

WORKTECH™

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

GLOBAL PROSPECTUS



WHO WE ARE

WORKTECH is the world's leading conference series exploring the future of work and the workplace. Now in over forty cities around the globe, WORKTECH shares unparalleled knowledge about workplace intelligence and evolution with senior professionals from the world's largest brands at events held in frontier-shifting venues.

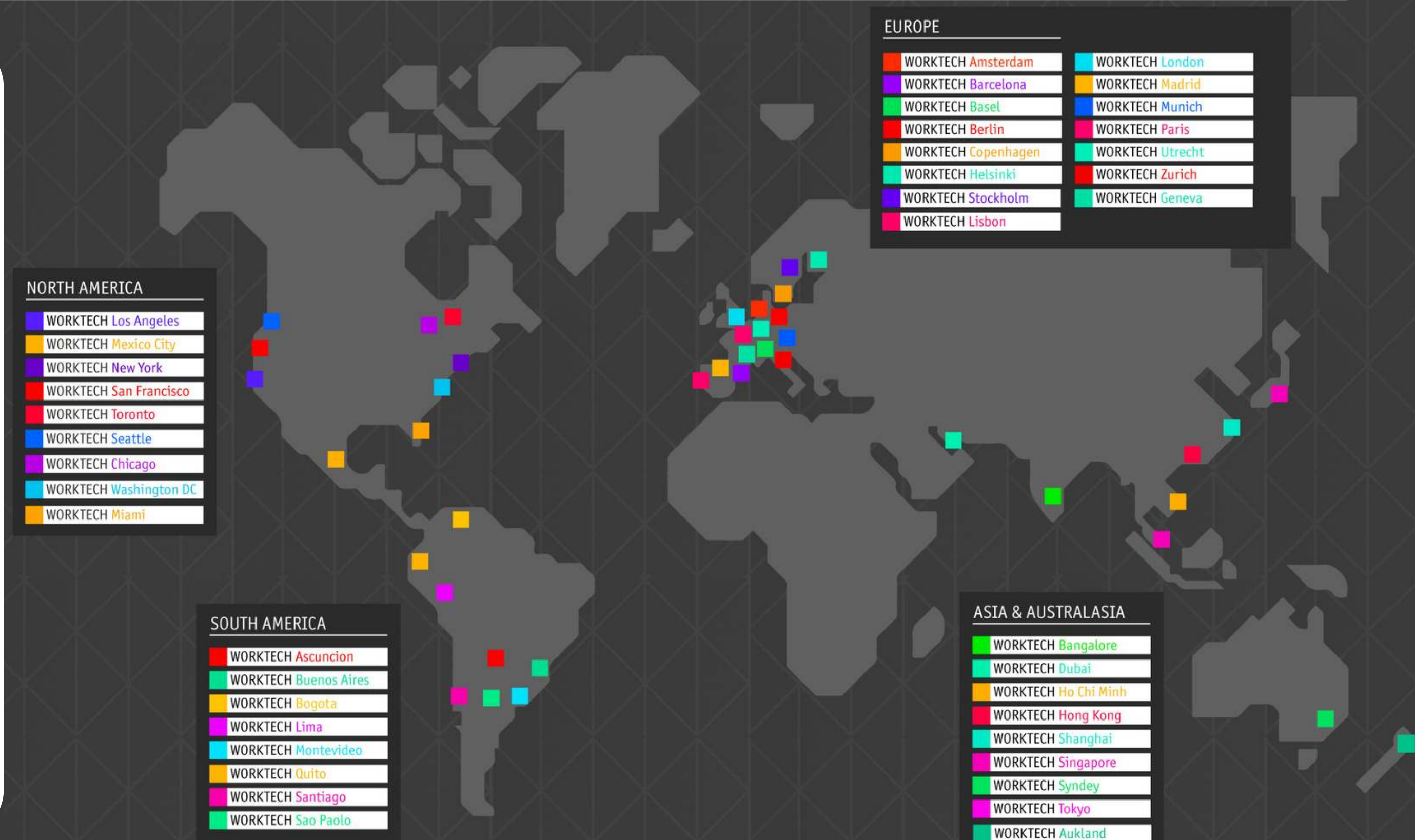
WHAT WE DO

Our first-class international events are devoted to future workplace innovations in real estate, technology, architecture, design and human resources.

