

# NASC *Annual Ball*

## ADVERTISING PACK 2017

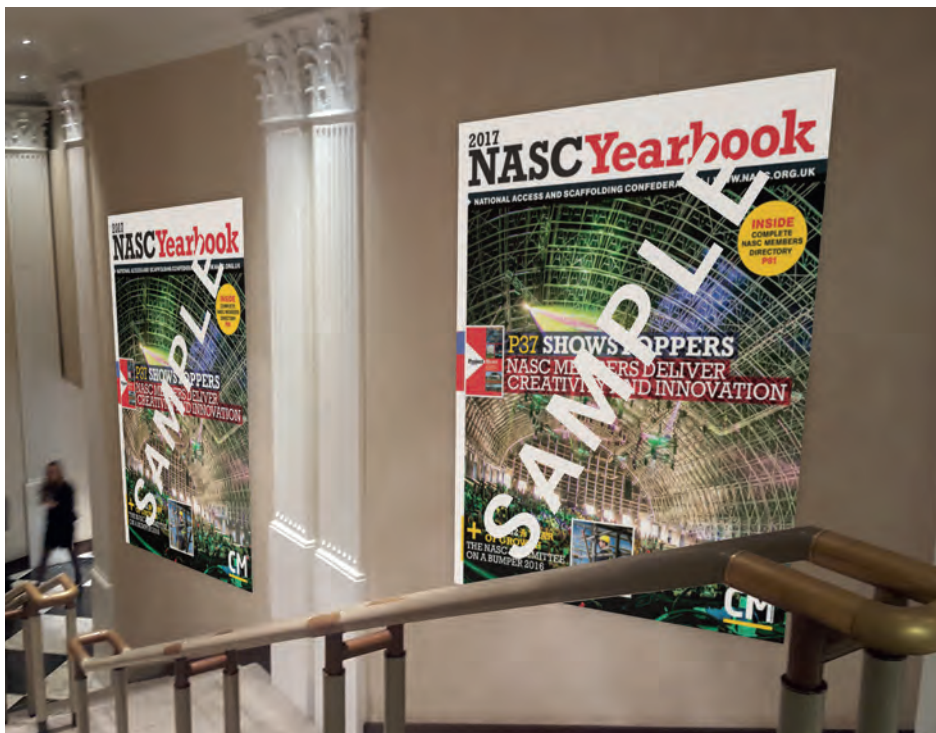
24 NOVEMBER 2017 – INTERCONTINENTAL LONDON PARK LANE

Advertising space will again be available to members at this years NASC Annual Ball, taking place on Friday 24th November at the Intercontinental London Park Lane. This Advertising Pack has been created to outline all available space, and associated costs. The number of attendees for this year's Annual Ball will be at least 470 guests.

If you wish to book space to advertise your products and services, please fill in the form at the back of this Advertising Pack. Once complete, press submit and it will be automatically returned to Jamie McGuire ([Jamie.McGuire@nasc.org.uk](mailto:Jamie.McGuire@nasc.org.uk)) who will be in touch to confirm your booking. Once confirmed, we will supply artwork requirements.

## ENTRANCE STAIRCASE (CODE: 001)

### Graphic panels



**2m x 3m panel affixed to wall**  
**Quantity: 4**

*Advertisement cost*  
**per panel: £1600**

**1 panel per member only.**

An excellent location to promote your organisation, along the impressive arched stairwells through to the Annual Ball. Four panels measuring 2m x 3m will greet guests as they make their way into the venue.

Position rating: 8/10



# DRINKS RECEPTION (CODE: 002)

## Digital screens

**Digital, freestanding screen, displaying a rotation of 10 adverts per screen**

(advert/logo will stay on screen for 30 seconds each, and loop for duration of drinks reception)

*Advertisement cost per advert: £900*

Size of unit: 1.96m x 0.84m

Once you have entered the venue, you will be directed to the drinks reception. This unique room will initially house these dynamic, digital screens which offer outstanding value to promote your brand, as guests mingle and settle down for a great evening. When guests move through to the Ballroom, these digital screens will be moved to the foyer area where they will be on display for the rest of the evening, offering further opportunity for your brand.

