

Working From Home Show



Thursday 30th - Friday 31st July 2020

VIRTUAL EVENT SPONSORSHIP & EXHIBITION OPPORTUNITY

The event for professionals and businesses building the future of home working

┌ FUTURE ─┐

**BRAND NEW
FLAGSHIP
EVENT**



Working From Home Show



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The world of working has just changed. And this temporary change will become part of our working culture permanently. Because remote working isn't just an option anymore - it's a mission critical part of business models thanks to the global world health crisis.

Businesses around the globe have rapidly pivoted to create short-term, remote conditions for their work-force. It works - but how do they make a success of it in the long term? How do they effectively deliver a long term strategic approach that will drive growth in their business, drive efficiencies and get the best out of their employees?

The Working From Home Show is a 2 day virtual event for SMEs, Corporate organisations, startups, self employed, as well as individual employees, to discover the world of working from home. What is now a temporary solution, will soon become the norm.

From individuals to larger corporations, we know that we're on the verge of a huge shift in working patterns that will be demanded by employees and employers alike. Organisations will need to pivot their strategy with new training, systems, infrastructures, products and services to ensure the remote learning they put in place for their teams is the most effective it can be.

With insights from HR professionals, thought leaders, IT experts and companies who've already rolled it out successfully, the show is the best way to ensure you create a successful working from home culture in your business - no matter how big or small.

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So why now?

We know you're busy right now, remote working has taken an abrupt leap into the un-known for almost all businesses, right? But driving awareness of your brand during this critical window of opportunity to appeal is crucial. Businesses will soon return to normal, and offices will reopen. How will you remain on the agenda? Ensure you get a slice of the huge budgets that will soon be released by HR teams across the country to secure their most efficient and effective working from home policy, as well as becoming part of businesses long term remote working strategy.

Effective timing is critical to attracting customers and optimising revenue for your brand. Act now!

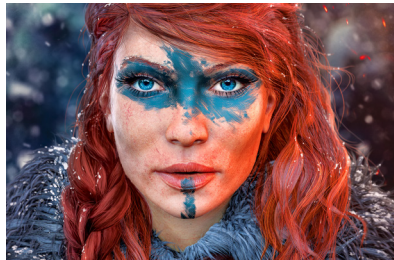
BE PART OF THE UK'S ONLY EVENT DEDICATED TO HOME WORKING

FUTURE

Connectors. Creators. Experience Makers.

Connecting people with their passions everywhere.

We are Future plc, an award-winning, global multi-platform media company.



Our Brands

We're the name behind successful brands in specialist consumer and B2B sectors including technology, gaming & entertainment, music, creative & photography, home interest, education and television.



Our Reach

We connect with an audience reach of over 260+ million worldwide with their passions, through our expert content, world-class events and cutting-edge proprietary technology.



Our Services

Our partners look to us to make unique and valuable connections in a number of ways including creative advertising solutions, memorable live experiences, superior eCommerce technology, and innovative media services. We push boundaries, seize opportunities and exceed expectations.

futureplc.com



This event will ensure you get access to key decision makers at businesses large and small who are actively seeking a remote working journey.

Take a look at our targeting model:



COMPANY OWNERS, MDS & CEOS WANTING TO EMBRACE A NEW CULTURE

Whether they've embraced it before or not, they'll be looking to transform large parts of their organisation.



HR PROFESSIONALS THINKING ABOUT ROLLING OUT A WORKING FROM HOME POLICY

Over the coming months they'll be dealing with a huge transition to their teams working at home on a permanent basis.



IT MANAGERS

Tasked with identifying the solutions that allow staff to work remotely. Looking to resolve major issues and understand different options for communication, VPNs, security and support so they can quickly get up to speed.



SME BUSINESS OWNERS

Looking to understand the key benefits, regulations and requirements of implementing working from home.



EMPLOYEES LOOKING TO WORK MORE FROM HOME: FREELANCERS, SMALL BUSINESS OWNERS AND ENTREPRENEURS

Looking for insight into best working practices, how to get set up properly with a home office as well as the smartest ways to ensure a happy work/life balance.



THE CONFERENCE STAGE

Our main stage. Hear from award winning leaders and consultants who have adopted working from home successfully within their business as well as hot topics in remote working right now.



THE MASTERCLASS STAGE

Demonstrate your products alongside some of the most influential editors. Our creative team will help you craft a live or pre-recorded product demonstration, followed up by a detailed Q&A with one of your team to give the audience everything they need to understand your brand.



