



Sales Prospectus

4th – 5th September 2024

UTAC Millbrook



www.cenex-expo.co.uk

Contents

01. Event Stats

02. Event

New for 2024

Start-up Innovation Package

03. Sponsor & Partnership Opportunities

Branding Opportunities

Showguide Advertising

Interested in Running your own Event?

04. Event Layouts

Hall 1

Hall 2

Hall 3

Hall 4

Steering Pad



01.

Event Stats

The event has grown over the past 16 years, with 2023 being the biggest yet.

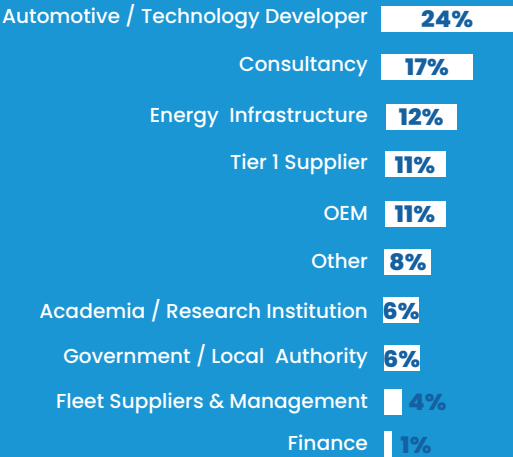
Stats:	2022	2023
Attendees	4,692	4,715
Exhibitors	208	227
Speakers	82	165
Press	71	77



Management Level Attendance

- 10% Junior Management
- 24% Middle Management
- 25% Non-Management
- 41% Senior Management

Attendance by Industry



96% of **attendees** said that the event met, or exceeded their expectations

96% of **exhibitors** said the event attracted an appropriate category of visitors

02. Event

Cenex Expo is the UK's largest Innovation event that 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.

The event offers a selection of indoor and outdoor exhibition stands, with the opportunity for Ride & Drive demonstrations as well as vehicle displays on the Steering Pad. It provides an extensive seminar programme that runs over two days.

Hall 1



Hall 2



Hall 3



Hall 4



Steering Pad



Seminars



Ride & Drive



New for 2024

Start-up Innovation Zone

We are excited to announce we have created an innovation zone ideal for start-ups who want to put their company at the forefront of the net-zero & connected automated innovation community.

[More information on the **next page**]

Branding Opportunities

Building on our current opportunities, we have introduced more prospects to enhance your brand visibility and connect you with your target audience.

[More information on **page 9**]



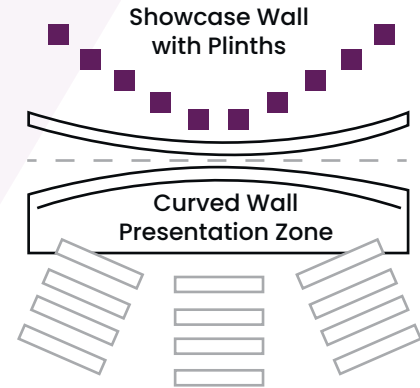
Start-up Innovation Package

New for this year we have created a start-up innovation zone located in a high-footfall area within the centre of hall 4, opposite the UK Government Pavilion. This is ideal for SME's wanting to position their company at the forefront of the innovation net-zero mobility community.

Included in the package will be an opportunity to present within the Innovation Tech Talk area.

Want to elevate your start-up?

**Register your interest
now by contacting the
Cenex Expo Team.**



03.

Sponsor & Partnership Opportunities

Tailored sponsorship opportunities available.

All sponsorship and branding opportunities include a prominent listing on our website and within showguide.



Headline Sponsor

An exclusive opportunity to be a key part of a top industry event. Increase visibility and brand awareness of your company to your target audience over packed 2 day event. The package can be tailored to meet your company needs.



Event Sponsor

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

£3,500+VAT

Are you interested in increasing your brand awareness or launching a new product at the event? The networking evening takes place on the 4th 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.

