

cenex
EXPO
NET ZERO • CONNECTED AUTOMATED MOBILITY

Sales Prospectus

22nd – 23rd September 2026

ICC Wales

 Centre for Connected & Autonomous Vehicles

 Department for Business & Trade

 Department for Transport

 Office for Zero Emission Vehicles

 ADVANCED PROPULSION CENTRE UK

 AESIN

 automotive council UK

 UK Innovate UK

 Intelligent Transport Systems UK
Engineering Transport Technology

 SMMT
DRIVING THE MOTOR INDUSTRY

 WMG
THE UNIVERSITY OF WARWICK

ZENZIC²

www.cenex-expo.co.uk

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01. Event Overview

Cenex Expo is the UK's leading innovation and networking event dedicated to showcasing Net Zero and decarbonisation mobility technologies.

Focusing on how these will continue to evolve and shape mobility and transport infrastructures – from early-stage innovation through to commercial deployment and industrial scale-up.

For nearly two decades, Cenex Expo has been the UK's meeting point for the innovation community addressing the future direction for mobility and decarbonisation. Many of the technologies now entering mass production, from EV powertrains to charging infrastructure, were first showcased at Cenex Expo.

The event consistently brings together a diverse audience, including leading vehicle manufacturers, key policymakers in mobility and decarbonisation, OEM manufacturers, inventors, investors, academia and government officials.

Seminars

Ride & Drive

Innovation

Exhibition

Networking

Ministerial Visit





Cenex Expo 2025 in Photos

01. Event Overview

The Move to Wales

Cenex Expo is moving to the ICC Wales for the 2026 event. For nearly two decades, Cenex Expo has served as a key gathering place for innovators from industry, government, and academia, accelerating the transition to zero-emission transport and developing connected automated mobility to realise the benefits of self-driving vehicles. The move to Wales marks the first-ever “road trip” for Cenex Expo, expanding the event’s reach while continuing to unite the UK’s leading innovation community.

ICC Wales is a world-class events facility providing an inspiring, sustainable environment for exhibitors and visitors to network and collaborate. The purpose-built venue offers 26,000 square meters of event space, integrated conference and exhibition halls, and excellent transport links, allowing Cenex Expo to deliver an exceptional experience for UK and international visitors.

The new venue will offer a variety of networking spaces across the whole venue, the opportunity to hire meeting spaces, high-speed Wi-Fi, and underground parking spaces directly below the venue.



01. Event Overview

Why Exhibit at Cenex Expo?

The event provides a platform to be able to stimulate ideas and showcase the latest leading-edge technology, whilst bringing together the people who will deliver the net zero and connected automated mobility future. Cenex Expo looks at the future direction for the innovation community to address 'What's next?' questions for technology and market developments.



Connect with decision makers

Your chance to meet and build relationships with the top UK and overseas industry experts.



Launch or showcase your product or service

Position your business at the forefront of the innovation community that is helping shape the future of mobility.



Branch out into new markets

Grow the footprint of your business and connect with UK and international delegates and partners across the two day event.



Network with Senior Government officials

They provide support in the development and funding of advanced low-carbon and net-zero emission vehicle technologies.



Generate new partnerships

Increase your network and connect with new clients, suppliers and partners.

01. Event Overview

Event Statistics



35
Countries
Represented

1337
Organisations
Represented

Management Level Attendance

Senior Management	44%
Middle Management	25%
Non-Management	23%
Junior Management	8%

