

Business Tourism Media Pack

#TeamSheffield

WelcomeToSheffield.co.uk/conference
[@ConferenceSheff](https://twitter.com/ConferenceSheff)

**Marketing
Sheffield**

The official business tourism campaign for Sheffield

We are delighted to invite you to be part of Team Sheffield and our 2025 drive to attract more conferences and meetings to the city. Marketing Sheffield is the lead organisation for developing this important sector which recent research values at £114 million.

What do you get from us?

We offer a mix of marketing benefits and enquiry generation. Being part of "Team Sheffield" allows you to access larger city-wide campaigns and be part of bids for significant events.

- Full web profile at welcometosheffield.co.uk/conference. Ranked Number 1 in Google for users searching for conference venues in Sheffield.
- Press and PR opportunities.
- Exclusive invites to our regular meetings for conference venues.
- Business leads. We will prioritize you in all our requests for rates for conference organisers and ambassadors via our Gratis and GroupMAX systems.
- Sharing on relevant channels or our website of your news, offers or initiatives for conference and event organisers.
- Access to free services and tools for event organisers which can enhance your own sales effort.
- Advice, support, networking and training.
- Support from the Conference Sheffield team on any bespoke venue initiatives.

Make it count!

- Update your web profile regularly.
- Send us your news.
- Tag us into social media posts and follow us @ConferenceSheff and LinkedIn.
- Respond to enquiries with full information and by the deadline.
- Make use of our services and materials for event organisers.
- Join our networking and training events.
- Ask us! There's a lot of experience within our team so if you think we can help, just ask!

"Marketing Sheffield are outstanding at waving the flag for Sheffield. I have worked with this team for over 10 years and can truly say they will always go the extra mile to ensure that Sheffield is at the forefront of a client's mind when considering a location. The team will always help you, or connect you with someone that can help you. It is a pleasure to work with Marketing Sheffield."

Megan Coakley

Radisson Hotels UK Ltd

"As the Hospitality & Marketing Manager at The Cutlers' Hall, I am proud to share our appreciation for Marketing Sheffield and the invaluable work they do for both our venue and the city as a whole. Their unwavering commitment to promoting Sheffield as a premier destination has been instrumental in elevating our profile and fostering growth in the local economy.

Marketing Sheffield's strategic initiatives and comprehensive support have enabled us to attract high-profile events, enrich our hospitality offerings, and showcase the historic significance of The Cutlers' Hall to a broader audience. Their expertise and dedication ensure that Sheffield continues to thrive as a vibrant hub for business tourism.

We are deeply grateful for their partnership and look forward to continued collaboration as we work together to highlight the unique charm and opportunities that Sheffield has to offer."

James Birch

Cutlers' Hall



Booking deadline > 20 December 2024

Here's what we'll be up to in 2025

Exhibitions and client facing events

We will represent you at carefully selected events, to put Sheffield firmly on the map. In 2025 this will include International Confex, Visit Britain Events Association Conference and the Meetings Show.



The Meetings Show 2024

ICCA, Visit Britain & the MIA

We are maximising our memberships of ICCA, VisitBritain (and MeetEngland) and The Meetings Industry Association to generate more international bids, raise the profile of Sheffield as a key conference city and take advantage of industry intelligence and support on behalf of venues.



Sheffield Ambassador Programme

As the programme reaches its 17th year we will host events throughout the year to drive new business and recruit more ambassadors. This will include a big focus on international after the success of 2024 ambassador led events such as the International Symposium on Coeliac Disease.



Venue Meeting October 2024



2024 Ambassador Networking Event at Pearl, Park Hill

Exclusive Industry Meetings

Invite-only partner meetings provide great networking and the opportunity to hear from carefully selected industry professionals.

Press Events and FAM Visits

The Conference team will be proactively promoting Sheffield at multiple events across the year, both in Sheffield and London, with opportunities for venues to get involved.

Digital & Social Media

Get your venue noticed through your full online profile or take advantage of our social media channels.



Meetings & Incentive Travel Editor
Media Visit October 2024

Partnership Fees

Please note that costs are based on size and location of venue/hotel.

