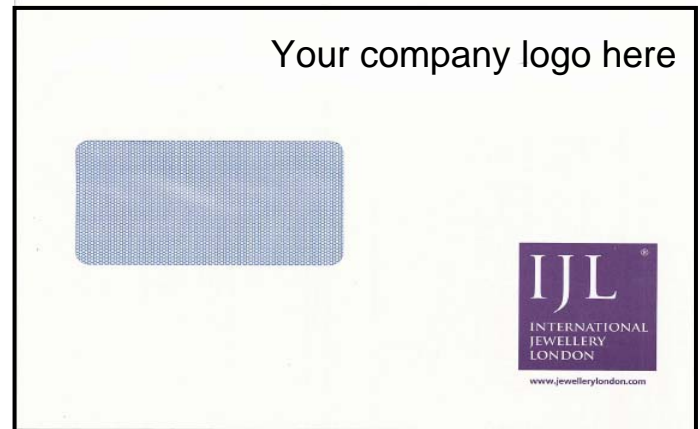
Price: £5,000

Guidelines on sizes and weight to be provided.

Direct Mail Envelopes

Eight weeks prior to IJL, branded envelopes containing show information will be mailed to c40,000 potential buyers as part of the direct mail campaign. Ensure your brand message is widely distributed to the jewellery community by sponsoring this opportunity. Your branding will appear on the envelopes.

Price: £3,000





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ONLINE SPONSORSHIP OPPORTUNITIES*

*All sponsored website sections are decided at the organisers' discretion



HOME PAGE

56 YEARS OF JEWELLERY INSPIRATION

Opportunity: IJL Home Page
www.jewellerylondon.com

The IJL Home Page had 148,288 unique users in 2011.

Benefits:

- Closely align your brand with IJL
- The home page has the highest traffic on the entire site

Price:

£1,250

(availability for 4 rotating sponsors)

Exclusive price: **£3,000**

The screenshot shows the IJL Home Page layout. At the top right, there are links for 'Contact Us', 'Login', and 'Sign-up'. Below this is a search bar with the text 'SEARCH THE SITE...'. The main header features the IJL logo and the text 'BE INSPIRED BY THE FINEST IN JEWELLERY EARLS COURT LONDON, 2 - 5 SEPTEMBER TRADE ONLY'. A large banner image shows a woman in a blue dress surrounded by jewelry, with the text 'PURELY Focused ON JEWELLERY FIND OUT MORE ABOUT EXHIBITING'. To the right of the banner is a 'STAY CONNECTED WITH US' section with social media icons for Twitter, Facebook, LinkedIn, YouTube, and Email. Below this is a purple box for 'SPONSORSHIP OPPORTUNITY BANNER 300 X 200'. Further down is a 'DATES FOR YOUR DIARY' section with a table of dates and times. At the bottom, there are three columns: 'EXHIBITING', 'VISITING', and 'SHOW REVIEW', each with a small image and descriptive text. A 'TAKE ADVANTAGE OF OUR SPONSORSHIP OPPORTUNITIES & PROMOTE YOUR BUSINESS' section is at the bottom right with a 'CLICK HERE' button.



Visiting Homepage

56 YEARS OF JEWELLERY INSPIRATION

Opportunity: Visitor Information Section

The Visitor Information Section is the 'one stop shop' for IJL's visitor audience. This section features all the latest IJL show information, the seminar timetable, travel and hotel options as well as information and news aimed specifically at visitors. These features offer a great online sponsorship opportunity enabling you to reach your key audience.

