evo LIVE

EXHIBITOR AND SPONSORSHIP PACKAGES

24th MARCH 2027

LIVERPOOL EXHIBITION CENTRE

1 DAY, MULTIPLE AUDIENCES

evo LIVE connects world-leading suppliers with a vast selection of salespeople, who support a variety of sectors, supplying everyday workplace essentials.

- Healthcare
- Education
- HoReCa
- Corporate
- Manufacturing & Construction
- Legal
- Public
- Utilities

..... Plus Many More!

WHAT TO EXPECT FROM evo LIVE 2027



evo Supplier Update

Prior to the event officially opening, we welcome all exhibitors to join an evo supplier update, taking place in the main seminar area, hosted by John White, evo Buying Director.



Vertical View

Is your brand better utilised in a specific vertical? evo LIVE 27, will recreate a selection of key sectors, showcasing the vast product range in situ, allowing you to drive product placement in your selected sector.



Sales Training Zones

2027 will see evo LIVE re-introduce training zones. Focussed on various categories and key discussion points, these zones will give you the opportunity to present your product and provide key USPs, which are integral when selling to their customers. Learn more in the packages section.



Supplier Evening

For 2027, exhibitors are invited to join evo for an exclusive relaxed networking event, joined by key evo stakeholders.

TRAINING AND SALES EXHIBITION, SHOWCASING WORLD-LEADING BRANDS

Key Stakeholders Include reseller sales teams and evo salespeople.

1 Impactful Day

7 Hour Exhibition

600+ Delegates

5
evo Sales Channels in Attendance

1
Supplier Exclusive Evening Event

2
Supplier Training Zones

60+
evo Senior Leadership in Attendance

300+
VOW Customers

90+
World-Leading Suppliers

NEW TO evo LIVE?

Take a look back at our fantastic 2026 event!











NEW VENUE

NEW OPPORTUNITES

The Venue

Liverpool Exhibition Centre is a state-of-the-art, purpose-built venue situated on Liverpool's iconic waterfront and forms part of the interconnected Liverpool event campus alongside the Convention Centre, Auditorium and M&S Bank Arena.

The wider campus first opened in 2008 as part of Liverpool's year as European Capital of Culture, marking a major milestone in the city's regeneration and establishing Liverpool as a leading destination for business, entertainment and cultural events.

Following the success of the existing waterfront venues, plans were announced in 2011 to expand the campus with a dedicated exhibition and events space. Construction of Exhibition Centre Liverpool began in 2014 and the venue officially opened in September 2015.

Since opening, Exhibition Centre Liverpool has successfully established itself as one of the UK's leading event venues, hosting a wide range of national and international exhibitions, conferences and live events





The Vision

evo LIVE 2027 will be hosted in Liverpool Exhibition Centre on the Albert Dock, the iconic venue choice for premium exhibition space. The venue brings an array of benefits for our exhibitors:

- Exhibit in a historic, unique and larger space
- Access a new wider and refreshed delegate pool
- The venue has a comprehensive sustainability policy
- Elevated service offering
- Updated facilities and technology
- City centre location
- unload and access smoothly directly into the venue

SUPPLIER EXCLUSIVE EVENT

RELAXED NETWORKING EVENING

The evo LIVE evening celebrations will return for 2027 and take place at Albert Schloss, Liverpool. Suppliers and key evo stakeholders are invited to attend an evening of celebration as we round off evo LIVE 2027.

Acknowledging the key support you give **evo**, this evening will be to thank you for your efforts, whilst kick-starting our 2027 partnership.

Network in a relaxed setting with the evo Senior Leadership Teams, the **evo** Group Buying Teams, and the wider evo Sales Teams, whilst enjoying live music and delicious dishes.

Located at 18–26 Bold Street in Liverpool, the venue brings the spirit of the Alps to the heart of the city. Discover a vibrant, Alpine-inspired German bar and restaurant, which promises exhilarating entertainment, hearty feasting and exceptional biers, to enjoy throughout the evening.