Catering Terrace Sponsor

£3,700+VAT

Sponsor a key large focal point within the event overlooking the steering pad. The opportunity allows you to brand the area with your own marketing collateral. Logo branding could be on signage, menus, cups sleeves and staff uniform etc.
All the above to be provided by the sponsor.

Seminar Hall Sponsor

£3,000+VAT

Exclusive branding of the chosen hall or area. Logo branding and name within the presentation area including the lectern and stage.

Partnership Opportunities

Tailored promotional opportunities available.

**NEW FOR
2024**

Wi-Fi Partner

£3,000+VAT

A great opportunity for high brand visibility throughout the 2 day event with delegates using it throughout their visit.

Logo branding on the landing page of the dedicated Cenex Expo Wi-Fi network.

Designation as the Wi-Fi Partner in the showguide.

Custom branded Wi-Fi Network Name.

Company name, logo and profile on the Cenex Expo website.

**NEW FOR
2024**

Networking Lounge Partner

£3,500+VAT

Support delegates by sponsoring an area where networking and informal meetings can take place. The area will have soft seating, tables and screens to enable valuable discussions.

Opportunity to brand the area with banners, marketing collateral and include an advert on the screens when they aren't being used.

Seminar Partner

£1,750+VAT

An opportunity to support and tailor a seminar session that fits within the event themes. You will work alongside Cenex to bring together key industry speakers to create an impactful session. Branding on presentation slides, showguide and website.

Marketing collateral and pull up banners can also be bought into the room for your session.

Tea & Coffee Partner

£3,000+VAT

Become the official tea and coffee partner for the whole event. Logo and company listing on our event website and included in our showguide. Brand multiple areas with own collateral and logo signage on menus, cup sleeves or staff uniform etc.

All the above to be provided by the sponsor.

Branding Opportunities

**To better target your customers
and raise awareness of your
activities...**

Lanyards

(customer must supply)

£2,250+VAT

'You Are Here' Boards

£3,000+VAT

Reuseable Water Bottle

(customer must supply)

£3,500+VAT

NEW FOR
2024

Tote Bags

(customer must supply)

£2,500+VAT

Prominent Wall Branding

£1,750+VAT

Seminar Session

£750+VAT (per session)

Digital Advertising

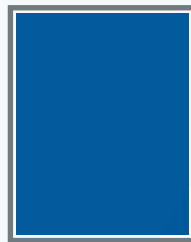
£1,000+VAT

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

Showguide Advertising

Advertising doesn't just help to highlight new product features, research shows that they can increase brand awareness by 80%.

Contact the Cenex Expo team.



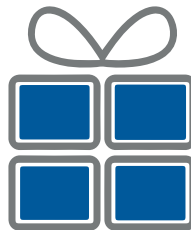
Full Page **£500 + VAT**

Full page advert, artwork assistance as necessary



Half Page **£350 + VAT**

Half page advert, artwork assistance as necessary



Guest Exhibitor **Package** **£150 + VAT**

Suitable for those sharing a stand with other exhibitors

This includes a listing on exhibitor page of Cenex Expo website and the same format of showguide entry as dedicated exhibitors

Interested in running your own event

Are you looking to host your own workshop, panel discussion or working lunch in a private setting.

There are a limited number of venues in and around the event that can cater for up to 100 people. A selection of refreshments can also be added to your package.

For more information, please contact the Cenex Expo Team:

