

# Contra Partner Package: Rescheduled events

We are here to support the events industry with this contra package, and are excited to form a partnership with you while events begin their return

# Our Standard Contra

## We offer

1. A newsfeed to add to your event website, containing the latest quality news and insights from [TheBigRedGuide.com](https://www.thebigredguide.com). This is to keep your website fresh and relevant, engaging visitors until events return.

2. Enhanced company listing to still promote your company during this time (<https://www.thebigredguide.com/companies/hochiki-europe-uk-ltd.html>)

## Benefits and further information

- High quality content. Attendees to your events will still be visiting your website for the latest industry/event news and more.
- Diverse content
- Fresh content
- Strengthen your brand
- Fast and easy implementation
- We send over our quick and easy tech spec instructions ( 5-10 minutes implementation time) and an RSS feed link to add a section of up-to-date industry news to your website
- Your company will be promoted on our company page, complete with logo, website, contact details and a company overview (provided by the client)

# Our Standard Contra (continued)

<b>Offering</b>	<b>Benefits and further information</b>
3. Involvement in our virtual events initiative (if applicable) – hosting your event/webinar on our virtual events section	<ul style="list-style-type: none"><li>• We are excited to push your virtual event or webinar out on TheBigRedGuide.com</li><li>• Gain invaluable exposure to a wide range of industry professionals</li></ul>
4. Coverage of press releases associated with the event; building up exposure for the events return (subject to our editorial policy)	<ul style="list-style-type: none"><li>• Any press relating to your rescheduled event (subject to our editorial policy) will be published on TheBigRedGuide.com</li></ul>

# Your contribution

1. We require the lead position of TheBigRedGuide.com as a media partner – description and link.  
(On event website and hardcopy material, including but not limited to show guide & marketing material)
2. We require an optimized logo of ours placed on your event website and any marketing material

# Further Information

## Further information and what we require

1. We require the lead position of TheBigRedGuide.com as a media partner
  - We will send over a brief description of TheBigRedGuide.com complete with links to our website.
  - The links and description must be valid for 12 months; this is for both ourselves and the partner to benefit from an ongoing relationship
  - We require all links to be follow links
  - We would need to appear before any other publication or website which operates in the UK, Europe or the Middle East.
  - Our lead position must also include the use of an optimized logo, found here - <https://www.thebigredguide.com/info/thebigredguide-com-logos.html>
  - These logos must link to our website (<https://www.thebigredguide.com/>)
  - Logos should be 300 x 266px or above, and should not be resized
  - If the website is taken down (for reasons such as the event being cancelled for the foreseeable) we must be notified

# Further Information

## Further information

2. We require an optimized logo placed on event website and any marketing material

- The logo must be on the partner website, linking to <https://www.thebigredguide.com/>
- The logo must also be in the exhibitor manual and on any marketing material as a Media Partner of the event
- Logos should be 300 x 266px or above, and should not be resized
- Optimised logos can be found at <https://www.thebigredguide.com/info/thebigredguide-com-logos.html>
- The optimized logo must remain on the website for 12 months; this is for both ourselves and the partner to benefit from an ongoing relationship
- If the website is taken down (for reasons such as the event being over) the logo must be transferred to the new event website

# We will send over the following material

1. RSS feed and quick implementation guide
2. TheBigRedGuide.com description with links
3. Optimised logos

# Partner to send over the following material

1. Company listing elements (logo, contact details, brief company overview copy, website link)
2. Any press releases relating to the event if applicable
3. Your virtual event or webinar components if applicable



**We offer full support no matter the  
circumstance; our team is available for any  
questions you may have**

We look forward to an exciting and fruitful contra partnership