Benefits:

- Available now
- Package includes all pages within this section

Price: £1,500

Exclusive to one sponsor only

BE INSPIRED BY THE FINEST IN JEWELLERY
EARLS COURT LONDON, 2 - 5 SEPTEMBER
TRADE ONLY

SEARCH THE SITE

56 YEARS OF JEWELLERY INSPIRATION

Home Visiting Exhibiting Exhibitor Directory Show Highlights Media Centre Diamond Club Travel & Hotels Contact Us

Home > Visiting

Visiting INFORMATION
A WORLD-CLASS SHOWCASE OF JEWELLERY DESIGNERS, HIGH-END MANUFACTURERS AND ALLIED SUPPLIERS

IJL provides you with the perfect opportunity to meet with the largest selection of jewellery exhibitors in the UK and browse thousands of new products just before Christmas.

- The selection of high quality, design led jewellery showcased at IJL is unrivalled in the UK
- IJL provides you with more leading high-end manufacturers than any other UK trade event
- Comprehensive, free to attend seminar programme - the best in the industry
- Select the best ranges from around the world and secure your competitive edge

Key Reasons to Visit

SHOW HIGHLIGHTS
Highlights and features are in abundance at IJL, from emerging designers to award winning brands.
[Read more about our show highlights](#)

IJL NEWS
Find out the latest industry news and views, plus which exhibitors have signed up, what seminars are taking place and lots more.
[Read the latest IJL news](#)

IJL DESTINATIONS
Five product destinations create the show: Fine Jewellery, Silver Jewellery, Design Gallery, Gems and Jewellery Solutions.
[Coming soon](#)

STAY CONNECTED WITH US

SPONSORSHIP OPPORTUNITY
BANNER 300 X 200

DATES FOR YOUR DIARY

| | |
|-----------------------|---------------|
| SUNDAY 2 SEPTEMBER | 10:00 - 18:00 |
| MONDAY 3 SEPTEMBER | 9:00 - 18:00 |
| TUESDAY 4 SEPTEMBER | 9:00 - 18:00 |
| WEDNESDAY 5 SEPTEMBER | 9:00 - 16:00 |

*ENTRY WILL NOT BE PERMITTED AFTER 3PM ON THE LAST DAY.

TAKE ADVANTAGE OF OUR SPONSORSHIP OPPORTUNITIES & PROMOTE YOUR BUSINESS

Exhibiting Homepage

Opportunity: Exhibiting Information Section

This is the key area of the site for exhibitors. Sponsorship allows targeted exposure to the industry – a good option for special interest to suppliers looking to target exhibitors.

Benefits:

- Package includes all pages within this section
- NB: this does not include the Exhibitor Zone.

Price: £1,500

Exclusive to one sponsor only



The screenshot shows the 'Exhibiting Information' section of the IJL website. At the top, there is a navigation bar with links for Home, Visiting, Exhibiting, Exhibitor Directory, Show Highlights, Media Centre, Diamond Club, Travel & Hotels, and Contact Us. Below the navigation bar, there is a search bar and a '56 YEARS OF JEWELLERY INSPIRATION' badge. The main content area features a large banner with the text 'Exhibiting INFORMATION YOU WILL BE IN GOOD COMPANY AT THE UK'S MOST ESTABLISHED PREMIER JEWELLERY EVENT'. To the right of the banner are social media sharing buttons for Facebook, LinkedIn, Twitter, and YouTube. Below the banner, there is a 'SPONSORSHIP OPPORTUNITY' section with a 'BANNER 300 X 200' option. The page also includes a '2011 visitor and show statistics' section with a 'WHY EXHIBIT?' sub-section listing benefits such as meeting with 9,000 jewellery-focused buyers and having direct purchasing power. There are also two video thumbnails: one showing a woman looking at a piece of jewelry and another showing a woman speaking at a podium.

Visitor Registration

Opportunity: Visitor Registration

The majority of attendees for IJL pre-register via the online registration form where your logo will be placed.

Benefits:

- Exposure at the registration stage ties your brand to the show, keeping it front of mind for those who attend
- Can be combined with an invitation or special promotion available at your stand
- Package includes all pages within the registration section, including text / link within the confirmation email received by registrants on completion of the form.