Participants have access to expert thought leaders, inspirational content and meaningful networking opportunities with decision-makers actively involved in workplace transformation projects.

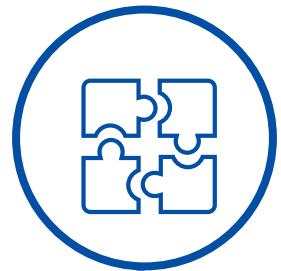
WORKTECH is the only global event series underpinned by an intelligence network. WORKTECH Academy, a global membership club, provides research and insights to support industry professionals make informed decisions about the future.

Our unique content mix facilitates learning, knowledge sharing and critical thinking and ultimately drives change.



WHY PARTNER?

Partnering with us is an exciting opportunity to position your company as an innovator and connect with our audience of senior workplace decision makers.



LEAD GENERATION

Generate demand for your products and solutions



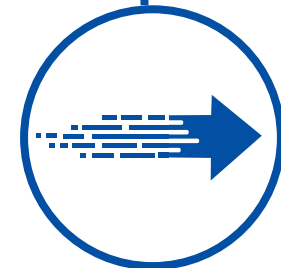
THOUGHT LEADERSHIP

Position your company as industry experts



BRAND AWARENESS

Place your brand in front of senior professionals



PREMIUM POSITIONING

Place your company at the forefront of innovation



EXPAND YOUR NETWORK

Interact with industry professionals



STRENGTHENING RELATIONSHIPS

Invite clients to WORKTECH events and deepen connections

“Informative, eye-opening and worthwhile.”

LEGO

“Enlightening, interesting views on workplace design, planning technology and the workforce.”

Bank of Montreal

“Informative, insightful, well planned, great speakers. Something new every time.”

Unilever

“This is the place for you to kickstart your dreams and aspirations for your next workplace environment project.”