ACCOMMODATION

Included within all packages, are hotel rooms on 24th March. All hotels are located within a 4-minute walk of Liverpool Exhibition Centre. Closer to the date of event, you will be provided details of your allocated hotel.



★★★★

PULLMAN HOTEL

★★★★

STAYBRIDGE SUITES LIVERPOOL



★★★★

LEONARDO HOTEL

the

PACKAGES & TRAINING SESSIONS AVAILABLE

- **Bronze**
- **Silver**
- **Gold**
- **Headline**
- **Training Zones**
- **Vertical Sectors**

the

BRONZE PACKAGE

COST:
£4,000

- **1-day Exhibition**
- **1 x day exhibitor pass**
- **1 x exclusive supplier Evening Event invite**
- **1 x standard accommodation**
- **2m x 2m shell scheme with power, including lighting**
- **2m colour graphic panel**
- **2 x stools and high-top table**
- **Brand logo on the delegate registration website**
- **Free Wi-Fi**



Energizer

the

TESTIMONIAL

"evo LIVE 2026 was an amazing day! We had nonstop attendance on the Energizer Stand, seeing some Dealers (Always good to them support the event), many people from Vow, Complete and Banner. And with Mr Energizer making an appearance, to add some focus and fun – what more can you want."

Toby Thurlow

Business Account Manager, Energizer

the

SILVER PACKAGE

COST:
£7,000

- **1-day Exhibition**
- **2 x day exhibitors pass**
- **2 x exclusive supplier Evening Event invite**
- **2 x standard accommodation**
- **3m x 2m shell scheme with power, including lighting**
- **3m colour graphic panel**
- **2 x stools and high-top table**
- **Brand logo and 20 words on the delegate registration website and event programme**
- **Free Wi-Fi**



LIPTON
Teas and Infusions

the

TESTIMONIAL

"evo LIVE plays a vital role in bringing the industry together, fostering a highly collaborative environment where suppliers and operators can build stronger partnerships, unlock new opportunities and drive sustainable category growth. At Lipton Teas and Infusions, we truly value the connections made and insights gained each year particularly through engagement with end users and key partners. evo LIVE remains an essential platform for strengthening relationships and supporting the continued growth of the hot drinks sector."

Roberto Gocan

Customer Account Manager - Wholesale & Export, Lipton

the

GOLD PACKAGE

COST:
£12,000

- **1-day Exhibition**
- **3 x day exhibitors pass**
- **3 x exclusive supplier Evening Event invite**
- **3 x superior accommodation**
- **1 x segment assigned in relevant training zone**
- **3m x 3m shell scheme**
- **One electrical package inc. testing**
- **One 3m wide wall graphic**
- **One reception desk with graphic**
- **Free Wi-Fi**
- **Brand logo and 50 words on the delegate registration website and event programme**
- **Logo Branding at Supplier Evening Event**
- **Pre-event marketing: non-exclusive with other gold sponsors – 1 pre event, 1 post-event**
- **2 x stools and high-top table**
- **Opportunity to invite a member of your Category Management team (1 x additional delegate)**



the

TESTIMONIAL

“evo LIVE is an effective platform for bridging the communication gap between our wholesale partner and dealers, providing a dedicated day to engage with the reseller community. This year, we valued the opportunity to showcase the broader Newell Brands portfolio beyond traditional office products, highlighting our Cleaning and Facility Management offer through Spontex as **evo** continues to expand into new categories. The event enabled us to connect with new dealers outside of general office products, helping to drive incremental opportunities across new segments and vertical.”