Price: £2,000

Exclusive to one sponsor only



Visitor Registration Form - 2012

BE INSPIRED BY THE FINEST IN JEWELLERY
EARLS COURT LONDON, 2 - 5 SEPTEMBER,
TRADE ONLY

56 YEARS OF JEWELLERY INSPIRATION

SPONSORSHIP OPPORTUNITY
BANNER 170 X 450

Fields marked with * are to be completed

Title *

First Name *

Last Name *

Job Title *

Company *

Address 1 *

Address 2 *

Address 3 *

Town/City *

County/State/Province *

Country * Nothing Selected *

Post / Zip Code *

Telephone *

Mobile *

Email *

Please enter your mobile number, as we may use this number to contact you with show specific last messages. If you do not do this, then please leave this blank.



Post Show Surveys

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Opportunity:

Visitor: Target all attendees to IJL 2012 by placing your branding on the visitor post show survey.

Benefits:

- Reach out to IJL's audience
- Ask specific questions to the jewellery trade**
- A prize can be supplied*

Price: £2,000

*At the cost of the exhibitor

** Two questions can be added to the survey by the sponsor and must be approved by the IJL show team.

A screenshot of a web-based survey form. At the top, there are two purple boxes: the left one contains the IJL logo and 'INTERNATIONAL JEWELLERY LONDON 2011', and the right one contains the text 'YOUR LOGO HERE'. Below this, a message reads: 'Thank you for taking the time to participate in the survey below. This survey should take no longer than 5 minutes to complete.' The main question is 'Overall, how satisfied are you with IJL 2011?'. It features five radio button options: 'Completely satisfied', 'Very satisfied', 'Somewhat satisfied', 'Not very satisfied', and 'Not at all satisfied'. A progress bar at the bottom right shows '3%' completion. A 'Next' button is located at the bottom center of the form area.

Opportunity: Exhibitor Directory & Destination Search Top Banner

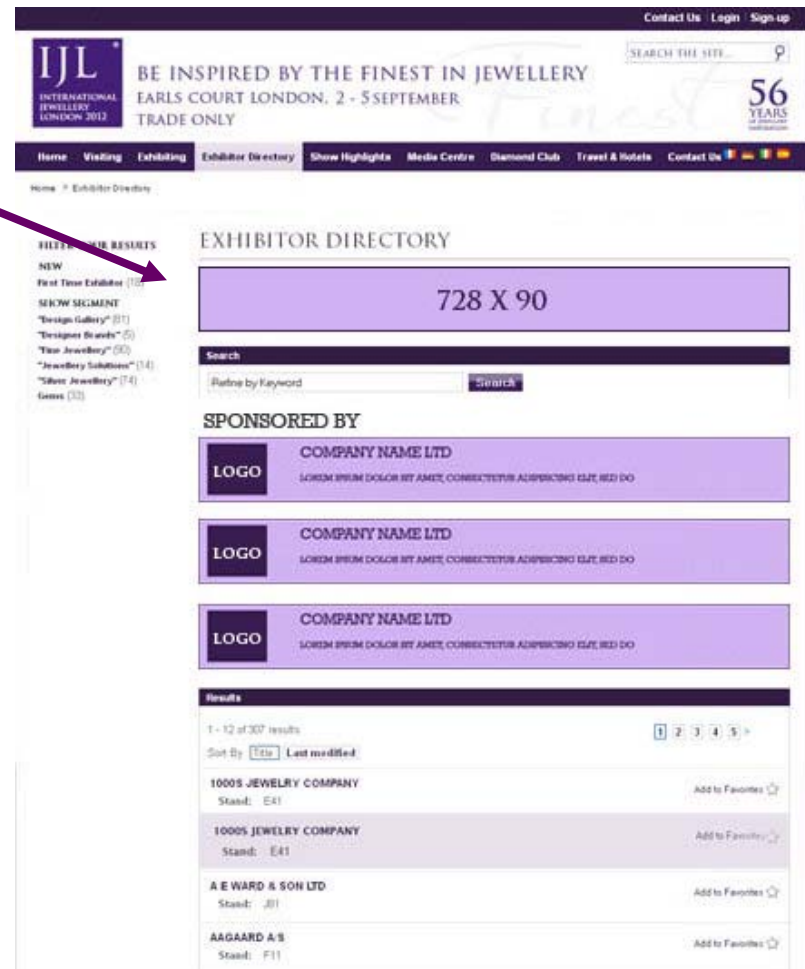
Place your branding on the Exhibitor Directory. The Exhibitor Directory is used by visitors and Diamond Club members to help plan their visit to IJL.