BUPA



WORKTECH EVENTS AUDIENCE STATISTICS

85%

Senior decision makers

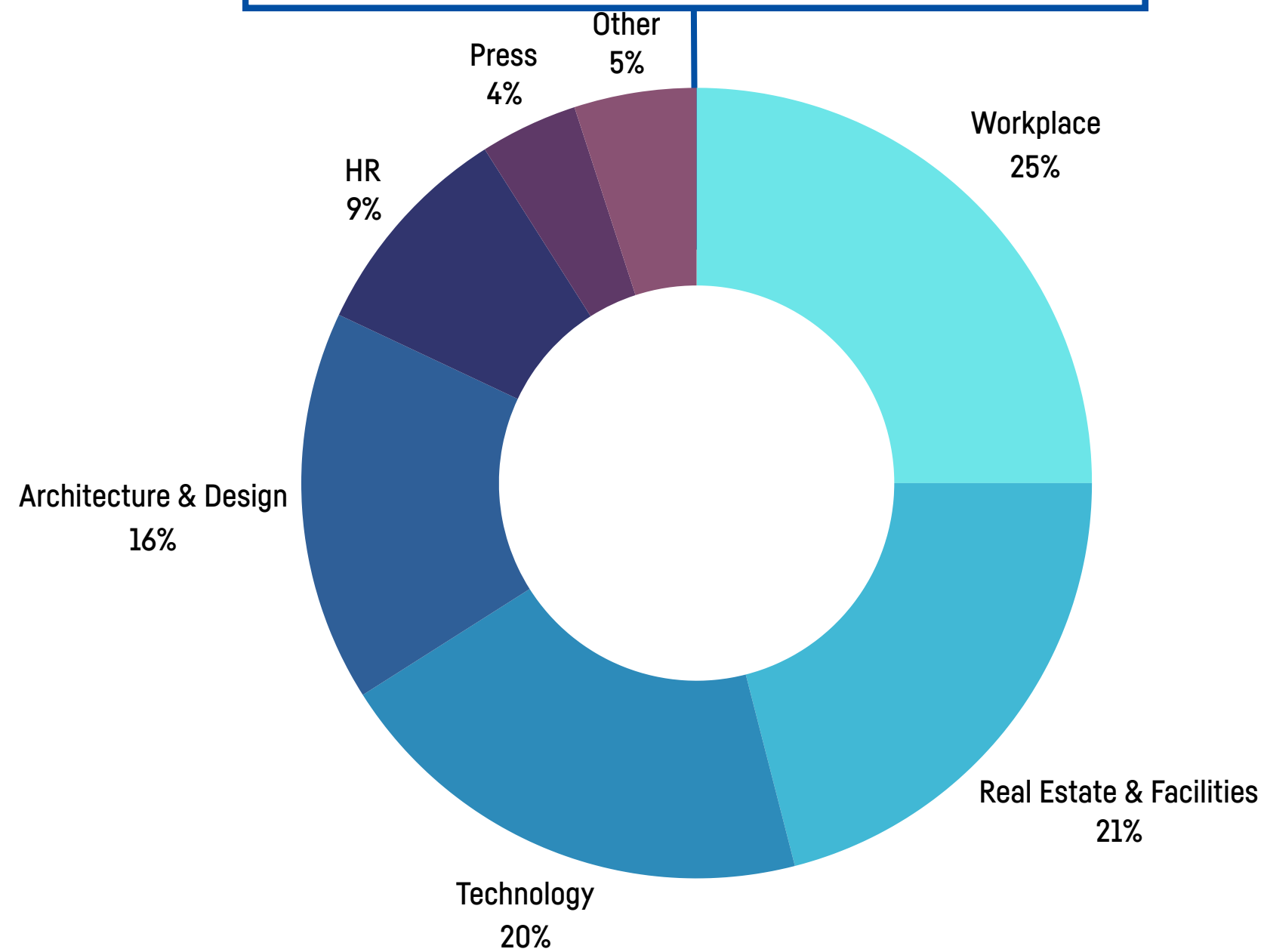
Over 85% are either decision makers or influencers and we specifically target organisations with active workplace/real estate projects and relocation projects