Job Roles

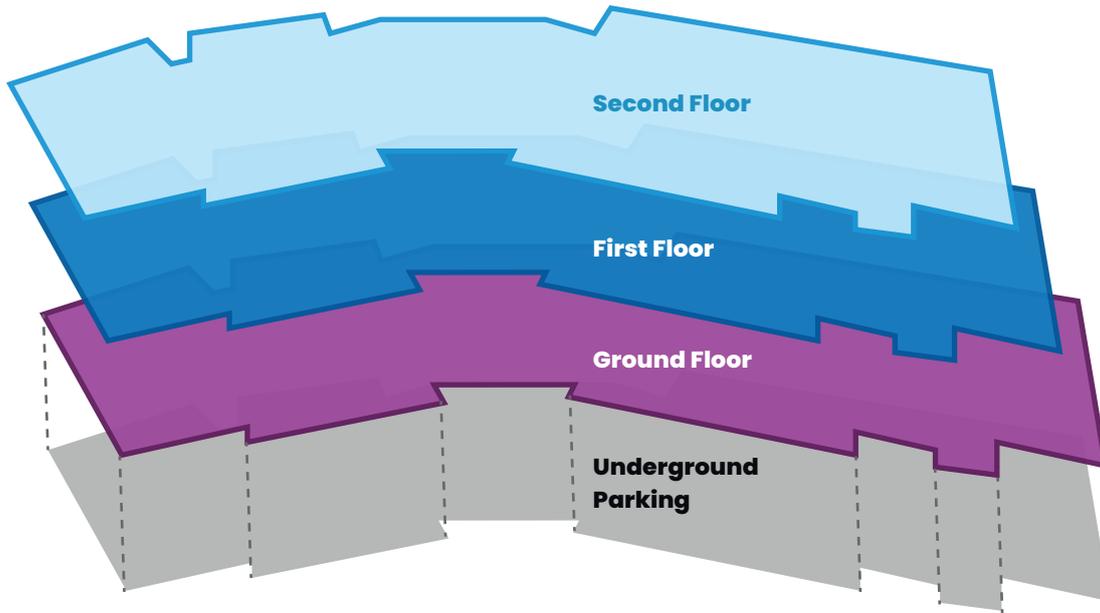
Buyer	2%
Engineering / Technologist	26%
Fleet Manager	1%
Project / Program / General Manager	15%
Public Relations / Government Relations	3%
Sales / Marketing / Business Development	21%
Senior Manager / Board Level	18%
University Research	4%
Media	2%
Editor	1%
Journalist	1%
Other	6%

Attendance by Industry

Automotive Technology Developer	22%
Consultancy	17%
Energy & Infrastructure	13%
Tier 1 Supplier	10%
Other	10%
OEM	8%
Academia / Research Institution	8%
Government Organisation / Local Authority	6%
Fleet Suppliers & Management	4%
Finance	2%