Benefits:

- Exposure of your brand to all visitors ensures brand visibility throughout the show cycle
- The Exhibitor Directory page received 63,375 unique users in 2011
- The package includes branding on the Exhibitor Search landing page.

Price: £1,500

Exclusive to one sponsor only



The screenshot shows the IJL Exhibitor Directory website. At the top, there is a navigation bar with links for Home, Visiting, Exhibiting, Exhibitor Directory, Show Highlights, Media Centre, Diamond Club, Travel & Hotels, and Contact Us. A search bar is located in the top right corner. The main content area is titled "EXHIBITOR DIRECTORY" and features a large purple banner with the text "728 X 90". Below the banner is a search bar with a "Search" button. Underneath the search bar, there are three sponsored listings, each with a "LOGO" placeholder and the text "COMPANY NAME LTD" followed by a line of placeholder text. At the bottom of the page, there is a "Results" section showing a list of exhibitors with their names, stand numbers, and "Add to Favorites" buttons.

Exhibitor Directory Filtered Search

Opportunity: Category Search

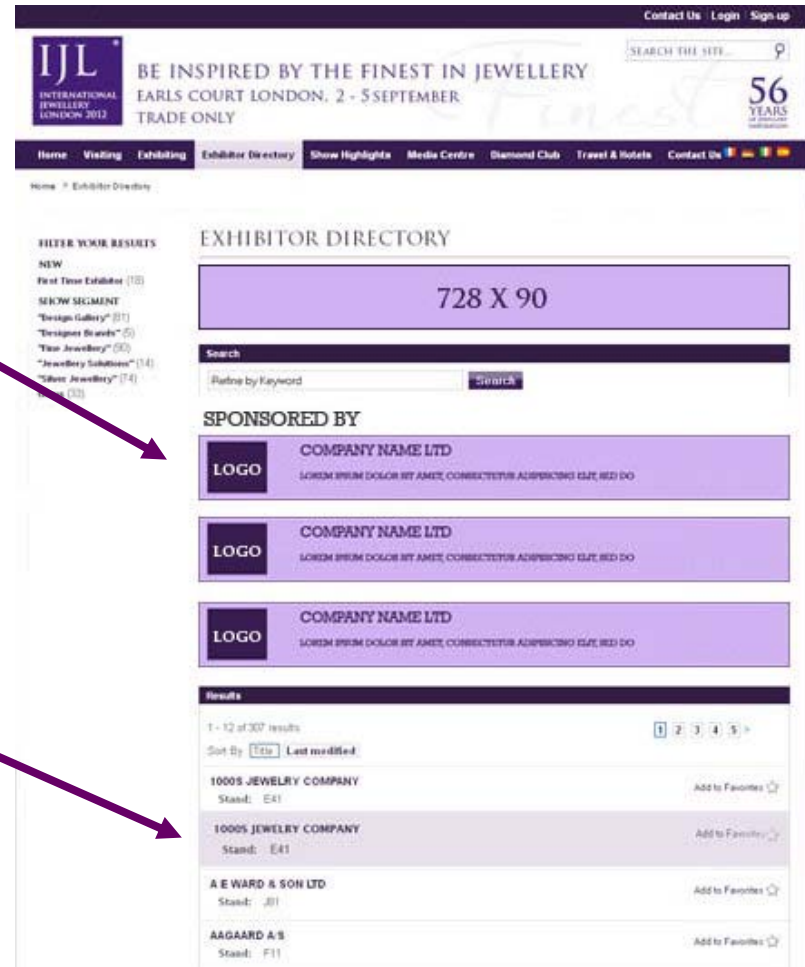
The possibility of having your logo and featured company description displayed in a category search. For example, if the visitor is looking for gems and you are a sponsoring provider, a featured listing will appear on the results page.

