

## EOA Annual Conference 2021

The EOA Conference 2021 is the place to discover how to unlock the potential of people, businesses and the economy through employee ownership.

Prepare to learn, share experiences and insight, network with peers and advisors and celebrate employee ownership success stories at our first fully virtual annual conference.

After last year's one-off digital learning event EO Boost, we have brought together our knowledge from this, teamed with the digital know-how of our newly employee-owned event partner First Event, to bring to life the elements that define the EO Community—sharing experiences and expertise to support the development of individuals, businesses and their impacts on communities.

### More than 30 sessions covering:

- Case study presentations
- Interviews
- Q&As
- Round-table sessions
- Adviser insight sessions
- Facilitated and speed networking

### Covering topics on:

- **Better Business**
- **Developing Good Employee Ownership**
- **Exploring Succession**
- **And more!**

This year we have a range of available options for EOA members looking to sponsor a part of the event, you'll find more information about the available opportunities on the following pages.

# Sponsorship Opportunities - Packages

Our Gold & Platinum packages offer great value for sponsors, providing you with your own dedicated exhibition booth and much more.

To discuss the offers below, contact Oliver Smith, Head of Membership  
oliver.smith@employeeownership.co.uk

## Gold Package - £2,200 +VAT

- **Dedicated digital exhibitor booth** where you can advertise your company services and provide links to relevant resources to showcase your credentials, with analytics on the visitors to your booth.
- **Networking area branded table** – option to host 3, half-hour, topic-led sessions in our EOA Annual Conference timetabled networking sessions. At your virtual table you can meet up to 8 attendees at a time.
- **A 1-1 appointment to make the most of your sponsorship** with our employee-owned event partner First Event to make sure you get the most out of your booth.
- You will feature as part of the exhibition and networking promotion to delegates.
- 1 dedicated social post across all EOA platforms on the run up to the EOA Annual Conference with link to chosen landing page.
- 1 dedicated social post across all EOA platforms, during the conference linked to your booth.

## Platinum Package\* - £3,200 +VAT (all the above plus)

- **Networking area branded table option to host a table in an additional 3 networking sessions** (so 6 in total), half-hour, topic-led sessions in our EOA Annual Conference timetabled networking sessions.
- Three complimentary tickets for your employees.
- Five discounted tickets to share with your clients.
- 3x dedicated social posts across all EOA platforms, 1 per week beginning 1st November with link to company website/chosen landing page.
- Sponsored mailer sent to all registered delegates prior to the Conference, showcasing your organisation and encouraging attendees to visit your booth .
- Prominent position in the online exhibition.
- 1x Blog post covering an EO relevant topic to be hosted on the EOA site promoting your organisation/ topic that you will host on your table (content to be provided by sponsor but can be supported by our Head of Communications)

\*limited number available

# Sponsorship Opportunities

We can also offer a range of other opportunities for sponsors, either to expand on their chosen package or as a standalone sponsorship opportunity.

To discuss the offers below, contact Oliver Smith, Head of Membership  
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## Photobooth & Mosaic Wall Sponsor - £5,000 +VAT

- Sponsor our digital photo booth where delegates can take photo's of themselves to celebrate the day, your logo will be displayed prominently in the booth.
- All of the photos gathered will be compiled into a mosaic wall which will create a design that incorporates your logo and will be used by the EOA on social media post event.
- The mosaic image will be used for the promotion of next year's conference. You can also get a copy for your use.
- Mentions and acknowledgements each day of the conference promoting the photo booth.

## Video Diary Room - £6,000 +VAT

- Sponsor our digital Video Diary Room where delegates can tell us what they think about the conference and employee ownership. This will add another layer of engagement to the EOA Annual Conference.
- This sponsorship will see the Video Diary Room and your sponsorship mention in mailers and at sessions throughout the event.
- A selection of videos will used post event and made into clips that promote EO and talk about the conference.
- These will be edited to have a frame with the words 'Views from the EOA Annual Conference 2021 Diary Room' supported by (your sponsor name here) and used in post event promotions/ future conference promotions.

## Well-being sessions – £1,000 each + VAT

Each day at 5pm the EOA Annual Conference programme will offer a well-being session such as yoga, meditation or corporate wellbeing.

Your sponsorship of this would see your brand associated with employee and corporate wellbeing as part of the promotion of the event, both the run-up and during the conference.