

ENGAGE[®]

LONDON 2024

Sponsorship **prospectus**

12 November 2024
133 Houndsditch, London

Every year, [Engage](#) highlights thought leadership, industry trends, strategic insights, and technologies propelling the growth of recruitment agencies worldwide. As a Bullhorn Marketplace partner, you have a distinctive chance to showcase your Bullhorn integration through live demonstrations, branding, and exclusive networking with industry influencers and innovators.

The subsequent pages detail all exhibitor and sponsorship options. Kindly review the provided information and don't hesitate to reach out with any queries to engagesponsors@bullhorn.com.

Engage serves as the prime platform to demonstrate to Bullhorn customers and prospects your commitment to Bullhorn and the recruitment sector through various exhibitor and sponsorship avenues. Your support is greatly appreciated!

The deadline for all sponsorship contract signatures is 6 September 2024.

CATHERINE CARANGELO
Vice President, Marketing, Bullhorn
engagesponsors@bullhorn.com

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Event attendee demographics

	Attendees	Number of attendees	Number of unique accounts	% customer accounts (Win-live & win-imp)	% prospect accounts (Win-end & prospect)
Total recruitment attendees		350 (30% increase over 2022)	225	125	40
Total conference attendees		550 (10% increase over 2022)			
By segment	SMB	14%	11%	79%	21%
	Field	57%	59%	77%	23%
	Enterprise	28%	30%	85%	15%
By region	UK + Ireland	85%	84%	77%	23%
	Mainland Europe	12%	13%	73%	27%
	US	3%	3%	80%	20%
By platform	Bullhorn ATS/CRM	70%	80%	100%	N/A
	Salesforce (incl. Connexys, Bullhorn for Salesforce)	30%	20%	100%	N/A



Sponsorship tiers

Platinum | £25,000

Limited availability

- Turnkey booth in prime location including mounted monitor and high boy table
- Platinum-level branding on signage
- 75-word company description on the Engage website
- 5 passes included
- 1 pre-event (3 weeks prior) and 1 post-event (1 week prior) opt-in attendee list
- Option to purchase up to 3 more tickets for £2,000 each
- Marketplace Partner Speed Pitch Session slot

Gold | £15,000

Limited availability

- Turnkey booth in high traffic area and high boy table
- Gold-level branding on signage
- 50-word company description on the Engage website
- 3 passes included
- 1 pre-event (3 weeks prior) and 1 post-event (1 week prior) opt-in attendee list
- Option to purchase up to 2 more passes at £2,000 each
- Option to purchase a slot in the Marketplace Speed Pitch
- Option to rent table top monitor at an additional cost directly with vendor

Silver | £10,000

Limited availability

- Turnkey booth
- Silver-level branding on signage
- 25-word company description on the Engage website
- 2 passes included
- 1 pre-event (3 weeks prior) and 1 post-event (1 week prior) opt-in attendee list
- Option to rent table top monitor at an additional cost directly with vendor
- Option to purchase 1 additional pass at £2,000

Bronze | £5,000

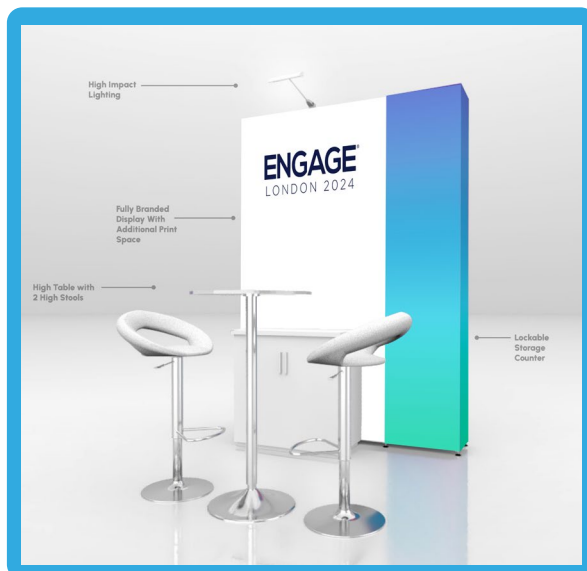
Limited availability for SI Partners Only

- 1 pass included
- Bronze-level branding on signage
- 25-word company description on the Engage website
- Option to purchase 1 additional vendor pass at £2,000

Exhibiting

Exhibitor booths are available on a first-come, first-served basis and we prioritise location selection by sponsorship tier and by contract signature date. Bullhorn will provide all exhibiting sponsors with a stand as described in the description. Your turnkey exhibit booth will include set up and dismantle of your entire booth space, graphics/branding printed by our team. Sponsors are only welcome to bring additional items such as collateral and swag, but are not permitted to bring any additional banners, signage, displays, or personal furnishings. Anything brought in that is not permitted will be immediately discarded.