Position rating: 9/10





# DRINKS RECEPTION (CODE: 003)

## Bar - backlit graphics



**Graphic panel affixed to front of bar**  
**Quantity: 8**

*Advertisement cost per panel: £500*

Size of panels:  
Curved - 1m x 1.1m  
Straight - 0.99m x 0.96m

Whilst standing at the bar, we have enabled unrestricted advertising positions to enhance your brand. These unique bars offer eight backlit panels that offer a great advertising opportunity during the one hour drinks reception.

Position rating: 7/10



# FOYER (CODE: 002)

## Digital Screens (also displayed in Drinks Reception)



**Digital, freestanding screen, displaying a rotation of 10 adverts per screen**  
(advert/logo will stay on screen for 30 seconds each, and loop for duration of evening)

*Advertisement cost per advert: £900*

Size of unit: 1.96m x 0.84m

These unique digital screens will initially be on display in the Drinks Reception area for approximately one hour. When guests move through to the Ballroom, these displays will be moved to the foyer. They will be on display for the rest of the evening here; guests will access the foyer when visiting the bathroom and entering/leaving the venue. This area will have extended footfall for the entire event, and offers one of the best locations to advertise within.

Position rating: 9/10



# CORRIDOR (CODE: 004A/004B)

## Screen slideshow



**Digital screens located along main corridor, displaying a rotation of 20 adverts maximum**  
(advert/logo will stay on screen for 10 seconds each, and loop for duration of the evening)

**3 x screens along Foyer Wall -  
10 x adverts max. Ref: 004A**  
Advertisement cost per advert: **£250**

**6 x screens along Park Lane Suites -  
10 x adverts max. Ref: 004B**  
Advertisement cost per advert: **£350**

We have been lucky to obtain these digital screens for our members that will be displayed along the corridors used throughout the evening by our guests. These offer excellent value and a powerful advertising opportunity.

Position rating: 9/10





# BALLROOM (CODE: 005)

Bar x 2- backlit graphics



**Graphic panels affixed to front of each bar,  
in the prime location of the Ballroom  
Quantity: 4 packages**

Panels will be sold in pairs as a package.  
4 packages are available in total (2 per bar).  
One package per company only.

*Advertisement cost per package: £2000*

Size of each panel: 0.9m x 0.8m

Whilst standing at the bars in the Ballroom, we have enabled unrestricted advertising positions to enhance your brand. These unique bars will be on full view to all guests, and offer backlit panels that provide a great advertising opportunity between the hours of 8pm and 2am.

Position rating: 9/10



# BALLROOM (CODE: 006)

## Stage screens



**Digital screens located either side of stage in the prime location of the Ballroom**

(10 advertising spots are available, advert/logo will loop for duration of dinner, until around 10.30pm)

**Quantity: 2 screens**

*Advertisement cost per advert: £2500*

Saving the best until last – with 450 guests sitting down to a remarkable evening, these two huge screens will offer unrivalled brand exposure. With the advert on a rotation throughout the evening, your brand will be seen by all.

Position rating: 10/10





# NASC ANNUAL BALL ADVERTISING ORDER FORM

## CONTACT DETAILS

Company Name:

Contact Name:

Address:

Contact Number:

Contact Email:

## ADVERTISING REQUIREMENTS

Please tick the advertising option that you would like to book for your organisation below:

- ☐ Code: 001 - ENTRANCE STAIRCASE PANEL  
£1600.00
- ☐ Code: 002 - DIGITAL SCREEN  
(DRINKS RECEPTION & FOYER)  
£900.00
- ☐ Code: 003 - DRINKS RECEPTION BAR  
£500.00
- ☐ Code: 004A - CORRIDOR SCREEN - FOYER  
£250.00
- ☐ Code: 004B - CORRIDOR SCREEN - PARK LANE  
£350.00
- ☐ Code: 005 - BALLROOM BAR  
£2000.00
- ☐ Code: 006 - BALLROOM SCREEN  
£2500.00

## PAYMENT OPTIONS

- ☐ Invoice  
Payment terms: 30 days upon receipt of invoice
- ☐ Pay by debit/credit card when order is confirmed

**TOTAL COST:**

**[SUBMIT ORDER FORM](#)**

