

ISSBA
Epsilon House,
Ransomes Europark
Ipswich IP3 9FJ



Run by Business Owners for Business Owners

Putting down roots for a sustainable future

Introducing:
Anglia Business Exhibition 2015/16



brochure design by: doublesdesign.com



About ISSBA



Run by Business Owners for Business Owners

Putting down roots for a sustainable future

Who Are The Ipswich & Suffolk Small Business Association?

The Ipswich and Suffolk Small Business Association (**ISSBA**) provides a forum for the mutual support of small businesses. An informal organisation of small business owners and a selection of like-minded business people, it is funded by members' subscriptions and organised by an elected Committee at AGM.

Run entirely by a team of volunteers, mostly small business owners themselves, we have been established for 28 years and are proud to be the only organisation of its kind in East Anglia. ISSBA is a not for profit organisation and directs its revenues to the business aims of the Association.

The main aims of ISSBA are to:

- offer cost effective, clear and relevant support to its members
- establish the Anglia Business Exhibition (formerly Suffolk Business Exhibition) as the premier Business to Business Exhibition in the County
- extend our reach to include the whole of Suffolk and not just the Ipswich area
- work closely with partner organisations to ensure its goals for growth are aligned to the Suffolk Growth Strategy.

ISSBA organises a varied selection of networking meetings and other events for its members throughout the year, with the annual exhibition being the showcase event. In addition we publish an annual membership directory and produce a monthly e-newsletter for members detailing forthcoming events. The ISSBA website contains information and articles about member businesses and forthcoming events and is updated on a regular basis:

For further information contact Merie on mail@issba.co.uk

Or go to: www.issba.co.uk



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IPSWICH &
SUFFOLK
SMALL BUSINESS
ASSOCIATION

About Suffolk Chamber of Commerce



Suffolk Chamber can support your business throughout its lifecycle - from starting up in business, to development, growth and beyond. Alongside being the voice of business, Suffolk Chamber organises events, which provide business to business networking opportunities and ensure that you can build your supply chains and customer portfolio.

Chamber Membership

What's in it for you?

- **Networking** - over 100 Chamber events a year around the county.
- **Promotion** - sponsorship opportunities, b2b online trading platform, online members' directory, members' only area on Chamber's website, advertising in Chamber publications and Suffolk Business Directory.
- **Business Credibility** - use of Chamber logo.
- **Business Information** - product sourcing, targeted mailing lists, credit checks, 24/7 free Legal Advice Line.
- **International Trade** - Export Documentation, Letters of Credit, Chamber Foreign Exchange, Chamber Translation Services and Suffolk International Trade Group.
- **Representation** - a voice locally, regionally and nationally.
- **Skills Development** - free training information and skills advice service.
- **Business Discounts** - on Chamber events, sponsorship opportunities, utilities, healthcare, insurance and 50% on European export documentation.
- **Sector Specific Interest Groups** - Suffolk Business Women, Suffolk e-Business Club, Energywise, IP Network, Bank of England Panel, Suffolk International Trade Group and Transport & Infrastructure Group.

For further information please contact:

Suffolk Chamber of Commerce on 01473 680600

membership@suffolkchamber.co.uk

www.suffolkchamber.co.uk

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About Suffolk County Council Support

We are delighted to be sponsoring the Anglia Business Exhibition for the second year running. The event is always successful and demonstrates the extent of business talent in Suffolk. It really showcases and champions small businesses and has proved to be an excellent way for these businesses to network and develop collaborations.

The Exhibition provides Suffolk County Council with an opportunity to connect with companies, explain the business support services that we and our partners provide and get feedback on what we are doing. Small businesses are essential to the Suffolk economy delivering local jobs and economic growth. We are pleased to be able to support such a vibrant platform for these businesses to exhibit and gain a profile both inside the county and further afield.

Jai Raithatha

Head of Economic Development

www.suffolk.gov.uk



The Exhibition



Where We Are Now

When ISSBA staged its first exhibition in the mid 1990s it had fewer than two dozen stands. Now, with the benefit of the strategic partnership between ISSBA and Suffolk Chamber of Commerce, this same exhibition has grown to become Suffolk's largest and most successful showcase for businesses with over 165 stands and more than 1400 visitors each year. Exhibitors are required to be members of ISSBA or Suffolk Chamber. The whole event runs over one day, with the opportunity for larger exhibitors to set up the day before.

Visitors have the benefit of free entry and free parking on the day and are encouraged to pre-register. Registration software is used to provide accurate data and enable both exhibitors and visitors to give feedback after the event.

Promotion & Marketing

Archant Suffolk, our Media Partners, promote the event widely in the East Anglia Daily Times and Business East. In addition, social media and regular PR bulletins are issued throughout the East of England and we are also delighted to have radio support from Town 102.

