



23-24 APRIL 2024
EXCEL LONDON

Application For Partnership Package

This Order Form is a binding contract entered into between Exhibitor and Organiser. "Exhibitor" means the entity set forth below. "Organiser" means Evening Standard Limited, AlphaBeta, 14-18 Finsbury Square, London, EC2A 1AH. This Order Form incorporates the standard terms and conditions available at: <https://www.smexpo.co.uk/exhibiting-terms-conditions> ("Terms") If there is any conflict between this Order Form and the Terms, the Order Form shall prevail.

Exhibitor:

Company Name: UK Export Academy	Address: Dept for Business & Trade, Old Admiralty Building, London SW1A2DY
Company reg: N/A	Telephone number: [REDACTED]
Contact: Susan Beverley	Email: [REDACTED]

Evening Standard Point of contact: William Fowler [REDACTED]

UK Export Academy & SME XPO – 23 – 24 April 2024 – Partnership

- **UKEA champion/exec to moderate the following panel on day one (23rd April 2024) at 12:10**
 - o **PANEL: Going global - nimbly grow your business overseas**
Confirmed speakers include: **George Lineker**, Founder of Your Business Number | **Jack Scott**, Co-Founder of DASH Drinks | **Sara Miller**, Founder of Sara Miller London
C.220 leads from this
- **9sqm Turnkey stand on the show floor**
 - o Includes branding
 - o Includes 500w electricity
 - o Includes 2x high stools and a branded counter unit
 - o Includes access to badge scanner app
 - o No other fees to pay on top
- **2x workshops (1x each day)**
 - o 45 mins long each
 - o C.40 attendees
 - o Evening Standard to promote in advance of the event to get people to pre-register
 - o All pre-register data sent across to UKEA
 - o UKEA able to scan all attendees for follow up
 - o Both workshops will deliver c.80 leads from this
- **UKEA/DBT branding across:**
 - o Print adverts
 - o Social
 - o eCRM
- **Opportunity to include some content one for the fortnightly ScaleUp Standard emails**

Investment Required £10,000 + VAT



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Payment Terms	Please make payment to: EVENING STANDARD LTD
<div>-50% due within 30 days Remaining Balance due no later than 4 weeks before the show</div> <div>-50% due within 30 days Remaining Balance due no later than 4 weeks before the show</div>	<div>Sort Code: [REDACTED]</div> <div>Account Number: [REDACTED]</div>

Signed for and on behalf of The Exhibitor	Signed for and on behalf of The Organiser
<div>DocuSigned by: [REDACTED]</div> <div>Signature: [REDACTED]</div> <div>2C4DED276A3040B...</div> <div>Name: Joe Stevens</div> <div>Job Title: Head of Commercial</div> <div>Date 26/3/2024</div>	<div>DocuSigned by: [REDACTED]</div> <div>Signature: [REDACTED]</div> <div>A970006D64A94CC...</div> <div>Name: william Fowler</div> <div>Job Title: Event Director - SME XPO</div> <div>Date 25/3/2024</div>