

Highways UK 2017 Sales Pack

Introduction.

Highways UK 2017 will return to the NEC (Hall 17) on Wednesday 8th and Thursday 9th November. This will be the third main addition, although it will be complemented by at least one regional addition in 2017.

The 2016 event attracted 2,219 visitors (see appendix one for demographic details). It included a sold out exhibition of 90 exhibitors and a comprehensive part paid, part free content programme involving 3 industry briefing theatres, a keynote stage, a theatre devoted to Highways England briefings, a major conference space devoted to 400 paying delegates and an informal but well attended and popular supper on the middle night for 350.

Highways UK is not a trade show, but is positioned to attract and capture strategic planning and thought leadership at the leading edge of UK road infrastructure development, especially at the intersection of asset management and intelligent mobility (intelligent infrastructure). For this reason it attracts a uniquely high level and large number of delegates from client bodies (especially Highways England, regional transport bodies and local authorities) and their upstream supply chain members, particularly contractors and civil engineering consultants.

So exhibiting is as much about visibly contributing to the debate with leading solutions and technologies to help mitigate and manage congestion, safety and the economics of the increasingly loaded UK road network. For this reason, exhibitors are encouraged to contribute to the content programme through proactive thought leadership and new product demonstration fringe events.

1. Highways UK Key Stats

- 2,219 visitors, 2,567 attendance (348 stayed 2 days). +54% YOY.
- 90% rated event 'Excellent' (35%) or 'Good' (55%)
- 109 speakers over 1 paid for conference, 3 industry briefing theatres, key note stage and Highways England theatre
- 90 exhibitors. +41% YOY.
- 4,939 square meters gross space (Pavillion 1, part Pavillion 2).
- Photos, Video, Mind Maps, Presentations, Artwork, Publications available at www.highways-uk.com
- Highways UK Regional (with England's Economic Heartland): (9th March Silverstone)
- Highways UK 2017 – 8/9 November, Hall 17 NEC.
- Development focus for 2017: More technology / innovation, inclusion of car, bus and freight industries.

2. Exhibiting

A. Space Only Stands: (minimum 16m2): £250 per m2 + VAT

Included are visitor tickets, entry in the exhibition catalogue and stand cleaning. *Please note that no shell scheme walls, carpet, fascia, furniture or electrics are included in the space only price.*

B. Shell Scheme Stands: (minimum 9m2): £300 per m2 + VAT

You will receive: white walls, grey carpet, basic lights and electric socket, fascia with name board, stand cleaning, entry in the exhibition catalogue and unlimited visitor tickets. Please note that furniture is not included in the shell scheme price.

Furniture, graphic cladding & further Electrical packages are available directly from our contractor. Please ask for details.

2. Sponsorships

Registration area	Logo/branding incorporated into the design of the main registration area. Can include staff uniforms (T shirts etc.)	£6,000 + VAT SOLD
Main hall Stage & Lounge Sponsor		£10,000 + VAT SOLD
Main Conference Theatre		£10,000 + VAT SOLD
Conference Session(s) Sponsorship	The sponsor's logo and branding will be prominent on the programme, screens and lectern. Sponsor will be able do a seat drop of literature. Available for Main Highways UK Conference (8 th November) and Highways People (9 th November)	£3,000 + VAT each 7 Available
Industry Briefing Theatres (4)		£7,000 Each + VAT SOLD
Safer Highways UK Theatre	Naming rights for theatre devoted to the 'Safer Highways UK' conference. I.e. The <<Sponsor>> Safety Theatre will feature on banners, signage and show literature	£7,000 SOLD
Safer Highways UK Session(s) Sponsorship	The sponsor's logo and branding will be prominent on the programme, screens and lectern. Sponsor will be able do a seat drop of literature. Available for Main Highways UK Conference (8 th November) and Highways People (9 th November)	£3,000 + VAT each 3 Available
Email Partner	The sponsor branding will head RUK emails used to promote to communicate with exhibitors and delegates before, during and after the event.	£3,000 + VAT SOLD
Supper		£8,000 +VAT SOLD
Mind Map Sponsor		£3,000 + VAT Available
HUK Artists		£4,000 + VAT SOLD
Badge Sponsor		£6,000 + VAT SOLD
The Highways UK App		£7,500 + VAT SOLD
Lanyard Sponsor		£7,500 + VAT SOLD

The Apprentice Hub	A meeting point for the apprentices drawn by the programme of skills related activity. It will be 'appropriately dressed' and also feature a number of events specifically for this key group.	£7,500 + VAT SOLD
Intelligent Infrastructure Hub Sponsor		£10,000 + VAT SOLD
VIP /Speaker Lounge Sponsor	All VIP's and speakers will have their own 'business class' type lounge to chat, network or prepare for /unwind from their sessions. The room can also be used by the sponsor and will be know as the <<sponsor>> lounge	£6,000 + VAT SOLD
Delegate Folder Sponsor	Logo/branding incorporated into the design of the delegate pack. All delegates will be given a high quality 'business style' folder or bag, which is also designed for use after the event. The sponsor may also have a single insert.	Cost Available
Restaurant Sponsor	As the only source of food on the premises this café (a permanent feature in the main hall) will be regularly visited by all show visitors over the 2 days. It will be know as the <<sponsor>> restaurant and strong branding will be created throughout and on signage / floor-plans etc.	£10,000 + VAT Available
Conference Lunch	'Gourmet' packed lunch in a branded bag provided for all VIPs, Speakers and Conference Delegates	£7,500 + vat Available
Show Guide Sponsor		£8,000 + VAT SOLD
Highways UK Quick Guide	A5 8 page summary of all show activities and navigation. Sponsor will receive logo prominence on the front cover, on page footers and will have a full page advertisement,	£5,000 + vat SOLD
Ceiling Banner	1 x double sided 2m x 3m + rigging	£2,000 + VAT
Floor Tiles	Pack of 6 (500mm x 500mm)	£2,000 + VAT
'You are here' boards	2 – single sided	£2,000 + VAT Available
Cups	Branded / Logo'd paper cups for all teas / coffees sold from main bar and restaurant	£3,000 + VAT Available
Branded water bottles	Branded / Logo'd water bottles free to all visitors and distributed from registration points and bars (all production included)	£3,000 + VAT Available
Show Guide Insert		£1,000 + VAT

Show Guide Advertising		F.P: £1,000 + VAT H.P: £600 + VAT
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For more detail on all these options, including photographs, please contact Andrew Dowding on 07802 174890

Appendix 1 – Highways UK 2016 Visitor Demographics

1. Level of Seniority

Chairman/MD/CEO/Owner	162	7%
Director/Partner	454	20%
Senior Manager	587	26%
Executive	130	6%
Manager	634	29%
Assistant	133	6%
Other / Don't Know	119	5%
Total	2219	100%

2. Type of Organisation

Academic	27	1%
Building Contractor	105	5%
Central Government	64	3%
Civil Engineer	345	16%
Consultant	237	11%
Environmental	41	2%
Financial Services	20	1%
Government Agency	189	9%
ICT Services	88	4%
Infrastructure Owner	46	2%
Lawyer	28	1%
Local Government	319	14%
Manufacturer	205	9%
Other Engineer	39	2%
Other Professional Services	97	4%
Press	45	2%
Systems Integrator	69	3%
Transport Operator	37	2%
Other / Don't Know	216	9%
Total	2219	100%