70%

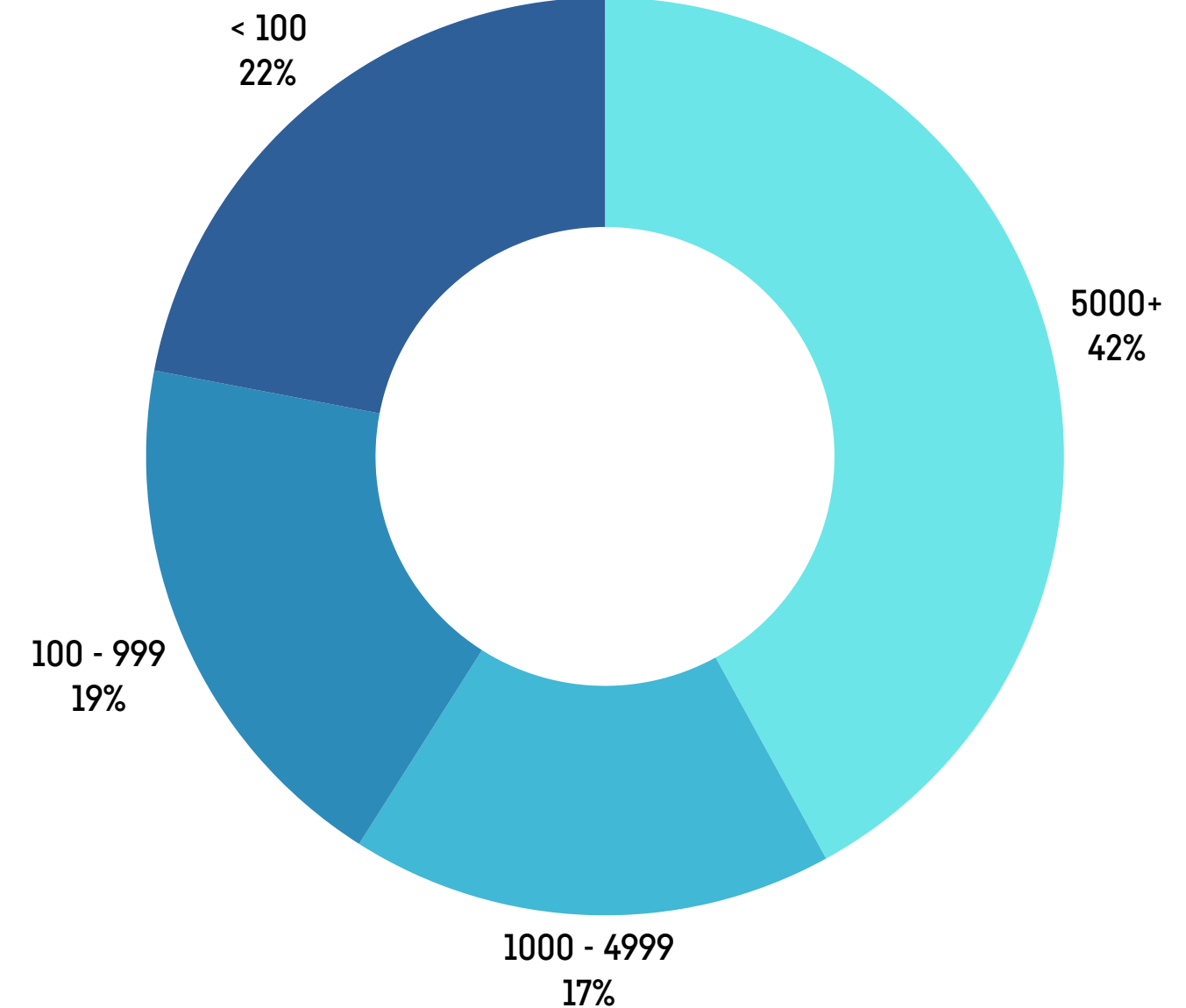
Sponsors rebook

70% of sponsors see the value in our events and re-book

Attracting senior level professionals from Workplace, CRE, IT, HR and Architecture / Design



Over 60% of companies attending have 1,000+ employees



PAST ATTENDEES | EMEA

Since the inception of WORKTECH we have welcomed thousands of delegates to hundreds of events globally including senior decision makers from:



Head of Global Real Estate & Workplace Strategy



VP, Head of Corporate Services



Chief Information Officer



Head of Workplace Business Solutions



Head of International Workplace



Global Experience & Design Lead



Global Workplace Experience Lead



Head of Corporate Real Estate - Offices



Head of Workplace Excellence



Head of Global Real Estate



Head of Workplace Strategy & Transformation



Head of Facilities Management

PAST ATTENDEES | APAC

Since the inception of WORKTECH we have welcomed thousands of delegates to hundreds of events globally including senior decision makers from:



Real Estate & Workplace Services,
Senior Manager



Head of Workplace Experience



Regional Workplace Manager
APJ



People Experience Lead



Regional Office Operations
Manager



Global Head of Estates
Technology



Head of Workplace



IT Workplace Experience Lead



Workplace Experience Manager



Senior Manager, Procurement
and Property



Director, Group Real Estate,



Vice President, HR

PAST ATTENDEES | NA

Since the inception of WORKTECH we have welcomed thousands of delegates to hundreds of events globally including senior decision makers from:



National Director, Real Estate



Director, Global Real Estate Strategy



AVP, Head of Workplace Design & Experience, Enterprise Real Estate



General Manager of Modern Workplace



Senior Managing Director, US Northeast



Director Global Site Operations



Workplace Strategy Manager



Senior Manager, Real Estate Services



Americas Real Estate Services Leader



Global Head of Real Estate and Workplace



Senior Project Manager, Global Real Estate



Director of Workplace Experience



SPONSORSHIP OPPORTUNITIES

PLATINUM

THOUGHT LEADERSHIP

- ✓ Main conference keynote speaker

NETWORKING

- ✓ Exhibition stand
- ✓ Complimentary delegate passes (10)
- ✓ The opportunity for WORKTECH to organise a curated workplace tour alongside the event to either your workplace or a client site
- ✓ Complimentary passes to the VIP dinner for your speaker when held (1)
- ✓ Advance access to delegate list
- ✓ Special VIP rate for clients (20% discount on standard price)

BRANDING

- ✓ Branding across all marketing materials
- ✓ Video and photo of your speaker session for promotional use post-event
- ✓ Advertorial in electronic delegate pack (max 3 pieces)
- ✓ Environmental marketing across the conference area
- ✓ Speaker profiled on event website with reciprocal link
- ✓ Company biography on Sponsor page on the event website
- ✓ Mention on WORKTECH social media – LinkedIn, Twitter, Facebook
- ✓ Speaker profiled on WORKTECH blog

GOLD PLUS

THOUGHT LEADERSHIP

- ✓ Speaking opportunity with a client in a case study session

NETWORKING

- ✓ Exhibition stand
- ✓ Complimentary delegate passes (6)
- ✓ The opportunity for WORKTECH to organise a curated workplace tour alongside the event to either your workplace or a client site
- ✓ Complimentary passes to the VIP dinner for your speaker when held (1)
- ✓ Advance access to delegate list
- ✓ Special VIP rate for clients (20% discount on standard price)

BRANDING

- ✓ Branding across all marketing materials
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- ✓ Advertorial in electronic delegate pack (max 3 pieces)
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- ✓ Mention on WORKTECH social media – LinkedIn, Twitter, Facebook
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GOLD

THOUGHT LEADERSHIP

- ✓ Speaking opportunity on a panel debate

NETWORKING

- ✓ Exhibition stand
- ✓ Complimentary delegate passes (6)
- ✓ The opportunity for WORKTECH to organise a curated workplace tour alongside the event to either your workplace or a client site
- ✓ Complimentary passes to the VIP dinner for your speaker when held (1)
- ✓ Advance access to delegate list
- ✓ Special VIP rate for clients (20% discount on standard price)

BRANDING

- ✓ Branding across all marketing materials
- ✓ Video and photo of your speaker session for promotional use post-event
- ✓ Advertorial in electronic delegate pack (max 2 pieces)
- ✓ Environmental marketing across the conference area
- ✓ Speaker profiled on event website with reciprocal link
- ✓ Company biography on Sponsor page on the event website
- ✓ Mention on WORKTECH social media – LinkedIn, Twitter, Facebook
- ✓ Speaker profiled on WORKTECH blog

SILVER

THOUGHT LEADERSHIP

- ✓ Innovation Platform – 5 minute introduction to your company before the lunchbreak

NETWORKING

- ✓ Exhibition stand
- ✓ Complimentary delegate passes (4)
- ✓ Advance access to delegate list
- ✓ Special VIP rate for clients (20% discount on standard price)

BRANDING

- ✓ Branding across all marketing materials
- ✓ Video and photo of your speaker session for promotional use post-event
- ✓ Advertorial in electronic delegate pack (1 piece)
- ✓ Environmental marketing across the conference area
- ✓ Speaker profiled on event website with reciprocal link
- ✓ Company biography on Sponsor page on the event website
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BRONZE

NETWORKING

- ✔ Exhibition stand
- ✔ Complimentary delegate passes (4)
- ✔ Advance access to delegate list
- ✔ Special VIP rate for clients (20% discount on standard price)

BRANDING

- ✔ Branding across all marketing materials
- ✔ Advertorial in electronic delegate pack (1 piece)
- ✔ Environmental marketing across the conference area
- ✔ Company biography on Sponsor page on the event website
- ✔ Mention on WORKTECH social media – LinkedIn, Twitter, Facebook

VIP DINNER SPONSOR



A select group of approximately 25 delegates and event speakers will be invited to this networking dinner, which is complimentary for all invitees. You are invited to make a short welcome address to the attendees during the dinner.