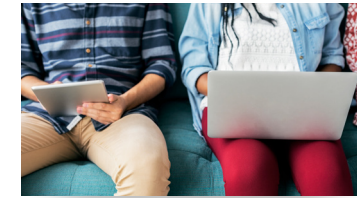
EXHIBITION HALL

Attendees will view your brand space in the virtual Exhibition Hall. Important to ensure your brand stands out against competitors, this virtual space allows you to collect the leads you need as well as enabling you to have one-to-one conversations with potential new Clients. Personalise this space, at the fraction of the cost of a physical stand.

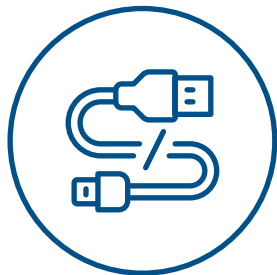


NETWORKING LOUNGE

Delegates can sit in on scheduled sessions, network with peers or even join discussions and debates about hot topics that come up during the event.



Expect to see 100's of sessions across our super premium event portal, with each area delivering its own unique content. We'll cover everything businesses and individuals will need to successfully fast track their remote workplace. Covering IT, regulations, connectivity, security and legal as well as workforce transition, flexible working best practice, wellbeing and much more.



TECHNOLOGY

The hardware, software and systems needed to support businesses and individuals working from home.



REGULATORY

From tax benefits, legal and security, health and safety.



OFFICE SPACE

Flexible home offices and workspaces for the physical aspects of remote working.



BUDGETING

Saving costs, becoming a more efficient and effective workforce. Learn how you can make savings to the bottom line.



CULTURE

Staff engagement, adoption, wellbeing and mental health.

WHY JOIN US?



Brand association with the UK's FIRST Working From Home event, dedicated to the B2B and B2C markets and supported by authoritative brands to provide a comprehensive and full picture of the remote working environment.

**Homebuilding
& Renovating**

techradar.

T3

tom's HARDWARE

Mac|Life

tom's guide

 **ITProPortal**

techradar.pro

TAKE A LOOK AT JUST SOME OF THE REASONS TO JOIN US:

- A huge opportunity to get exposure to this large, active audience without the usual operational costs.
- Gain quality lead generation from a new audience
- On-site virtual sales
- Brand awareness
- Networking opportunities
- Competitive edge in the industry
- Thought leadership
- Access to a unique audience



The Working From Home Show is set to be a game changer. And that's why we're investing in marketing to bring you online attendees in one unique and engaging content portal, that will surpass all your other marketing spend. You'll see carefully selected professionals with budget to invest in the latest programs, tech and kit to support and develop remote working.

The Working From Home Show will implement a comprehensive marketing campaign, which includes targeting our large-scale B2B and B2C Future audience, through significant consumer insight we hold on our audience. A huge acquisition outreach plan also means you'll see an audience that have been specifically targetted for this event. Just take a look below to see how and who we'll be attracting:

EMAIL

Frequent email plan targeting our B2B and B2C audience of

 **800,000**

business professionals.

PR CAMPAIGN

TELEMARKETING

SOCIAL MEDIA



As well as our organic content campaigns, we'll be investing significantly in social media advertising to attract valuable, remote working advocates who are looking to actively make changes in their business, however big or small.

WEBSITE REACH

Website will re-launch with a new look and feel, and PPC investment will help drive a new audience of professionals to the site.

TARGETED LEAD GENERATION

















VIRTUAL STAND SPACE

INVESTMENT	£5,250	£3,500	£1,950
FEATURE	GOLD	SILVER	BRONZE
Stand size	Large	Medium	Small
Stand templates to choose from	3	1	1
Image panels on your stand	6	4	2
Two full live days, one month on demand access	✓	✓	✓
Comprehensive Engagement Report (sent post-show)	✓	✓	✓
Full lead list of your stand's visitors	✓	✓	✓
Unlimited access to talk with stand visitors (chat and video)	✓	✓	✓
Book a Consultation option	✓	✓	✓
Staff on stand	Unlimited	2	1
Sales material to distribute	Unlimited	3	2
Videos to upload	Unlimited	2	1
Speaking slot in Masterclass Theatre (limited slots)	✓	✓	
Design of your stand provided for you	✓		
Become part of the Expert Panel (limited 4 per area)	✓		

