

# VIRTUAL CRICK BOAT SHOW



## RATE CARD

The Virtual Boat Show is a 5-day online event which will take place from 24th – 28th February 2021. The event will draw together the boating community, boating enthusiasts, the inland waterways industry and all those who enjoy our waterways in a way that has never been seen before.

The event will employ a curated mix of static content, video, presentations and radio, whilst facilitating engagement between visitors and exhibitors and the event itself through competitions, radio dedications and interviews, message boards, 1-2-1 chats with exhibitors and live video broadcasts.

As well as drawing on our audience of Waterways World readers and Crick Boat Show visitors this new format will also extend the geographic reach to those who cannot make the dates or location of the usual live show. It will

appeal to those who during the Covid-19 pandemic have discovered and enjoyed the UK waterways' scene, and loyal show visitors and magazine readers who have continued to support us through this period.

We will be signposting visitors to a variety of content available during the show, including that supplied by exhibitors. We encourage you to share your latest news from 2020 with us and all that you are hoping to achieve in 2021 so that we can promote this with our virtual show audience.

This is your opportunity to highlight your company and stand out. We are on hand to support you in navigating this new and exciting format.

Take a look through our rate card and for an informal discussion speak to Ian on **07977 445450/ian.sharpe@wwonline.co.uk**

### BASIC EXHIBITOR LISTING

- 1 exhibitor login
- 1 logo
- Up to 100 words profile bio and your URL link
- Your contact details

Our virtual show visitors will be able to find you through the exhibitor alphabetical and category searches.  
**£150**

### ENHANCED LISTING

**To really maximise your presence in the Virtual Show upgrade to an enhanced listing. With this you will receive:**

- 2 exhibitor logins
- A fully customised webpage incorporating your company's branding
- Space for up to four PDF file downloads
- Chatbot – an automated response chat interface. You will receive messages sent via chatbot to your own email account or we can set up pre-set responses for when you are unable to respond.
- Live 1-2-1 chat during the Saturday and Sunday. Please note this facility is not available during the rest of the show but visitors can use Chatbot throughout the duration of the event to contact you.
- Anyone wishing to display videos on their web page must take up an enhanced listing. It includes space for up to 4 videos.

**£300**

### ADVERTISING WEB BANNERS

**A static or animated web banner in one of the following sizes.**

- Leaderboards - 728 x 90 px (limited to 6)  
**£200 per banner**
- Square pop-ups - 250 x 250 px (limited to 8)  
**£150 per banner**
- Full banners - 468 x 60 px (limited to 8)  
**£100 per banner**

Please note that different ads will display on different pages of the show site.

## VIDEO OPTIONS

All videos to be displayed on your own exhibitor page and for your own use. We may also signpost/ link to the video from elsewhere on the site and in marketing which will help to drive traffic to that page.

### Video Production (upload cost included in price)

a) 10-15 minute boat tour video. Includes external and 360 degree interactive internal filming of one boat at one location. Interview with one rep, plan images, highlighting the boats key features and the company's USP's.

**£250** (50% off usual rate of £500)

b) 30-60 second animated short video or high-end presentation suitable for social media use. Does not include locational filming and is put together using logos, images, text and can include voiceover and music.

**£160**

c) 10-15 minute product demo, company promo or presentation seminar. Includes filming at one location, branding, titles, images and up to 8 slides for seminar presentations.

**£350**

d) Live 35-minute presentation or seminar to include 15 mins Q&A session. Filmed at one location with up to 2 speakers. This can be recorded for use as on-demand content.

**£650**

## RADIO OPTIONS

### Radio commercials

30-second commercial to run every hour (guaranteed 100 spots minimum).

All spots are "Run of Station" which means that every advertiser gets a share of peak listening time balanced with the lower audience times to provide high level coverage.

**£250 per commercial package (limited to 10)**

### Production

Our radio partner, Event Radio Associates will take your brief, produce a script for approval, engage the voiceover and produce the finished commercial.

**£70 per commercial.**

## PREMIUM TICKETS

Registration and access to the majority of the content in the Virtual Show is free for visitors. However, some parts will require a Premium ticket. Buy a bundle of 5 premium visitor logins worth £8 each to share with your customers. **Bundle price of £30**

Premium pass logins give access to the following areas at the show:

- Access to view the boat builders video tours and additional images and plans
- Access to 1-2-1 live chat with exhibitors during the Saturday and Sunday
- Access to Waterways World seminars
- Free digital guide to the "Boats on Show"
- Access to the show content on-demand, for one month
- Downloadable content such as Waterways World Seminars
- Access to unlimited "premium" live Q&A's charged at £5 per access when purchased on it's own.

## LIVE EXHIBITOR 1-2-1 CHAT

Available throughout the Saturday and Sunday of the Show.

**Free with an enhanced listing.**

**£25 when booked with a basic listing.**

## SPONSOR PACKAGE

- Sponsor page on the website which signposts to your enhanced listing
- Enhanced listing
- Leader Board web banner
- 30-second radio commercial to run every hour (guaranteed 100 spots minimum) plus production
- Radio "Welcome message" and "Message of Support" from our Sponsors to be played at intervals throughout the Show.
- Exclusive radio interview during one of the live sessions over the show weekend.
- Production of one video to be included on your enhanced listing
- 15 premium logins worth £8 each to share with your customers and for your own promotional/competition use.
- Sponsor logo on all Crick branded emails
- Dedicated Sponsor email

**Price on application**