

# Lyrical Communications price lists for InstallerSHOW, InstallerONLINE and elemental

The price lists below offer a summary of prices for exhibiting and sponsorship at InstallerSHOW 2024 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 Sales Director, David Ventris-Field [dventris-field@lyricalcomms.com](mailto:dventris-field@lyricalcomms.com) who will connect you with the right member of the team.

## InstallerONLINE 2024 pricelist

Installer solus email	£100 per 1000	Minimum 15,000 send	Email sent to the desired part of the Installer database
InstallerDAILY newsletter advertising	£950	3 daily editions	Banner advert in 3 x InstallerDAILY newsletters
InstallerDAILY newsletter advertising	£1,500	5 daily editions	Banner advert in 5 x InstallerDAILY newsletters
InstallerDAILY sponsored story	£2,200		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	£1,600		Promoted on the website and daily newsletter and socials
InstallerONLINE website advertising	£1,500 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
InstallerSHOW WEEKLY	£5,000		Feature story in newsletter, all newsletter ads, feature story on InstallerSHOW website, social media support

## elemental 2024 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	£1,500 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	£400 for 1, £1200 for 4		Banner adverts all in one newsletter send or one per day that week in all the daily newsletters
elementalDAILY sponsored story	£2,200		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 2024 pricelist

Space only Website listing, pr and social media support	Cost
Standard - from 1st January 2024	£465 per m <sup>2</sup>

Shell Scheme Walls, carpet, nameboard, fascia, LED lighting, 500w electrical supply, website listing, pr and social media support	Cost
Standard - from 1st January 2024	£515 per m <sup>2</sup>

# InstallerSHOW 2024 sponsorship 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
Theatre - Elemental Arena	£20,000	Exhibitors only	Promotional association with the theatre. Sponsor approves design provides speaker
Get Connected / Installer Training Theatre	£20,000	Exhibitors only	Promotional association with the area. Sponsor approves design provides speaker
Theatre - InstallerPLAZA	£20,000	Exhibitors only	Promotional association with the theatre. Sponsor approves design provides speaker
Theatre - Solar Innovations	£20,000	Exhibitors only	Promotional association with the area. Sponsor approves design provides speaker
Theatre - Elemental Housing Hub	£20,000	Exhibitors only	Promotional association with the theatre. Sponsor approves design provides speaker
InstallerTRADES - main sponsor	£20,000	Exhibitors only	Promotional association with the area. Sponsor approves design provides speaker
Tool Demonstration in InstallerTRADES	£2,500	Exhibitors only	Session in the Tools Demonstration Area

BRAND AWARENESS			
Main sponsor	£150,000		Main title sponsor with promotional association of the event
Welcome	£25,000	Exhibitors only	Official parking sponsor + breakfasts to the first 200 visitors to a stand
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
Installer drinks reception	£15,000		Drinks reception on the Wednesday in the Installer café
Parking	£15,000	Exhibitors only	Official sponsor of the free parking, promotional association with the free parking, advert in the venue about free parking
Event visitor app	£10,000	Exhibitors only	Logo on the app and promotional association with the app
Show bags	£10,000	Exhibitors only	Sponsor to provide bags with any literature already inside
InstallerMERIT Headline sponsor	£6,750	4 available	Sponsor of the popular Merit awards, held at the venue on the evening of day 1
InstallerSHOW Branding Package	£6,000	6 available	48 sheet external NEC poster advert / 2 x external NEC poster advert / NEC Piazza advert / Website advert / 4 adverts in DAILY newsletter
Phone charge point Installer	£5,000	Exhibitors only	Sponsor of the mobile phone and digital device charging area
Email to pre-reg	£5,000	Exhibitors only, 6 available	Email to all pre-registered visitors
InstallerSHOW Floor plan sponsor	£5,000	1 available	Logo and stand indicator on printed floor map
InstallerMERIT Drinks sponsor	£3,500	1 available	Sponsor of the post-installerMERIT bar during the football
InstallerTRADES Workwear Catwalk Participator	£2,500	8 available	Demo and new tool showcase on the attraction
Floor tiles	£2,500		Five 750mm X 750mm floor tiles on the InstallerSHOW floor
InstallerMERIT Half time entertainment sponsor	£2,000	1 available	Sponsor of the half time celebrity at the football
InstallerMERIT Table	£1,695		Table at the Merit awards to bring your guests - table with 3 course dinner for 10 with drinks
InstallerSHOW onsite advertising	TBC	Exhibitors only	Specifications, sizes and options on request

LEAD GENERATION			
Online registration	£32,500	Exhibitors only	Branding on online registration area and opt in for data of all registrants
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
Executive Sales lounge + day 1 drinks	£15,000		Branding on lounge and promotional association with lounge and drinks reception
Lunch	£10,000	Exhibitors only, 3 available	100 lunch vouchers to first visitors to the stand
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 Lead Generation Package	£5,000	6 available	NEC Piazza advert / 2 x external NEC poster advert / Breakfast vouchers to first 50 stand visitors / Competition