



Stallholder & 60 Second Pitch

March 2016



Would you like to promote your green product or service to an audience who want to make their own business more sustainable?

Then our very popular Stallholder & 60 Second Pitch offer could be for you!

Go Green is an initiative delivered by Low Carbon South West in partnership with Business West. Our exhibitor fees are very competitive, making it a low cost, high benefit opportunity.

Having a 60 second pitch to all delegates in the room is a great opportunity to outline your offer and invite them to your stall. It's also good fun, and adds a fast paced element to the event which delegates enjoy!

Previous exhibitors include: First Great Western, Velopost, Nissan, Ashfords, Bristol Pound, Collecteco, Solarsense, EnergyDeck, Co-Wheels Car Club, Natracare, ETS, Almeda, Avon Wildlife Trust, GDS, Sustrans, Bristol Mind, Fresh-range and the Green Stationary Company.

Exhibitor details will be circulated to attendees after the event so if you do not have a chance to chat with everyone they can get in touch with you.

To request a stallholder application form

Please contact the Go Green Team on events@gogreenbusiness.co.uk or 0117 9458730



When you attend a **Go Green Business Breakfast** event as a Stallholder, you will be permitted to bring pull up banners, leaflets and marketing material to offer to businesses attending the event on one of the five Go Green themes (**Planning & Resilience, Travel & Transport, Energy & Efficiency, Sustainable Sourcing, Happy & Healthy**)

- There is an exhibitor fee of **£80 + VAT for SMEs** and **£200 + VAT for large businesses**. This gives you a stall and a 60 second pitch to the audience at the event so you have the opportunity to attract delegates to visit your stall. This fee may be discounted for not-for-profit organisations, please email events@gogreenbusiness.co.uk for further details on discount eligibility.
- The fee includes breakfast for **one attendee**. Any extra attendees that you plan to bring with you will need to be registered on Eventbrite.
- Your product or service should align to one of the 5 Go Green themes.



PLANNING & RESILIENCE



TRAVEL & TRANSPORT



ENERGY & EFFICIENCY



SUSTAINABLE SOURCING



HAPPY & HEALTHY

To register your interest please email events@gogreenbusiness.co.uk to request a Stallholder form.



FAQS

Why would exhibiting at a Go Green event benefit my business?

1. You will meet an ideal target audience, delegates are attending Go Green events in order to get inspiration on ways to make green changes and invest in improvements to their business.
2. You will raise your profile in the local business community
3. You will get the opportunity to network with other suppliers in your sector

Don't just take our word for it, here is what previous stallholders have to say:

"At traditional networking events delegates may have found it difficult to understand the value of what we offer, but at this Go Green event everyone was very open to our proposition. Attendees in general were highly motivated to achieve green goals and were ready and willing to introduce our service into their businesses where possible." Jeremy Field, Velopost

"I attended the Go Green 'Happy and Healthy' business breakfast in May. The event helped me to target exactly the kind of businesses, organisations and individuals that I wish to work with. I had so many positive conversations at the event that I felt sure it would lead directly to new business, and indeed I had three bookings from new clients I had met at the event within a week or two." Jo-Anne Lovemore, Green Tomato Kitchen

What should I say in my 60 second pitch?

It's not about trying to fit everything into 60 seconds, but rather tailoring your message to the specific audience and how your product or service can help them to work on their Go Green action plan. Here is a link to an example of a good pitch to give you some ideas <https://www.youtube.com/watch?v=z88emToeSHE>

www.gogreenbusiness.co.uk Photos by Jon Craig