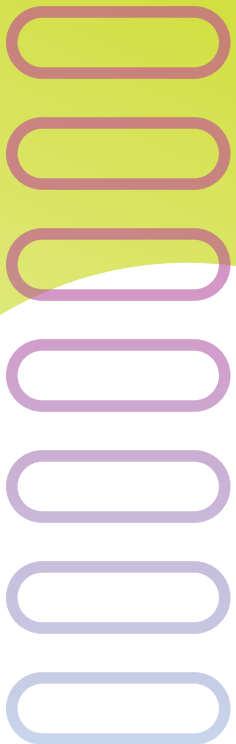




IT NATION[®]
London

EVENT PROSPECTUS

10–12 March 2025 | Hilton London Metropole



Past Attendee Demographics

Company Size by Employee:

Less than 4	4-10	11-19	20-49	50-249	250+
8%	17%	16%	35%	17%	6%

Company Size by Revenue:

< 1 Million GBP	1-3 Million GBP	3-7 Million GBP	7-14 Million GBP	14+ Million GBP
26%	31%	23%	13%	8%

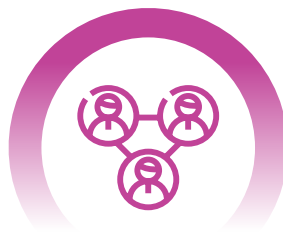
Attendee Job Titles:

Finance Manager	Marketing	Technician	IT Manger	Service Manager	Sales Manager	Operations Manager	Owner
2%	3%	5%	8%	8%	7%	12%	55%

Top Three Reasons to Attend



Industry knowledge



Networking



Vendors in
Solutions Pavilion

By the Numbers

Total Number of Attendees
600

Booth + Conference Access

	Diamond	Platinum	Gold
What's included?			
Standard size table and chairs in exhibit area	•	•	•
Wireless connectivity	•	•	•
Full conference exhibitor passes	4	3	2
Delegate passes for customers*	2	1	
Lead scanner license	2	1	

Digital Promotion

	Diamond	Platinum	Gold
What's included?			
Company profile on IT Nation London exhibitor webpage	•	•	•
Exhibitor Marketing Kit (EMK)	•	•	•
Banner ad on IT Nation London website	•	•	
Dedicated callout on IT Nation London homepage for two weeks	•		
Dedicated email sent to all delegates post-event	•		
Welcome post on IT Nation social handles	•	•	
Exhibitor profile on mobile app	•	•	•
Push notification on mobile app	•		

Content + Interaction

	Diamond	Platinum	Gold
What's included?			
Logo featured on event signage	•	•	•
Logo on rolling slide preceding keynotes	•	•	
Conference bag insert	•	•	
5-minute mainstage speaking spot prior to the keynote	•		
Keynote seat drop	•		
Breakout session	•	•	
Total Price	£50,000 1 Available	£28,000 4 Available	£20,000

À La Carte Options – On-site Branding

À La Carte Add-Ons	Amount Available	Price (GDP)
Lanyard sponsor	1	£15,000
Registration Bag sponsor	1	£20,000
Welcome Reception sponsor	1	£10,000
Private Happy Hour Experience after hours— NEW	4	£15,000
IT Nation Celebration sponsor— NEW	1	£10,000
Coffee/tea sponsor	1	£2,000
Lunch sponsor	1	£2,000
Photobooth sponsor— NEW	1	£15,000
Coffee Cart sponsor— NEW	1	£10,000
Custom Networking Lounge	3	£15,000

À La Carte Options – Message Delivery

À La Carte Add-Ons	Amount Available	Price (GDP)
Quickfire session	10	£5,000
Breakout session seat drop*	2	£1,000
Bag insert	4	£1,000
5-min pre-keynote speaking spot— NEW	2	£20,000
Solutions keynote (30-min)*— NEW	1	£50,000
Breakout Session	3	£12,000
Pre-Conference Workshop (Half-Day)	2	£10,000