02. Exhibiting at Cenex Expo

Event Overview Layout

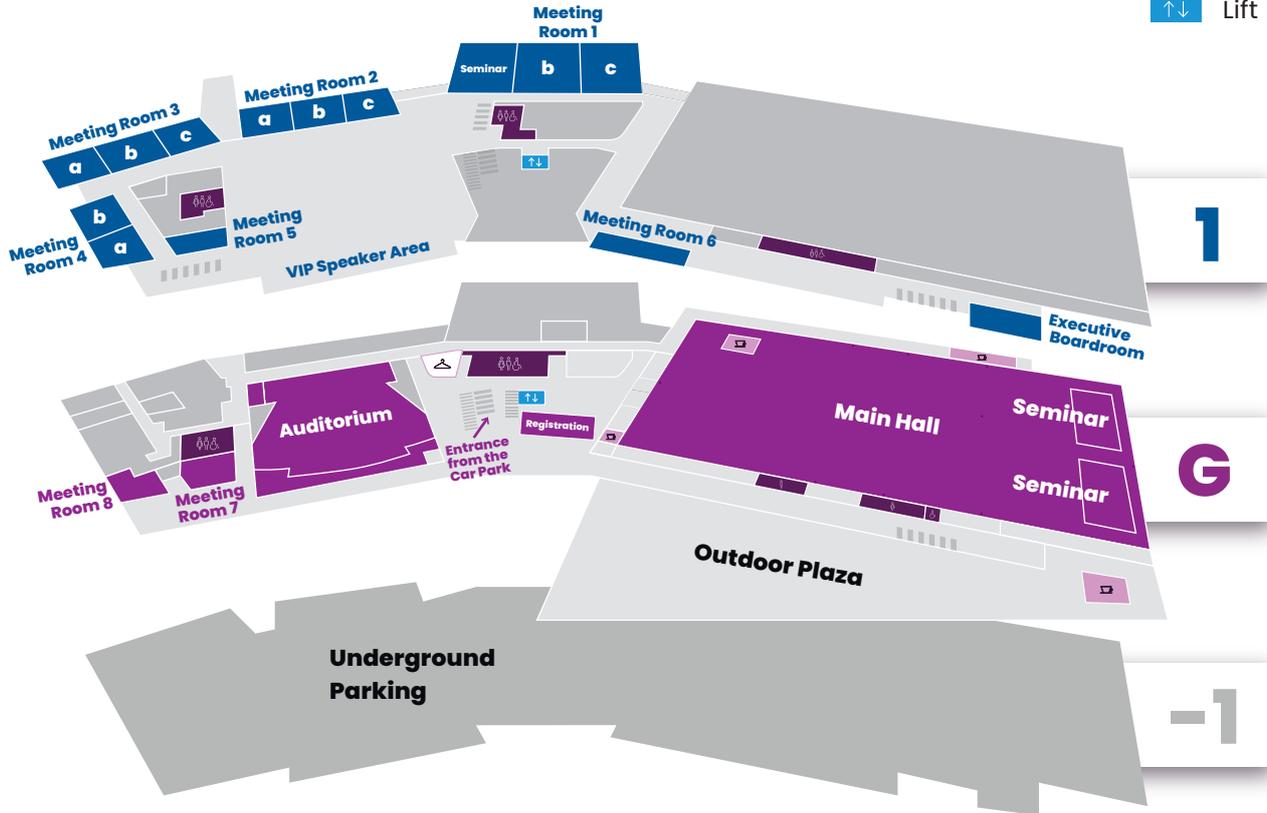


- 2** Lounge
Toilets
Lift & Stairs
- 1** Meeting Rooms
Toilets
Executive Boardroom
VIP & Speaker Area
- G** Registration
Catering
Cloakroom
Main Hall
Seminars
Toilets
Outdoor Plaza
Auditorium
Meeting Rooms
- 1** Limited parking spaces available
(First come first serve)

