

BEAMA Net Zero at InstallerSHOW 2023

BEAMA are proud to be working with InstallerSHOW, at the NEC on the 27-29 June 2023.

We will be focusing on how we can further the agenda of a net-zero future by sharing our member's expertise with the Installer and elemental audience and making some new connections.



This document will show how members can get involved in the BEAMA presence at InstallerSHOW and how they can take advantage before, during and after the event

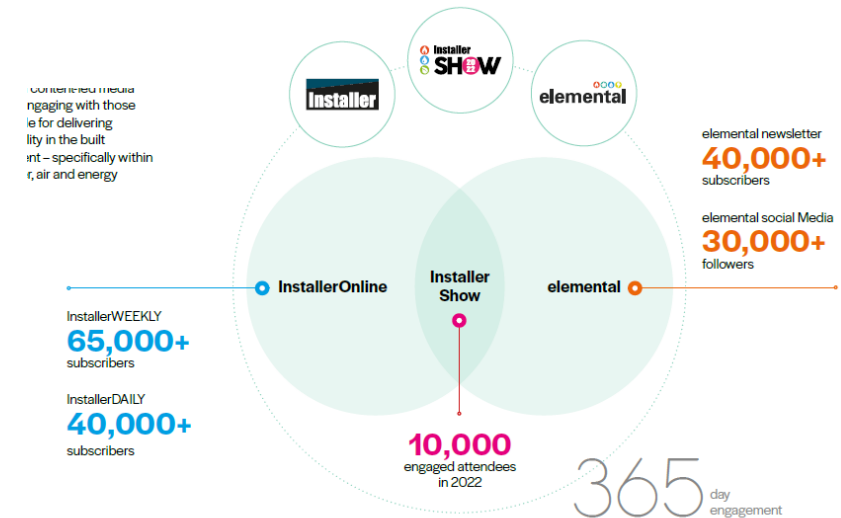
BEAMA Net Zero at InstallerSHOW 2023

The InstallerSHOW audience

- 15,000+ unique visitors to InstallerSHOW 2023
- Specifiers, building owners, managers, contractors, developers and installers
- 75%+ will be decision-makers on product selection
- Over 8 million digital views of the event from the marketing campaign

BEAMS's partnership will deliver for members:

- Face-to-face meetings at InstallerSHOW 2023
- Significant exposure across Lyrical Communications 150,000+ digital community
- Leads, data and brand awareness
- Positioning as net-zero thought leaders to the installer and elemental networks



BEAMA members involvement: Option A /B

Option A – Exhibition Pod and Speaker

- Pod in the member lounge
- Listing on the exhibitor list
- Marketing support

Cost to members: £2,500

Option B – Exhibition Pod and Speaker

- Members can have their own branded exhibition pod within the BEAMA Members village at the installerSHOW.
- Members will have a speaker as part of a panel discussion in the BEAMA theatre
- Members will be included on the exhibitor list
- The speaker and the member company will benefit from being promoted in the InstallerSHOW 2023 marketing campaign, pre, during and post event.

Cost to members: £3,500



BEAMA members involvement: Option C

Option C – Thought Leader

- Members can have their own branded exhibition pod within the BEAMA Members village at the installerSHOW.
- Members will have a speaker as part of a panel discussion in the BEAMA theatre
- Members will be included on the exhibitor list
- The speaker and the member company will benefit from being promoted in the InstallerSHOW 2023 marketing campaign, pre, during and post event.
- Additional speaker in the BEAMA theatre programme as part of a panel
- Article hosted on the elemental and Installer websites, in the newsletters and on social media
- Push notification on the InstallerSHOW event app
- Mention in the BEAMA email newsletter
- Post-event blog promoted to elemental community

