

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

HUK Artists		£4,000 + VAT <b>AVAILABLE</b>
Badge Sponsor		£6,000 + VAT <b>RESERVED</b>
The Highways UK App		£5,000 + VAT <b>AVAILABLE</b>
Lanyard Sponsor		£7,500 + VAT <b>RESERVED</b>
Intelligent Infrastructure Hub		Main £10,000 <b>SOLD</b> <b>Silver Available</b>
Materials Innovation Hub Sponsor		Main £10,000 <b>RESERVED</b> <b>Silver Available</b>
VIP /Speaker Lounge Sponsor		£7,500 + VAT <b>SOLD</b>
Show Guide Sponsor		£8,000 + VAT <b>AVAILABLE</b>
Highways UK Quick Guide		£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>AVAILABLE</b>
Cups	Branded / Logo'd paper cups for all teas / coffees	<b>£3,000 + VAT</b> <b>AVAILABLE</b>
Branded water bottles		<b>£3,000 + VAT</b> <b>AVAILABLE</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>

## 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
<b>Total</b>		<b>4219</b>

### 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
<b>Total</b>		<b>4219</b>

### 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