

Softworld

HR AND PAYROLL SOLUTIONS

18-19 October 2011 • ExCel London

Contents

- ➔ *About Softworld*
- ➔ *What's new for Autumn 2011?*
- ➔ *Autumn 2010 facts and figures*
- ➔ *Stand packages*
- ➔ *Sponsorship opportunities*

Contact us

www.softworld.co.uk/hrp
For more information please contact:
Simon Mitchelson, Sales Manager
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Exhibition brochure 2011

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About Softworld

HR and Payroll Solutions

In 2011 Softworld celebrates its 20th year. Established in 1991, Softworld has evolved with the business application software industry and it remains the UK's largest and most well established event of its kind. It is the only fully independent show to deliver an audience with a specific interest in software solutions and services for the HR and payroll function

With 20 years experience Softworld has a deep understanding of what exhibitors and visitors want from an exhibition and our team delivers this every step of the way. The event website; the Buyers' Guide; the show feature areas and the education programme are all designed to attract well-informed, senior level visitors. The service and support you will receive as an exhibitor is second to none and we are on call to make sure you have a successful show.

Why Exhibit?

Exhibit at Softworld HR and Payroll Solutions to...

- ➔ Meet hundreds of potential buyers face-to-face over two days
- ➔ Raise your profile in a competitive market
- ➔ Collect high quality leads and generate sales
- ➔ Launch new products or services direct to the market, and gain feedback from prospective purchasers
- ➔ Host educational sessions and answer queries from potential customers
- ➔ Present successful case-studies alongside satisfied customers
- ➔ Network with the media, your customers and other exhibitors
- ➔ Promote your company in Softworld's comprehensive Buyers' Guide

Who will you meet?

The visitor audience is made up of decision-makers and end-users from primarily UK businesses across all sectors. Typical job titles of attendees include:

- ➔ HR Director
- ➔ Personnel Director
- ➔ Payroll Manager
- ➔ Finance Director
- ➔ CEO
- ➔ Managing Director
- ➔ Accountant
- ➔ IT Director
- ➔ Project Manager
- ➔ Technology Advisor

"Softworld has evolved"



Softworld

"The quality of leads is fantastic"

"Our best show yet"



SOFTWORLD

"Unmatched by its rivals"

"Another excellent event"



"A real buzz and excitement"



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What's new for Autumn 2011?

New education programme

The old masterclass and exhibitor seminar programme has been re-developed into a four stream programme. Major announcements and keynote sessions take place on the **Main Stage**; the **Legislation Class** provides essential updates on tax, payroll and reporting regulations; product launches and case-studies take place on the **Solutions Stage** and visitors can see demos of online solutions in the **Cloud Lounge**. The new timetable will be designed to minimise clashes and maximise attendance whilst creating an improved distribution of visitors throughout the show.

New floorplan design

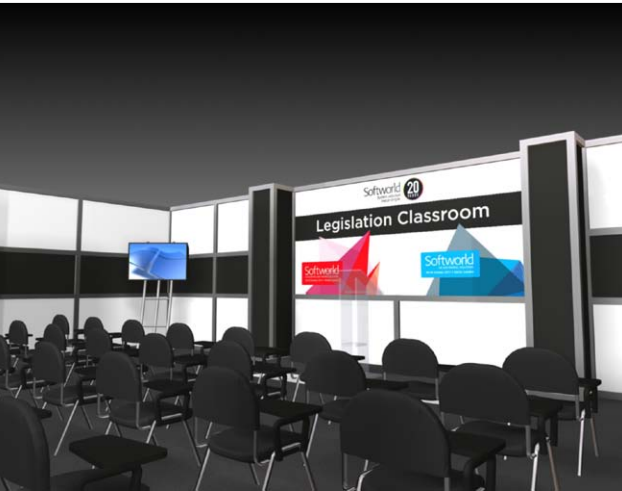
Last year Softworld successfully relocated to ExCeL London. Since the 2010 show we have been working with SO Group, our new stand contractor, to develop a new floorplan and show-build design that takes full advantage of the space ExCeL offers whilst creating the best possible sightlines and flow of visitor traffic around the show. Feature areas will look better than ever and we are also delighted to offer new **Custom Build** stand options alongside an improved version of **Shell Scheme Plus**.

New feature area: The Cloud Lounge

Cloud computing is clearly a rapidly expanding and highly competitive market and there are many cloud-based solutions available for accounting, payroll and HR functions. However lots of providers in this space have never exhibited at a traditional exhibition. If you work in the cloud, then booking a position in the **Cloud Lounge**, located right at the heart of the show adjacent to the café-bar, lets you engage with the Softworld audience in an environment that suits your way of doing business.

New exhibitors in The Start-up Zone

In addition to cloud-based providers there are lots of new vendors offering services and apps that are not currently represented at Softworld. The show exists as a comparison tool for our visitors so it is important that we encourage these young companies to exhibit. If you are a first time exhibitor, the **Start-up Zone** offers low-cost, entry-level stands to promote your products alongside the established names at Softworld.