Cost to members: £6,500



BEAMA members involvement: Option D

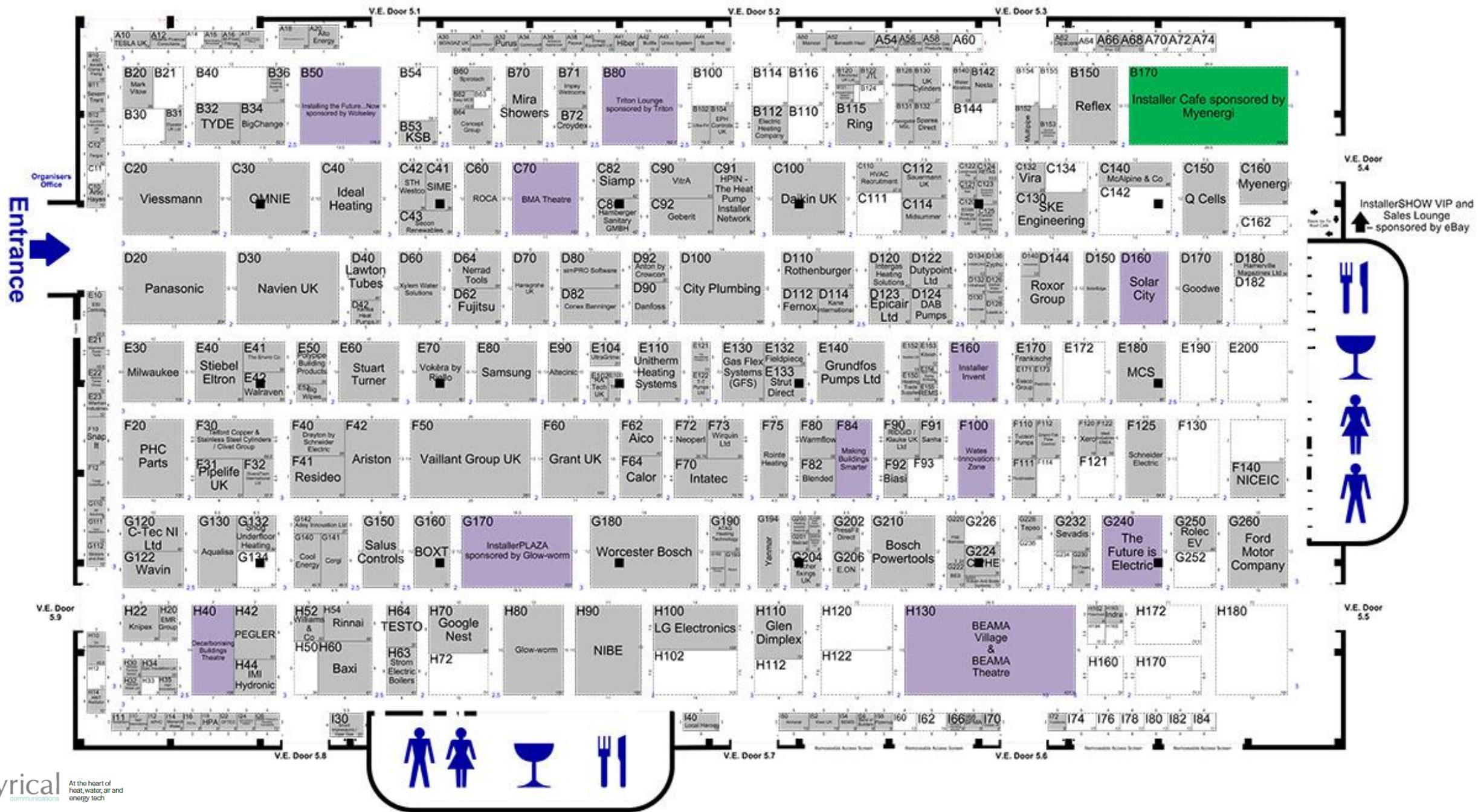
Option D – Key Note Thought Leader

- Members can have their own branded exhibition pod within the BEAMA Members village at the installerSHOW.
- Members will have a speaker as part of a panel discussion in the BEAMA theatre
- Members will be included on the exhibitor list
- The speaker and the member company will benefit from being promoted in the InstallerSHOW 2023 marketing campaign, pre, during and post event.
- Additional speaker in the BEAMA theatre programme as part of a panel
- Article hosted on the elemental and Installer websites, in the newsletters and on social media
- Push notification on the InstallerSHOW event app
- Mention in the BEAMA email newsletter
- Post-event blog promoted to elemental community Key note speaker in the BEAMA theatre programme
- Case Study with the elemental team

Cost to members: £8,500



Beama members involvement: Floor Plan



Beama members involvement: InstalerSHOW Partners for 2023

