

Partner Contra Package

We are excited to form a partnership with your company, and hope this will be the beginning of a fruitful and ongoing alliance

Our Standard Contra

We offer

1. Enhanced event listing
(<https://www.hvacinformed.com/events.html?ref=nav>)
2. Enhanced company listing
(<https://www.hvacinformed.com/companies.html?ref=nav>)
3. 'Event in Profile' position for 1 week prior to event (subject to availability)
(<https://www.hvacinformed.com/events/2021-china-international-air-conditioning-heating-ventilation-refrigeration-and-cold-chain-expo-racc-2021.html>)

Client should provide copy/logos

4. Coverage of press releases associated with the event (subject to our editorial policy)

Benefits and further information

- Your event will be promoted on our events page, complete with logo, dates, website, contact details and an event overview (provided by the client)
- Your company will be promoted on our company page, complete with logo, website, contact details and a company overview (provided by the client)
- Your event is highlighted at the top of our events page
- Any press relating to your event (subject to our editorial policy) will be published on HVACInformed.com - the leading news, analysis and information website serving the fire industry

Your Contribution

1. We require the lead position of HVACInformed.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

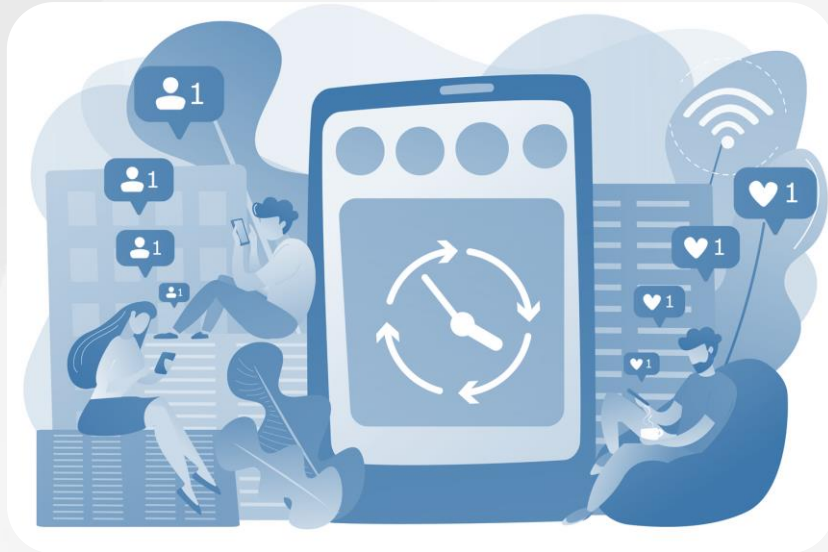
3. We require 1 x page of advertising in the event guide (on right-hand side)

Our Enhanced Contra – A Newsfeed

Adding to our standard contra is our enhanced contra - relevant and fresh content for your website, at no cost

Offering

A **newsfeed** to add to your event website, containing the latest quality news and insights from HVACInformed.com. This is to keep your website **fresh** and **relevant, engaging visitors**.



Benefits

- High quality content on your website
- Diverse content
- Fresh content
- Engage your audience with more varied content
- Strengthen your brand
- Fast and easy implementation

Further Information

Further information and what we require

1. We require the lead position of HVACInformed.com as a media partner
 - We will send over a brief description of HVACInformed.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.hvacinformed.com/info/logos.html>
 - These logos must link to our website (<https://www.hvacinformed.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.hvacinformed.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.hvacinformed.com/info/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

3. We require 1 x page of advertising in event guide (on right-hand side)

- We will send over our advertisement for publication in your event guide

We will send over the following material

1. HVACInformed.com description with links
2. Optimised logos
3. 1x advert for publication in your event guide
4. RSS feed and quick implementation guide: 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

Partner to send over the following material

1. Company listing elements (logo, contact details, brief company overview copy, website link)
2. Event listing elements (logo, contact details, brief event overview copy, website link, dates and any information pertaining to the event)
3. Any press releases relating to the event 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