

Dyslexia

SHOW 2024

Commercial Opportunities

15th – 16th March, NEC Birmingham

dyslexia.show



The UK's leading exhibition dedicated to dyslexia and neurodiversity.

Dyslexia Show is the UK's national exhibition dedicated to dyslexia and neurodiversity. On the 15th & 16th March 2024, Dyslexia Show at the NEC, Birmingham will attract a wide range of visitors seeking to connect with the best suppliers of products and services that support this thriving community.

The UK has an estimated 6.7 million people with dyslexia or neurodiversity, it is a growing business opportunity. Become an exhibitor, sponsor or advertiser and reach this active and growing market.



- Meet your customers in person
- Build awareness of your brand or message
- Demonstrate your product or service
- B2B and B2C engagement
- Generate new leads
- Gain market insight
- Share knowledge and experience
- Support the dyslexia and neurodiversity community

2023 in numbers

Dyslexia Show 2023 grew substantially from our inaugural 2022 event. Circa 2900 attendees over two days.

39%



41%



12%



8%



In 2023 we introduced a new measure of dwell time. We learned how committed and enthusiastic our visitors are to seeing the whole show, spending on average half a day each or more at the event.

**4.25
hours**



**3
hours**



**3.2
hours**



**5.1
hours**



55

Exhibitors



25

Sponsors

Over **50** speakers providing more than **90** seminars, talks, demonstrations and panel sessions

2024 will be bigger and better again with 3400+ visitors expected over the two days. We are investing in growing the show including a new dedicated Dyscalculia Theatre and expanded seminar and feature programmes for all areas. Take advantage and become an exhibitor, sponsor or advertiser.

Exhibit at Dyslexia Show 2024

We offer a range of exhibitor packages to suit your needs, whether you're a large organisation or a small business.

Stand Type	Description	Size	Walls	Carpet	Furniture	Power	Spotlights	Fascia Board	Name Board	Cost*
Shell Scheme	Ready built stand	6sqm to 36sqm	Full back & side walls	Yes	No	1 x 2A socket	Yes	Yes	Yes	£395 per sqm
Dressed Stand	Ready to go budget stand	4sqm only	Back wall, staggered side walls	Yes	Lockable storage counter & stool	1 x 2A socket	No	No	Yes	£999 fixed price
Entry Level Stand	Ready to go starter stand	4sqm only	Back wall, half width side walls	Yes	Chair & table	No	No	No	Yes	£499 fixed price
Space Only Stand	Floorspace only	Min. 6sqm	Stand design & build by exhibitor							£299 per sqm

*All prices exclude VAT

All stands benefit from the following additional features and marketing:



Use of our visitor badge scanning app.



Invite to exhibitor & VIP party



Exhibitor parking pass



Listing with logo in the Dyslexia Show website and in the 2024 digital Show Programme



Acknowledgement and promotion on our social media channels.



Opportunities for PR

Contact us to discuss your needs and we can help tailor the best stand package for you.

Available stands

Shell Scheme >



< Dressed Stand*

•Note: included furniture not shown

Entry Level Stand >

•Note: included furniture not shown



Become a show sponsor

Become a sponsor and demonstrate your involvement and support for the dyslexia and neurodiversity community. Sponsors receive enhanced brand awareness and a range of marketing benefits.

Gold Sponsor **cost: SOLD**

Only one per show



- Named and highlighted as Gold Sponsor
- Logo on sponsorship signage at the event including at the entrance
- Logo on Dyslexia Show website homepage
- Minimum 4 dedicated posts to all our social media channels
- 4 emails to the entire Dyslexia Show database (3 x pre-show, 1 x post-show)
- Logo on sponsor page of digital Show Programme
- Full page advert in digital Show Programme
- Full page advertorial in digital show Programme
- 2 x speaking slots in our feature theatres

Silver Sponsor **cost: £5000+VAT**

Only two per show - **one slot available**



- Named and highlighted as Silver Sponsor
- Logo on sponsorship signage at the event including at the entrance
- Logo on Dyslexia Show website homepage
- Minimum 3 dedicated posts to all our social media channels
- 3 emails to the entire Dyslexia Show database (2 x pre-show, 1 x post-show)
- Logo on sponsor page of digital Show Programme
- Half page advert in digital Show Programme
- 1 x speaking slot in a feature theatre

Bronze Sponsor **cost: £3500+VAT**

Only three per show

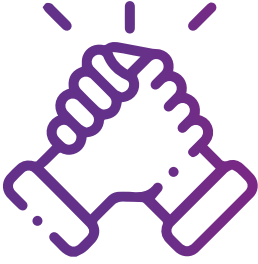


- Named and highlighted as Bronze Sponsor
- Logo on sponsorship signage at the event including at the entrance
- Logo on Dyslexia Show website homepage
- Minimum 2 dedicated posts to all our social media channels
- 2 emails to the entire Dyslexia Show database (1 x pre-show, 1 x post-show)
- Logo on sponsor page of digital Show Programme
- Half page advert in digital Show Programme

*Exhibition stand not included in sponsorship packages

Supporter £749+VAT

Highlight your brand and support for the community.



- Named and highlighted as a Supporter
- Logo on supporter signage at the event including at the entrance
- Logo on Dyslexia Show website homepage
- Highlighted as a supporter with a dedicated social media post to all our channels
- Logo on supporter page of digital Show Programme

Activity Sponsor

Sponsor one of our high-profile event activities including:



- Feature theatres
- Digital Show Programme
- Registration system
- Visitor badge lanyards
- Legal Surgery
- CPD sponsor

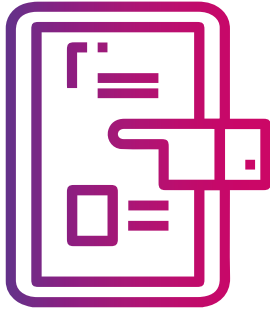
All sponsors are highlighted as the specific supporter of that activity throughout the year and at the event.

Bespoke sponsorship packages are designed and tailored to suit your needs. Contact us to find out more.

Advertise with Dyslexia Show

Website / Show Programme

Issued twice to our database: a month prior to the show and then again at show open.



- Double page advert **£849 + VAT**
- Full page advert/advertorial **£449 + VAT**
- Half page **£359 + VAT**
- Quarter page **£199 + VAT**
- Banner **£99 + VAT**
- Website homepage from **£349 + VAT** per month

Email Advertising

Reach our extensive and engaged database of registered contacts.



- Dedicated email to single demographic **£349 + VAT**
- Dedicated email to all demographics **£549 + VAT**

Feature Theatre Speaking Slots

Speaking slots in our feature theatres are available for commercial presentations. Spaces are limited: **£749 + VAT**



**WORKSHOP
THEATRE**



**NEUROBOX
THEATRE**



**KNOWLEDGE
THEATRE**



Dyslexia
SHOW 2024

Contact

For sales enquiries please contact:

Arran Smith


Show Founder & Show Director

[arran@dyslexia.show.co.uk](mailto:arran@dyslexia.show)

Andy Elliot-Williams

Sales Manager

[andy@dyslexia.show.co.uk](mailto:andy@dyslexia.show)

EDUCATION 

WORKPLACE 

PARENTS 

INDIVIDUAL 

www.dyslexia.show

Sales & Operations Management Services provided to Dyslexia Show 2024

By

Tamarin Event Services Ltd

info@tamarineventservices.co.uk