

November 2020

SPONSORSHIP OPPORTUNITIES

THE FUTURE NEEDS LEADERS, THINKERS, CREATORS, PIONEERS.

JOIN THE LARGEST DIGITAL AND TECH COMMUNITY IN THE UK ON A JOURNEY OF OPPORTUNITY. IF YOU VALUE INNOVATION, STRIVE TO BE OUTSTANDING IN EVERYTHING THAT YOU DO AND BELIEVE IN DIGITAL AS A POSITIVE CATALYST FOR CHANGE THERE REALLY IS NO OTHER PLACE TO BE...

LESSONS FOR THE FUTURE

Every year sees change. But this year broke all records with one huge catapult into an uncertain future.

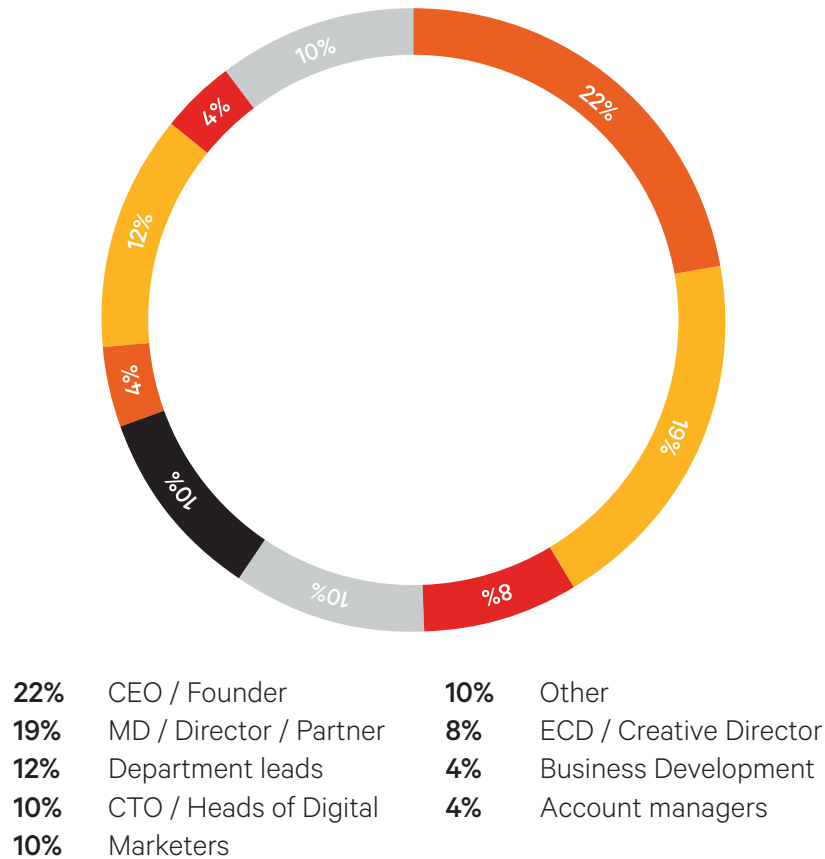
So what can the experiences of the past 12 months tell us about what's next? From climate change to Black Lives Matter to Covid-19, how do we take the lessons of now and use them to accelerate forward? And how can digital drive that acceleration?

In Lessons for the Future, we'll explore the tech that's powering digital transformation at pace. We'll look at digital's report card in the light of data bias and security slips. We'll shine a spotlight on the ways digital is innovating and empowering. We'll look at the role we can all play in advancing economic growth. And we'll meet the entrepreneurs and leaders taking positive action by learning the lessons of the past.

TOPICS INCLUDE: Transformation | Innovation | Data | Social Media | Trust | & More

Last year there were...

Over
300+
attendees
with **80**
Founders
MD/
Director/
CEO



#BIMAConference
496,523

#LFTF
355,400

#BIMAAwards
463,022

Twitter Impressions
100,000

“BIMA Conference is a meeting of the finest minds in digital. Not only are they leading the way in their sector but they have the ear of CMO's and Marketing Directors around the country.”

