



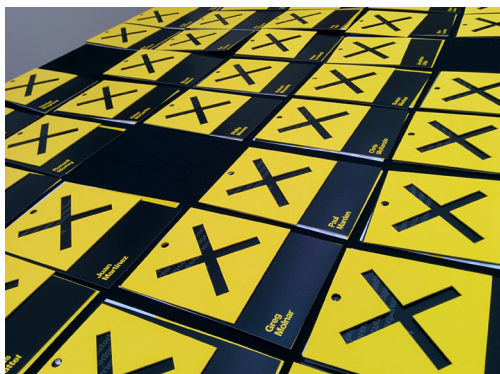
Bringing tech together

21.05.2020

Sponsor pack

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About WXG

WXG 2020 will be the eighth outing of our flagship, homegrown product and tech conference.

We're incredibly proud of how it's grown to what it is today; an easygoing and accessible conference for anyone interested in building a better world with technology and teamwork.

Over the years, our WXG community has expanded too, and we see many of our guests (and speakers) returning year-on-year. To date, we've been lucky to accommodate the likes of Social Chain, WWF, Slack, BBC, British Gas, Microsoft, Parkinsons UK and Monzo, to name just a few.

Sponsors

WXG is a great opportunity to connect with an active and engaged audience of forward-thinking business people, agency owners, entrepreneurs, big spenders, marketing types, CEOs and founders.



When is it?

WXG is on Thursday 21st May 2019 at Guildford's iconic Electric Theatre.

WXG is a day of insightful talks guaranteed to engage and inspire. With multiple breaks throughout the day (including breakfast, lunch and an afterparty), there's plenty of opportunity for attendees, speakers and sponsors alike to meet, mingle and talk shop.

08:30 Breakfast

09:30 Morning sessions 1

11:10 Morning break

11:40 Morning sessions 2

13:10 Lunch

14:10 Afternoon sessions 1

15:30 Afternoon break

16:00 Afternoon sessions 2

17:00 After party



Who attends?

WXG attracts over 200 attendees, from a variety of industries. Our audience consists of **51% brand** and **49% agency**, of which 42% are decision makers and 38% are management. 88% of our attendees are from Surrey, 15% from London, and the other 5% from surrounding areas.





Marketing & PR

Email campaigns

The WXG and wider Kyan events email subscriber list is made up of over 3,000 active users. Throughout the campaign process, personalised emails will be sent to segmented groups to increase engagement and clickthrough rates.

Sponsor logos (depending on package options) will be included in all emails.

Social media

In the lead-up to the conference, the event is promoted heavily across the WXG and Kyan social media channels, including Twitter, Facebook, LinkedIn and Instagram, with a total reach of approximately 5,000 direct users.

Through our self-funded paid campaigns, we are able to extend this reach to over 30,000 social media users.



In a nutshell

- 5,000-strong online community across all channels
- Over 10,000 hits on wxg.co.uk in the lead-up to the event
- National and local trending on Twitter year-on-year
- A committed email and social campaign post and pre-event
- Over 1,000 tweets on the day
- 1m+ total unique reach on Twitter
- 2 million absolute reach

Packages

	Headline (1 available)	After-Party (1 available)	Supporter (3 available)	Friend (3 available)	Contributor (5 available)
Pre-Event					
Exclusivity of sector	Yes				
Sponsor blog post	Yes	Yes			
Logo positioning on WXG website	Prime	Secondary	Third	Fourth	Fifth
Number of social media mentions	5	4	3	2	1
Bio included on WXG website	Yes	Yes			
Logo included on email footers	Yes				
On the day					
Number of complimentary tickets	4	3	2	1	1
Referral discount value	50%	40%	30%	20%	10%
Acknowledgement during opening & closing	Yes	Yes			
Logo on holder slides	Yes	Yes	Yes		
Number of social media mentions	3	2	1		
Advert in conference book	Full page	Full page	1/2 page	1/4 page	Logo
Intro page in conference book	Yes				
Opportunity to include gifts in goody bags	Yes	Yes	Yes	Yes	Yes
Post-event					
Number of social media mentions	2	1	1	1	1
Mention in closing email, inc. attendee offer	Yes				
Logo on all photographs	Yes				
Investment (ex VAT)	£3,000	£1,500	£1,000	£750	£500

How do I get involved?

Packages are limited! To discuss the benefits of being involved with one of the leading digital conferences in the south, contact the Kyan events team today.

Amy Johnstone, Events Producer

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