

# Lyrical Communications price lists for InstallerSHOW, InstallerONLINE and elemental

The price lists below offer a summary of prices for exhibiting and sponsorship at InstallerSHOW 2023 as well as the latest prices for digital campaigns on the InstallerONLINE and elemental digital platforms.

To discuss these prices with one of our experts, please contact Client Success Executive, Giulia Attore [gattore@lyricalcomms.com](mailto:gattore@lyricalcomms.com) who will connect you with the right member of the team.

## InstallerONLINE 2023 pricelist

Installer solus email	£100 per 1000	Minimum 30,000 send	Email sent to the desired part of the Installer database
InstallerDAILY newsletter advertising	£900	3 daily editions	Banner advert in 3 x InstallerDAILY newsletters
InstallerDAILY newsletter advertising	£1,400	5 daily editions	Banner advert in 5 x InstallerDAILY newsletters
InstallerDAILY sponsored story	£2,100		Sponsored story in the InstallerDAILY newsletter, hosted on the website and with social media support
InstallerFESTIVAL Sponsor	£15,000		Promotional association with the whole festival, your own webinar session and data from all sessions
InstallerFESTIVAL Webinar	£3,500	During relevant festival	Host, technical support, planning call, bespoke marketing campaign designed to achieve success, leads from registrations, content promoted on-demand
InstallerONLINE bespoke webinar	£5,000		Host, technical support, planning call, bespoke marketing campaign designed to achieve success, leads from registrations, content promoted on-demand
InstallerONLINE competition	£1,500		Promoted on the website and daily newsletter and socials
InstallerONLINE website advertising	£1,200 per month		Leaderboard or MPU rotating slots (maximum 5 per month)
InstallerWEEKLY takeover	£4,500		Feature story in newsletter, all newsletter ads, online adverts to include: solus leaderboard, up to 3 MPU adverts, parallax ads, social media support

## elemental 2023 pricelist

elemental Digital Festival Sponsor	£15,000		Promotional association with the whole festival, your own webinar session and data from all sessions
elemental Digital Festival Webinar	£3,500	During relevant festival	Host, Technical support, planning call, bespoke marketing campaign designed to achieve success, leads from registrations, content promoted on-demand
elemental Digital Bespoke Webinar	£5,000		Host, Technical support, planning call, bespoke marketing campaign designed to achieve success, leads from registrations, content promoted on-demand
elemental website advertising	£1,200 per month		One month leaderboard advert
elemental big interview sponsor	£1,200 x 1 £3,000 x 3		Promotional association with the interview on social, website and elemental newsletter
elementalDAILY Banner advert	£300 for 1, £1000 for 4		Banner adverts all in one newsletter send or one per day that week in all the daily newsletters
elementalDAILY sponsored story	£2,100		Sponsored story in the newsletter, on the website and also boosted with social media
elementalDAILY Takeover	£2,700		All four banner adverts and a sponsored story which will also be hosted on the website and boosted with social media
elementalWEEKLY	£3,500		Digital takeover all week. Website MPU, sponsored story on website / in the weekly and daily newsletter, boosted social and all 4 adverts in the weekly newsletter
elemental email solus	£100 per 1000	Minimum 30,000 send	Email sent to the desired part of the elemental database

## InstallerSHOW 2023 exhibitor 'Package' pricelist

Silver Thought Leadership Package	£10,000	exhibitors only	Speaker in the seminar programme, webinar as part of a festival and sponsored article
Gold Thought Leadership Package	£30,000	exhibitors only	Exclusive theatre partner, exclusive lead digital festival partner, and 2 sponsored articles
Platinum Thought Leadership Package	£50,000	exhibitors only	Exclusive theatre partner, 2 x exclusive lead digital festival partner, solus email to pre-reg, digital adverts and 4 sponsored articles
Silver Lead Generation Package	£10,000	exhibitors only	Breakfast sponsor, webinar as part of a festival and a competition
Gold Lead Generation Package	£30,000	exhibitors only	Lunch sponsor, exclusive lead digital festival partner, competition and a solus email
Platinum Lead Generation Package	£50,000	exhibitors only	Welcome sponsor or Café & drinks sponsor, 2 x exclusive lead digital festival partner, 2 x solus email and 2 x competition
Silver Product Launch Package	£10,000	exhibitors only	Speaker in Installing the Future Now attraction, unboxing video and InstallerWEEKLY digital takeover
Gold Product Launch Package	£30,000	exhibitors only	Speaker in Installing the Future Now attraction, live unboxing day with influencers, editors and giveaways, product review and InstallerWEEKLY digital takeover x 2, solus x 2, digital advertising
Platinum Product Launch Package	£50,000	exhibitors only	Welcome sponsor or Café & drinks sponsor, Speaker in Installing the Future Now attraction, live unboxing day with influencers, editors and giveaways, product review and InstallerWEEKLY digital takeover x 2, solus x 2, digital advertising

