

Sponsorships and display stands are a vital part of numerous business gatherings. They provide critical income, add value for attendees, and create opportunities for B2B connections. But, managing sponsorships and exhibition booths is not as simple as selling space and distributing floor plans. It calls for careful planning, clear communication, and thoughtful integration. This resource courtesy of Kollysphere's conference partnership specialists will walk you through the essential factors of sponsorships and exhibition stalls at a professional conference.

More Than Revenue

For the conference organizer, sponsorships and display stands deliver essential revenue that can help offset the expenses of the function. For sponsors and exhibitors, they provide exposure to a targeted audience of prospective clients, collaborators, and talent. For attendees, they offer supplementary worth—the opportunity to discover new offerings, meet prospective suppliers, and network with sector peers. When done well, sponsorships and exhibition stalls generate a win-win-win situation for planners, backers, and participants.

The Offer

Kollysphere advises developing a layered sponsorship package that offers different levels of visibility and benefits at different cost points. This permits sponsors to pick the level of participation that suits their budget and objectives.

Maximum Visibility

The top-tier or naming sponsor receives the highest level of visibility and benefits. This might include naming rights, a keynote address opportunity, premium display space, logo positioning on all materials, and exclusive access to attendee data. This level is typically reserved for one or two major backers and comes with the highest price tag.

Strong Visibility

The gold backer receives strong visibility and benefits but at a more accessible price point. This could encompass a panel discussion opportunity, a conventional exhibition stall, logo placement on chosen materials, and access to attendee data. This tier is appropriate for companies that want significant exposure without the highest expense.

Basic Visibility

The silver backer or exhibitor receives basic visibility and benefits at the most accessible price point. This generally encompasses an exhibition booth, logo placement on the event website, and the opportunity to network with attendees. This tier is ideal for smaller companies or first-time exhibitors who desire to test the waters.

Making It Work

Kollysphere recommends the subsequent measures for managing exhibition booths [event management event company event organizer malaysia](#) efficiently.

Layout and Flow

The layout of the display area is critical. The team suggests designing a floor plan that maximizes visitor circulation and guarantees that every stand receive good visibility. Steer clear of dead-end corners and guarantee there exist several pathways through the display zone.



Exhibitor Support

Kollysphere suggests providing exhibitors with the assistance they require to succeed. This includes clear guidelines on stall assembly and dismantling, information on shipping and storage, and opportunities to engage with attendees through sessions, networking events, or promotional activities.

The Kollysphere Difference

In conclusion, sponsorships and exhibition booths are not merely a revenue stream. They represent an <https://kollysphere.com/> opportunity to create value for sponsors, exhibitors, and attendees alike. Kollysphere possesses the experience, the connections, and the knowledge to help you create and oversee a successful sponsorship and display program for your next corporate conference.



Kollysphere Event Company Malaysia

Nest 2 Residences, Taman Lucky, 58200 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur

017-659 8622