

## 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 <b>RESERVED</b>
Main hall Stage & Lounge Sponsor		<b>SOLD</b>
Main Conference Theatre		£10,000 + VAT <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 <b>6/8 AVAILABLE</b>
Industry Briefing Domes		£10,000 Each + VAT <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 <b>SOLD</b>
The Recharge Lounge	Equipped with branded phone recharge points, this 50 square meter lounge is an open to all refreshment and lounge area which will be known as The <<Sponsor>> Recharge Lounge.	£10,000 + VAT <b>RESERVED</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 <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 <b>AVAILABLE</b>
Highways UK Dinner		£8,000 +VAT <b>AVAILABLE</b>
Mind Map Sponsor		£3,000 + VAT <b>AVAILABLE</b>
HUK Artists		£4,000 + VAT <b>AVAILABLE</b>
Badge Sponsor		£6,000 + VAT <b>AVAILABLE</b>
The Highways UK App		£7,500 + VAT <b>RESERVED</b>
Lanyard Sponsor		£7,500 + VAT <b>RESERVED</b>
Intelligent Infrastructure Hub Sponsor		Main £10,000 <b>SOLD</b> <b>Silver Available</b>
Materials Innovation Hub Sponsor		Main £10,000 <b>SOLD</b> <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 <b>SOLD</b>
Delegate Folder Sponsor	Logo/branding incorporated into the design of the delegate pack. All 350 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 <b>AVAILABLE</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 <b>AVAILABLE</b>

Conference Lunch	'Gourmet' packed lunch in a branded bag provided for all VIPs, Speakers and Conference Delegates	£7,500 + vat <b>AVAILABLE</b>
Show Guide Sponsor		£8,000 + VAT <b>RESERVED</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 <b>SOLD</b>
Ceiling Banner	1 x double sided 2m x 3m + rigging	<b>£2,000 + VAT</b> <b>AVAILABLE</b>
Floor Tiles	Pack of 6 (500mm x 500mm)	<b>£2,000 + VAT</b> <b>AVAILABLE</b>
'You are here' boards	2 – single sided	<b>£2,000 + VAT</b> <b>SOLD</b>
Cups	Branded / Logo'd paper cups for all teas / coffees sold from main bar and restaurant	<b>£3,000 + VAT</b> <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> <b>SOLD</b>
Show Guide Insert		<b>£1,000 + VAT</b>
Show Guide Advertising		<b>F.P: £1,000 + VAT</b> <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>