## InstallerSHOW 2023 pricelist

InstallerSHOW Shell Scheme	£485 per m <sup>2</sup>		Walls, carpet, nameboard, fascia, LED lighting, 500w electrical supply, website listing, pr and social media support
InstallerSHOW Space Only	£435 per m <sup>2</sup>		Website listing, pr and social media support

### BRAND AWARENESS

Phone charge point Installer	£5,000	Exhibitors only	Sponsor of the mobile phone and digital device charging area
Installer drinks reception	£15,000		Drinks reception on the Wednesday in the Installer café
Email to pre-reg	£5,000	Exhibitors only, 6 available	Email to all pre-registered visitors
Event visitor app	£15,00	Exhibitors only	Logo on the app and promotional association with the app
Installer Café sponsor	£20,000	Exhibitors only	Sponsor of the installer café
Lanyard incl. badge	£20,000	Exhibitors only	Lanyards produced by Lyrical to the brand colours of sponsor
Merit Headline	£6,750	3 available	Sponsor of the popular Merit awards, held at the venue on the evening of day 1
Merit Table	£1,695		Table at the Merit awards to bring your guests - table with 3 course dinner for 10 with drinks
Online registration	£25,000	Exhibitors only	Branding on online registration area and opt in for data of all registrants
Parking	£15,000	Exhibitors only	Official sponsor of the free parking, promotional association with the free parking, advert in the venue about free parking
Welcome	£25,000	Exhibitors only	Official parking sponsor + breakfasts to the first 200 visitors to a stand
Show bags	£10,000	Exhibitors only	Sponsor to provide bags with any literature already inside
InstallerSHOW onsite advertising	TBC	Exhibitors only	Specifications, sizes and options on request
Main sponsor	£150,000		Main title sponsor with promotional association of the event
floor tiles	£2,500		5 floor tiles on the InstallerSHOW floor

### LEAD GENERATION

Breakfast -100	£10,000	Exhibitors only, 3 available	Breakfasts to the first 100 visitors to a stand
Breakfast - 50	£6,000	Exhibitors only, 3 available	Breakfasts to the first 50 visitors to a stand
Elite lounge + day 1 drinks	£15,000		Branding on lounge and promotional association with lounge and drinks reception
Floorplan sponsor / 'you are here' boards	£5,000	Exhibitors only	Branding on floor plan and 'you are here' board showing sponsor location
Lunch	£10,000	Exhibitors only, 3 available	100 lunch vouchers to first visitors to the stand
Onsite registration area	£10,000	Exhibitors only	Branding on the onsite registration area
InstallerSHOW meeting rooms half day	£2,000		Includes AV
InstallerSHOW meeting rooms full day	£3,000		Includes AV
InstallerSHOW meeting rooms full day with lunch for 10	£5,000		
Social Media Area	£5,000		Sponsorship and lead capture on the social media zone

# InstallerSHOW 2023 pricelist

THOUGHT LEADERSHIP			
elemental lounge	£50,000		Custom build lounge for drinks receptions and networking with designs agreed with sponsor
InstallerFuture Partner	£5,000	Exhibitors only 4 available	Promotional association with the feature and day
InstallerINVENT - main sponsor	£10,000	Exhibitors only	Promotional association with the feature
Installing the Future NOW Main sponsor	£25,000	Exhibitors only	Promotional association with the feature
Installing the Future NOW Speaker	£2,500	10 available	Session in the Installing the Future.Now! attraction
Theatre - Decarbonising Buildings	£20,000	Exhibitors only	Promotional association with the theatre. Sponsor approves design provides speaker
Theatre - Future of EV	£20,000	Exhibitors only	Promotional association with the theatre. Sponsor approves design provides speaker
Theatre - InstallerPLAZA	£20,000	Exhibitors only	Promotional association with the theatre. Sponsor approves design provides speaker
Theatre - Net Zero	£20,000	Exhibitors only	Promotional association with the theatre. Sponsor approves design provides speaker
Theatre - Smarter Buildings	£20,000	Exhibitors only	Promotional association with the theatre. Sponsor approves design provides speaker
Theatre - Solar City	£20,000	Exhibitors only	Promotional association with the theatre. Sponsor approves design provides speaker