

ENERGY 2018

9-11 OCTOBER • NEC • BIRMINGHAM

PART OF
**UK CONSTRUCTION
WEEK | 2018**



CONNECTING THE ENERGY INDUSTRY



CONNECTIONS



RENEWABLES



ELECTRIC
VEHICLES



POWER



UTILITIES

WWW.ENERGYLIVESHOW.CO.UK

POWERING CONSTRUCTION THROUGH INNOVATION

Energy 2018 is the industry event dedicated to powering construction through new innovations for the built environment. Uniting all the key business players in the industry such as Architects, Energy Managers, Engineers and Developers, this event provides the perfect platform to unite the energy sector and the wider interconnected industries.

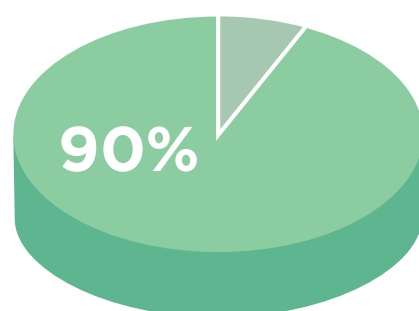
“ There was a great buzz around our stand during the three day event. It was a good opportunity for us to showcase all of the different products and services British Gas Business has to offer prospective customers. ”

Shian Williams, Marketing Manager, British Gas

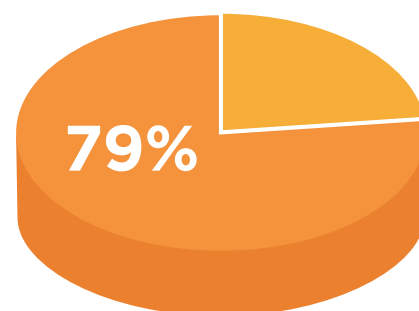


WHY VISITORS ATTEND ENERGY 2018

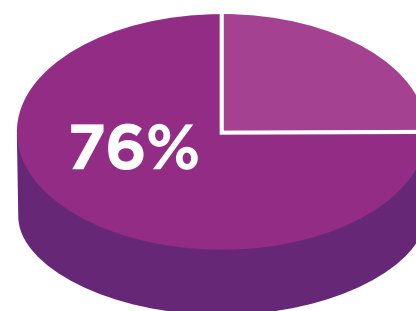
To source new products and suppliers



To network with suppliers and visitor



To talk to product experts/technical staff





The performance stands
not the roof.

“ We were very pleased
with the level and quality
of interest received
during the show. ”

Jason Owen
Technical Sales
Ashwell Biomass

WHO ATTENDS?

Architects
Contractors
Developers
Distributors
Electricians
Energy Managers
Engineers
Environment Consultant
Facilities Managers
Housebuilders
Housing Associations
Local Authorities
M&Es
Procurement Specialist
Project Managers
Site Managers
Social Housing
Specifiers
Surveyors
Sustainability
Technical Directors
Urban Planners

HIGH PROFILE VISITORS INCLUDE:



ARUP

Wates

TESCO

Foster + Partners



Balfour Beatty

mace

MORGAN
SINDALL

Keepmoat

SKANSKA

Wm housing group



TP Travis Perkins



Arnold Laver



SCREWFIX





“ Exhibiting at Energy 2017 was indeed a great success. The show was diverse in attracting people from different backgrounds; domestic, commercial and public. ”

Parveen Begum
Director
Solisco

“ With such a large number of quality visitors providing excellent business potential, there really was no other choice. ”

Robin Raymond, Director, AFS Biomass



SUPPORTED BY:



“ As a first show, we set realistic targets of success. We achieved this early on the first day and it was overwhelming how well our product was received. The standard of clientele was outstanding, with a constant flow of visitors to the stand. This year, we will include more members of the QED team to help with the demand. ”

Matt Philp
Product Development Director
QED

CAPITALISE ON OUR £1.5M MARKETING & PR CAMPAIGN

Energy 2018, part of UK Construction Week, boasts an award winning marketing campaign, with a reach of over 2 million people. Here are just some of the communications you could get involved in:

Full company profile on UK Construction Week and Energy 2018 website including opportunities to feature your company press release (Coverage: 290K+ unique visitors and 2 million + page views globally)

Company logo to be featured on the UK Construction Week newsletter – Construction Buzz (Circulation 400,000K)

13+million industry professionals who will receive emails about the show

Complete social media support: twitter 10.3K UK Construction Week base, Facebook, Instagram, LinkedIn and YouTube.

Opportunity to be featured in the UK Construction Week pre event preview (Circulation 100K direct mail, 450K+ digital)

Involvement within the Energy 2018 and UK Construction Week PR campaign

Profile in event show guide (Circulation 35,000)

FREE MARKETING SUPPORT

Exhibitor marketing toolkit - Benefit from the exhibitor toolkit, crammed full of everything an exhibitor needs to spread the word, including promotional copy, print and banner ads, fliers, example tweets, e-mails and press releases.

Exhibitor days - Come and view the venue ahead of the event and meet the UK Construction Week operations, sales and marketing teams.