The exhibition takes place annually at Trinity Park, Felixstowe Road, Ipswich IP3 8UH and is organised by Ipswich and Suffolk Small Business Association (**ISSBA**). The exhibition is supported by its strategic partner Suffolk Chamber of Commerce (**Suffolk Chamber**).

The day starts with a networking event and brunch for exhibitors to get to know one another and an opportunity for key stakeholders to say a few words. This is followed by an Opening Ceremony performed by a well-known and prominent business person.

As we are a not for profit organisation, this event relies on partners and sponsors to maintain the low cost for exhibitors enabling them to be part of a large business-to-business event, to showcase their organisation and gain important business contacts.



What's new for 2015

With a clear demand for more stands each year, ISSBA has been constantly challenged to grow the event. At present this has been done by adding a marquee to the Trinity Park venue and an increasing use of technology to provide high quality data regarding exhibitors and visitors.

We are continuing to expand and anticipate the available exhibitor capacity will grow to around 200 stands, and visitor number to increase, as the event attracts support from not just Suffolk but from the whole of East Anglia.

This will be achieved by moving the exhibition to the large President's marquee at Trinity Park.



Thank you to those already committed to three years in 2014

Suffolk Chamber of Commerce
Suffolk County Council
New Media Group

Free Rein
Archant
Realise Futures
Ipswich Borough Council



Partnership Package Benefits:

Second Tier Partnership packages will help you to promote your goals and aspirations to the business community in East Anglia as follows:

Second Tier Partnerships Benefits

- 1 **As a second-tier partner**, your input will be crucial to the growth and to help maintain the high standards of the exhibition. You will be invited to be a member of the ABE Steering Group Committee, attending regular quarterly meetings in October, January and April, enabling your organisation to influence how the event is organised and the ongoing strategy over the next three years.
- 2 **Stand**, choice of location and size by agreement and availability.
- 3 Your pull up banner in dwell time areas
- 4 **Invitation to Press Launch** and photo opportunities
- 5 **Your logo** on the event website for 24 months with a click through to a company profile and link to your own website. This will appear in a special 'sponsors area'
- 6 **Full page** advertisement and half page editorial in the special full colour Exhibition Brochure
- 7 **Your logo** on the Exhibition e-invitations/posters and banners etc.
- 8 One half day clinic



Cost:

£4,000 + vat Year 1

£5,000 + vat Year 2

- 9 Benefit from promotional activities throughout the East of England in the lead up to the event
- 10 Attendance at and presentation opportunities at the Sponsors' Thank You Event.
- 11 **PR support** to help you to promote your involvement with the event.
- 12 Stand alone PR coverage - profile in EADT
- 13 **Table of 10** for Keynote Speaker Sit Down Breakfast



What Our Partners and Sponsors Said in 2014

"Suffolk Chamber is pleased to support this event which is a fundamental part of the annual business calendar for East Anglia. We're getting behind it over the next three years because we feel it brings a great opportunity for firms to come together, make new contacts and develop new business opportunities together. We're looking forward to a very productive event."

John Dugmore, Chief Executive of Suffolk Chamber of Commerce.

"Without doubt the best business exhibition in Suffolk"

Chris Soule, Chairman of Suffolk Federation of Small Businesses

"The Council was pleased to support ISSBA, well done to all of the team for making the day a great success"

Peter Lee, Ipswich Borough Council

We are inviting organisations from key areas of business in East Anglia to help promote the aspirations and goals within the business community, with a view to providing a dedicated zone once the larger venue is available.

These align with the County's Strategy for Growth and include:

- Education & Skills
- Tourism & Leisure
- Investment & Enterprise
- Energy & Green Economic Growth
- IT & Digital

We would like to invite your organisation to take advantage of this exclusive opportunity to promote yourselves throughout the East of England at this well-established business event.

Enjoy further advantages by pledging your support early to ensure you receive maximum benefit in our professionally-delivered PR campaign. You will also be invited to be involved in the strategic direction of this prestigious business exhibition.

2nd Tier Partnership Offer

◆ Opportunity to attend ABE steering groups

◆ 2nd Tier Partner Area Sponsor

A large display stand in the area of your choice

Opportunity to display roll-up banners and literature within key areas.

Feature in the full colour photograph of the Sponsors for use on all promotional literature such as the event brochure and website.

One half day clinic

Press Launch Reception x up to 4 places

PR coverage and breakfast

Table of 10 at special keynote speaker sit down breakfast

Your logo on the ABE website for 24 months with a click through to a company profile and link to your own website

Full page advertisement and half page editorial in the special full colour Exhibition Brochure.

