

BITE2018

Business. Innovation. Technology. Efficiency.

Sponsorship & Exhibitor Opportunities

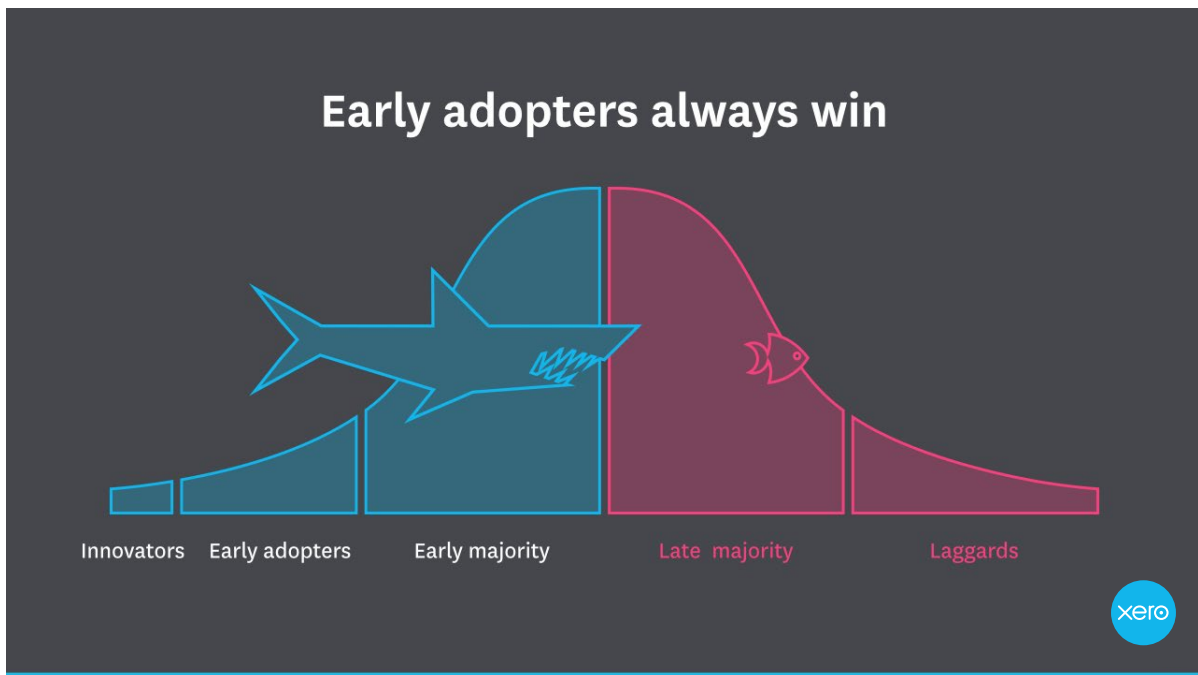
Carlisle Racecourse

Friday 12 October 2018

brought to you by:



“Be the shark...”



Technology is moving fast, and for business owners it's often faster than they feel they can keep up with. When it comes to Xero and the apps, the early adopters are the sharks. The laggards are the fish and swiftly eaten.

BITE gives small business owners the opportunity to explore the latest and best in tech, all surrounding (and integrating with) the accounting software Xero. You'll get to meet business owners, share demos, give away free stuff, and build great relationships.

What is BITE 2018?

The Purpose

With your support, Saint & Co will deliver this event to over 200 businesses in the north of England area.

BITE is known as a "mini Xerocon" style event, showcasing the power of Xero and the integrated apps to owners of small to medium sized businesses in the local area (and beyond).

We will be:

- **Building community:** Tapping into the loyal Xero community, for those who are already using Xero and the apps
- **Increasing awareness:** For those less familiar with Xero, they will be introduced to the power of online accounting and integrated apps to improve their business
- **Generating excitement:** For those already using Xero, they will have the opportunity to discover what's possible for their business in 2018 and beyond

What is BITE 2018?

