



LiftEx 2019

EXHIBITION | LEEA AWARDS

13th & 14th November 2019
Marshall Arena, Milton Keynes

Sponsorship Prospectus

To discuss your sponsorship presence, please contact the LiftEx 2019 team and we will be happy to talk through the most suitable options to match your requirements and budget.

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Summary

The market leading annual event for the lifting industry

Now in its 15th year – LiftEx is the unmissable global event for the lifting industry; 100 exhibitors, over 1000 industry professionals attending, 2 days of educational content as well as the industry Awards.

This is the flagship event of LEEA (Lifting Equipment Engineers Association), the leading global representative body for all those involved in the lifting industry worldwide.

LiftEx takes place at the Marshall Arena and DoubleTree by Hilton Milton Keynes on 13-14 November 2019. It is the go-to event for the lifting industry, inspiring, educating and uniting the industry through the following event features:

- **The Exhibition** - showcasing over 100 companies during the 2 days.
- **The Innovation Award Showcase** – taking place on Day 1, featuring a dedicated demonstration area and pitches from the finalists of the prestigious Innovation Award, with visitors voting for their favourite to be announced at the Awards ceremony that evening.
- **The Open Learning Zone** – taking place on Day 2 and hosted by LEEA L&D and Technical teams, is an open learning environment for visitors supported by TEAM card assessment sessions, mini presentations on specific subjects and technical updates, with the opportunity to gain a certificate of CPD attendance.
- **Business Support Sessions** - taking place on Day 2, will offer free industry-specific advice to visitors on IT, GDPR, legislation, HR issues, and more
- **The LEEA Awards** - the unmissable evening of food and entertainment celebrating successes in the lifting industry, hosted by a celebrity speaker.

The show attracts dedicated industry professionals and end users from a wide range of vertical markets, including oil & gas, energy, road & maritime transport, construction, offshore, utilities, rail, renewable energy, civil engineering, entertainment and manufacturing.

The visitor marketing for LiftEx 2019 will reach thousands of lifting professionals in the UK, Europe and beyond through a multi-channel, integrated campaign including:

- Targeted email campaigns to industry professionals from the above vertical markets.

- Email campaigns to the LEEA database
- Partnerships with key industry media delivering in-depth editorial, PR and advertising coverage pre, during and post event
- Online marketing through variety of industry and vertical market websites
- Ongoing social media campaign

Over 1,000 relevant industry professionals are expected to visit LiftEx 2019 over the 2 days.

Sponsorship packages are available for the Exhibition and the Awards can be found below, offering great pre- and on-site coverage and brand alignment.

Bespoke packages can be created upon request – please speak to the team.

For more details, please contact:

Leah Phelps
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Sponsorship packages at a glance

LIFTEX EXHIBITION

	Platinum	Gold	Silver	Badge & Lanyard
Pre-event				
Logo on pre-event promotion, digital & print	✓	✓	✓	✓
Logo & company profile on LiftEx 2019 website	✓	✓	✓	✓
Individual banner ad on LiftEx 2019 website	✓	✓		
Logo & paragraph in visitor sales brochure	✓			
Logo & link in LEEA email signatures	✓			
During the event				
Your logo on exterior welcome sign	✓			
Your logo on all interior event signage	✓	✓	✓	✓
Full page advert in the Show Guide	✓			
Half page advert in the Show Guide		✓		✓
Full page editorial in the Show Guide	✓			
Logo and company profile in Show Guide	✓	✓	✓	✓
Logo on registration desks	✓			
Logo on bag given to all attendees	✓			
Logo on lanyard given to all attendees				✓
Logo on badge given to all attendees				✓
Option to add a gift in the bag given to all attendees	✓			
Option to add a brochure in bag given to all attendees	✓			
Option to add an A4 insert in bag given to all attendees	✓	✓		
Logo on water bottles		✓		
Lead acquisition tool to scan attendees and receive data	✓	✓	✓	✓
Representative(s) to the Editor's breakfast on Day 2	2	1	1	1
PR – on-site interview for the post-event video	✓			
Meeting room during LiftEx for 1 day	✓			
Tickets to the LEEA Awards	4	2	0	0
Post-event				
Logo placement on the thank you email sent to attendees	✓	✓		✓
Logo on event feedback survey	✓			