Benefit from promotion of the event throughout the East of England in the lead up to the event including social media

4 places at the Sponsors Thank You Presentation Event

£4,000* 2015

£5,000* 2016

* Payment terms by agreement

Sponsor Package Benefits

◆ Networking Area Sponsors

A large display space in the Networking Area by negotiation

Opportunity to display roll-up banners and literature within key areas.

Feature in the full colour photograph of the ISSBA Sponsors for use on all promotional literature such as the event brochure and website.

Press Launch Reception x up to 4 places

Your logo on the ABE website for nine months with a click through to a company profile and link to your own website

Half page advertisement in the special full colour Exhibition Brochure

Benefit from promotion of the event throughout the East of England in the lead up including social media

2 guests at special keynote speaker sitdown breakfast

2 places at the Sponsors Thank You Presentation Event

£1,995 + vat for payment by 31 March 2015

◆ Platinum Package:

3m x 2m stand. A shell display stand with fascia board will be provided together with a company name and stand number.

A tablecloth, table, electricity and wifi is also included.

Feature in the full colour photograph of the event Sponsors for use on all promotional literature such as the event brochure and website.

Your logo on the ABE website for nine months with a click through to a company profile and link to your own website

Half page advertisement in the special full colour Exhibition Brochure

Benefit from promotion of the event throughout the East of England in the lead up to the event including social media

2 guests at special keynote speaker sitdown breakfast

Press Launch reception drinks tickets x 2

4 places at the Sponsors Thank You Presentation Event

2 YEAR OPTION: £1450 p.a. for 2015, 16, payable in one card payment or by 2 standing order payments to be completed by 31 March 15

1 YEAR OPTION: £1550 for 2015 only, payable by 31 March 15.

Sponsor Package Benefits continued

◆ Gold Package:

4m x 1m stand, in a prime location at the exhibition. A shell display stand with fascia board will be provided together with a company name and stand number. A tablecloth, table, electricity and wifi is also included.

Feature in the full colour photograph of the ISSBA Sponsors for use on all promotional literature such as the event brochure and website

Your logo on the ABE website for six months with a click through to a company profile and link to your own website

Quarter page advertisement in the special full colour Exhibition Brochure

Benefit from promotion of the event throughout the East of England in the lead up including social media

Press Launch Reception Drinks Tickets x 2

1 guest at our keynote speaker sit down breakfast

3 guests at our Sponsors' Thank You Presentation Event

2 YEAR OPTION: £1000 p.a. held for 2 years (2015/16) if 2 year option booked, payable in one card payment or by 2 standing order payments to be completed by 31st March 15.

1 YEAR OPTION: £1100 for 2015 only, payable by 31 March 2015.

◆ Silver Package:

2m x 1m stand in a prime location at the exhibition. A shell display stand with fascia board will be provided together with a company name and stand number. A tablecloth, table, electricity and wifi is also included.

Feature in the full colour photograph of the Sponsors for use on all promotional literature such as the event brochure and website

Press Launch Reception Drinks Tickets x 1

Your logo on the ABE website for three months with a click through to a company profile and link to your own website

Quarter page advertisement in the special full colour Exhibition Brochure

Benefit from promotion of the event throughout the East of England in the lead up to the event including social media

2 guests at our Sponsors Thank You Presentation Event

1 guest at our keynote speaker sit down breakfast

2 YEAR OPTION: £700 p.a. held for 2 years (2015, 16) if 2 year option booked, payable in one card payment or by 2 standing order payments to be completed by 31 March 15.

1 YEAR OPTION: £800 for 2015 only, payable by 31 March 15.

◆ Registration Area Sponsor / Keynote Speaker / Sponsors Sit Down Breakfast

Choose from one of the above

Feature in the full colour photograph of the Sponsors for use on all promotional literature such as the event brochure and website.

Your logo on the ABE website for nine months with a click through to a company profile and link to your own website

Half page advertisement in the special full colour Exhibition Brochure

Benefit from promotion of the event throughout the East of England in the lead up including social media

Press Launch Reception x 2 places

4 places at our keynote speaker sit down breakfast

4 places at the Sponsors Thank You Presentation Event

Banner in the registration and VIP areas.