Joella Howe

Senior National Account Manager, Newell

the

HEADLINE PACKAGE

COST:
£20,000

- **1-day exhibition**
- **4 x day exhibitors pass**
- **4 x Exclusive Supplier Evening Event invite**
- **4 x deluxe accommodation**
- **2 x segments assigned in your relevant training zone**
- **5m x 3m shell scheme**
- **Two electrical packages inc. testing**
- **One 5m wide wall graphic**
- **One reception desk with graphic**
- **One laptop plinth**
- **One premium furniture package – low seated table with 2 comfort chairs**
- **Brand logo and 50 words on the delegate registration website and event programme**
- **Workplace360 dedicated email announcing brand as headline sponsor, alongside the other headline suppliers**
- **Brand placement on pre-event communications and email footers**
- **Brand placement on all electronic signage at the venue, both external and internal**
- **Discounted advertising rate within Workplace 360 to showcase your sponsorship as a Headline Exhibitor**
- **Opportunity to invite a member of your Category Management team (1 x additional delegate)**
- **Logo branding at the Supplier Evening Event**
- **Free Wi-Fi**
- **Pre-event marketing: exclusive – 1 pre-event, 1 post-event**



the

TESTIMONIAL

"Being the headline sponsor at evo LIVE has been a highly valuable experience for Nescafé. It has provided us with outstanding exposure, enabled us to build meaningful connections across the industry, and significantly increased the visibility of our brand in a really engaging environment.

What stands out most is how evo LIVE creates genuine opportunities to strengthen relationships – not just with existing partners, but also by opening doors to new customers and conversations that continue well beyond the event itself. The platform has played an important role in helping us grow our business, and it remains a key fixture in the calendar."

Jason Jones

Senior National Account Manager, Nestlé

TRAINING ZONES



Would your brand benefit from guaranteed access to the salespeople?

evo LIVE will give our exhibitors the opportunity to address a niche audience of salespeople, who have proactively registered to learn more in the dedicated training zones. Secure your session today for as little as £500.

Are you a Gold or Headline Sponsor?
Review your package as the training zones are included.

Please kindly provide your session information and bio

Throughout the day, there will be **2 training zones**, tailored to various categories and ranges.

Zones Open: 10.30am

Last Session: 14.30pm

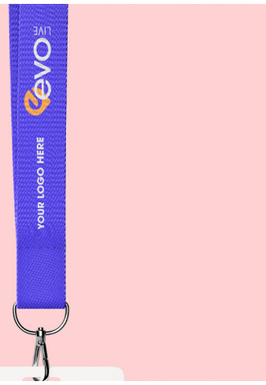
Hosts: evo LIVE Exhibitors

Number of Attendees: 30 per session

Delegates will be able to secure their complimentary place per session, when registering for the event.

BRAND PLACEMENT

Further elevate your brand during evo LIVE. Utilise the below opportunities to ensure that your brand is recognised by all delegates.



EVENT LANYARDS SPONSOR

Cost: £2,000 + VAT

Have your brand featured on lanyards worn by all exhibitors, evo staff, and VOW Customers.

1 sponsor slot available

DELEGATE BAG SPONSOR

Cost: £1,200 + VAT

Handed to every attendee on entry, our official show bag contains the event programme and literature and is a must have for any delegate. The sponsors will have their logo branded across the front side of the show bag and will become one of the most recognised names at the event!

3 Sponsor Slots Available





DELEGATE BAG INSERT

Cost: £250 + VAT, Per Insert

Ensure all attendees have your information to take away with them. As one of only 5 participating companies, you will be able to provide either a small sample product or valuable marketing material and get your message direct to delegates on the day.

5 Sponsor Slots Available

Please note, all designs shown are for illustrative purposes only, and final designs may change

NEXT STEPS & KEY DEADLINES

17th NOVEMBER

Secure your selected exhibitor package.

21st JANUARY

Receive your exhibitor handbook for overview of event logistics and key details

04th FEBRUARY

Submit your shell scheme artwork

04th FEBRUARY

Additional furniture, power and artwork orders to be placed

11th FEBRUARY

Provide all key exhibitor information for who will be representing your brand.
Secure your Dedicated Training Zone Session

evo LIVE

For further information contact the below member of our evo LIVE events team:

Leah Carter
evo Event Manager
evolive@evo-group.co.uk
07885 623 171

Laura Hodges
evo & Group Product Marketing Director
evolive@evo-group.co.uk
07548 962 770