Cenex Events 2020
Sales Prospectus
18th - 19th November 2020
Millbrook, Bedfordshire

www.cenex-lcv.co.uk
www.cenex-cam.co.uk
38 countries represented

282 exhibitors

2,345 organisations represented

87 press

6,525 sqm of exhibition space
Management Level Attendance

- 43% Senior Management
- 23% Middle Management
- 27% Non-Management
- 7% Junior Management

Business Sector Attendance

- 12% Energy & Infrastructure
- 9% Academia / Research Institution
- 4% Fleet Suppliers & Management
- 21% Consultancy
- 7% Government Organisation & Local Authority
- 26% Automotive Technology Developer
- 11% Tier 1 Supplier
- 10% OEM

1,800+ hours of staff time

170 speakers

34 seminar sessions
Cenex Events 2020 Layout

- Steering Pad
- Hall 3
- Hall 1
- Hall 4
- Seminars
- CAM Exhibition Area
- CAM Seminar Area
- Registration
- Workshop Dome
- Seminar Dome
- Main Plenary
- Catering Village
- Energy Auditorium
- Ride & Drive
**Hall 1**

**Indoor Exhibition Stands**

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**Ideal for:**
- Vehicle Manufacturers,
- Tier 1s,
- Infrastructure Providers,
- SMEs,
- Government Agencies

Stand can be shell scheme or space only.
All Shell Scheme stands include a power socket and 3 spotlights.

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**Stand space available**

All prices subject to VAT

- **3m x 3m**
  - £3,330

- **3m x 4m**
  - £4,440

- **36 sqm**
  - £12,750

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**Contact:**

- [www.cenex-lcv.co.uk](http://www.cenex-lcv.co.uk)
- +44 (0)1509 642 500
- lcvsales@cenex.co.uk
Hall 3

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

Ideal for:
- Vehicle Manufacturers, Tier 1s, Infrastructure Providers, SMEs, Government Agencies
- Stand can be shell scheme or space only,
  All Shell Scheme stands include a power socket and 3 spotlights.

Stand space available
- All prices subject to VAT

Government Pavilion

3m x 3m
£3,330

6m x 6m
£12,750

3m x 6m
£6,660

6m x 8m
£16,950

3m x 4m
£4,440

3m x 7m
£7,980

3m x 10m
£11,100

6m x 9m
£17,825

Indoor/Outdoor Side
£15,950

Indoor/Outdoor Small
£18,025

Indoor/Outdoor Large
£17,750

16m x 6m
£25,950

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

www.cenex-lcv.co.uk +44 (0)1509 642 500 lcvsales@cenex.co.uk
Ideal for:
Tier 1s, SMEs, Micro SMEs, Infrastructure Providers, Consultancies, NGOs, Other Service Providers

Stand can be shell scheme or space only.
All Shell Scheme stands include a power socket and 3 spotlights.

Stand space available
All prices subject to VAT
Steering Pad Layout

All prices subject to VAT
Cenex-LCV Sponsorship Options

The LCV event offers a diverse range of sponsorship options to help enhance the sector’s awareness and recognition of your organisations’ activities. LCV sponsors benefit from being promoted throughout the events marketing campaign, including in the run up to the event and afterwards in post event media coverage.

Previous sponsors have reported increased brand and content awareness in the run up to the LCV event, as well as enhanced visitor numbers and more quality time spent with decision makers, generating new sales leads and contacts for research and business partnerships.

Contact lcvsales@cenex.co.uk +44 (0)1509 642 500 for more information.

Cenex Events 2020 Packages

To promote your leadership in the low carbon industry...

1x Headline Sponsor
POA

- Branding across the event
- Website sponsor page
- 1x Solus email to our database
- Inclusion in social media campaign
- 2x A4 pages in show guide
- 2x VIP lunch tickets

6x Event Sponsor
POA

- Branding across the event
- Website sponsor page
- 1x A4 page in show guide
- 1x VIP lunch ticket