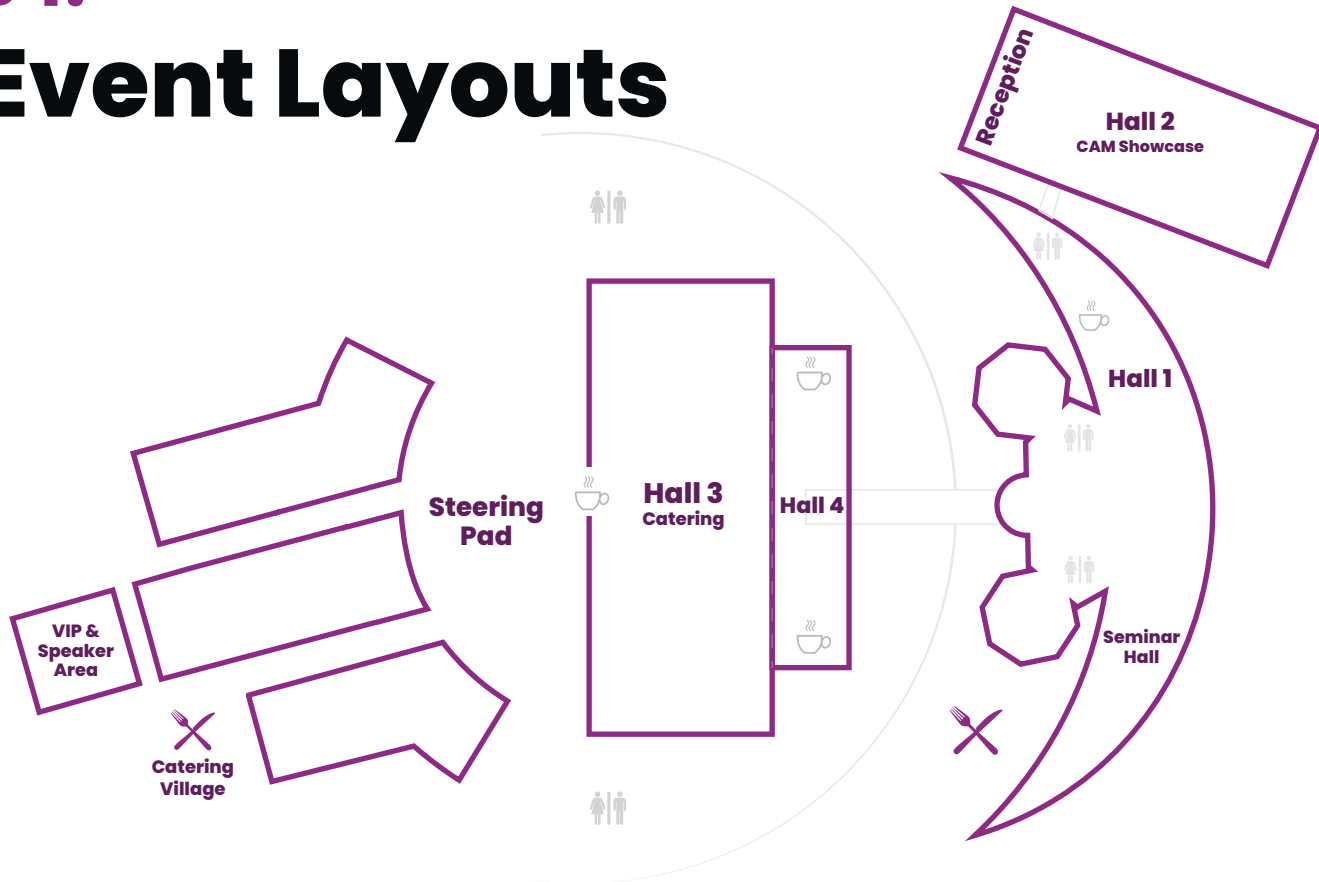
exposales@cenex.co.uk

www.cenex-expo.com



04.