These days provide the perfect opportunity to have any questions answered and get all the latest show updates and information on new features.

Contact info@ukconstructionweek.com for more details about the exhibitor marketing.





CASE STUDY

Certas Energy joined over 650 exhibitors and 33,700 delegates from across the construction supply chain for UK Construction Week at the NEC in Birmingham.

Offering nine separate events, UK Construction Week provided a unique offering and audience covering topical issues including impacts post Brexit, the rising trend of offsite construction and the industry's biggest challenges regarding the housing crisis and solutions to overcome this.

UK Construction Week was the first time we've showcased our total fuel and lubricant management solutions for construction at a major industry event and it was a great opportunity for the team to talk to delegates.

Innovation was the big buzz word at the show with so many new and exciting products being developed to introduce more efficient and sustainable ways of working; from drones and mobile modeling to modular buildings and electric paint heating systems. The show's Innovation Trail highlighted some of the latest products on offer.

WHY WE CHOSE TO EXHIBIT

- **Launch Certas Energy's offering for the construction industry**
- **Position Certas Energy as a construction industry partner**
- **Demonstrate thought leadership around key industry issues**
- **Maximise lead generation and networking opportunities**
- **Gain further insights into the needs of the construction industry**

RESULTS

146

NEW SALES Opportunities to follow up including HS2, Colas Haulage and Kiwi Power, Maybe Hire, Henry Boot Construction

179

new leads obtained during UK Construction Week

92%

of Certas Energy colleagues said yes to exhibiting again.

PRE SHOW MARKETING

- Featured in the event show preview
- Brand involvement in Energy and UK Construction Week press releases
- Featured in the "Exhibitor spotlight Q&A"
- Published three blogs pieces pre show
- Email marketing inviting 2,147 construction contacts to the show
- Personalised banner on Certas Energy website
- Innovation Trail inclusion for Shell GTL
- Marketing our speaker session - Cleaner Fuel for Cleaner Air
- Social media promotion



2018 RATES* FOR PER SQM

SPACE ONLY **£395** +VAT

SHELL SCHEME **£445** +VAT

*All stands are subject to a £350 registration fee including lead generation software.

For more information and to request an application form to exhibit please contact:

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A BRIGHT FUTURE FOR CONSTRUCTION

300,000

new homes to be built a year by the mid 2020s

£44bn

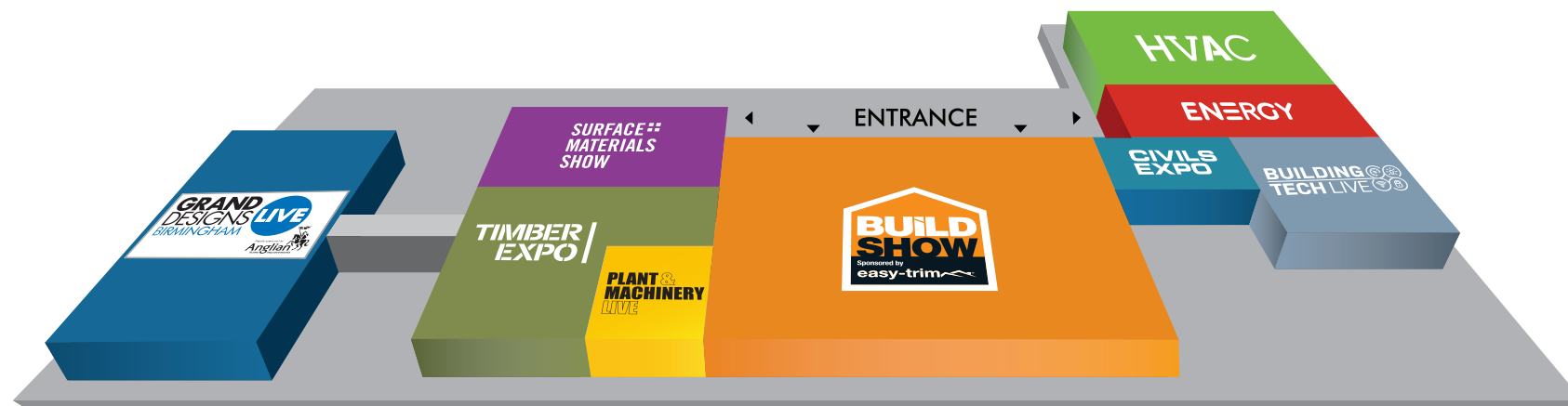
funding allocated to housing

£540

investment in electric cars including
£400m fund for EV charging infrastructure

£500M

funding to be received for artificial
intelligence, 5G and full-fibre broadband



9 EVENTS
UNDER
ONE ROOF

ENERGY 2018 IS PART OF
UK CONSTRUCTION WEEK

TIMBER
EXPO



BUILDING
TECH LIVE

HVAC

ENERGY

PLANT &
MACHINERY
LIVE

CIVILS
EXPO

SURFACE
MATERIALS
SHOW

GRAND
DESIGNS
LIVE