

Highways UK 2019 Sales Pack

1. Highways UK 2018 Key Stats

- 4,219 visitors +40% YOY
 - Day 1 only attendance: 2,073
 - Day 2 only attendance: 1,095
 - Attended both days: 1,051
 - See Page 4 for visitor detail
- 94% rated event good or better (excellent 48%, good 46%)
- 200 speakers & 177 exhibitors. +26% YOY
- 2 Regional Events – with TFSE May & England’s Economic Heartland September\

2. Exhibiting (Hall 8 NEC)

A. Space Only Stands: (minimum 16m2): £280 per m2 + VAT

Included are unlimited 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 9m2): £330 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. (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		£7,000 + VAT RESERVED
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Main hall Stage & Lounge Sponsor		£10,000 RESERVED
Main Conference Theatre		£11,000 + VAT RESERVED
Local Authority Hub		£10,000 + VAT SOLD
Future Urban Mobility Hub		£10,000 + VAT SOLD
SNTB Hub (English Regions)		£10,000 + VAT RESERVED
Conference Session(s)		£3,000 + VAT each AVAILABLE
Industry Briefing Domes		£10,000 Each + VAT 2 AVAILABLE (CIHT & Environment)
Highways UK Safety Theatre		£7,000 RESERVED
CAV Showcase		£10,000 + VAT RESERVED
Highways UK Laureates Main Sponsor	<ul style="list-style-type: none"> ➤ Events becomes the <<Sponsor>> Highways UK Laureates ➤ Branding on main stage (on wide large screen), event publication and in all pre-event collateral ➤ Advert and Introduction in event publication ➤ Opportunity to show video prior to ceremony (during dinner) ➤ Opportunity to introduce / welcome guests (senior speaker – 2 mins, light hearted) ➤ 2 Tables at event ➤ Mention in all pre and post event press releases ➤ Join the judges meeting in September ➤ 15m shell stand 	£10,000 – Solus AVAILABLE £5,000 – 1 of 4 4/4 AVAILABLE
Laureate Sponsor		
The Recharge Lounge		£8,000 + VAT RESERVED
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 AVAILABLE
Mind Map Sponsor		£3,000 + VAT AVAILABLE

HUK Artists		£4,000 + VAT AVAILABLE
Badge Sponsor		£6,000 + VAT RESERVED
The Highways UK App		£5,000 + VAT RESERVED
Lanyard Sponsor		£7,500 + VAT RESERVED
Intelligent Infrastructure Hub		Main £10,000 SOLD Silver Available
Materials Innovation Hub Sponsor		Main £10,000 RESERVED Silver Available
VIP /Speaker Lounge Sponsor		£7,500 + VAT RESERVED
Show Guide Sponsor		£8,000 + VAT RESERVED
Highways UK Quick Guide		£5,000 + vat SOLD
Ceiling Banner	1 x double sided 2m x 3m + rigging	£2,000 + VAT AVAILABLE
Floor Tiles	Pack of 6 (500mm x 500mm)	£2,000 + VAT AVAILABLE
'You are here' boards	2 – single sided	£2,000 + VAT RESERVED
Cups	Branded / Logo'd paper cups for all teas / coffees	£3,000 + VAT AVAILABLE
Branded water bottles		£3,000 + VAT RESERVED
Show Guide Insert		£1,000 + VAT
Show Guide Advertising		F.P: £1,000 + VAT H.P: £600 + VAT

4. Visitor Information

1. Organisation Type

	%	Total
Multidisciplinary Consultant	13%	546
Manufacturer Distribution	13%	536
Main Contractor	12%	508
Specialist Contractor	11%	461
Local/Regional Government	10%	430
Specialist Consultant	8%	358
Government Agency	8%	355
Central Government	2%	91
Transport Operator	2%	78
industry Association	2%	68
Education Research	1%	35
Publishing Press	1%	35
NGO Think Tanks	0%	6
Other	10%	420
No response	7%	292
Total		4219

2. Level of Seniority

Manager	28%	1173
Senior Manager	21%	867
Director	14%	596
MD CEO Owner	7%	304
Graduate	5%	230
Apprentice	2%	77
No response	23%	972
Total		4219

3. Main Interest

Highways England	22%	2558
Local Authority Roads	14%	1632
Regional Roads	14%	1594
Other Technology for future proofing roads	11%	1316
Safety	11%	1251
Connected Vehicle infrastructure	10%	1142
Materials & Maintenance	9%	995
Urban Mobility	7%	848
No response	3%	317