

Audiences Central  
Annual Conference 2010  
**Exhibitor &  
Sponsorship  
Opportunities**

Thursday 15 April 2010  
The Public, West Bromwich  
10am to 4pm

# Physical Digital

Engaging and Understanding Audiences

## About the conference

Rapid changes in technology over the last decade have revolutionised the way in which the cultural sector engages with audiences.

*Physical Digital* is an inspirational one-day conference designed to explore new techniques and approaches, and look to the future.

### Topics for discussion include:

- Navigating your digital audience
- Overcoming the digital divide
- Trendsetting
- The power of virals
- Guerrilla marketing
- Combining digital tools with word-of-mouth
- How free online tools can be used to capture and grow audiences
- Interactive engagement

### Target audience

A must-attend event for those in the arts, cultural and heritage sectors involved with, or interested in, using technology - from websites and free online tools, to more complex digital solutions - to engage, sustain and grow audiences.

Attendees will be CEOs, Leaders, Senior Managers, Managers, Assistants and Officers in the fields of marketing, communications, engagement, research, outreach and education who hail from around 100 leading venues, galleries, archives, heritage sites, touring companies, festivals and other cultural organisations.

## Exhibitor and sponsorship opportunities

A range of packages designed to raise your profile within the arts, culture and heritage sector are available, including headline sponsor, exhibitor space and distribution of promotional materials (*see over for further details*).

Bespoke packages, designed specifically to suit your personal needs, are also available upon request.

## About Audiences Central

Audiences Central is the audience development agency for the West Midlands region (Birmingham, Black Country, Staffordshire, Shropshire, Warwickshire, Worcestershire and Herefordshire).

The agency specialises in marketing services, digital marketing, research, press and media, audience engagement and development, campaigns planning, consultancy and learning.

*Physical Digital is part of Arts Council England West Midlands' Public Engagement campaign, Arts Nation West Midlands.*



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## Sponsorship Opportunities

Headline sponsor  
From £1,000 +VAT

Available to one organisation only.

Benefits include:

- Showcase your services and disseminate your products
- Develop contacts and forge opportunities with leading arts, culture and heritage organisations
- Gain name recognition and visibility for your organisation within the sector
- Company branding displayed prominently on all relevant promotional materials, including:
  - event timetable
  - event emails
  - signage
  - press releases
  - Audiences Central website and within e-newsletters (pre and post-event)
- Mini-profile on Audiences Central website
- Exhibition space within the venue (2.5ft x 6ft table; WiFi access)
- Your promotional material in delegate packs
- Company branding displayed in the main auditorium
- Two complimentary conference places, including lunch and refreshments
- Additional conference places at reduced rate (if available)
- Acknowledgement during opening and closing speeches

## Exhibitor Opportunities

Exhibitor Stand  
£340 +VAT (with power supply)  
£290 +VAT (without power supply)

*Includes lunch and refreshments for two people.*

Benefits include:

- WiFi access
- 2.5ft x 6ft table
- 150 word editorial in Delegate Pack
- Showcase your services and disseminate your products
- Develop contacts and forge opportunities with leading arts, culture and heritage organisations
- Gain name recognition and visibility for your organisation within the sector
- Conference places available at reduced rates

The day will include two refreshment breaks and a lunch period of one hour. Delegates will also be able to browse and network for a period once the sessions have concluded.

*Places for exhibitor stands are limited.*

## Additional Opportunities

### Delegate packs

From £50 +VAT

Insertions into 100+ delegate packs; from flyers and brochures, to merchandise

Benefits:

- Highlight your services and products
- Gain name recognition and visibility for your organisation within the sector by directly reaching around 100 leaders and decision makers



Specialists in:  
Marketing Services | Digital Marketing  
Press & Media | Research  
Audience Engagement & Development  
Campaigns Planning | Consultancy

For more details and to register your interest, contact:

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