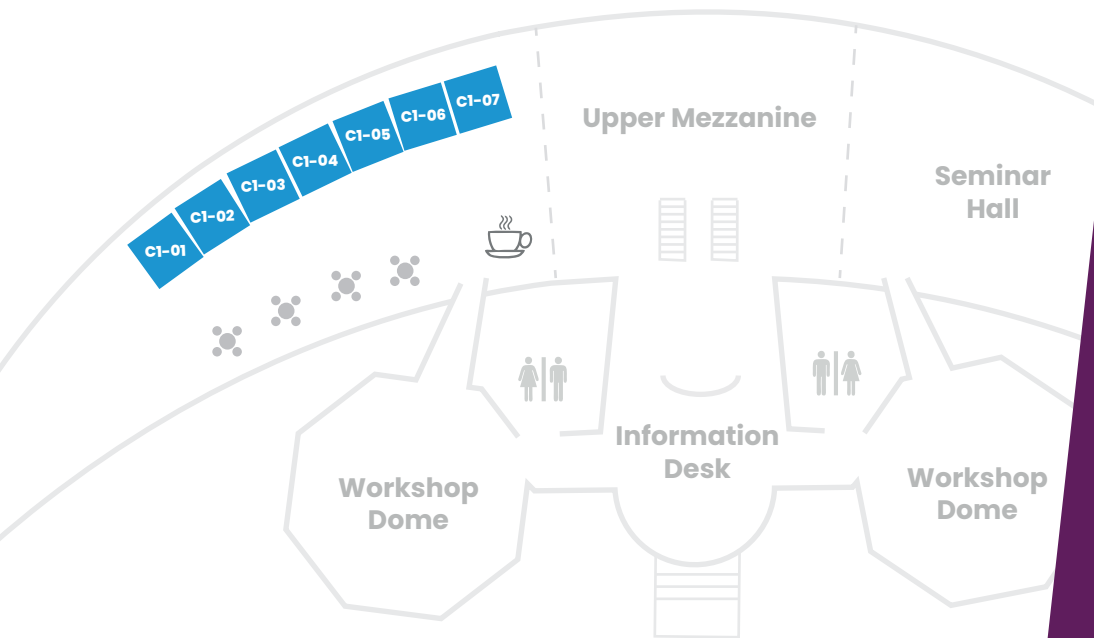
Event Layouts



Exhibition floorplans and pricing can be found on the following pages.

Hall 1

Indoor Exhibition Stands | Catering



9 sqm
£4,500*

A shell scheme packages include a power socket, a nameboard and 3 spotlights.

This package includes a power socket, a nameboard and 3 spotlights.

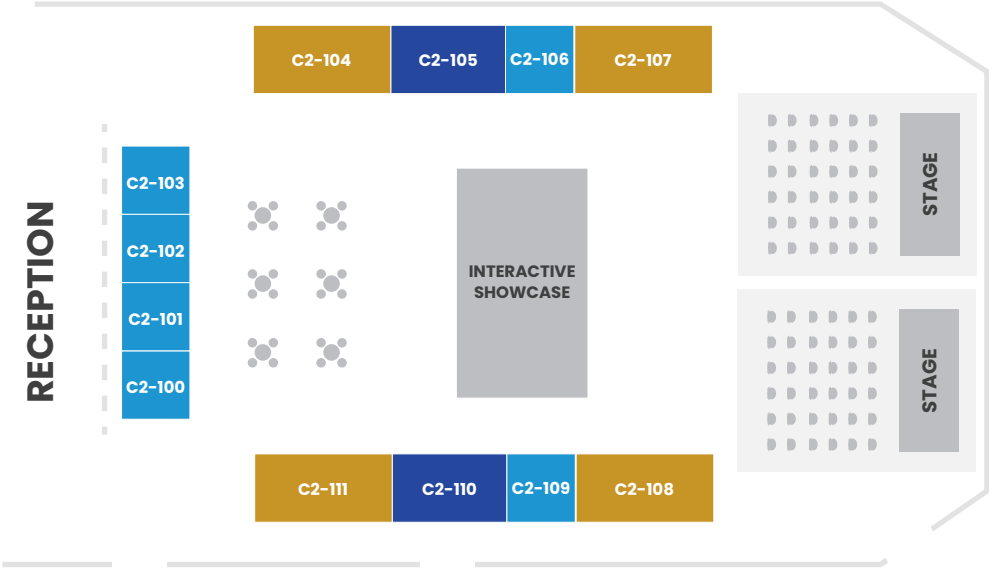
All shell scheme stands will include an additional charge.