02. Exhibiting at Cenex Expo

Layout of the Event

-  Catering
-  Toilets
-  Cloakroom
-  Lift



02. Exhibiting at Cenex Expo

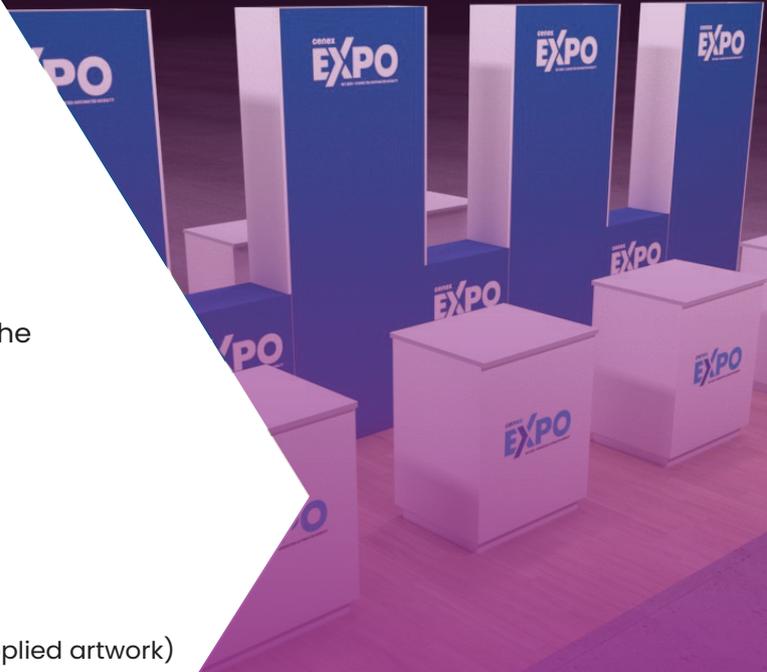
Stand Types: Pods

This option is ideal for SME's wanting to position their company at the forefront of the net-zero mobility community or an organisation wanting to exhibit at the event for the first time.

Our standard Pod package includes:

- ▶ 500W Electrical Socket
- ▶ Oak Woodplank Floor Covering
- ▶ BeMatrix Structure
- ▶ Tension Fabric Graphic for Structure (using exhibitor supplied artwork)
- ▶ Lockable Storage Counter

There is an option to upgrade your Pod package to include an integrated TV screen for dynamic visual content. Please note this does come at an additional cost.



Disclaimer:

If you take this stand option, no additional pull up banners can be bought alongside. Only marketing material that can fit on top of the counter will be allowed.

02. Exhibiting at Cenex Expo

Stand Types: BeMatrix Packages

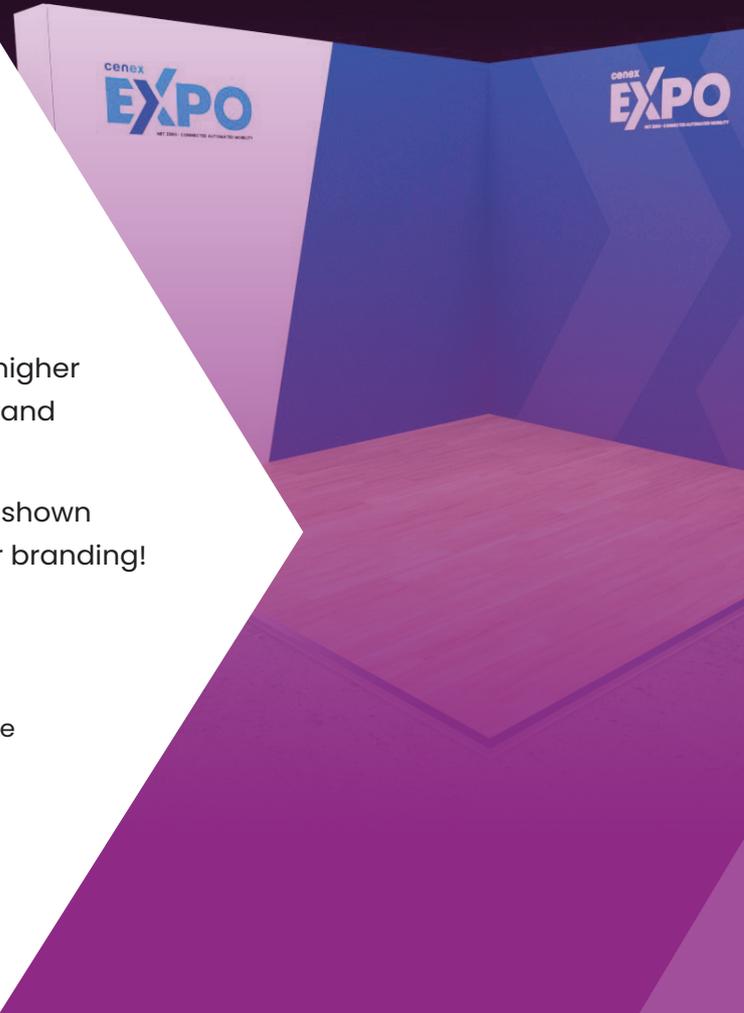
Your new and improved shell scheme system that is a higher quality, more modern backdrop for showcasing your brand and products.

