

GEI16

GREENEVENTS&INNOVATIONS
CONFERENCE

27th FEBRUARY 2024

**THE ROYAL LANCASTER HOTEL
LONDON**

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GEI16

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GEI is the longest standing and world renowned event for leading discourse on sustainability for the live events sector. A partnership with not-for-profit pioneers of the world's first sustainable festival and event standards A Greener Future (AGF) and the International Live Music Conference (ILMC), **GEI is the world's leading platform for the international live industry sectors.**

We welcome industry leaders, professionals, visionaries, governments and all individuals and organisations working to bring environmental and social sustainability to the live events, sports and creative sectors.

With a conference programme that includes presentations, case studies and debate, **GEI addresses the role and responsibility of the events and entertainment industries in tackling the challenges of our transport, food, and power systems; and design and materials usage for circularity and more.** From dealing with our own operations in touring, venues, event production, and event services, to the role and responsibility of the sector in contributing to positive societal change on a local- and global-scale.

Previous speakers include Brian Eno, Jacob Collier, Aurora, Dale Vince (Ecotricity / Forest Green Rovers), Nuno Bettencourt (Extreme), Lucy Noble (Royal Albert Hall), John Langford (AEG), Emma Banks (CAA), Fay Milton (Music Declares Emergency / Savages), Tom Schroeder (Paradigm Agency), Adam Pearson (O2 Arena), Nathalie Fee (Cities to Seas), Bob Wilson (Greenpeace), Sam Lee (artist), Patricia Yagüe (Live Nation), Stuart Galbraith (Kilimanjaro Live), and representatives from Roskilde Festival, Extinction Rebellion, Music Declares Emergency, Friends of the Earth, Glastonbury Festival, and NEC Arena. To name but a few.




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WHY SPONSOR GEI?

If you wish to **demonstrate your leadership and commitment to sustainability of the events sector** this is the place to do so. If you are a solutions provider, supplier, manufacturer or organisation working in the international events business, **GEI** is the perfect platform to reach key buyers and promote. **The one-day, focused event** will put your brand in front of decision makers, thought leaders and highly engaged professionals in the live event, entertainment and sustainability space with significant global audience reach.

AGF is the internationally renowned organisation that pioneered the world's first sustainable festival and event standards. Today providing certification, training, advice and action to both grassroots and multinational entertainment and sports organisations and authorities. **With regular promotion running up to and after GEI, all marketing activity benefits from exposure before, during and after the event.**

- **GEI** is the UK's original and leading platform for sustainability of the event sector, hosted by AGF and the ILMC.
 - **GEI** is a specialised and unique conference that attracts an international participation of industry leaders, engaged professionals in the environmental and DEI space and top event organisers.
 - A range of options – from overall conference sponsorship, session sponsorship to trade stands – allows highly effective marketing within existing budgets.
 - **GEI** builds long-term strategic and solid partnerships with all of its supporters.
 - Trade press advertising features all partner logos, widening reach beyond the event, while various media partnerships ensure good PR around **GEI**.
- 

GEI IN NUMBERS

16
YEARS

as the original and essential conference for sustainability in live events

400+ REGISTERED DELEGATES

10
HOURS

of specialised and unique content for the environmental space and top event organisers

20% NEW DELEGATES EVERY YEAR

TESTIMONIALS FROM OUR DELEGATES

*"I really valued GEI15, I think **the conference gets better and better every year**. I left with great inspiration, inputs and ideas. I'll see you next year!.."*

Katrine Bjerg Kamp, smash!bang!pow! (Denmark)

*"The Green Events & Innovations Conference is **the most efficient way to get to know everything there is to know about sustainability at live events!**"*

Kiliaan Toorenaar, Close BV (Netherlands)

*"This was my 3rd time at GEI and things just get better every time. I love to see all the positive changes, however the team of people behind it are so keen and eager about all the topics, it is hard to expect anything less than a flawless event. **If there is one sustainability related go-to event, this is it! Looking forward to GEI16!**"*

Nika Brunet Milunovic, Metal Days Festival (Slovenia)

A YEAR-ROUND PLATFORM

Between **GEI**, ILMC, the International Festival Forum (IFF), the industry's leading trade title, IQ Magazine, and many other events and publications, we have a unique combination of events and media to promote your brand, business or service.



ABOUT THE DELEGATES

GEI delegates come from our global database of over 4000 professionals from festivals, sports events, venues, touring productions, event organisers, associations, and sustainability experts. AGF has operated across five continents for 15 years as a leading organisation for sustainable event management, and this is reflected in our delegates.