£3000 + vat payable by 31 March 2015

Launch Event Sponsor: Feb 2015

◆ or:

Thank You Event Sponsor: May 2015

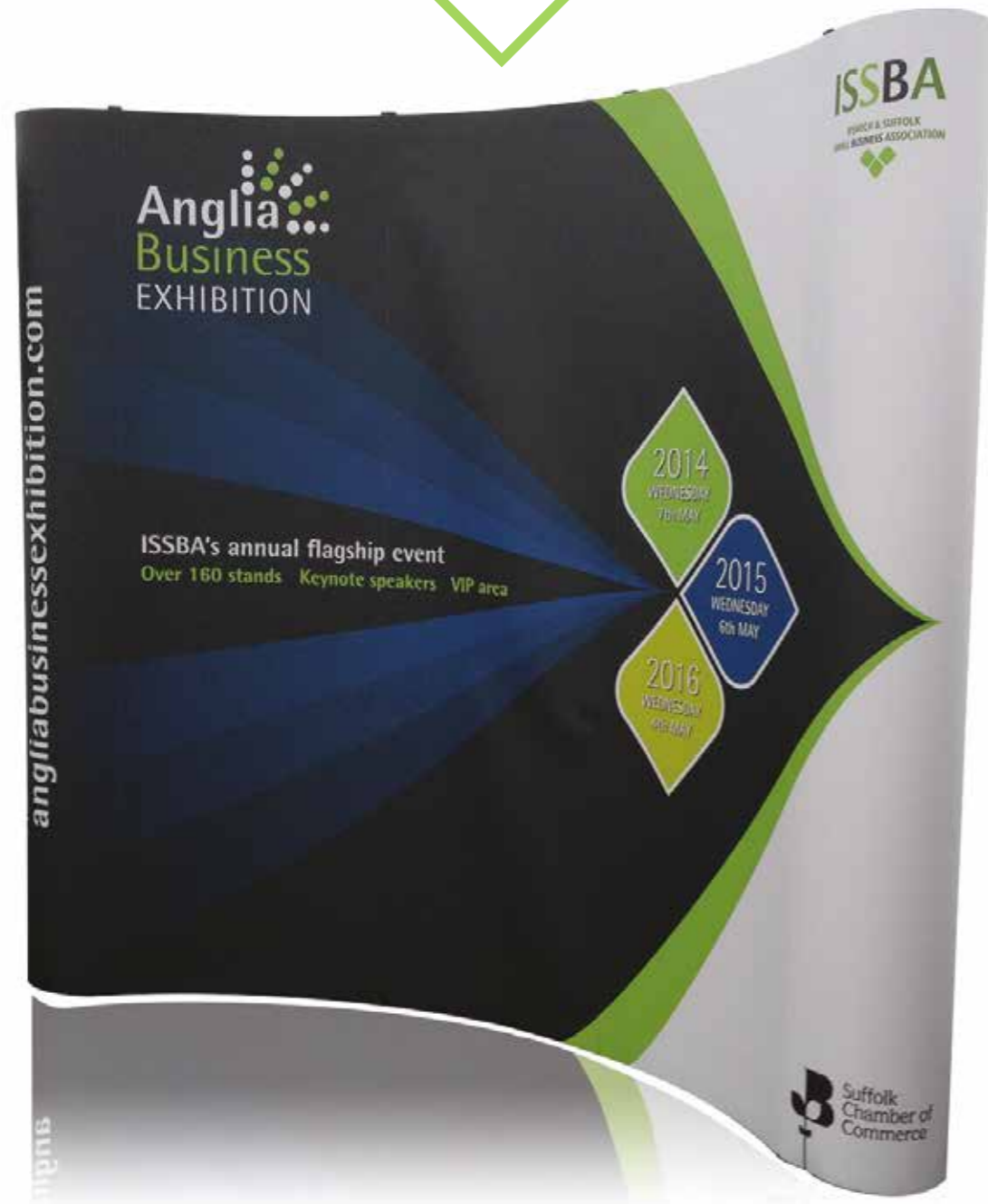
By negotiation, you can provide the venue and refreshments to promote your premises and services or cover the cost of one of these events – speak to Kim Brown on 01473 712330 or Sonia Shelcott on 01473 410278. In return we offer:

Eighth page promotional advert in the online and published brochure for three months

ABE website presence for three months

On the day opportunity for your business to speak at either the launch or thank you event

For further information
about any of these opportunities
please speak to
Kim Brown on 01473 712330
Sonia Shelcott on 01473 410278
James Davey on 01473 569059.



Become a member



Run by business people for business people

issba .co.uk

ISSBA Events:

Meet the members
Suffolk Business Spotlight
Anglia Exhibition
Seminars
Social Events
Quiz

Membership Fees:

1-3 staff	£42
4-10 staff	£50.40
11-50 staff	£100.80
51+ staff	£204
Charity	£42
Student	£30



As a member of ISSBA you will have the opportunity to be part of a great networking organisation. There are many benefits from being involved with some of the most influential small businesses in East Anglia.

Key Benefits include:

Mutual support, monthly e-newsletter, ISSBA App with members directory, website access.



Download the App:
<http://www.issba.co.uk/General-Information/download-issba-mobile-apps>