A new approach to marketing Softworld

As an exhibitor at Softworld you will receive an unrivalled level of promotional support through our multi-channel marketing campaign. In 2011 our approach to marketing is more social than ever and the campaign is designed to engage with visitors, exhibitors and speakers before, during and long after the show.

We have re-developed the Softworld website on open source platform **WordPress** to provide exhibitors with an easier to use and more powerful content management system. Eventually you will be able to blog from your Softworld website entry and visitors will be able to comment and interact with you.

We will be giving a real boost to our presence on **social media** with over **600 Tweets** going out in the lead up to the show; key themes being discussed by speakers on **LinkedIn**; video content from our exhibitors promoted on our **YouTube** channel; plus event photography on our **Flickr** photostream.

The marketing mix also includes: **20,000** highly-targeted direct mail pieces; more than **half a million** emails broadcast over 12 weeks; a dedicated PR campaign; plus **hundreds of thousands** of adverts and editorial appearances in the leading titles both in print and online. This will deliver **over a million opportunities** to find out about Softworld and our exhibitors.

Softworld draws upon a unique database of previous visitors and registrants as well as the members and subscribers of our event partners. Since last year we have invested heavily in list research and verification through our in-house audience development team. As part of Incisive Media we now have access to over 2 million contacts in-house and sophisticated reporting on every interaction we make with each individual. This will help us to deliver our most targeted, powerful and responsive marketing campaign yet.

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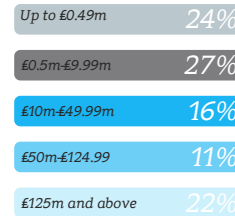
Last October, Softworld welcomed more than 1000 visitors to our new venue ExCeL London. The HR and Payroll Solutions show had over 500 attendees including:

- ➔ ERM Project Manager, Aberdeenshire Council
- ➔ HR Manager, Arsenal FC
- ➔ Senior Payroll Officer, Basildon District Council
- ➔ HR Systems Advisor, Cancer Research UK
- ➔ Project Manager, Dorset Police
- ➔ HR System Manager, English Heritage
- ➔ Recruitment Co-Ordinator, First Wessex
- ➔ Payroll Compliance Manager, G4S
- ➔ HR IT Manager, Jaguar Land Rover
- ➔ Head of Payroll, Kinleigh Folkard & Hayward Ltd
- ➔ Head of HR, Murco Petroleum Limited
- ➔ HR Support Manager, P&O Ferries
- ➔ Controller - Payroll, Travel & Expenses, Rolls-Royce Plc
- ➔ Payroll Manager, RSPCA
- ➔ People Systems Manager, Sainsbury's
- ➔ Compensation & Benefits Manager, Save the Children UK
- ➔ Rewards Manager, Ted Baker
- ➔ Head of Payroll & Pensions, UCL
- ➔ Procurement Manager, Visa Europe
- ➔ Payroll Manager, Yell Ltd

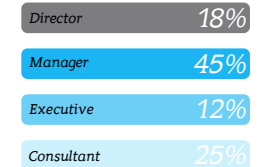
Top 10 Industry Sectors

- 01** Information Technology
- 02** Not for profit
- 03** Business Consultancy
- 04** Finance/Banking
- 05** Accountancy
- 06** Marketing Services/Media
- 07** Local Authority
- 08** Retail
- 09** Manufacturing
- 10** Construction

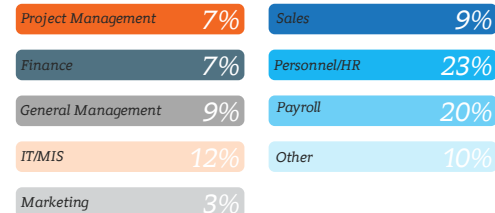
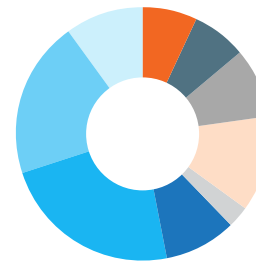
Company turnover



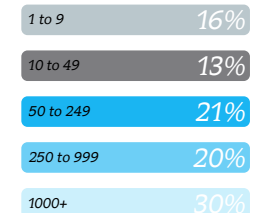
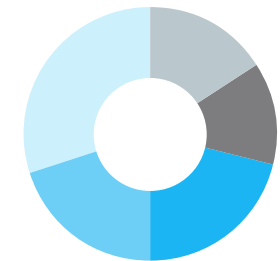
Job level



Job function



Number of employees



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Stand packages

At Softworld Autumn 2011 you can book the stand that suits your marketing needs and budget. Choose space only for the freedom to use your own stand design or shell scheme which includes carpet, lighting, fascia, name board and electrics. If you want the look of a bespoke stand but with simplicity of shell scheme you can now choose Shell Scheme Plus or upgrade to one of our new Custom Build options.

Reserve your stand early to make sure you get the stand position you want

Your solutions on stage

Book your slot on one of Softworld's new stages and be a part of our revamped education programme.