History of BITE

The BITE event was originally developed by **The Profitable Firm** (marketing agency for accountants) and **MHA Carpenter Box** (accounting firm) in 2015. The name and brand concept are being adapted for Saint's use with MHA Carpenter Box permission.

BITE has also been successfully delivered in Australia by Smart Business Solutions in 2017 and 2018.

Saint & Co attended Xerocon London 2017, and were inspired by the community and enthusiasm for technology that was shared there. We wanted to deliver a Xerocon-style event for our clients and other businesses who have a similar outlook on business and life. We're excited to bring BITE to Carlisle in 2018!

The Xero logo is a blue circle containing the word "xero" in white lowercase letters.The Platinum Partner logo is a grey circle containing the text "PLATINUM PARTNER" in white uppercase letters.

What is BITE 2018?

The Host

Saint & Co.

With over 12 offices throughout the north of England and Scotland, including Cumbria, Dumfries & Galloway, Saint has been part of the local landscape since 1884.

We take our history and local presence seriously: but we won't allow it to hold us back, or to fall into the trap of old school accounting ways.

Delivering this major event is part of our commitment to help businesses and private individuals reach their full financial potential - particularly through the use of technology they may not yet be aware of.

We have remained at the heart of our local community for over a century, and we're proud of the impact we have on the local economy, community and business world. BITE is our - and your - opportunity to continue to deliver this impact in the local area, and far beyond it too.

What is BITE 2018?

The Audience

Expected registrants: 200+

BITE has been created for small to medium sized businesses. Initially our audience is those in the Carlisle and surrounding areas, particularly Saint clients, but the event is open to any business extending beyond these areas and throughout the UK.

Business type and industry will vary along with the wide variety of clients served by Saint, including professional services, retail, hospitality & tourism, and more.

The highest priority will be the mindset and mentality of businesses who are keen to grow using the latest and best in tech - whatever their industry or size.

We will also be exploring specific focus areas by topic (cash flow, marketing, funding, etc) as well as industry (tourism, hospitality, farming, and others). However, the full event will cover a wide variety of business types.

What we'll cover

B

Business

How can we all help to make businesses better, as a whole? Technology and new ideas are all very well, but our focus will be on how the business actually implements these so they have the profits and opportunities they are seeking.

I

Innovation

Encouraging a spirit of innovation and growth, regardless of industry or business type. There is so much yet untapped for businesses who want to try something new.

T

Technology

Xero sits at the heart of the business, and there are so many apps the business owner is not yet aware of - but could be using to make their business better. This allows them to explore the apps relevant to their type of business.

E

Efficiency

Whether they're new to the Xero world or have been aware of it for some time, we'll help them fall in love with it all over again, using it and the apps better than ever before.

Agenda

- 8.30 am Arrival & registration
- 9.30 am ○ Opening & Welcome [John Stevenson MP]
- 9.45 am ○ How accounting sits at the core of your business [Andrew Liddle, Saint & Co]
- 10.00 am ○ Opening keynote: Technology is not the next great thing. People are. [Ashleigh Lambert, Xero]
- 10.30 am ○ Getting rid of paper and using time better [Chris Williams, AutoEntry]
- 11.00 am Tea break
- 11.30 am ○ Innovation isn't enough: You need curiosity, too [Karen Reyburn, The Profitable Firm]
- 12.15 pm Lunch
- Breakouts
- 1.15 pm Marketing (get found) [Melanie Cant, Rocketspark]
- 1.15 pm Getting started with Xero & the apps [Ross Jenkins, Xero]
- 1.15 pm Financing (bridging the SME funding gap) [Rich Sutton, IWOCAL]
- 1.15 pm Expenses (save time) [Chris Williams, AutoEntry]
- 2.30 pm Afternoon tea break
- 3.00 pm ○ Closing keynote: How to use content marketing to become the speakers obvious choice [Andrew & Petel]
- 4.00 pm Sum up and thanks - Saint & Co
- 4:15 pm ○ Gather all your free stuff from the exhibitors!

