

## **Highways UK 2018 Sales Pack**

### **Introduction.**

Highways UK 2018 will return to the NEC (Hall 20) on Wednesday 7<sup>th</sup> and Thursday 8<sup>th</sup> November. This will be the fourth main edition, although it will be complemented by at least one regional event in 2018.

The 2017 event attracted 3,017 visitors (see section 4 below for demographic details). It included a sold out exhibition of 130 exhibitors and a comprehensive part paid, part free content programme involving 4 industry briefing theatres, a keynote stage, a 'Safer Highways UK' theatre, 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 2017 Key Stats**

- 3,017 visitors, 3,396 attendance (379 stayed 2 days). +36% YOY.
- 95% rated event good or better (excellent 22%, very good 51%, good' 22%)
- 153 speakers over 2 paid for conferences, Safer Highways UK (new), 4 industry briefing theatres (1 new), key note stage and Highways England theatre
- Introduction of Intelligent Infrastructure Challenge – attracted 70 entrants with a shortlist of 18 at the main event.
- 140 exhibitors. +55% YOY.
- 7,980 square meters gross space (NEC Hall 17 & Part Hall 18)
- 2 Regional Events in 2017 – with England's Economic Heartland 9th March Silverstone & Transport for the North 21<sup>st</sup> June Harrogate

### **2. Exhibiting**

#### **A. Space Only Stands:** (minimum 16m<sup>2</sup>): £275 per m<sup>2</sup> + 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.* (See illustration below)

#### **B. Shell Scheme Stands:** (minimum 9m<sup>2</sup>): £325 per m<sup>2</sup> + 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. (See illustration below)



Illustration of a space only stand



Illustration of a shell scheme package (furniture not included)

**Furniture, graphic cladding & further Electrical packages are available directly from our contractor.**

### 3. Sponsorships

|                                   |   |   |
|-----------------------------------|---|---|
| Registration area                 | Logo/branding incorporated into the design of the main registration area. Can include staff uniforms (T shirts etc.)  | £6,000 + VAT<br><b>RESERVED</b>           |
| Main hall Stage & Lounge Sponsor  |   | <b>SOLD</b>                               |
| Main Conference Theatre           |   | £10,000 + VAT<br><b>SOLD</b>              |
| 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.                       | £3,000 + VAT each<br><b>6/8 AVAILABLE</b> |
| Industry Briefing Domes           |   | £10,000 Each + VAT<br><b>SOLD</b>         |
| Highways UK Safety 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<br><b>SOLD</b>                     |
| The Innovation Coffee House       |   | £10,000 + VAT<br><b>SOLD</b>              |

|  |   |  |
|--|---|--|
| The Materials Lounge                       | This 50 square meter lounge is an open to all refreshment and lounge area which will be known as The <<Sponsor>> Materials Lounge.  | £7,000 + VAT<br><b>AVAILABLE</b>                       |
| Email Partner                              | The sponsor branding will head RUK emails used to promote to communicate with exhibitors and delegates before, during and after the event.  | £4,000 + VAT<br><b>AVAILABLE</b>                       |
| Highways UK Laureates – Main Sponsor (NEW) | New for 2018 the HUK Laureates Awards will be given to outstanding individuals who have made a significant contribution to the sector over a sustained period of time. The process will culminate in a dinner for 250 on Wednesday night at which awards will be presented at celebrated. Laureates will be ‘in association’ with <<Sponsor>> who’s name will be conspicuous through the process and before and after the dinner. | £10,000 +VAT<br><b>AVAILABLE</b>                       |
| Mind Map Sponsor                           |   | £3,000 + VAT<br><b>AVAILABLE</b>                       |
| HUK Artists                                |   | £4,000 + VAT<br><b>AVAILABLE</b>                       |
| Badge Sponsor                              |   | £6,000 + VAT<br><b>SOLD</b>                            |
| The Highways UK App                        |   | £7,500 + VAT<br><b>RESERVED</b>                        |
| Lanyard Sponsor                            |   | £7,500 + VAT<br><b>SOLD</b>                            |
| Intelligent Infrastructure Hub Sponsor     |   | Main £10,000<br><b>SOLD</b><br><b>Silver Available</b> |
| Materials Innovation Hub Sponsor           |   | Main £10,000<br><b>SOLD</b><br><b>Silver Available</b> |
| 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  | £7,500 + VAT<br><b>SOLD</b>                            |
| 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<br><b>AVAILABLE</b>                      |