Platinum* & Gold sponsor booth



Silver sponsor booth



***Platinum booths include mounted TV monitor**

Event information

Tentative exhibit hall hours & networking times

(TIMES SUBJECT TO CHANGE)

Venue: etc. Venues, 133 Houndsditch, Liverpool Street, London EC3A 7BX

Tuesday, 12 November: 8:00 am - 7:00 pm

Tentative timing:

- 8:30 am - 9:30 am | Registration opens
- 10:45 am - 11:15 am | Networking break
- 12:00 pm - 1:00 pm | Networking lunch
- 2:45 pm - 3:15 pm | Networking break
- 5:00 pm - 6:30 pm | Reception drinks

Note: Exhibitors should expect heavy traffic during designated networking breaks and the drinks reception and low traffic while sessions are taking place.

Additional sponsorship opportunities

Reception Sponsor

£6,000 (limited to 2 sponsors)

Sponsor the Engage reception for all attendees on 12 November, 5pm - 6:30pm. The reception will feature networking with attendees, open bar, and passed hors d'oeuvres.

- Sponsor name and logo on all related signage, branded napkins, and promotional materials
- Ability to display your branded swag throughout the reception. Sponsor is responsible for supplying this swag

NEW Partner Theatre Session

£7,500 (limited content slots available)

After continuous feedback from past events, we're delighted to offer a new opportunity for sponsors to present content in our Partner Theatre. There will be a limited number of 45 minute session slots available. The Partner Theatre will be in a dedicated room that can hold up to 50 attendees. The sessions will take place alongside our break out sessions and will be advertised on our conference website once approved and confirmed by the Engage team.

- 45 minute presentation
- Content to be fully produced by the Sponsor and approved/reviewed by the Engage team
- Sessions must include a Bullhorn customer
- Suggested themes include:
 - Recruiter productivity, Winning business development strategies, Effective approaches to engaging talent and creating an incredible talent experience, Getting the most out of your tech stack
- Abstracts and titles must be submitted by 23 August and are subject to approval

As an added benefit, your session will be video recorded by our team and shared with you to use in your marketing efforts following the event.

Marketplace Partner Speed Pitch

£5,000 (Included in Platinum packages and only available to purchase for Gold Sponsors)

The Marketplace Partner Speed Pitch is a rapid-fire breakout session for Bullhorn ATS clients where partners introduce their organisation, what they do, and their value to Bullhorn clients. *Note: Mandatory run-throughs will be scheduled.*

Additional sponsorship opportunities

Break Sponsor

£3,000 (2 breaks, 1 sponsor per break)

Enhance your visibility by hosting refreshment breaks.

- Sponsor name and logo on all related signage and website

Attendee Lanyards

£5,000 (limited to 1 sponsor)

Extend your organisation's marketing reach by having your logo printed on every conference badge lanyard. Price includes production of the lanyards.

Coffee Area Sponsor

£5,000 (limited to 1 sponsor)

There are coffee stations in the main exhibitor area which will be used throughout the day. These stations will be branded and included branded napkins.

Lounge Sponsor

£10,000 (limited to 1 sponsor)

Be the exclusive sponsor of our 'Chill Out Zone' at the event, and the spot where everyone will want to go to recharge!

Breakfast Sponsor

£3,000 (limited to 1 sponsor)

Enhance your visibility by hosting breakfast at the start of the event.

- Sponsor name and logo on all related signage and website

Lunch Sponsor

£5,000 (limited to 1 sponsor)

Enhance your visibility by hosting the lunch.

- Sponsor name and logo on all related signage and website

Additional sponsorship opportunities

Track Sponsor

£5,000 (2 tracks, 1 sponsor per track)

Sponsor one of our two highly rated content tracks and get maximum visibility leading up to and during Engage. As the exclusive track sponsor, you can provide an executive from your organisation to introduce the sessions and speakers in your track, pending event organiser approval.

- Sponsor logo will be displayed on the website and agenda signage
- Sponsor will be thanked in their track room
- Tracks include: Bullhorn Native and Salesforce (names of tracks subject to change)
- Sponsor has the ability to provide seat drop. Sponsor is responsible for production.
- Sponsor has the option to introduce speakers / presenters at the start of each session

WiFi Sponsor

£3,000 (limited to 1 sponsor)

Attendees will be able to connect to wireless internet throughout the conference due to your sponsorship.

- A password of your choosing will be entered by each attendee, ensuring brand recognition and visibility throughout the conference
- Sponsor logo and internet password will appear on attendee badges and on signage

Welcome Bag Sponsor

£3,000 (limited to 1 sponsor)

Be the exclusive branding on the 2024 attendee welcome bag and get exposure across the event. Price includes production of the bags.

Gallery Screen Video Display

£2,000 (available to multiple sponsors)

Promote your brand on the large (4852mm x 2736mm) screen in the main gallery.

- Ensure large-scale visibility throughout the show to help drive traffic to your booth
- If you choose to showcase a video, it should be between 30 and 60 seconds in length, should be able to be played without sound, and production of the video is the responsibility of the sponsor.
- Video or graphic will be visible on the gallery screen upwards of 3 times per hour - very high visibility!