À La Carte Options – Digital Promotion

À La Carte Add-Ons	Amount Available	Price (GDP)
Mobile app sponsor	1	£5,000
Push notification on mobile app	2	£2,000
Pre-keynote promotion slide	3	£1000
Feature on IT Nation London homepage	2	£1000
Pre-event social media livestream— NEW	4	£5000

À La Carte Descriptions – On-site Branding

À La Carte Add-Ons	Description
Lanyard sponsor	Your logo featured on the co-branded event lanyard given to each delegate.
Registration Bag sponsor	Your logo featured on co-branded event bag given to attendees at registration.
Welcome Reception sponsor	Your logo featured on co-branded signage and beverage napkins at the evening party. Will also be included in party description on website and mobile app.
Private Happy Hour Experience after hours— NEW	Your chance to curate your own private after-hours event.
IT Nation Celebration sponsor— NEW	Your logo featured on co-branded signage on IT Nation London website, event mobile app, on-site, and at the venue.
Coffee/tea sponsor	Your logo featured on co-branded signage and beverage napkins at coffee and tea stations.
Lunch sponsor	Your logo featured on co-branded signage at lunch on both conference days.
Photobooth sponsor— NEW	Your logo featured on a co-branded, memorable item attendees can take home with them.
Coffee Cart sponsor— NEW	Help attendees overcome that mid-day slump with a jolt of excitement and have your logo featured on co-branded signage.
Custom Networking Lounge	Do you have a creative idea for your own custom lounge? This is your chance to highlight your creative side. Lounge includes brandable space and is located outside the Solutions Pavilion, lounge description on IT Nation London website and mobile app. Lounge theme must be approved prior to purchase. Electric, AV and/or additional furniture are not included and may be purchased by the sponsor through the Freeman exhibitor kit. Electric, AV and/or additional furniture are not included.

À La Carte Descriptions – Message Delivery

À La Carte Add-Ons	Description
Quickfire Session	One minute to highlight your company in a live exhibitor quickfire session
Breakout session seat drop*	Provide one small item to be dropped on each seat, in each breakout session room, before the first round of sessions on one day of the conference.
Bag insert*	Provide one small item to be dropped on each seat, in each breakout session room, before the first round of sessions on one day of the conference.
5-min pre-keynote speaking spot— NEW	Your chance to be featured on the main stage! Kickoff a keynote session with a five-minute speaking spot prior to our Guest Keynote. You will also have the opportunity to provide one small item to be placed on each seat prior to the session. Plus, exhibitor recognition on event signage, website, mobile app, and digital signage during the session. Speaker and content must be approved by The IT Nation.
Solutions keynote (30-min)*— NEW	30-minute presentation in General Session. Exhibitor recognition on event signage, website, mobile app, and digital signage during the session. Speaker and content must be approved by The IT Nation.
Breakout Session	Present a breakout session during the exhibitor round of sessions. Provided: screen, projector, lavalier microphone, handheld wireless microphone, and computer audio. Breakout session will be listed on the IT Nation Connect website and mobile app. Post-conference, you'll receive the list of attendees to your breakout session.
Pre-Conference Workshop (Half-Day)	Pre-Conference Workshop (Half-Day) Present a half-day workshop on Monday (PM Session). Provided: screen, projector, lavalier microphone, handheld wireless microphone, and computer audio. Workshop will be listed on the IT Nation Connect London website and mobile app. One snack/beverage break will be included.

À La Carte Descriptions – Digital Promotion

À La Carte Add-Ons	Description
Mobile app sponsor	Your logo featured on event signage and a dedicated banner ad in the mobile app.
Push notification on mobile app	Provide a push notification message to be sent to all delegates through the mobile app during the event. Timing of notification will be determined by The IT Nation.
Pre-keynote promotion slide	Provide one slide to be included in rolling slides preceding the keynote.
Feature on IT Nation London homepage	Your company profile highlighted on the IT Nation London homepage for two weeks.
Pre-event social media livestream— NEW	Reserve time to take over an IT Nation social media channel before the event. Use this time to reach The IT Nation networks and audience to promote your products and services and highlight your booth.