- ➔ Choose from four distinct areas to give your content maximum impact: Softworld Main Stage; Legislation Classroom; Solutions Stage; Cloud Lounge

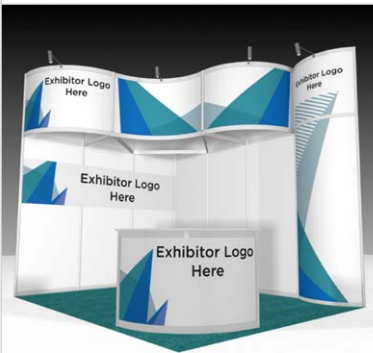
- ➔ Each stage has a different design and layout with room for 25-50 delegates

- ➔ All sessions listed on event website, promoted on email communications and within the onsite guide

- ➔ Visitor details will be captured by a member of Softworld event staff and distributed at the end of the show



Let us build your stand



Following the success and popularity of the Shell Scheme Plus stand option introduced last year we now also offer a range of Custom Build stands.

Shell Scheme Plus has also been upgraded with a new design. Choose from a number of different options to give your stand a unique look and take advantage of significant time and cost savings.

Marketing opportunities package

All stands include a comprehensive marketing package to help promote your presence at Softworld. The sooner you reserve your stand, the more marketing exposure your products and services will receive. The Softworld marketing package includes:

Presence on the Softworld website

Our marketing campaign is designed to drive traffic to our website where visitors can find out about your products before coming to meet you at the show. As an exhibitor you will have your own company listing featuring:

- ➔ Company contact information
- ➔ Company logo
- ➔ 50 words of text
- ➔ Details of special promotions you are running on your stand
- ➔ "Meet the expert" photo and mini profile of one of your stand team
- ➔ Brochures/product information
- ➔ Company news & press releases
- ➔ Opportunity to offer visitors to make appointments with you in advance
- ➔ Unique tracking code to monitor visitors registering as a result of your promotional activity
- ➔ Opportunity to upload promotional videos on your company profile page
- ➔ Opportunity to send out a personalised electronic postcard to your database

Entry in the Softworld Buyers Guide

Every visitor to the show receives a free copy of the **Softworld Buyers' Guide**, our comprehensive directory, complete with market overviews, white papers, case studies and detailed product listings. Your two page entry includes:

- ➔ Company profile
- ➔ Product synopsis
- ➔ Accreditations
- ➔ Product capability grid

Additional

On top of this extensive promotional support, you will also receive:

- ➔ Health and safety check on stand
- ➔ Insurance
- ➔ One light pen provided for your use to collect leads from the event, data downloadable at the end of each day

For details of the different stand packages currently available and to discuss which is right for your business, call Simon Mitchelson on +44 (0) 20 7968 4575 or email simon.mitchelson@incisivemedia.com

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Sponsorship and Marketing Opportunities

There are a limited number of additional marketing and sponsorship opportunities available to help you stand out from other exhibitors. Bespoke packages can be put together on request.

Platinum Sponsorship (Exclusive package – One available)

Pre-show

- ➔ Named as Platinum Sponsor and logo included on all marketing collateral
- ➔ Sponsorship of email campaign including logo, hyperlink and 200 words
- ➔ Exclusive advertising placement on event website
- ➔ Sponsorship of e-ticket visitor badge
- ➔ Business Exchange - Receive contact details of pre-registered visitors matched to your specification

At show

- ➔ Sponsorship of Main Stage session (tbc with conference producer)
- ➔ Logo placement on Main Stage graphics
- ➔ Floor tile at show entrance
- ➔ Carrier bag sponsorship OR Lanyard/visitor badge sponsorship
- ➔ Advertising insert in carrier bags
- ➔ Marketing material distributed at show entrance
- ➔ Premium position advertisement in Buyers Guide
- ➔ Walk-about - Promo staff walking the floor, distributing information and guiding visitors to your stand

Post-show

- ➔ Sponsorship of visitor survey email campaign

Gold Sponsorship (Three available)

Pre-show

- ➔ Named as Gold Sponsor and logo included on all marketing collateral
- ➔ Sponsorship of email campaign including logo, hyperlink and 50 words
- ➔ Business Exchange

At show

- ➔ Sponsorship of Solutions Stage session (tbc with conference producer)
- ➔ Advertising insert in carrier bags
- ➔ Marketing material distributed at show entrance
- ➔ Advertisement in Buyers Guide
- ➔ Walkabout
- ➔ Floor tile

Post-show

- ➔ Sponsorship of email campaign

Silver Sponsorship (Five available)

Pre-show

- ➔ Named as Silver Sponsor on all marketing collateral
- ➔ Shared sponsorship of email campaign

At show

- ➔ Marketing material distributed at show entrance
- ➔ Advertisement in Buyers Guide

To find out more about raising your on-site presence and boosting visitors to your stand, call Simon Mitchelson on 020 7968 4575 or email simon.mitchelson@incisivemedia.com.

Softworld Buyers' Guide

- B5 full colour Advert
- Single page case study
- Two page case study
- Single page case study plus B5 full colour advert
- Sponsorship of the divider card plus B5 advert on reverse
- Sponsorship of the outside back cover
- Inside front cover B5 full colour advert
- Inside back cover B5 full colour advert
- Sponsorship of the belly band wrap
- Additional product page within the buyers guide
- Additional Buyers' Guide entry plus separate listing on Softworld website