*Please be aware, we have already added the additional shell scheme cost to all 15sqm stands and below'

All prices subject to VAT

Hall 2

Networking and Presentation opportunities
for exhibitors



3m x 3m £2,790	3m x 5m £4,650	3m x 6m £5,220
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Connected Automated Mobility (CAM) Showcase targeting all aspects ranging from technology development through to market and policy.

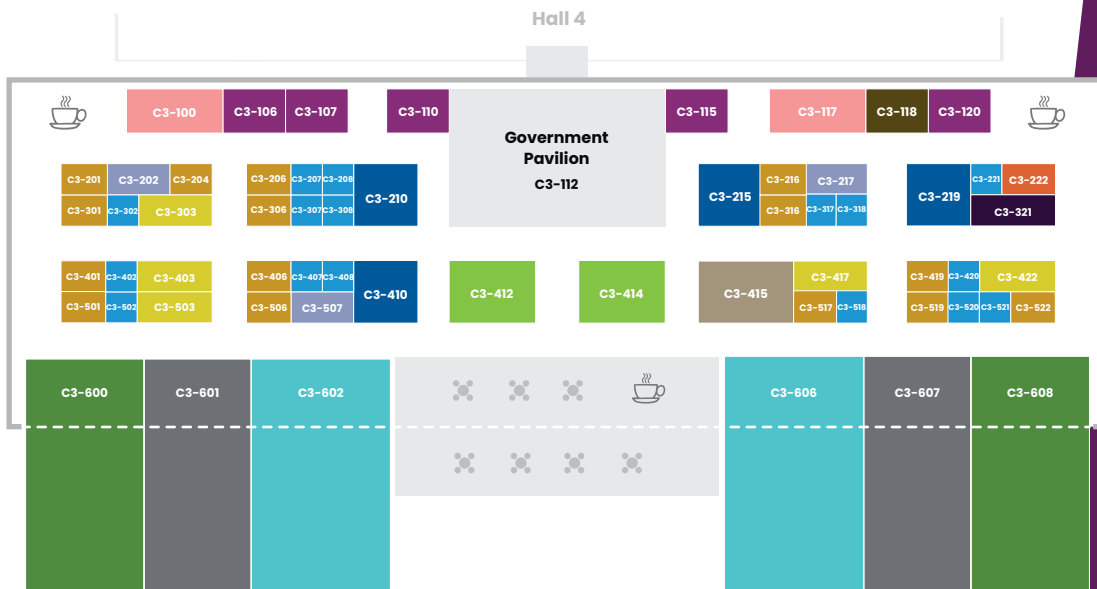
All stands in this hall are offered as shell scheme.

The package includes a power socket, a nameboard and 3 spotlights.

All prices subject to VAT

Hall 3

Indoor Exhibition Stands | Indoor Exhibition Stands
with External Frontage on to the Steering Pad | Catering



A shell scheme packages include a power socket, a nameboard and 3 spotlights.

All shell scheme stands will include an additional charge.

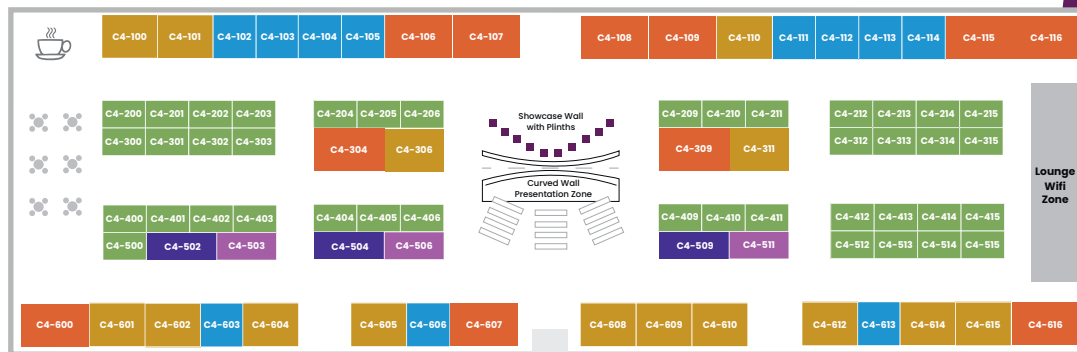
*Please be aware, we have already added the additional shell scheme cost to all 15sqm stands and below