LEEA AWARDS

	Awards Headline	Innovation Showcase	Awards Category
Pre-event			
Logo on Awards pre-event promotion, digital & print	✓	✓	✓
Logo & company profile on the LiftEx 2019 website	✓	✓	✓
Logo on signage at LiftEx		✓	
Individual banner ad on the LiftEx 2019 website	✓		
Logo on Awards page of the website	✓	✓	
Your logo in all Awards-specific communications	✓	✓	✓
Your logo on announcement of shortlist	✓	✓	✓
During the event			
1 table of 10 guests	✓	✓	✓
2 additional tickets for staff on other tables	✓		
Senior representative to say a few words on stage	✓		
Senior representative to hand award to winner		✓	✓
Your logo on signage at the Awards	✓	✓	
Your logo on the stage at all times	✓		
Your logo on the slide during your sponsored category		✓	✓
Your logo on the table centres	✓		
Your logo on menus at each table	✓		
Your logo on all interior event signage at the Exhibition	✓	✓	✓
Half page advert in the Show Guide	✓		
Logo and company profile in the Show Guide	✓	✓	✓
Option to add an A4 insert in bag given to all attendees	✓		
Representative(s) at the Editor's breakfast on Day 2	2	1	1
Meeting room during LiftEx for 1 day	✓		
PR – on-site interview for the post-event video	✓	✓	
Post-event			
Logo placement on the thank you email sent to attendees	✓	✓	✓

Platinum Sponsor

**Sponsorship value £8,950 + VAT
1 (one) available**

The Platinum Sponsor package is tailored to maximise brand exposure, as well as aligning you with a highly successful global event which is the flagship of LEEA, the industry association. It provides an unrivalled profile-raising opportunity for you over a considerable period of time before, during and after the event via a number of different channels, making your brand name the one attendees will remember at LiftEx 2019.

Your logo, along with 'Platinum Sponsor' title, will be the most prominent of all sponsor/supporter logos, and will be included on all offline and online event advertising, event previews and reviews in national and international publications.

PRE-EVENT

- Logo on pre-event promotion – digital and print. Most prominent logo in marketing pieces, including adverts in The Lifting Engineer, LEEA digital newsletter, other external publications, emails and any leaflets
- Logo & company profile on the LiftEx 2019 website
- Individual banner ad on the LiftEx 2019 website
- Your company will be mentioned as Platinum Sponsor via LiftEx's social media channels
- Your logo and short introductory paragraph on the interactive PDF event brochure – to be downloaded from LiftEx website via a compulsory contact form. Brochure will also be printed and distributed at relevant events, media partners, roadshow, etc
- Your logo with hyperlink to your website will feature on all LEEA outgoing email signatures announcing your position as sponsor of LiftEx 2019

ON-SITE

- 2 of your representatives to attend the exclusive Editor's Breakfast on Day 2, where you will be joined by editors from key industry publications
- Your logo on the **delegate bag** handed to every attendee visiting LiftEx, the bags and lanyards will be co-branded with the LiftEx logo
- Large scale branding - your logo is the only sponsor logo displayed on the large show banner above the entrance and the most prominent in all other on-site signage.
- Your logo on all event signage, including all signs and directional signage

- Your logo on the registration desks. As soon as visitors arrive, your logo will be front and centre
- Option to add a branded gift in the bag given to all attendees
- Option to add a brochure in bag given to all attendees
- Option to add an A4 insert in bag given to all attendees
- Logo on the front cover of the Show Guide, distributed to all attendees upon arrival to the event at registration.
- 1-page advert on the inner front page of the Show Guide
- 1-page editorial 'A Message from our Platinum Sponsor' in the Show Guide
- Logo and company profile in the Show Guide
- Lead acquisition tool to scan attendees and receive data
- 2 tickets to the Exhibitor and Sponsor Networking Drinks at the end of Day 1
- 4 Tickets to the LEEA Awards
- PR – on-site interview for the post-event video held on the LiftEx 2020 site and the LEEA website

POST-EVENT

- Logo placement on the thank you email sent to attendees
- Logo placement on event feedback survey
- Data collected from lead acquisition tools
- Your company will receive a post-event 'Thanks to our Sponsors' message in the December LEEA Bulletin Newsletter

Gold Sponsor **SOLD**

Sponsorship value £5,500 + VAT

1 (one) available

This sponsorship gives your brand great coverage during the entire LiftEx marketing period, as well as branding on-site at the Exhibition.