Sectors represented include:

- Talent agents
- Artists
- Artist managers
- Power experts
- Water & sanitation experts
- Circular economy specialists
- Charities and NGOs
- Ministers & public officials
- Insurance
- Media
- Festivals
- Arenas & stadiums
- Sports organisations
- Mass participation events
- Clubs
- Touring production companies
- Technical suppliers
- Infrastructure suppliers
- Logistics companies
- Local authorities

ATTENDING COMPANIES & ORGANISATIONS

- AEG
- Live Nation
- Royal Albert Hall
- Paradigm Talent Agency
- O2 Arena
- Glastonbury Festival
- Roskilde Festival
- Ecotricity
- Greenpeace
- RHS
- Friends of the Earth
- ASM Global
- Warner Music Group
- Primavera Sound
- Sky Sports
- Superstruct
- The Royal Parks
- NEC Group
- Burning Man
- London Legacy
- Boomtown Fair
- Extinction Rebellion
- Reverb
- CAA
- Festival Republic
- Bournemouth 7s
- SSE Wembley Arena
- UNFCCC
- and many more

KEY SPONSORSHIP OPPORTUNITIES

HEADLINE – £49,500 + VAT

Secure the naming rights of GEI and boost your brand recognition. Minimum 3 year commitment. Only ONE position available. Please inquire for details.

PLATINUM – £15,000 + VAT

Lead the industry with platinum visibility. GEI's top-tier sponsorship position offers unparalleled advantages.

GOLD – £10,000 + VAT

Exclusive second-tier sponsorship position guarantees extensive exposure.

SILVER – £7,500 + VAT

With guaranteed branding and profile, a third-tier sponsorship position offers great value for money.

GEI's main sponsors gain exceptional exposure to all of the industry's key decision-makers in over 50 countries. Before, during and after the conference, the positions represent excellent value and are tiered in order to cater for a variety of budgets.

ecotricity

EARTH/PERCENT



ticketsellers



KEY SPONSORSHIP OPPORTUNITIES

	Platinum £15,000 + VAT	Gold £10,000 + VAT	Silver £7,500 + VAT
Position on main conference logo block:	First row	Second row	Third row
Guarantees exceptional logo placement on:	<ul style="list-style-type: none"> •GEI16 website top banner •Delegate passes •Cover of GEI conference guide (400+) •Banner branding (7ft) around conference •GEI stationery 		<ul style="list-style-type: none"> •GEI email signatures •GEI eNews publications •All post- GEI reports •Logo featured in IQ Magazine •GEI easels around conference •All trade press advertising
Projection advertising: Display on 60 inch screens at conference registration area	✓	✓	✓
Full-color adverts in conference guide	Full page	Half page	Half page
Social media featured content post	2	1	
Company text in conference guide	300 words	300 words	
AGF associate membership	1 year Standard - Free	1 year Standard - 50% discount	
20% discount on Index and IQ support	✓	✓	✓
Complimentary tickets	5	4	2
Ticket discount code	15%	10%	5%

Interested in being GEI16'S HEADLINE SPONSOR?

Feature your brand alongside the GEI logo across all branding and more benefits! To find out more, **contact us!**

NOTE: GEI sponsors will have the option to upgrade to an annual package and boost their brand presence year round.

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AGF AWARDS OPPORTUNITIES



AGF Awards Sponsors £12,500 +VAT

AGF has one overall opportunity for a naming rights/headline sponsor for the International AGF Awards.

This package integrates marketing opportunities to give your brand maximum exposure in advance, during the event, and post show:

- Key brand mentioned wherever the International AGF Awards brand is placed.
- AGF website headline branding
- Logo branding on the holding Screens during conference.
- 300 word + logo feature in GEI delegate guide.
- Branding on all GEI email updates
- Branding and thanks on post-event reports and official GEI Videos.
- All trade press advertising
- 1 Social media dedicated post.
- Includes 4 passes to attend GEI including Awards ceremony at the close.
- 5 min Intro talk, or short video at the opening of the Awards.

Sponsor An Award Category

International Greener Festival Award £4,000 +VAT

All other categories £3,000 +VAT

E.G. AGF Green Power Award (Supported by The Really Lovely Group)

- Logo on awards ceremony live presentation screen, naming in brochure, on the event website, and on all announcements relating to the award.
- Introduction of winners on stage and brief words on the sponsor.
- Includes 2 passes to GEI including Awards ceremony at the close.



EACH PACKAGE INCLUDES A SELECTION OF BENEFITS SUCH AS FREE DELEGATE PASSES AND DIGITAL ADVERTISING WHICH OFFERS COVERAGE BEFORE, DURING AND AFTER THE CONFERENCE.

Why Sponsor International AGF Awards

Grown from the world's first ever sustainability certification for festivals and events. If you want to demonstrate your brand is engaged in sustainability and pushing boundaries for the next generation of smarter live events globally, look no further than the International AGF Awards.

The awards celebrate and recognise forerunners and groundbreakers in event sustainability, and to ultimately present the top festival prize attainable – **The International Greener Festival Award.**



Takes place directly following GEI16 where nominees and winners will be celebrated!



Trade press advertising features all partner logos, widening reach beyond the event, while various media partnerships ensure good PR around the Awards.