Keynote Speakers: **Andrew & Pete**

We have confirmed **Andrew & Pete** as our closing keynote. They are a dynamic duo on stage and deliver practical, tested content in a fun and engaging way. They're guaranteed to create a memorable experience for the BITE audience and be the talking point of our event – and you as an exhibitor will love getting to know them, too!



WHAT'S YOUR FLAVOUR?: HOW TO USE CONTENT MARKETING TO BECOME THE OBVIOUS CHOICE

All this talk about tech, and accounting systems, and accountants is great – but through Andrew and Pete, the BITE event will also help attendees understand how they can showcase their unique product or service in a way that their competitors aren't. This marketing focus brings together the best of the four BITE elements – business, innovation, technology, and efficiency – and will add a bonus extra that can easily be forgotten: **personality**.

Why sponsor?

- **The place to be:** So many other apps and businesses will be there. Make sure the business owner gets the full picture and knows about yours!
- **The right kind of audience:** This is being marketed to those with an enthusiastic and innovative mindset. People who are excited to try something new, or improve what they've tried before.
- **They'll come prepared:** We're taking preparation seriously, and will be working with you to help attendees come already familiar with your app or business. You'll have the opportunity to share videos, content, and demos before the event even begins.
- **They'll leave empowered:** We're taking follow up seriously too. We are planning a series of mini-BITE sessions following the greater event, to ensure that it's not just a one-off.
- **The best of the Xero community:** All the feeling of a Xerocon, but with more than just accountants wandering around!
- **Profile and awareness:** We've partnered with The Profitable Firm, who have a solid track record in delivering the marketing power required to deliver registrants and build enthusiasm. You'll be featured everywhere!

Sponsor & Exhibitor Opportunities

Standard £750+VAT	Premium £1500+VAT	Premium+ Speaking From £2500+VAT (Application only)	
✓	✓	✓	Exhibitor pass
✓	✓	✓	Sponsorship marketing pack
small	medium	large	Stand
2	3	4	Full exhibitor level tickets
logo	logo (linked to the website)	logo & bio	Listing on event page/website
—	✓	✓	Bag insert
—	✓	✓	Featured app section in event invite emails
—	✓	✓	Featured app email (exclusive to you)
—	—	✓	Speaking slot
—	—	✓	Opportunity for mini-BITE session following event*
—	—	✓	Your introductory video shared on BITE site
—	—	✓	Custom BITE images created integrating your logo

*Mini-BITE session will be discussed with premium sponsors and is subject to approval and further agreement

What's in it for you:

Here's what we'll be doing to make sure the event is a success for you:

🕒 Invitation emails including links to all sponsors

- » **With premium sponsorship**, you'll get a focused bio and a link to your designated URL or offer page
- » **With premium+ sponsorship**, we'll send out an email specifically about your app or business so attendees are familiar with you before they come

🕒 Social media presence & awareness

- » Event will be shared on all the primary social platforms including Facebook, Twitter and LinkedIn
- » **With premium+ sponsorship**, you'll get some additional focus on Instagram and YouTube
- » We will be investing in paid ads to ensure the largest reach and highest number of registrants

🕒 Training & support for your speaking slot

- » All main-stage and breakout speakers will work with The Profitable Firm (including at least one video training session) to ensure that your speaking slot delivers the greatest impact to attendees

What's in it for you:

Here's more:

Sponsorship marketing pack

- » All sponsors will be provided with a marketing pack including:
 - ◇ Event information
 - ◇ Event logo & hashtag
 - ◇ Event images for your use
 - ◇ Suggested email content
 - ◇ Suggested social posts
- » **Premium+ sponsors** will receive customised images created exclusively for you, with your brand colours & logo integrated with BITE

Be a shark!

Confirm your sponsorship now! Use these contact details to confirm your chosen package.



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THEPROFITABLEFIRM

Karen Reyburn, The Profitable Firm

The Profitable Firm is providing marketing support for BITE 2018.

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saint.co.uk/bite