Price: £550

Opportunity: Highlighted Listing

Your directory listing will be shaded a light purple so that it stands out against the other listings.

Price: £150



The screenshot shows the IJL Exhibitor Directory website. At the top, there is a navigation bar with links for Home, Visiting, Exhibiting, Exhibitor Directory, Show Highlights, Media Centre, Diamond Club, Travel & Hotels, and Contact Us. A search bar is located in the top right corner. The main content area is titled "EXHIBITOR DIRECTORY" and features a large purple box with the text "728 X 90". Below this, there is a search bar and a "SPONSORED BY" section with three highlighted listings, each with a "LOGO" placeholder and a "COMPANY NAME LTD" label. The "Results" section shows a list of exhibitors, with the first two entries highlighted in light purple. The first two entries are "1000S JEWELRY COMPANY" with stand numbers E41 and E41. The third entry is "A E WARD & SON LTD" with stand number J11. The fourth entry is "AAGAARD A/S" with stand number F11. Each entry has an "Add to Favorites" button.

Opportunity: Monthly Email Newsletters

There are various email marketing opportunities available.

Benefits:

- Include your branding in one or a package of newsletters which reach all IJL exhibitors, visitors and Diamond Club Members
- Sponsors' branding is incorporated into the template, allowing for consistent visibility
- Reach a specific, targeted audience, proven to be receptive to online communications.

Available to sponsor individually or as part of a package.

Price: Various package and prices available from your Account Manager



[Salutation]

Diamond Club Badge Number: [Merge 1]

Your only dedicated UK jewellery trade event is now days away! With 10% more exhibitors this year, come and celebrate the most talented and innovative jewellery designers, wholesalers and manufacturers from around the world, as they are set to unveil new collections and ideas that will help your business grow.



Champagne Hour: 4.30 – 5.30pm

To be held in the Diamond Club lounge on Sunday, Monday and Tuesday of the show. Relax and mingle at the end of the day with some complimentary pre-dinner drinks.

Monday will be particularly special as we have invited our **premium Boulevard exhibitors** along to join you for the hour and **delicious canapés will also be served.**

Additional Benefits

- Fast track entry into the show
- Free cloakroom by presenting your Diamond Club badge
- Reserved seats at all seminars
- Diamond Club lounge which has a quiet, relaxing atmosphere
- PC's and free wi-fi in the lounge
- Complimentary refreshments
- Guest pass for the lounge for private meetings

If you have any questions regarding the club please contact the Diamond Club Host Alison Mardell at alison.mardell@reedexpo.co.uk

Mobile Event Guide for Smartphone users

Can you browse the internet on your mobile in 3G? If you'll be using a smartphone at the show this year you will be able to access the exhibitor directory, show highlights and seminar programme all on your mobile for the first time!

Just insert and save the following link into your browser and you're good to go:

Official show sponsor

SPONSORSHIP
OPPORTUNITY

BANNER
120x600



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PROGRAMME SPONSORSHIP OPPORTUNITIES

Seminar Programme

Sponsor the entire IJL Seminar Programme - the largest, most renowned, free to attend seminar programme in the industry. The IJL Seminar Programme consists of three streams over the four days of the show; Industry Insights, Successful Retailing and the Inspiration Theatre featuring a host of inspirational content - located on the show floor; sessions will include jewellery trends, panel debates and leading keynote speakers.