More than XX festivals from XX countries are eligible to win this year. Winners are selected from detailed AGF assessments, site visits, evidence and analysis by trained sustainable event auditors over the last year.



All marketing activity benefits from exposure before, during and after the event, and will also be featured through GEI 15 channels.



There are 9 award subcategories:

- The International Greener Festival Award.
- Greener Creative Award
- Water & Sanitation Award
- Pied Piper Award (Greener Communications)
- Greener Power Award
- Greener Catering Award
- Greener Transport Award
- Circular Festival Award (Waste reduction and resourcefulness)
- Community Action Award

OTHER SPONSORSHIP OPPORTUNITIES

Session Sponsor

£4,000+VAT

If there is a particular topic/s or GEI session that your company/brand would like to support or be associated with, you may want to consider a session sponsorship.

Buffet Lunch Presence

£5,000+VAT

GEI includes a complimentary buffet lunch for all delegates. Having a presence in this extremely busy location will provide sponsors with exclusive branding and a guaranteed footfall. The sponsors of this event can enjoy bespoke branding, a personal presence and possible drink giveaways. The package includes several elements such as delegates passes and logo presence in the GEI brochure. Please enquire for details.

Exhibition Space

Large exhibition space: £3,700+VAT

Medium exhibition space: £2,200+VAT

GEI has a limited and exclusive number of exhibition stands. Each stand provides unprecedented exposure to 400 plus delegates during the daytime.

Each stand includes:

- A table, power supply and adequate space to erect backdrops and displays.
- 1 delegate pass for the exhibitor.
- The inclusion of the exhibitors logo in the GEI brochure.
- Full page ad for Large exhibitor space holders.
- Half page ad for Medium exhibitor space holders.

Large exhibition space: 4 x 2m

Medium exhibition space: 2.5 x 1.5m



EACH PACKAGE INCLUDES A SELECTION OF BENEFITS SUCH AS FREE DELEGATE PASSES AND DIGITAL ADVERTISING WHICH OFFERS COVERAGE BEFORE, DURING AND AFTER THE CONFERENCE.

OTHER SPONSORSHIP OPPORTUNITIES

Networking Drinks Sponsor

Shared with one other brand £4,000 + VAT

Exclusive sponsor £6,000 + VAT

GEI offers complimentary drinks to delegates during a 2-hour reception that includes the International AGF Awards. Having a presence in this extremely busy location provides sponsors with exclusive branding and a guaranteed footfall. Sponsors can enjoy bespoke branding, a personal presence and possible drink giveaways as cash equivalent.

Includes 2 delegate passes to GEI and the AGF Awards.

GEI Delegates' Guide

Sitting on delegates' desks long after the conference is over, the GEI delegates' guide is not only a guide to accompany the event but also an invaluable directory of key international live music professionals.

GEI's guide includes itineraries, maps and information, as well as a complete list of all attending delegates and their contact information.



See overleaf for further advertising opportunities

A COMPLETE BREAKDOWN OF ALL PACKAGES IS AVAILABLE UPON REQUEST.

GEI DELEGATES' GUIDE RATES

SIZE	PRICE
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Inside Covers	£600
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Full Page	£1,200
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Half Page	£700
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The guide includes:

- Itineraries, maps and information.
- A list of all attending delegates and their contact information.

FULL PAGE
148mm (w) x 210mm (h)
Bleed: 3mm

PRODUCTION SPECIFICATIONS AND FILE FORMATS

Please supply electronic artwork files only, we cannot accept print-outs as final artwork. Full page and cover section adverts should be set up to the trim size provided and allow for 3mm bleed. Please ensure you use high resolution (300dpi) images at all times.

Please supply artwork as either:

- CMYK 300 dpi JPEGs saved at maximum quality (12)
- Hi-res PDFs. (Use press-quality settings)

Ensure all fonts are embedded and trim marks and bleed are included.

SUPPLIED PROOFS

All artwork must be accompanied with a colour proof. We will not be held responsible for colour accuracy, positioning or content of digital output if a proof is not provided. All proofs must be supplied at full size and made up to SWOP specifications. Registration, copy and trim marks should be placed outside the print area.

HALF PAGE
138mm (w) x 98mm (h)
Bleed: not required

HOW FAR YOU CAN REACH



OUR WEBSITE AUDIENCE

Top 5 locations:

UK 35.97%

US 14.33%

France 5.86%

Netherlands 3.96%

Germany 3.26%

20+
mailers

With GEI16 info will be sent including newsletters and delegate comms

3800+
contacts

AGF general mail audience (AGF Award Festivals and GEI attendees)

16,500+

Social media audience

Organic, engaging and industry related

13,400+
GEI related mailings

Were opened in 2022

The logo for GEI 16 features the letters 'GEI' in white and '16' in green, all in a bold, sans-serif font. A thin green horizontal line is positioned below the letters.

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PARTNERSHIP OPPORTUNITIES

Contact Agostina Obeid

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