|                         |  |  |
|-------------------------|--|--|
| Show Guide Sponsor      |  | £8,000 + VAT<br><b>SOLD</b>                        |
| 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<br><b>SOLD</b>                        |
| Ceiling Banner          | 1 x double sided 2m x 3m + rigging   | <b>£2,000 + VAT</b><br><b>AVAILABLE</b>            |
| Floor Tiles             | Pack of 6 (500mm x 500mm)  | <b>£2,000 + VAT</b><br><b>AVAILABLE</b>            |
| 'You are here' boards   | 2 – single sided   | <b>£2,000 + VAT</b><br><b>SOLD</b>                 |
| Cups                    | Branded / Logo'd paper cups for all teas / coffees sold from main bar and restaurant   | <b>£3,000 + VAT</b><br><b>RESERVED</b>             |
| Branded water bottles   | Branded / Logo'd water bottles free to all visitors and distributed from registration points and bars (all production included)  | <b>£3,000 + VAT</b><br><b>SOLD</b>                 |
| Show Guide Insert       |  | <b>£1,000 + VAT</b>                                |
| Show Guide Advertising  |  | <b>F.P: £1,000 + VAT</b><br><b>H.P: £600 + VAT</b> |

**For more detail on all these options, including photographs, please contact Andrew Dowding on 07802 174890**

## 4. Visitor Information

NB Highways England 552 registrations including 5 members of executive board.

|                              |                    |     |
|------------------------------|--------------------|-----|
| Gross Registrations          | 4287               |     |
| Cancelled                    | 251                | 6%  |
| No Show                      | 1019               | 24% |
| <b><u>Net Attendance</u></b> | <b><u>3017</u></b> |     |

### 1. Job

|                       |             |             |
|-----------------------|-------------|-------------|
| Senior Manager        | 1475        | 34%         |
| Manager               | 1200        | 28%         |
| Director/Partner      | 731         | 17%         |
| Chairman/MD/CEO/Owner | 270         | 6%          |
| Other                 | 214         | 5%          |
| Executive             | 211         | 5%          |
| Assistant             | 186         | 4%          |
| <b>Total</b>          | <b>4287</b> | <b>100%</b> |

### 2. Organisation Type

|                             |             |             |
|-----------------------------|-------------|-------------|
| Consultant                  | 575         | 13%         |
| Civil Engineer              | 573         | 13%         |
| Manufacturer                | 457         | 11%         |
| Other (free text)           | 442         | 10%         |
| Local Government            | 402         | 9%          |
| Government Agency           | 213         | 5%          |
| Professional Services       | 199         | 4%          |
| Building Contractor         | 141         | 3%          |
| ICT                         | 113         | 3%          |
| Systems Integrator          | 81          | 2%          |
| Central Government          | 74          | 2%          |
| Other Engineer              | 46          | 1%          |
| Press                       | 45          | 1%          |
| NGO / Charity               | 43          | 1%          |
| Academic                    | 37          | 1%          |
| Infrastructure Owner        | 34          | 1%          |
| Environmental               | 33          | 1%          |
| Facilities                  | 30          | 1%          |
| Transport Operator          | 30          | 1%          |
| Information Display Systems | 22          | 1%          |
| Financial Services          | 21          | 0%          |
| Travel Company              | 10          | 0%          |
| Not answered                | 676         | 16%         |
| <b>Total</b>                | <b>4287</b> | <b>100%</b> |