The BeMatrix system provides a seamless backdrop as shown in the images below – no panels separating out all your branding!

Our standard BeMatrix Package includes:

- ▶ 500W Electrical Socket
- ▶ 40mm Raised Platform Flooring – allowing underfloor cable management (for 9sqm and above)
- ▶ Oak Woodplank Floor Covering
- ▶ BeMatrix Structure
- ▶ Tension Fabric Graphic for Structure (using exhibitor supplied artwork)

✓ Saving you costs



02. Exhibiting at Cenex Expo

Stand Types: BeMatrix Package Options Upgraded

Exhibitors can customise their stand to further elevate visibility, engagement, and functionality.

These optional upgrades allow you to tailor your space to your objectives – whether that's product showcasing, digital engagement, or improved visitor flow.



Example of a 9sqm stand



Example of an 18sqm stand

Please speak to our sales team to view the full list of available extras.

02. Exhibiting at Cenex Expo

Stand Types: Space Only

Our final option, gives you the ability to work with a blank canvas and build from scratch your exact vision of a stand. This package does include our standard hall carpet for indoor space only stands.

Electricity and furniture will be available to book through your exhibitor forms.



02. Exhibiting at Cenex Expo

Floorplan: Main Hall

Bematrix Package Spaces

Basic Pod	£1,200
6 sqm	£3,240
9 sqm	£4,860
12 sqm	£6,480
15 sqm	£8,100
18 sqm	£9,720

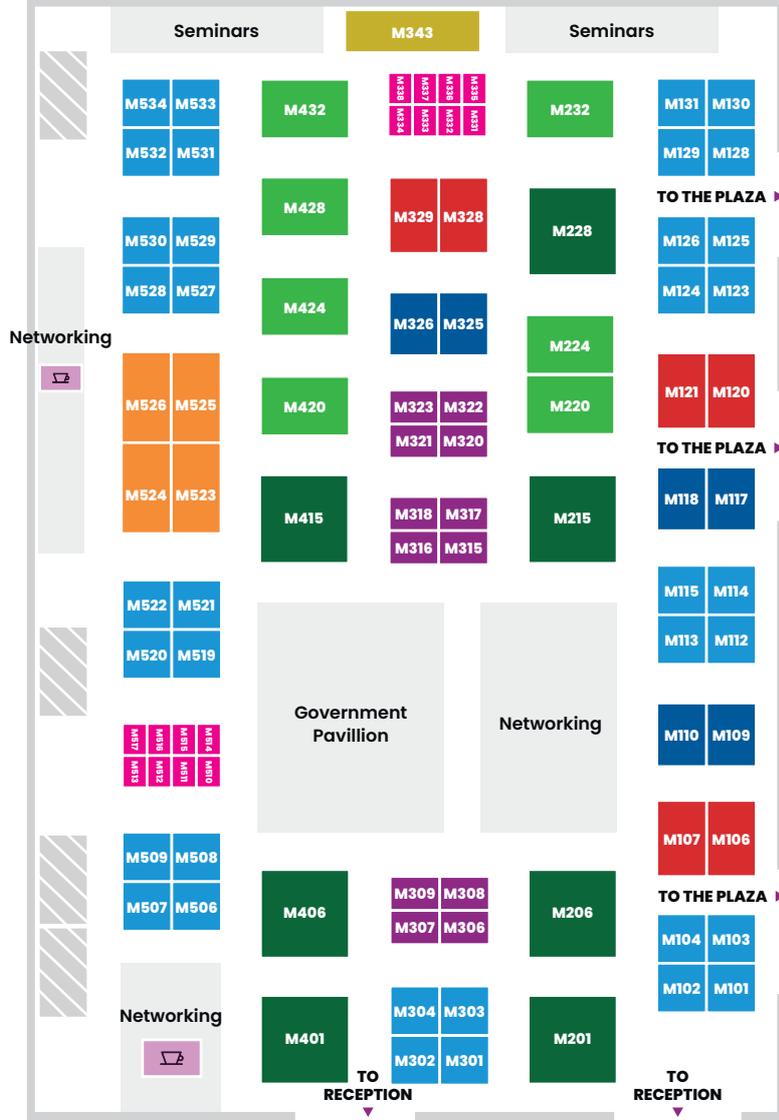
These packages include branded walls and electricity