PRE-EVENT

- Logo on pre-event promotion – digital and print. Secondary logo placement in marketing pieces, including adverts in The Lifting Engineer, LEEA digital newsletter, other external publications, emails and any leaflets
- Logo & company profile on the LiftEx 2019 website
- Individual banner ad on the LiftEx 2019 website

ON-SITE

- 1 of your representatives to attend the exclusive Editor's Breakfast on Day 2, where you will be joined by editors from key industry publications
- Your logo on branded **water bottles** distributed around the exhibition
- Your logo on all event signage, including all signs and directional signage
- Option to add an A4 insert in bag given to all attendees
- Secondary logo placement on the front cover of the Show Guide, distributed to all attendees upon arrival to the event at registration.
- Logo and company profile in the Show Guide
- Half page advert in the Show Guide
- Lead acquisition tool to scan attendees and receive data
- 2 Tickets to the LEEA Awards

POST-EVENT

- Logo placement on the thank you email sent to attendees
- Data collected from lead acquisition tool
- Opt-in delegate list post event
- Your company will receive a post-event 'Thanks to our Sponsors' message in the December LEEA Bulletin Newsletter

Silver Sponsor

Sponsorship value £2,250 + VAT

5 (five) available

PRE-EVENT

- Logo on pre-event promotion – digital and print.
- Logo & company profile on the LiftEx 2019 website

ON-SITE

- 1 of your representatives to attend the exclusive Editor's Breakfast on Day 2, where you will be joined by editors from key industry publications
- Your logo on all event signage, including all signs and directional signage
- Logo on the front cover of the Show Guide, distributed to all attendees upon arrival to the event at registration.
- Logo and company profile in the Show Guide
- Lead acquisition tool to scan attendees and receive data

POST-EVENT

- Data collected from lead acquisition tools
- Your company will receive a post-event 'Thanks to our Sponsors' message in the December LEEA Bulletin Newsletter

Badge and Lanyard Sponsor

Sponsorship value £3,950 + VAT

1 (one) available

PRE-EVENT

- Logo on pre-event promotion – digital and print.
- Logo & company profile on the LiftEx 2019 website

ON-SITE

- Your logo on the **lanyards**, handed to every attendee visiting LiftEx, the bags and lanyards will be co-branded with the LiftEx logo
- Your logo on the **badges**, handed to every attendee visiting LiftEx, the bags and lanyards will be co-branded with the LiftEx logo
- 1 of your representatives to attend the exclusive Editor's Breakfast on Day 2, where you will be joined by editors from key industry publications
- Your logo on all event signage, including all signs and directional signage
- Logo on the front cover of the Show Guide, distributed to all attendees upon arrival to the event at registration.
- Logo and company profile in the Show Guide
- Lead acquisition tool to scan attendees and receive data

POST-EVENT

- Data collected from lead acquisition tools
- Your company will receive a post-event 'Thanks to our Sponsors' message in the December LEEA Bulletin Newsletter

LEEA Awards Sponsor

Sponsorship value £5,950 + VAT

1 (one) available

This is a key sponsorship designed for any company interested in networking and building quality relationships, and aligning your brand with celebrating and supporting successes in the lifting industry at the LEEA Awards. Following the incredible feedback from the first LEEA Awards, the evening promises to be a memorable event.

PRE-EVENT

- Logo on pre-event promotion – digital and print. Secondary logo placement in marketing pieces, including adverts in The Lifting Engineer, LEEA digital newsletter, other external publications, emails and any leaflets
- Logo & company profile on the LiftEx 2019 website
- Individual banner ad on the LiftEx 2019 website
- Logo on the Awards page of the website
- Your logo in all Awards-specific communications
- Your logo on announcement of shortlist