All prices subject to VAT

3m x 3m £4,500*	6m x 6m £14,500	4m x 3m £6,000*	9m x 4m £14,500	5m x 3m £7,500*	7m x 3m £10,080	8m x 6m £15,750	6m x 4m £11,225
	8m x 3m £11,225	231sqm £19,250	210sqm £18,250	273sqm £21,750	6m x 3m £8,640	9m x 6m £19,500	7m x 4m £11,700

Hall 4

Indoor Exhibition Stands | Catering | Networking



Hall 3

3m x 3m £4,500*	3m x 2m £3,000*	4m x 3m £6,000*
4m x 2m £4,000*	5m x 3m £7,500*	5m x 2m £5,000*

A shell scheme packages include a power socket, a nameboard and 3 spotlights.

All shell scheme stands will include an additional charge.

*Please be aware, we have already added the additional shell scheme cost to all 15sqm stands and below.

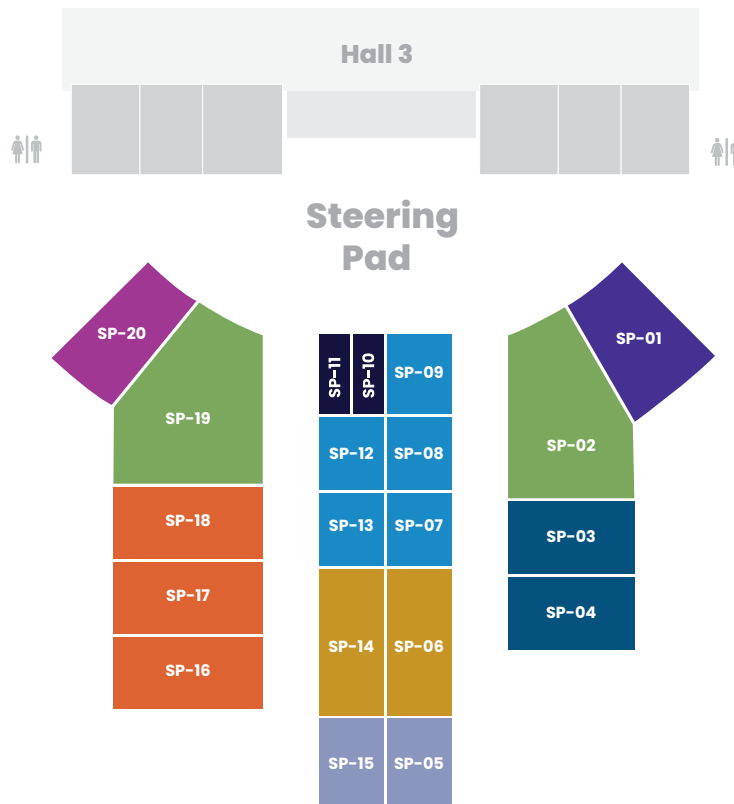
All prices subject to VAT

Steering Pad Layout

Outdoor space ideal for ride & drive
and vehicle displays

216sqm	SP-01	£6,500
350sqm	SP-02, SP-19	£7,500
170sqm	SP-03, SP-04	£5,500
108sqm	SP-05, SP-15	£4,000
180sqm	SP-06, SP-14	£6,000
90sqm	SP-07, SP-08, SP-09 SP-12, SP-13	£3,800
45sqm	SP-10, SP-11	£1,900
200sqm	SP-16, SP-17, SP-18	£6,250
178sqm	SP-20	£6,000

All prices subject to VAT





4th – 5th September 2024

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