Indoor Space Only

12 sqm	£6,050
15 sqm	£7,560
18 sqm	£9,070
24 sqm	£11,790
27 sqm	£13,260
36 sqm	£15,225

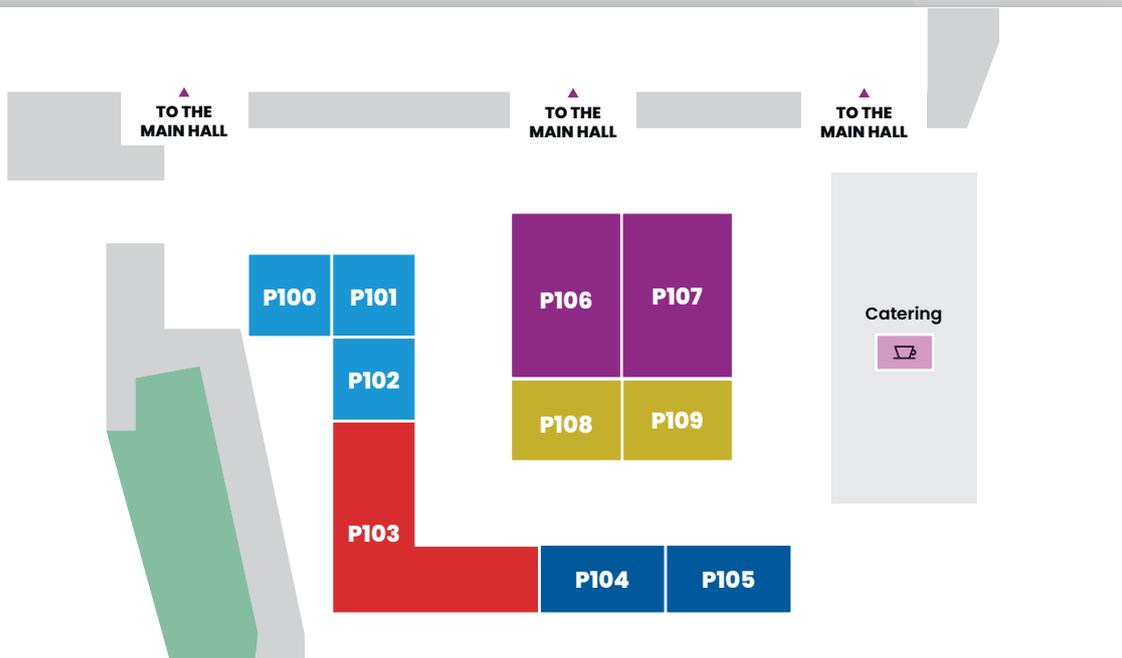
Indoor static vehicle display stands are available upon request

Prices subject to VAT



02. Exhibiting at Cenex Expo

Floorplan: **Outdoor Plaza**



Prices subject to VAT

36 sqm	£1,600
45 sqm	£1,990
48 sqm	£2,125
96 sqm	£4,250
129 sqm	£5,700



03. Sponsorship & Partnership

Sponsorship & Partnership Opportunities

Headline Sponsor

Starting from £10,000+VAT

An exclusive opportunity to be a key part of a top industry event that attracts decision makers over a high footfall two day event. Providing you with a big platform to increase your visibility and brand awareness. The package can be tailored to meet your company needs.

Event Sponsor

Starting from £5,000+VAT

Four opportunities available to extend your brand recognition beyond just your exhibition stand. Help better target your customers and raise awareness of your activities. The package can be tailored to meet your company needs.