ON-SITE AND AT THE AWARDS CEREMONY

- 1 table for 10 guests
- 2 additional individual tickets for other tables
- Option for a senior representative to say a few words at the beginning of the evening introduced by the celebrity guest speaker, with photo opportunity
- Your logo on signage at the Awards
- Your logo on the stage
- Your logo on the table centres
- Your logo on the menus on each table
- Your logo on all event signage, including all signs and directional signage at the Exhibition
- Option to add an A4 insert in bag given to all attendees
- Secondary logo placement on the front cover of the Show Guide, distributed to all attendees upon arrival to the event at registration.
- Logo and company profile in the Show Guide
- Half page advert in the Show Guide
- 2 of your representatives to attend the exclusive Editor's Breakfast on Day 2 of LiftEx, where you will be joined by editors from key industry

publications

- PR – on-site interview for the post-event video held on the Awards page of the LiftEx 2020 site and the LEEA website

POST-EVENT

- Logo placement on the thank you email sent to attendees
- Logo in LEEA Awards review report, held online and sent out to the LEEA membership base
- Your company will receive a post-event 'Thanks to our Sponsors' message in the December LEEA Bulletin Newsletter

The Innovation Award Showcase Sponsor

**Sponsorship value £3,250 + VAT
1 (one) available**

This sponsorship is new for 2019, and is the only one on offer which gives coverage at both LiftEx and the LEEA Awards. The Innovation Award Showcase will take place during Day 1 of LiftEx in a dedicated area of the show floor, and will be home to demonstrations and presentations from the Innovation Award finalists pitching for votes from visitors. As the Sponsor, you will host the showcase and align your brand with cutting edge innovation in the industry. Votes cast on the day by visitors will be added to those of the judges, and the winner will be announced that evening at the prestigious LEEA Awards.

PRE-EVENT

- Logo on pre-event promotion – digital and print.
- Logo & company profile on the LiftEx 2019 website
- Your logo in all Awards-specific communications
- Your logo on the Awards section of the website against the Innovation category

ON-SITE

- Your logo on the stage at the Innovation Showcase on Day 1
- Your logo at the visitor refreshment area at the Showcase
- Your logo on dedicated Innovation Showcase signage at LiftEx
- Opportunity for your representative to MC the Innovation Showcase and introduce each finalist's pitch
- Your logo on all event signage, including all signs and directional signage
- 1 table for 10 guests at the LEEA Awards
- The opportunity for a senior representative of your company to hand the Award on stage and to be photographed with the winner and the guest speaker
- Your logo on the slide during the Innovation category
- Your logo on the menu
- Your logo on signage at the Awards
- Logo on the front cover of the Show Guide, distributed to all attendees upon arrival to the event at registration.
- Logo and company profile in the Show Guide
- Lead acquisition tool to scan attendees and receive data

- 1 of your representatives to attend the exclusive Editor's Breakfast on Day 2, where you will be joined by editors from key industry publications
- PR – on-site interview for the post-event video

POST-EVENT

- Data collected from lead acquisition tools
- Your company will receive a post-event 'Thanks to our Sponsors' message in the December LEEA Bulletin Newsletter

LEEA Awards Category Sponsor

Sponsorship value £2,250 + VAT

6 (six) available

PRE-EVENT

- Your logo in all Awards-specific communications
- Your logo on the Awards section of the website against your chosen category

ON THE NIGHT

- 1 table for 10 guests
- The opportunity for a senior representative of your company to hand the Award on stage and to be photographed with the winner and the guest speaker
- Your logo on the slide during your sponsored category
- Your logo on the menu
- Your logo on signage at the Awards
- 1 of your representatives to attend the exclusive Editor's Breakfast on Day 2 of LiftEx, where you will be joined by editors from key industry publications

POST-EVENT

- Your company will receive a post-event 'Thanks to our Sponsors' message in the December LEEA Bulletin Newsletter

AWARDS CATEGORIES AVAILABLE TO SPONSOR ARE:

- *Apprentice of the Year*
- *Customer Service Award*
- *Manager of the Year*
- *Safety Award* **SOLD**
- *Sustainable Solution of the Year*
- *Unsung Hero Award*

Advertising space in the Show Guide

Handed to all attendees upon entry to the show, including floorplan, sponsor and exhibitor directory, timetable of content, and important information about the show.

- Full page £295 + VAT
- Half page £195 + VAT

Other Opportunities

Web Banner

Opportunity to include an interactive banner on one email shot going out to the LEEA database.

- 600x90 Web banner on LiftEx email shot, £550 + VAT

Meeting Room

Opportunity to hire a meeting room for up to 10 people with tea, coffee and water, based on half a day

- Half day meeting room, £250 + VAT