Natalie Gross, VP, Brand and Marketing, EMEA at EPAM, BIMA Co-President

This year we're going virtual

1000+ Attendees

- BIMA members are invited for free to attend alongside leading CMOs and Marketing Directors. Therefore expect senior digital practitioners from across the agency, tech and brand space:
- CEOs, COOs, CTOs and CFOs
- MDs
- Marketers
- UI and UX Specialists
- Client Service Leaders
- Creative Directors
- Creative and Technical Developers
- Data Managers

Multiple Tracks

- Multiple tracks across 2 days.
- Inspirational Keynotes – 6 must-attend 'lessons' led by a renowned roster of scientists, journalists, business leaders and futurists.
- Practical Masterclasses - Take a deeper dive using case studies to explore the impact of changing tech, attitudes, environments and expectations on your business.
- Roundtables - Explore what this all means alongside BIMA Council leads and experts.
- Technology Show and Tells - A wide range of demonstrations showcasing the breadth of digital.

Meaningful Connections

- Join BIMA Community roundtables to meet your peers and discuss the content.
- Virtual match-making based on your profile and preferences.
- Opportunity to connect with other attendees and set up 1-1 meetings there and then.
- Invite colleagues and other BIMA members into the conversation.
- Meet the speakers in designated speaker rooms.

Choose your package*

	Headline Partner	Content Partner	Showcase Partner
Main sponsor across all livestream	Y		
Main sponsor across all recorded content	Y		
Keynote Speaker or Masterclass slot	Y		
Conference opening speech	Y		
Platform sponsor across main hun, people tab and matchmaking service	Y	Y	
Logo and link on the conference website and ticket vendor	Y	Y	Y
Pre- and post-advertising campaign	Y	Y	
Virtual ebooth	Y	Y	
Matchmaking service	Y	Y	Y
Roundtable host		Y	
Emerging Technology Showcase feature			Y
Tickets included	20	10	5

* or create your own

Be a Headline Sponsor

Package includes:

Keynote speaker or Masterclass slot:

- Give one of your leaders the opportunity to headline the digital conference of 2020
- Want something more hands-on? Lead a Masterclass and help make the shift from inspiration to action
- Headline the conference over two days.
- Main livestream sponsor featuring 'Supported/Powered by' Conference lock-up across all sessions
- Platform sponsor featured across all platform elements: Main hub, people tab, and matchmaking service
- Co-branded film to be played before all recorded session play backs
- Logo and trackable link to your company on the conference website and ticket vendor
- Your support highlighted across pre- and post-advertising campaign (email and social)
- A special mention during the conference opening speech
- 20 tickets to the conference for BIMA non-members
- Full-page advert in the conference book

from...
£8,000

Be a Content Partner

Package includes:

Host a BIMA Roundtable:

- Co-hosted by an industry leader plus sponsor, this is a behind-closed doors, peer-to-peer discussion
- You'll be able to share your experience and expertise on a relevant topic
- Speak directly to your target audience on something that matters to them
- Pl atform sponsor featured across all platform elements: Main hub, people tab, matchmaking service
- Logo and link to your company on the conference website
- Your support highlighted across pre- and post-advertising campaign (email and social)
- Ten tickets to the conference for BIMA non-members
- Featured in the conference book

from...
£3,000

Join our Showcase

Package includes:


- Every year BIMA represents the best in emerging technology
- Curated by our Technology Councils this is an opportunity to bring your company to life
- 20 minute slots dedicated to the smartest digital experiences, platforms and apps
- Your support highlighted across pre- and post-advertising campaign (email and social)
- Five tickets to the conference for BIMA non-members
- Company profile, contact details and logo in the conference book and website

from...

£500

**BRAVE, CURIOUS, EDUCATIONAL,
ENERGETIC, ENGAGING, ENLIGHTENING.
EXCITING, INFORMATIVE, INSPIRING,
INTRIGUING, MOTIVATING, POSITIVE,
REFRESHING, RELEVANT, PROVOCATIVE,
SCARY, STIMULATING, SURPRISING,
THOUGHT-PROVOKING, UNEXPECTED,
TIME WELL SPENT.***

* What our audience thought

A woman with long brown hair, wearing a patterned blazer over a black top, stands at a wooden podium with a microphone. She is speaking. The background is dark with a wood-paneled wall on the left.

“Every organisation needs to be a fast tech adopter. They need to be using the latest tools without thinking. They need to recreate things that are already being commoditised. And every organisation needs to be building their own digital skills, investing in their own human capital, so they have a workplace culture that can use this tech.”

Cindy Rose, CEO, Microsoft UK
BIMA Conference 2019 Opening Keynote

Attendees and partners sample 2019