Networking Evening Sponsor

Starting from £4,000+VAT

Are you interested in increasing your brand awareness or launching a new product at the event? The networking evening takes place on the 22nd September and is open to all exhibitors, speakers, VIPs and press. You will be given the opportunity to give a brief introductory welcome to the evening. In addition, you will be able to brand areas within the hall including screens, pull-up banners, and lighting.

Seminar Partner Starting from £3,000+VAT

An opportunity to support and tailor a seminar session that fits within the seminar themes. You will work alongside Cenex to bring together key industry speakers to create an impactful session. Branding on presentation slides and website. Marketing collateral and pull up banners can also be bought into the room for your session.

To be a seminar partner, you will need to send us a proposal based on the seminar themes, which will then be reviewed. Successful proposals will then be introduced to the appropriate seminar manager to collaborate on the session.

03. Sponsorship & Partnership

Branding Opportunities

Lanyard Sponsor

Price: £2,250+VAT

An opportunity to showcase your brand across every element of the event. The lanyard sponsor will design the lanyards with their chosen branding. Please be aware, lanyards will need to be supplied by the sponsor.

Guest Exhibitor Package

Price: £800+VAT

This includes a listing on the Cenex Expo website and on the 'You Are Here' boards, which are located around the event, as dedicated exhibitors.

Seminar Session Sponsor

Price: £1,500+VAT

Increase your brand awareness by sponsoring a seminar session.

Branding on presentation slides and website. Marketing collateral can also be bought into the room for your session.

To be a seminar partner, you will need to send us a proposal based on the seminar themes, which will then be reviewed. Successful proposals will then be introduced to the appropriate seminar manager to collaborate on the session.

Networking Lounge Sponsor

Price: £3,500+VAT

Support delegates by sponsoring an area where networking and informal meetings can take place. The area will have soft seating and tables to enable valuable discussions. Opportunity to brand the area with banners and marketing collateral.

Digital Advertising

Price: £1,000+VAT

Display your advert digitally within the event. Your advert, logo and company message will appear on screens located in high-footfall areas.

03. Sponsorship & Partnership

Interested in running your own event?

Are you looking to host a workshop, working lunch, seminar or meeting in a private and professional setting during Cenex Expo? We offer a range of flexible event spaces designed to suit a variety of formats and group sizes.

Our meeting and event spaces can accommodate anything from small, focused meetings to larger sessions of up to 300 delegates. Each space is designed to support productive discussions, presentations and networking in a comfortable, modern environment.

To suit different requirements and budgets, we offer a choice of Bronze, Silver and Gold packages. These packages have been designed to cater for a wide range of event types and can be tailored to your specific needs. A selection of catering menus are available and can be added to your chosen package. Whether you're planning a working lunch, refreshments for a workshop or full catering for a longer session, options are available to complement your event.

Please contact the sales team at exposales@cenex.co.uk to discuss the spaces and packages available.



04. ICC Wales

Location

By Road

ICC Wales is a major event venue located just off Junction 24 of the M4 motorway. There are over 2,000 visitor parking spaces on-site, with 700 spaces located directly underground the ICC.

Parking is available at a reduced rate of £7 per vehicle for visits of up to 12 hours.