Benefits:

- Your branding will feature on the programme published on the website, pre-show printed preview booklet, in the Show Directory and on directional and timetable signage
- The sponsor will also secure a seminar presence
- Access to the seminars attendees data – this totalled 1,315 in 2011
- Distribution of literature within the theatres
- Your branding displayed outside seminar rooms including product shots

Price:

£10,000 full programme sponsorship

£5,000 Inspiration Theatre

£3,500 per other seminar stream





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ONSITE SPONSORSHIP OPPORTUNITIES

Show Bags & Inserts

Opportunity: Show Bags

We hope to welcome over 9,000 visitors to IJL 2012, each one of these visitors entering the show will be given a bag which will include your branding.

Benefits:

- Bags are distributed at the entrance to IJL
- Diamond Club members and Hosted Media also receive their bag in the Diamond Club and Media lounges.

Price: £12,000

Opportunity: Show Bag Inserts

If you have a message or promotional material that you would like to get across to the visitors, then create an insert to be included within the show bags.

Price: £1,100



Stand Drops

Opportunity: Stand Drops

If you have a message or promotional material that you would like to get to your fellow exhibitors, we can arrange for a Stand Drop to be made on any one of the four days of the show.

Price: £1,000



Lanyards & Badges

Opportunity: Lanyards - **SOLD**

Branded lanyards featuring your logo and company name are handed out at the main registration point ensuring that every visitor is aware of your presence at the show.

Benefits:

- Your company name and branding around the necks of all jewellery industry professionals
- High quality material lanyard with double clip.

Price: £4,000

Opportunity: Visitor Badges

Visitor badges featuring your logo and company name are sent to all pre-registered visitors prior to IJL. Visitor badges printed onsite also include your logo

Benefits:

- The badges are sent out to ALL pre-registered visitors and media prior to the show
- Badges will also be available at the registration area onsite.

Price: £4,000

Combined Opportunity Price: £7,000





External Sails & Billboards

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Opportunity: External Sails

Be one of the first names that visitors see by branding one of these prominent sails located right outside the main entrance to the show.

Price: £10,000 for 4 sails



Opportunity: Rotating External Billboard (Tri Vision)

Sponsor the first branding site to reach visitors as they make their way to the show entrance. Your branding will appear on a large rotating poster, positioned in a prominent location clearly visible for the duration of IJL.

Measurements: 6 x 3m landscape.

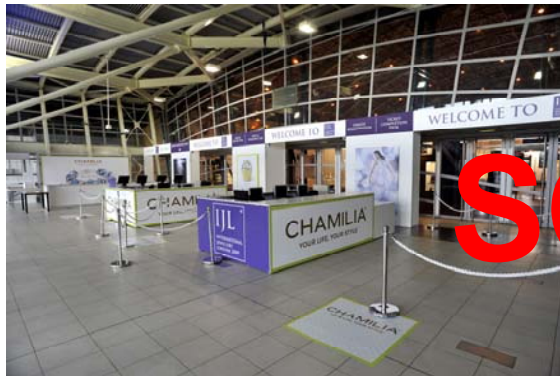
Price: £2,000



Registration

Opportunity: Registration

Ensure you are the first name everyone sees entering the show floor by sponsoring the registration area. Your branding and stand number on all registration desks, t-shirts for all registration staff and pens for those completing registration forms at the show.



SOLD



Benefits:

- Branding on signage
- The opportunity to display literature
- Exposure to over 10,000 jewellery industry professionals
- Pre-event and onsite sponsor recognition, including coverage in the IJL official show directory, IJL Monthly (monthly e-newsletter), and show website.

Price: £10,500



Diamond Club

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Sponsoring the Diamond Club gives you exclusive access to the UK and International VIP buyers that attend IJL. Close to 300 members from across the UK and internationally will be invited to attend IJL as members of the Diamond Club.