www.cenex-lcv.co.uk +44 (0)1509 642 500 lcvsales@cenex.co.uk
Sponsorship Options

To increase footfall to your stand…

<table>
<thead>
<tr>
<th>Sponsorship Options</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lanyard Sponsorship</strong></td>
<td>£1,850+VAT</td>
</tr>
<tr>
<td>Distributed to over 2800 delegates, VIP guests and exhibitors. Must provide lanyard and ensure delivery for event.</td>
<td></td>
</tr>
<tr>
<td><strong>Hall 3 Bistro Sponsorship</strong></td>
<td>£2,000+VAT</td>
</tr>
<tr>
<td>Opportunity to brand areas with own literature, logo signage, on menu board, and on cup sleeves or staff uniform (to be provided by sponsor). Included in the show guide.</td>
<td></td>
</tr>
<tr>
<td><strong>Main Plenary Sponsorship</strong></td>
<td>£3,000+VAT</td>
</tr>
<tr>
<td>Branding of the presentation zone in main plenary, lectern and staging with company name and logo, included in the show guide.</td>
<td></td>
</tr>
<tr>
<td><strong>VIP Branded Wall Panels</strong></td>
<td>£1,000+VAT</td>
</tr>
<tr>
<td>Opportunity to brand a wall panel in a high footfall location of around 60 VIPs, 90 press and 100 speakers.</td>
<td></td>
</tr>
<tr>
<td><strong>Exhibition Bag Sponsorship</strong></td>
<td>£1,500+VAT</td>
</tr>
<tr>
<td>Distributed to over 3000, VIP guests and exhibitors. 1xA5 flyer can be provided to be inserted into bags. Cost of production to be met by sponsor, design subject to approval.</td>
<td></td>
</tr>
<tr>
<td><strong>Hall 4 Catering Sponsorship</strong></td>
<td>£2,000+VAT</td>
</tr>
<tr>
<td>Opportunity to brand areas with own literature, logo signage, on menu board and on cup sleeves or staff uniform (to be provided by sponsor). Included in the show guide.</td>
<td></td>
</tr>
<tr>
<td><strong>Prominent Wall Branding</strong></td>
<td>£1,500+VAT</td>
</tr>
<tr>
<td>Opportunity to brand six separate panels across an 8m wall in a high footfall location; the information desk and seminar spaces. There are x2 of these opportunities.</td>
<td></td>
</tr>
<tr>
<td><strong>You Are Here Signage Sponsorship</strong></td>
<td>£3,000+VAT</td>
</tr>
<tr>
<td>Exclusive branding on all ‘You are Here’ signage plans and on floor plan pages of the showguide.</td>
<td></td>
</tr>
</tbody>
</table>

To better target your customers and raise awareness of your low carbon activities…

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</thead>
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<tr>
<td><strong>Full Page</strong></td>
<td>£500 + VAT</td>
</tr>
<tr>
<td>Full page advert, artwork assistance as necessary</td>
<td></td>
</tr>
<tr>
<td><strong>Half Page</strong></td>
<td>£350 + VAT</td>
</tr>
<tr>
<td>Half page advert, artwork assistance as necessary</td>
<td></td>
</tr>
<tr>
<td><strong>Guest Exhibitor Package</strong></td>
<td>£150 + VAT</td>
</tr>
<tr>
<td>Suitable for those sharing a stand with other exhibitors</td>
<td></td>
</tr>
<tr>
<td>This includes a listing on exhibitor page of LCV website and the same format of show guide entry as dedicated exhibitors</td>
<td></td>
</tr>
</tbody>
</table>

Tailored website and mailshot promotion opportunities available.

Contact the LCV team.

www.cenex-lcv.co.uk +44 (0)1509 642 500 lcvsales@cenex.co.uk
Introduction

- **Technology Exhibition** – is available to host companies, universities and projects showcasing their latest technology research and developments.
- **Seminar Programme** – seminar sessions over 2 days in 150+ seated seminar hall.
- **Networking Area** – an opportunity for visitors to initiate conversations and develop new working relationships.
- **Outdoor Area** – Test Ride area offering visitors the opportunity to experience connected and autonomous vehicles.

Stand space available. All prices subject to VAT.

Supported by:
Who is it Aimed at?

- Individual companies, universities and project consortia showcasing R&D and product developments.
- Test bed locations and cities looking to lead in supporting CAV deployment.

This event provides the opportunity to consolidate testbed projects funded by CCAV, Innovate UK and Meridian Mobility UK, as well as showcasing international exhibitor activities and welcoming overseas delegations.

Benefits of Participating

- The opportunity to showcase to a UK and International audience
- Engaging with leading opinion formers
- Brand promotion through bespoke sponsorship opportunities
- Promotion of exhibitors and speakers through Cenex, supporting partners, media partners and sponsors’ marketing channels.

Sponsorship Options

The Cenex-Connected Automated Mobility event offers a diverse range of sponsorship options to help enhance the sector’s awareness and recognition of your organisations’ activities. You can benefit from joint promotion through both events, Cenex-Connected Automated Mobility and Cenex-LCV.

Contact us for more information:
camsales@cenex.co.uk or +44 (0)1509 642 500

Hall 2 Catering Sponsorship

POA
Opportunity to brand areas with own, literature, logo signage, on menu board and on cup sleeves or staff uniform (to be provided by sponsor) Included in the show guide.

Event Sponsor

POA
- Branding across the event
- Website sponsor page
- 1x A4 Page in show guide
- 1x VIP Lunch ticket

Seminar Session Sponsor

POA * per seminar session
Sponsor one seminar session, includes the opportunity to distribute flyers on each delegate seat, logo on presentation divider slide, seminar boards, seminar session page in show guide and website, pull up banner option also available.

CAM Seminar Hall Sponsorship

POA
Branding of the presentation area including, lectern and staging with company name and logo. Distribution of flyers on delegate seats. Included on event website and showguide.
By Road
The venue is a 10 minute drive from Junction 13 of the M1.

By Train
The nearest railway station is Flitwick Station, (Steppingley Road, Flitwick, Bedfordshire, MK45 1AJ). This is serviced by the Thameslink. Millbrook is just a 5 minute car or taxi journey away. The A1 Station Taxis operates from Flitwick Station. Tel : 01525 757575. The venue is also a 30 minute drive away from Milton Keynes.

By Air
The nearest commercial airport is London–Luton Airport, a 25 minute car journey away: www.london–luton.co.uk. London Heathrow Airport (www.heathrowairport.com) is an hour’s car journey away.