By Public Transport

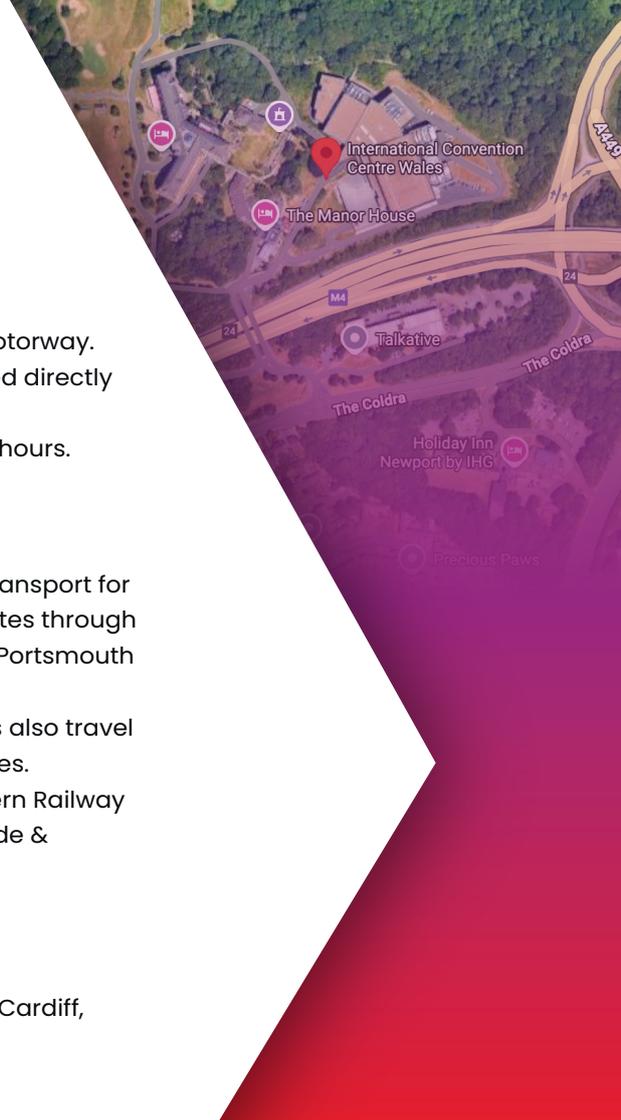
The closest train station is Newport Station, NP20 4AX. This is serviced by Transport for Wales, Great Western Railway and Arriva Trains Wales, including direct routes through London, Birmingham, Bristol, Manchester, Nottingham, Gloucester, Cardiff, Portsmouth and more.

The venue is a 15-minute drive from Newport Station. Newport Bus services also travel nearby, with the closest bus stop located a five-minute walk from ICC Wales.

ICC Wales offer an exclusive rate when travelling by train with Great Western Railway to Newport. Find out more information here: [Directions - ICC Wales Postcode & Transport Info | ICC Wales](#)

By Air

ICC Wales is conveniently located to a choice of main UK airports such as Cardiff, Bristol, Heathrow and more.



04. ICC Wales

FAQs

Why have you moved to Wales?

ICC Wales is a world class event venue for our exhibitors and visitors, bringing a fresh energy to the event. The relocation expands the event's reach while continuing to unite UK and international innovation communities.

Wales offers a new setting that fosters growth and deeper engagement with regional innovation clusters. The Welsh Government invests in low-carbon innovations, skills development, and advanced technologies such as semiconductors and cybersecurity, creating a fitting background for the next chapter of Cenex Expo.

Will the event be the same format as previous years?

Yes, the event will still take place across two days featuring a technology exhibition, extensive seminar programme and networking opportunities.

What are the differences at the new venue?

The new venue is a purpose-built event venue offering a variety of different private meeting and seminar areas.

Parking will be located in an underground car park, with overflow car parks a short walk from the venue.



04. ICC Wales

FAQs

Will the new location be permanent, or just for this year?

We are currently reviewing our longer-term plans and will assess future venue arrangements after this event.

Is the new venue sustainable?

Surrounded by 230 acres of woodland, the venue is passionate about their sustainability movement. ICC Wales divert 100% of their waste from landfills, offer hydration stations throughout the venue and support EV guests with charging stations.

Find out more about their sustainability movement [here](#).

Will the event still be free to attend?

Yes, attending Cenex Expo will remain free. Parking charges will apply from the venue.

Will Ride & Drive still take place?

Ride & Drive opportunities will be available.





22nd – 23rd September 2026

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