



# LINN ACADEMY

12<sup>TH</sup> SEPTEMBER 2018

## Sponsorship Packages

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Linnworks

# LA 2018 : Sponsor Information

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## **Welcome to Linn Academy 2018: Building & Branding**

This year will welcome the largest audience in Linn Academy history, with over 800 tickets on sale and a new VIP ticket option. Online retailers from across the UK will come together to learn, inspire and network through a motivating day of influential speakers and on-topic panel discussions.

The quality of LA 2018 speakers will be higher than ever, with a variety of highly-respected experts on stage providing step-by-step insights into branding and business growth. You'll also find a couple of household names and international guests on the agenda for 2018!

With a dedicated marketing strategy and new influencer collaborations already in place, the marketing campaign for LA 2018 will connect with a wide international audience of online business professionals looking for fresh tools and ideas.

Linn Academy is pushing forward into a new league of business conference and there's never been a better time to come on board.

**#LA2018.**

# LA 2018: About

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Linn Academy is more than just a meeting place for the eCommerce community. You'll find a combination of world-class Keynote speakers and knowledgeable industry influencers, ready to join you on a journey to outline the next steps for taking your business to another level. From the handful of online sellers who came together in 2013 to form Linn Academy, to the 800 professionals sharing their experiences in 2017, every step of the LA journey has been directed by the eCommerce community with the aim to bring people offline and help them realise they are not alone. There are thousands of business owners with the same problems looking to find completely unique solutions – so come and be one of the valuable connections they make along the way.

**#LA2018.**

# LA 2018: The Venue

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Linn Academy will be hosted at the Vox Conference Centre for a second year. Part of the UK's number one venue, the NEC, the Vox has plenty of parking and great public transport links making it accessible to guests across the UK and abroad.

## **The Vox Conference Centre, Resorts World, Birmingham B40 1PU**

Parking is available on site at the NEC, a short walk from The Vox at Resorts World. The exact location will be confirmed to you prior to Linn Academy but feel free to get in touch with any questions or if you need any assistance.

**#LA2018.**

# LA 2018: Numbers

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**700** General Admission Attendees

**200** After-party Guests

**100** VIP Attendees

**50** Influencers

**7** Expert Workshops

**6** Keynote Speakers

**5** Networking Breaks

**3** Live Q&As

**2** Expert Panels

**1** Live Presenter

**#LA2018.**

# Silver Sponsorship

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## **The Silver Sponsorship package includes the following features:**

- A dedicated Sponsor host to assist you in the lead up to the event, on the day and post event
- Branded 2m x 2m stand in the Linn Academy Networking Hall (branding to be provided by sponsor)
- A personal marketing plan in partnership with our marketing team and guest speakers
- Your brand promoted on LA 2018 social media channels in the lead up to the event, on the day and post event
- Your brand logo included within the sponsor banner on Linn Academy emails in the lead up to the event, on the day and post event
- Your brand logo and bio included in the official LA 2018 Programme
- Two sponsor passes for the VIP networking evening party

**Silver Sponsorship Package Fee: £5,000**

# Gold Sponsorship

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## The Gold Sponsorship package includes the following features:

- A dedicated Sponsor host to assist you in the lead up to the event, on the day and post event
- Gold priority position 2m x 3m branded stand in the Linn Academy Networking Hall (branding to be provided by sponsor)
- A personal marketing plan in partnership with our marketing team and guest speakers
- Your brand promoted on LA 2018 social media channels in the lead up to the event, on the day and post event
- Your brand logo included within the sponsor banner on Linn Academy emails in the lead up to the event, on the day and post event
- Your brand logo and bio included in the official LA 2018 Programme, plus one half-page advert
- Four General Admission tickets to invite customers to LA 2018
- Two sponsor passes for the VIP networking evening party

**Gold Sponsorship Package Fee: £7,500**

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# Platinum Sponsorship Packages

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## The Platinum Sponsorship packages include the following features:

- Corporate Partner of LA 2018 branded opportunities\*
- A dedicated Partner host to assist you in the lead up to the event, on the day and post event
- Platinum priority position branded 4m x 2m stand in the Linn Academy Networking Hall (branding to be provided by sponsor)
- A personal marketing plan in partnership with our marketing team and guest speakers
- Your brand promoted on LA 2018 social media channels in the lead up to the event, on the day and post event
- Your brand logo included within the Corporate Partner banner on Linn Academy emails in the lead up to the event, on the day and post event
- Your brand logo and bio included in the official LA 2018 Programme, plus one full-page advert
- Four General Admission tickets to invite customers to LA 2018
- Two sponsor passes for the VIP networking evening party

**\*Corporate branding opportunities include LA 2018 Main Stage banners, LA 2018 Hoodies, Phone Charging Station, LA 2018 VIP Lounge and After Party.**

**Please get in touch for further Platinum Sponsorship package info.**

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# LA 2018: Contact

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To find out more about the LA 2018 Sponsor Packages please contact the Sponsorship Team on **events@linnsystems.com**

You can also join the #LA2018 conversation on social media:

Twitter: **@LinnAcademy**

Facebook: **@LinnSystems**

LinkedIn: **#LA2018**

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