

2017

VENTUREFEST EAST



IN SEPTEMBER 2017 THE REGION'S TOP INNOVATORS, ENTREPRENEURS AND INVESTORS WILL COME TOGETHER IN ONE LOCATION TO SHOWCASE THE LATEST TECHNOLOGY, SHARE THINKING AND EXPLORE NEW IDEAS. SEEDS WILL BE SOWN, DEALS WILL BE DONE AND FUTURES WILL BE MADE...



@VENTUREFESTEAST

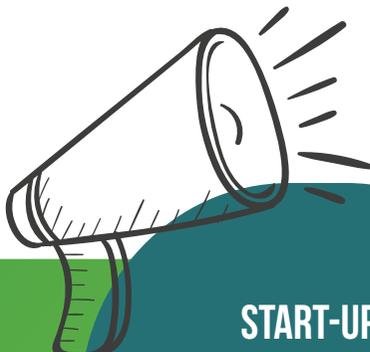
VENTUREFEST EAST 2017

Venturefest East 2017 is a one-day festival with a clear remit - to nurture business growth in the region by helping innovators develop their ideas and identify barriers and how to overcome them, whilst helping entrepreneurs overcome the barriers to getting investment.

Venturefest East 2017 will inspire, entertain and amaze delegates with fantastic talks, engaging workshops and exciting exhibitions.

“ IF YOU ARE A START-UP, EARLY-STAGE GROWTH, SCALE-UP / SME, CORPORATE, UNIVERSITY, GOVERNMENT BODY, CONSULTANT OR OFFER A PROFESSIONAL SERVICE, VENTUREFEST EAST 2017 IS THE BUSINESS SHOWCASE EVENT FOR YOU. ”

WHO IS VENTUREFEST EAST 2017 FOR?



START-UPS

Launch your ideas, starting out or running an early-stage growth company? If you're just getting your idea off the ground you've found the perfect place to gain some traction.

GROWING BUSINESSES

Exploit your ideas to accelerate growth, You'll find plenty of inspiration and practical support here to take your ideas further.

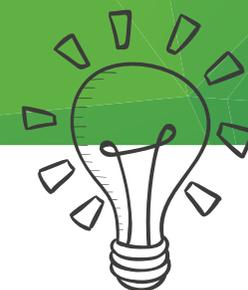
INVESTORS

Find the next big thing, Angel investor, fund manager, lender or crowdfunder? - Meet exciting businesses in a format that's fast, simple and effective.

PARTNERS

Meet innovative businesses. If you provide a service or product that could be used by innovative businesses in the East of England, join the Venturefest family and feel the benefit.

NEWMARKET RACECOURSE - 21ST SEPTEMBER 2017



WHAT'S GOING ON ?

Keynote Presentations

Hear from a range of inspirational speakers

Meet the Experts

Get that specific piece of knowledge to accelerate your business through that barrier to growth

Inspiration

Stories from real people on how they overcame their professional and personal barriers to achieve success

Finance Streams

Focused Finance streams identifying the specific funding barriers in each area of growth

Networking

Network with like minded people... Speak to "been there, seen it, done it" people who have overcome the barrier that you are trying to break through

PITCHFEST

Pitchfest will connect innovative new businesses with real investors, interested in your ideas. This competition is open to any business or individual in the East region looking for support to develop innovative ideas, or to get investment to grow your ideas.

INNOVATION SHOWCASE

The Innovation Showcase is an opportunity for new start-ups (or even pre-start-up) to showcase innovative business ideas at this major business event.

THE BEANBAG BRIEFING

An informal area where visitors can "pull up a bean bag" and interact with our experts - the emphasis being on informality – no PowerPoint, no technology – just open and engaging chat.

THE ELEVATOR PITCH

How long does it take to deliver the perfect pitch? Two minutes? Half an hour? How about 60 seconds? It doesn't sound like a huge amount of time, but, as anyone who understands the power of keeping things succinct and direct will tell you - this is really all the time you need to grab the attention of your audience. It can make people want to learn more, if not reach straight for their cheque book.

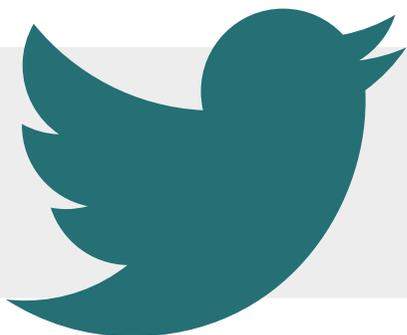




WHY SUPPORT VENTUREFEST EAST 2017?

Venturefest East is all about bringing people together to create new business opportunities and make exciting things happen. Attracting **over 650 attendees in 2016**, Venturefest has an excellent track record in delivering direct benefits for businesses.

It's a unique day in the business calendar that's packed with inspirational speakers and practical workshops to help you make new connections, raise finance and explore opportunities.



VFE FACT

In 2016 Venturefest East was trending on twitter and attracted more than **One million social media interactions** on the day.

TOP 5 BENEFITS OF BEING A VENTUREFEST EAST SUPPORTER



- 1 Position your business as a leader in supporting Innovation in the UK
- 2 Promote your presence to over 600 Innovation leaders in industry, academia and business.
- 3 Raise your profile in the most active area in the UK's Innovation landscape
- 4 Significant Media / Social Media coverage*
- 5 Promotion of your supporter status in Venturefest East marketing.

* Media coverage of Venturefest East reached over 2.5M people, with 54 Clippings monitored between March and June 2016. The regional BBC1 News magazine, Look East attracted viewing figures of 412k on May 25th 2016 with an AVE (Advertising Value Equivalent) of £8,248. The top digital source was www.GOV.uk which reached 1,350,569 people with an AVE of £3,625 and print sources realised a total AVE of £36,739 The total coverage of the event achieved an AVE of £53,768.

Social Media
Venturefest East achieved 500 posts from 140 users, reaching 323,929 people with 1.15m impressions.

**All prices are exclusive of VAT.

EXHIBITOR PACKAGE

ZONE IN

#VFE17

At this year's Venturefest East, we are taking a different and innovative approach to our exhibition.

The exhibition space will be divided into the following zones:

<p>WORLD BEATERS</p> <p>International, globally attractive businesses and ideas</p>	<p>LIFE CHANGERS</p> <p>Ideas and products that change the way we live our lives</p>	<p>RULE BREAKERS</p> <p>Sector disruptors breaking the mould</p>	<p>EYE OPENERS</p> <p>The next big things</p>	<p>GAME MAKERS</p> <p>Immersive digital and creative</p>
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If you feel your business fits into more than one zone, please select your preference of location when booking your space.

Exhibition space is available from only **£400 (plus VAT)** and includes 1 x 500w power supply and a 6ft x 3ft table with cloth.

If you require a larger space for your stand, or have specific requirements, please contact Robin Childs on robin.childs@gcgp.co.uk.

NB – all electrical equipment (computers/exhibits) MUST have current PAT (portable appliance test) certification.

All exhibitors must provide proof of Public Liability insurance.

ADDITIONAL BENEFITS

- ✓ All Exhibitors will have a listing with company profile and logo on the event website www.venturefesteast.com
- ✓ **VFE17** Social Media channels will actively promote and push to delegates & public audience once a month from booking.
- ✓ Dedicated event management liaison and support pre, and at, event.
- ✓ As an exhibitor, you will benefit from a long term fully integrated communications campaign reaching a business audience across the East of England region. Working both offline and online Venturefest East is promoted on a range of digital platforms including website, mobile app and social media giving your brand huge exposure leading up the event on the 21st September 2017.