NETWORKING

- ✔ Complimentary delegate passes (4)
- ✔ Special VIP rate for clients (20% discount on standard price)
- ✔ Complimentary passes to VIP Dinner (3)

BRANDING

- ✔ Branding across all marketing materials
- ✔ Advertorial in electronic delegate pack (1 piece)
- ✔ Environmental marketing across the conference area
- ✔ Company biography on Sponsor page on the event website
- ✔ Mention on WORKTECH social media – LinkedIn, Twitter, Facebook (1 post)

“The location was great, table setting was perfect and we had several interesting conversations – the results were good!”

VergeSense

LUNCH HOST

Sponsor the main networking lunch and make a brief welcome address to the delegates before the meal.

NETWORKING

- ✔ Complimentary delegate passes (2)
- ✔ Special VIP rate for clients (20% discount on standard price)

BRANDING

- ✔ Branding across all marketing materials
- ✔ Advertorial in electronic delegate pack (1 piece)
- ✔ Environmental marketing across the conference area
- ✔ Company biography on Sponsor page on the event website
- ✔ Mention on WORKTECH social media – LinkedIn, Twitter, Facebook (1 post)

DRINKS RECEPTION HOST

Round off the day with a networking party and make a brief welcome address to delegates.

NETWORKING

- ✔ Complimentary delegate passes (2)
- ✔ Special VIP rate for clients (20% discount on standard price)

BRANDING

- ✔ Branding across all marketing materials
- ✔ Advertorial in electronic delegate pack (1 piece)
- ✔ Environmental marketing across the conference area
- ✔ Company biography on Sponsor page on the event website
- ✔ Mention on WORKTECH social media – LinkedIn, Twitter, Facebook (1 post)



SPONSORSHIP ADD-ONS

Stand out from the crowd and enhance your sponsorship package with our bespoke add-ons. Our attendees are senior professionals, often heading up workplaces in some of the world's biggest companies. They want to hear about future focussed concepts and to be inspired by workplace forward thinking.



THOUGHT LEADERSHIP

- Co-created Report - Work with our WORKTECH Academy Research Team on a piece of unique content to distribute at a WORKTECH Event.



NETWORKING

- Thinktank Sponsor: Sponsor one of our interactive roundtables giving you the chance to lead the discussion and make new connections.



BRANDING

- Lanyard Sponsor
- Brand Amplification – raise your profile across our channels in the lead-up to the event with additional promotional benefits (e.g. speaker interview, promotional article, webinar).

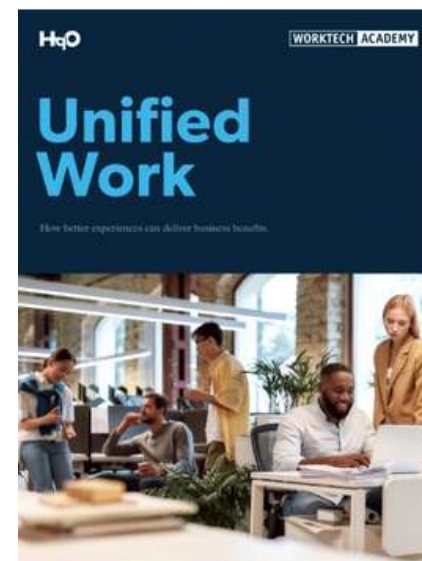
WORKTECH™ ACADEMY

HOW WE'LL WORK TOMORROW...

WORKTECH Academy is the world's leading membership club exploring the future of work.

WORKTECH Academy provides original research, trends, analysis, market intelligence and insights to help industry professionals make informed decisions about the future.

WORKTECH Academy collaborates with innovative organisations to co-create cutting-edge thought leadership materials including white papers and article series.





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