Benefits:

- Sponsorship of this exclusive VIP club
- Display product, distribute sales material within the lounge
- The opportunity to hold meetings in the lounge
- Your organisation's branding on Diamond Club badges, which are mailed prior to the show.
- Branding in Diamond Club emails and the Diamond Club section on the IJL website as well as featuring in the directory, you are here boards, within the lounge and the Diamond Club registration point
- Sponsorship of a Diamond Club reception style event during the year
- Sponsorship of an exclusive breakfast briefing at the show to include, small presentation and literature distribution.



Price: **£POA**

Boulevard Bar

The Boulevard Bar

Ensure your brand is highlighted to all via the centrepiece of IJL 2012 – the Boulevard Bar.

Please contact your account manager for further information.



Design Gallery Bar

Opportunity: The Design Gallery Bar

The Design Gallery Bar is located at a central point within the Design Gallery.

A place to meet with your colleagues and network with peers over a glass of champagne.

Benefits:

Your branding will feature on the bar, menu cards, napkins and price lists as well as pre-show literature, the essential guide and the directory.

Price: POA



IJL Runway Show

Opportunity: The IJL Runway is back for 2012 with a new exciting format offering exhibitors the opportunity to hold their own runway show. Four shows will run a day.

Benefits:

- A dedicated hour session at the IJL Runway
- A champagne reception
- Runway area can accommodate up to 70 guests
- 10 – 15 minute runway show complete with 6 models wearing cocktail / evening dresses, choreography, and music theme of your choice
- Branding within the runway space
- Distribution points for literature
- Product images shown on screens throughout
- Static models post runway to allow guests to view the jewellery more closely
- The IJL Runway will be promoted heavily through IJL's social media, website and vast retailer database
- Each runway show is open to your invited guest list only. However the area benefits from an open build allowing passing potential customers to stop and view your show.

Price: £5,000



Seating Areas

Opportunity: Seating Areas

Distribute your product flyers and make an impact while buyers relax and refresh by branding one of the visitor seating areas.

Benefits:

- Your company name, branding and stand number will feature on signage and within the seating area itself
- Your branding will feature on signage and the structure itself
- Your branding will also feature in the Essential Guide
- A showcase will be available for you to showcase your products.

Price: £3,000





Media Centre

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Showcase your branding to over 100 UK and international journalists.

Benefits:

Exclusive online banner on the Media Centre page at www.jewellerylondon.com/media

- Logo / branding on all relevant signage.
- 2 x passes allowing you to enter the Media Centre.
- Your logo will feature on all media badges.
- Insert in the Media Pack
- Press Release to promote sponsorship
- Pre-event and onsite sponsor recognition including coverage in the official IJL Show Directory, IJL monthly e-newsletter and website.
- Display literature, posters and branding (sponsor can provide branded mouse mats, screen surrounds and/or screensavers for each PC)
- You also have the opportunity to theme the Media Centre in your own style and branding (at your own cost)

Price: £POA





USB

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Showcase your branding to over 100 UK and international journalists.

Benefits:

- Distributed to over 120 media visitors to IJL
- USB stick with joint branding
- Company information included on memory stick
- The opportunity to include a press release

Price: £POA

You Are Here Boards

Opportunity: 'You are here' Boards

"You are here" boards will be placed in the central aisle and throughout the exhibition hall.

They are prominently located throughout the exhibition hall to help visitors find their way around the exhibition.

Your company name, stand number and logo will be highlighted on the IJL floor plan and exhibitor directory.

Benefits:

- Have your company name, logo, and stand highlighted on all boards used by the visitors to help them find you
- All "You are Here" boards are placed in prominent, high traffic locations
- Pre-event and onsite sponsor recognition, including coverage in the official IJL Show Directory, IJL monthly e-newsletter and website.

Price:£3,000





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Thank you for your time

Your Account Manager will be able to offer tailored sponsorship packages to ensure you achieve your exhibition objectives.

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