



Sponsorships and exhibition stalls are a vital part of numerous business gatherings. They provide vital revenue, add value for attendees, and produce chances for business-to-business links. However, handling sponsorships and display stands is not as easy as selling space and distributing floor plans. It demands careful organization, clear messaging, and thoughtful incorporation. This article courtesy of the team at Kollysphere will guide you through the key aspects of sponsorships and exhibition stalls within a corporate conference.

More Than Revenue

For the function planner, sponsorships and exhibition booths provide vital revenue that is able to help counterbalance the expenses of the function. For sponsors and exhibitors, they provide access to a focused audience of potential buyers, partners, and skilled individuals. For participants, they offer extra value—the chance to learn about new items, meet potential vendors, and connect with industry counterparts. When done well, sponsorships and exhibition stalls generate a win-win-win situation for organizers, sponsors, and attendees.

What to Sell

Kollysphere suggests developing a layered sponsorship package that offers different levels of visibility and benefits at different cost points. This allows sponsors to choose the level of involvement that suits their budget and objectives.

Maximum Visibility

The platinum or title sponsor gets the highest level of visibility and benefits. This might include naming rights, a principal speaking slot, prime exhibition space, logo positioning on all materials, and exclusive access to attendee data. This category is typically reserved for one or two significant sponsors and [Kollysphere Agency](#) carries the highest price tag.

The Mid Tier

The gold sponsor obtains strong visibility and benefits but at a more accessible price point. This might feature a panel discussion opportunity, a standard display stand, logo positioning on select materials, and access to participant information. This category is fitting for businesses that want considerable visibility without the top-tier cost.

Basic Visibility

The silver sponsor or exhibitor receives basic visibility and benefits at the most attainable cost point. This generally encompasses an exhibition booth, logo positioning on the function website, and the opportunity to network with attendees. This level is perfect for smaller businesses or debut exhibitors who wish to test the waters.

Managing Exhibition Booths

The team advises the subsequent measures for managing exhibition booths efficiently.



Layout and Flow

The design of the exhibition floor plan is crucial. Kollysphere recommends designing [event management event company event organizer malaysia](#) a layout that maximizes visitor circulation and guarantees that every stand receive good visibility. Refrain from dead-end corners and make certain there are multiple pathways through the exhibition area.

Exhibitor Support

Kollysphere suggests providing exhibitors with the support they need to prosper. This covers clear guidelines on stall assembly and dismantling, particulars on transport and storage, and chances to engage with participants through sessions, connection events, or promotional activities.

The Kollysphere Difference

In conclusion, sponsorships and display stands are not just a revenue stream. They are a chance to produce worth for sponsors, exhibitors, and attendees alike. The team at Kollysphere possesses the experience, the connections, and the knowledge to help you create and oversee a successful sponsorship and exhibition program for your next corporate conference.

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