



# HITS EXPO

INCORPORATING necta®



## Sponsorship Opportunities

13-14 May 2024  
Crowne Plaza Hotel,  
Newcastle upon Tyne

# Shaping the Future of Food, Drink, Hospitality and Tourism in the North East of England

For more information and to secure your sponsorship package email [info@fadne.org](mailto:info@fadne.org)

Prepare to immerse yourself in the vibrant world of North East hospitality, innovation, tourism, and food and drink supply chain as HITS Expo returns in 2024.

After the huge success of the inaugural event HITS Expo, incorporating the North East Culinary and Trade Awards (NECTA), we are once again preparing to capture the imagination of the industry and beyond. We invite you to support this growing event through sponsorship, helping us in making this groundbreaking event an industry game-changer.

## Why Sponsor HITS Expo 24?

**Extensive Exposure:** HITS Expo 24 is set to draw over 1000 industry professionals, students, and aspiring talents, ensuring unparalleled visibility for your brand.

**Innovation Hub:** Be at the forefront of industry trends, innovations, and discussions, showcasing your commitment to driving progress in the fields of hospitality, tourism, and supply.

**Inspiring the Future:** Inspire the next generation of talent, collaborate with educational institutions, and contribute to the future of the hospitality and tourism sectors.

**Networking Opportunities:** Forge vital connections, explore lucrative opportunities, and expand your network at a regional and national level.

## Event Highlights:

**Awards and Competitions:** Celebrate ambition and the future of our industry, as the NECTA inter-college competition enters its 16th year. From knife skills to patisserie, mixology to front of house excellence, watch the region's colleges and rising stars go head to head.

**Showcasing the region's culinary talents:** HITS Expo will also host the prestigious North East Chef of the Year, won in previous years by local chefs such as current champion Kyle Bowman, Kyle Greenwood and David Kennedy.

**Industry Insights:** Engage in inspiring conversations with thought leaders, gaining valuable insights into the pressing issues facing the sectors of hospitality, tourism, and supply chain.

**Skills and Innovation:** Witness live demonstrations, cutting-edge technology, and innovative practices that are shaping the future of these industries.



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## Gold Sponsor

Elevate your brand to the highest level of recognition as one of only two Gold Sponsors at HITS Expo 24. This exclusive tier grants you unparalleled access, prestige, and maximum exposure across all aspects of the event.

### Features:

**Main Stage Spotlight:** Secure a coveted spot as a featured speaker on the main stage, allowing you to share your expertise and insights with a captivated audience.

**Maximum PR Exposure:** Gain the utmost visibility with extensive coverage across all event promotional materials, both digital and printed, including exclusive placement on the cover of the conference guide.

**Prime Advertising Space:** Enjoy complimentary advertising space in the conference guide, maximising your reach and influence.

Price (Excl VAT): **£9,500**



## Silver Sponsor

Join us as a Silver Sponsor and enjoy prominent recognition at HITS Expo 24. This tier provides excellent visibility for your brand and allows you to be an integral part of the event's success.

### Features:

**Prime Brand Exposure:** Your logo featured on event materials, including signage and promotional materials.

**Digital Presence:** Recognition on the event website and social media platforms.

**Networking Opportunities:** Access to exclusive networking events and the chance to connect with industry leaders.

Price (Excl VAT): **£4,500**



## Bronze Sponsor

Become a valued Bronze Sponsor and showcase your support for HITS Expo 2023. This tier offers an excellent opportunity for your brand to be recognised throughout the event.

### Features:

**Logo Visibility:** Your logo displayed on select event materials and collateral.

**Digital Acknowledgment:** Listing on the event website.

**Networking Access:** Attend networking sessions to connect with industry professionals.

Price (Excl VAT): **£2,000**



## North East Chef of the Year Sponsor

Align your brand with culinary excellence by becoming the North East Chef of the Year Sponsor. This exclusive sponsorship allows you to be at the forefront of the culinary competition, gaining recognition among top chefs and food enthusiasts.

### Features:

**Exclusive Recognition:** Your brand prominently featured during the Chef of the Year competition.

**Digital Presence:** Acknowledgment on the event website and social media channels.

**VIP Access:** Enjoy exclusive access to culinary events and competitions.

**Award Presentation:** Present the winning award at the award ceremony in front of peers and industry leaders.

Price (Excl VAT): **£2,500**



## College Sponsor

Support the education and development of future industry professionals by becoming a College Sponsor. This tier allows you to connect with students and educators, contributing to the growth of the hospitality and tourism sectors.

### Features:

**Branding Opportunity:** Logo placement on college-related event materials.

**Networking:** Connect with college representatives, educators, and students.

**Digital Recognition:** Acknowledgment on the event website and select digital platforms.

Price (Excl VAT): **£1,000**



## Award Sponsor

Celebrate excellence in the industry by becoming an Award Sponsor. This tier allows you to associate your brand with recognition and achievement, showcasing your commitment to supporting outstanding contributions.

### Features:

**Award Recognition:** Your brand is associated with a specific award category.

**Digital Presence:** Acknowledgment on the event website and social media platforms.

**Award Presentation:** Present the winning award at the award ceremony in front of peers and industry leaders.

Price (Excl VAT): **£1,000**