

*Unwrapped*  
HOSTED BY AFFILIATE WINDOW

Christmas  
**2012...**  
we've got it  
**Unwrapped!**

**Top  
Publishers  
Hot Gifts!**

## Why you should be there...

Following its success in previous years, Affiliate Window is pleased to announce the details for Unwrapped 2012!

- ★ Unwrapped is a fantastic opportunity to showcase your brand and top selling products to leading publishers within the gifts, gadgets and toys sector
- ★ A network presentation will introduce the event, detailing key points to help ensure that your performance marketing campaigns are fully prepared ahead of the busy Christmas period
- ★ You'll have the opportunity to meet and network with the network's top performing publishers as well as those focused on the gifts, gadgets and toys sector

**Christmas 2012...  
we've got it Unwrapped!**

**Don't  
Miss  
Out**

## Don't just take our word for it!

'This was my second year attending and as well as picking up some fantastic information, meeting new contacts and exploring new opportunities, I find this event really focuses the mind for the build-up to the festive season. I made plenty of notes; saw some great products - my personal favourites being the radio controlled shark at one end of the technology spectrum and the lego mini-figures at the other.'

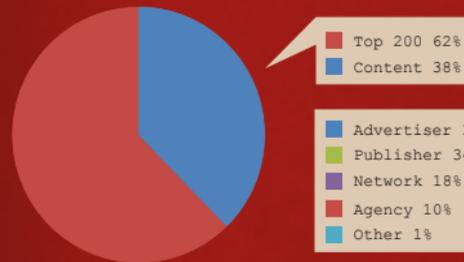
- **Gavin Jones, Owner, Gifts and Lists**

'I thoroughly enjoyed Unwrapped 2011, it was a great day and I feel, for me, it was a huge success. New contacts, faces matched to names and I managed to catch a few people who I'd been trying to get in touch with for a while. Thank you!'

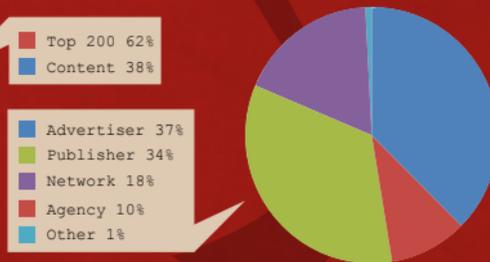
- **Emma Hook, Online Marketing Executive, The Entertainer**

## Previous sector event attendance

**Publisher Breakdown**



**Attendee Breakdown**



## When and Where?

This year, Unwrapped will be held on **Thursday 4th October** at

**Gilt London,**  
**14 New London Street,**  
**London**  
**EC3R 7NA**



## Agenda

- 12.00 pm Advertiser arrival, registration and set up
- 12.50 pm Publisher arrival and registration
- 1.10 pm Network Welcome in the Lounge
- 1.20 pm Network Presentation
- 1.45 pm Late lunch and drinks served
- 2.00pm Expo opens for networking
- 3.30 pm Raffle Prize Draw in aid of **The Encephalitis Society**
- 5.00 pm Finish

**See you  
soon!**

## Sponsorship Options

### Diamond Sponsorship (3 available)



- 1 x 1.5m diameter table with booth seating
- 1 x space for pop up banner
- 2 x guest passes including all food and drink (wine, beer and soft drinks)

**£110.00 + VAT**

### Platinum Sponsorship (4 available)



- 1 x 1m diameter table with booth seating
- 1 x space for pop up banner
- 2 x guest passes including all food and drink (wine, beer and soft drinks)

**£100.00 + VAT**

### Gold Sponsorship (7 available)



- 1 x 1m square table
- 2 x chairs
- 1 x space for pop up banner
- 2 x guest passes including all food and drink (wine, beer and soft drinks)

**£90.00 + VAT**

### Silver Sponsorship (2 available)



- 1 x 1.5 x 1m knee height table
- 1 x chaise longue
- 1 x stool
- 1 x space for pop up banner
- 2 x guest passes including all food and drink (wine, beer and soft drinks)

**£85.00 + VAT**

## Further Sponsorship Options

### Bronze Sponsorship (3 available)



- 1 x 80cm diameter table
- 2 x chairs
- 1 x space for pop up banner
- 2 x guest passes including all food and drink (wine, beer and soft drinks)

**£70.00 + VAT**

**All packages are allocated on a first come, first served basis.**

**See you there!**

## Additional Opportunities

### Publisher Goody Bags

All publishers will receive a goody bag at the event. Providing a product or sample to go in these bags is a fantastic way to reach leading publishers within the gifts and gadgets sector. All advertisers who provide products are entitled to include a business card/their details with the item.

There is no additional cost to provide items for the publisher goody bags

### Goody Bag Supplier

Additionally, one advertiser is provided with the opportunity to supply the publisher goody bags for the event; 60 bags will be required and will carry a number of advertiser inserts, so need to reach a quality standard of thick card or fabric. By taking the role of our sole bag supplier, your brand will be offered maximum exposure both during and post event.

Please note that this opportunity is available on a first come, first served basis and the client will receive written confirmation if successful.

## Additional Opportunities

### Raffle Prize Draw

All advertisers and publishers have the chance to purchase raffle tickets during the day to raise money for The Encephalitis Society. We are looking for at least three prizes to include in the draw. Advertisers who donate a prize will be featured in our post-event PR write up which will be featured in our newsletters, on our blog and our Facebook page. They will also be able to display catalogues/brochures throughout the venue and in the publisher gift bags.

**For any bespoke sponsorship requests please email [events@affiliatewindow.com](mailto:events@affiliatewindow.com)**

**Don't  
miss out!**

## Booking Form

To book your place at the event, please complete the [Unwrapped 2012 Advertiser Booking Form](#) by **Friday 28th September**.

Please note:

*To make the event worthwhile for everyone, all retailers are asked to bring at least five Christmas top sellers to showcase. It is their responsibility to ensure their products fit within the designated area.*

Sample sizes of edibles and alcohol (alcohol limited to 50cl per tasting) will be permitted within the venue. Please be aware that:

- ★ The venue will require confirmation in writing (to be sent through [events@affiliatewindow.com](mailto:events@affiliatewindow.com)) prior to the event as to what sample sizes will be bought to the event
- ★ The venue will not be liable for any storage, service or responsibility with health and safety regulations regarding sample items

In regards to deliveries, there is limited space available at the venue and storage space will be allocated on a first come, first served basis, please email [events@affiliatewindow.com](mailto:events@affiliatewindow.com) for more details.