VIRTUAL STAND OPTIONS

GOLD PACKAGE

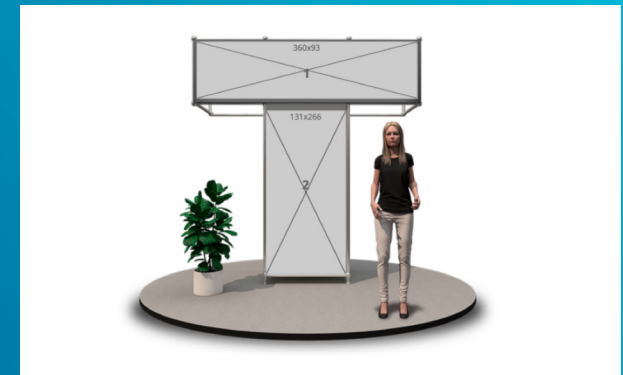
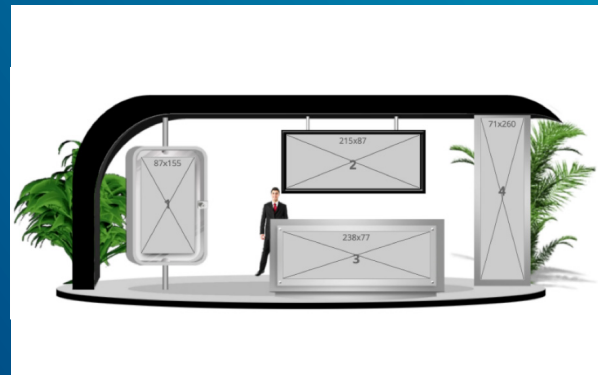
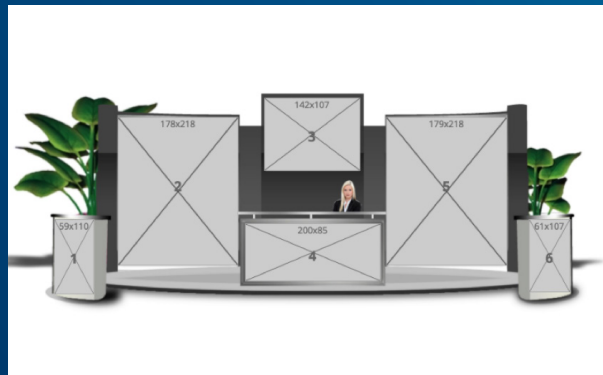
- Large prominent stand with choice of layout
- Unlimited staff in group chat, one to one chat and booked sessions
- Unlimited sales material to download
- Unlimited videos available to view
- Masterclass session option
- Bespoke stand design
- Opportunity to be part of Expert panel

SILVER PACKAGE

- Medium stand in standard layout
- Two staff in group chat, one to one chat and booked sessions
- Provide 3 sales materials for download
- Provide 2 videos to upload
- Masterclass session option

BRONZE PACKAGE

- Small stand template in standard layout
- One staff member in group chat, one to one chat and booked sessions
- Provide 2 sales materials



SPONSORSHIP OPPORTUNITIES

To discuss one of these opportunities or to discuss a bespoke package, contact nick.noble@futurenet.com

HEADLINE SPONSOR

£15,000

- Front line logo on all event promotion placing your brand at the forefront of the attendees minds ahead of, and during the event, including in our 8 week pre-promotional marketing campaign, on our website and during the event
- Feature in our Exhibition Hall online, with your own stand space and bespoke branding
- 15 minute product demonstration session in our Demonstration Stage offered to all online attendees as part of the online suite
- Networking opportunities and lead generation

EXHIBITION SPONSORSHIP

£7,500

- Second line logo on all event promotion placing your brand at the forefront of the attendees minds ahead of, and during the event, including in our 8 week pre-promotional marketing campaign, on our website and during the event
- Feature in our Exhibition Hall online, with your own stand space and bespoke branding
- 10 minute product demonstration session in our Demonstration Stage offered to all online attendees as part of the online suite
- Networking opportunities and lead generation

MASTERCLASS SPONSORSHIP

£7,500

- Exclusive sponsorship of our Masterclass including including in event branding, website branding
- Inclusion in featured email
- Feature in our Exhibition Hall online, with your own stand space and bespoke branding
- Speaking slot in the Masterclass Theatre

MAIN CONFERENCE STAGE SPONSOR

£7,500

- Exclusive sponsorship of our main stage including in event branding, home page branding and virtual ticket branding
- Inclusion in featured email with key brand feature space
- Feature in our Exhibition Hall online, with your own stand space and bespoke branding

LOUNGE SPONSOR

£7,500

- Exclusive sponsorship of 'The Lounge' including in event branding, home page branding and virtual ticket branding
- Inclusion in featured email with key brand feature space
- Full page in our virtual Show Guide dedicated to your brand
- Feature in our Exhibition Hall online, with your own stand space and bespoke branding

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INTERESTED IN SPONSORING OR EXHIBITING, CONTACT:

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