Non-Residential venues

City centre venue with event space up to 150 delegates: Cat C
City centre venue with event space up to 300 delegates: Cat B
City centre venue with event space over 301 delegates: Cat A

Outside City centre venue with event space up to 150 delegates: Cat D
Outside City centre venue with event space up to 300 delegates: Cat C
Outside City centre venue with event space over 301 delegates: Cat B

Residential venues with event space

City centre hotel with event space for over 250 delegates: Cat A
City centre hotel with event space for under 250 delegates: Cat B
Outside City centre hotel with event space: Cat C

Accommodation only venues

City centre hotel: Cat C
Outside City centre hotel: Cat D

Please contact us directly if you are unsure which category your venue/hotel fits in or have a venue that has less than 50% availability throughout the week, or multiple venues.

Additional Opportunities (limited)

Expert Site Visit Training Day (Tuesday 25 March 2025, max. 24 attendees): £199+VAT per person

Venues across the city have asked us to facilitate an initiative and exciting site visit training session. We are delighted to have the experts at Selling Savvy with us for 'Re-Imagining Showrounds'. The Selling Savvy showround training session isn't just about soft skills (although of course we cover that too), but it is about re-writing all processes to really WOW your clients. A creative, lively, and progressive training session that will get team members enthused about not only offering the best they can to their clients, but making them all hungry to win business. Places are limited and will be filled on a first come first served basis.

The Meetings Show (25 & 26 June 2025, max. 6 partners) - £2,250+VAT per partner.

Be part of the Sheffield stand at The Meetings Show, the UK's leading exhibition for the meetings, events, and incentives community. Arrange your own appointments and generate leads as part of the Sheffield campaign. Inclusion in all pre and post show activity.

Costs

Cat A: £1500+VAT

Cat B: £1000+VAT

Cat C: £650+VAT

Cat D: £400+VAT

Business Tourism Campaign 2025 Booking Form

Name of venue:

Contact:

Email:

Telephone

Please sign me up to the 2025 campaign as:

Cat A @ £1500+VAT

Cat C @ £650+VAT

Cat B @ £1000+VAT

Cat D @ £400+VAT

Additional opportunities (limited)

Yes I would like to be part of the following opportunities:

Expert Site Visit Training Day @ £199+VAT

Exhibit at The Meetings Show as a partner @ £2250+VAT

Signed:

Name:

Position:

Purchase order:

Organisation name:

Address:

Post code:

Invoice address:
(If different to above)

Post code:

Date:

**Marketing
Sheffield**

- I/we confirm that our organisation would like to be part of the Marketing Sheffield Business Tourism Campaign 2025.
- I/we confirm that I/we are authorised to sign this document on behalf of our organisation.
- **I/we confirm that where business is placed directly from Marketing Sheffield Convention Bureau commission will be due at a rate of 10% inclusive of VAT on final invoice total. Business which is received by partners, direct from clients, as a result of Marketing Sheffield Convention Bureau activity is commission free.**
- I/we agree on behalf of our organisation to pay the above specified amount to Marketing Sheffield/Sheffield City Council within 28 days of receiving the invoice. Late payment could result in suspension of business leads and web profile.
- You will be added to our marketing list and by signing, agree to receive communications from the Marketing Sheffield team.
- Partnership and additional opportunity fees to be invoiced in February 2025.

If you would like to discuss any aspect of the campaign, please contact Chloe King or the Marketing Sheffield Team on 0114 273 5978 for an informal discussion.

Terms and Conditions

You agree to partake in the UKCAMS Conference and Meetings Survey which helps us measure the value of our business tourism.

Commission

Where business is placed with a partner, directly from the Marketing Sheffield Convention Bureau commission will be due at a rate of 10% inclusive of VAT on final invoice total. Commission will still be charged on cancelled events where an invoice for cancellation fees has been issued and paid by the client. Business which is received by partners, direct from clients, as a result of our activity is commission free. We will track and claim commission post event.

Marketing Sheffield Business Tourism Campaign 2025 | Media Pack

Email us to discuss | Conferences@sheffield.gov.uk