



**PLANTWORX**

13th-15th JUNE **2023**

**YOUR CONSTRUCTION SHOW**

East of England Arena & Events Centre  
Peterborough PE2 6HE

# YOUR CONSTRUCTION EVENT

*"We are delighted that Plantworx will be returning after a four year gap caused by the covid pandemic. Working with the venue, the revised layout will greatly improve the footflow around the event, and we are introducing several new features and opportunities that will appeal to both exhibitors and visitors."*

**Simon Frere-Cook**  
Plantworx Event Director

**The UK's Showcase for  
Construction Equipment,  
Innovation, Technology  
Products and Services.**

*"Plantworx 2023 will provide an excellent showcase for the construction industry, and will be an event that should not be missed."*





# PLANTWORX

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YOUR CONSTRUCTION SHOW

Technology is changing the face of the Construction landscape – the last four years have seen a rapid growth in digital collaboration, electrification, connectivity, safety, telematics, real time-data, wearables, virtual and augmented reality - these coupled with the journey to automation, sustainability and the road to carbon zero, make the construction site of today and of the future a very different place.

**PLANTWORX 2023 will be the show where emerging and disruptive technologies will feature alongside construction equipment, innovation, technology products and services. The show remains the UK's biennial showcase for the construction sector – and will lead visitors into the future of construction.**

With a combination of live demonstrations and the latest in machine technology and support products, PLANTWORX offers a valuable experience for construction sector professionals.



# WHY EXHIBIT

PLANTWORX 2023 provides the ideal platform and event showcase for introducing new machinery, ancillary products, new inventions and technology – the show is a ‘one stop shop’ for construction professionals.

The event has grown considerably since the inaugural show in 2013 – and has established itself as a strong base to do business, attracting thousands of visitors from the construction sector. The event brings together key players and thought leaders, and prepares visitors for the emerging trends and topics that will bring the construction industry into the future. The 2019 event attracted a record 459 exhibitors from across the sector.

**At PLANTWORX 2023 the availability of inside exhibition space has increased by up to 20%. This will also accommodate many of the new technology companies that have joined the sector since PLANTWORX 2019. A special offer has been designed to attract ‘startup’ companies and emerging innovators with the PLANTWORX “Big Ideas” showcase concept.**

This dedicated construction equipment and technology event is focused on the construction personnel involved in operating, buying, specifying and sourcing construction plant, aftermarket products, new solutions and technology.

- Plantworx will be the largest working construction event in the UK in 2023
- Plantworx delivers a targeted audience – reaching the decision makers and innovators
- Three days of live demonstration
- The perfect platform to showcase new inventions and technology
- Dedicated area and rates for ‘startup’ and new venture companies **NEW**
- Up to 20% more inside space – with a wider stand choice **NEW**
- Upgraded on site services – to enhance the exhibitor experience
- “Dig and Demo” stands – now spread around the showground **NEW**
- Extended partner programme – reaching more key contacts **NEW**
- New event web-app – everything Plantworx in one handy place **NEW**
- Working with Industry influencers who will be broadcasting live from the event and promoting the event Pre-Show via online TV Shows, Interviews, Blogs and more **NEW**





# THE VENUE



- PLANTWORX 2023 will occupy a total area of around 150,000m<sup>2</sup>.
- The venue fulfils the requirements of a busy outdoor working exhibition.
- It has on-site services for electricity, water, IT and Wi-Fi, plus good mobile phone reception.
- There is ample on-site car parking space and hard standing walkways provide easy site access for exhibitors and visitors alike.
- The venue offers extensive outdoor facilities for live-working demonstrations of exhibitors' plant, machinery and services facilities.

An aerial view of the East of England showground

"Good day out at Plantworx, nice to catch up with faces old and new. Some really great products on the market right now. Really well organised, new venue is definitely a winner."



# THE FACILITIES

- Permanent indoor exhibition hall – with 20% more space
- Outdoor exhibition plots to suit all exhibitor needs
- Outdoor exhibition plots with adjacent demo plots
- Extensive on-site catering and welfare facilities
- Meeting space for events and presentations
- Stay connected with a strong, stable Wi-Fi and mobile signal
- Hard standing walkways and car parks
- PWX web-app, featuring site layout, location finder, programme, exhibitor information and meeting function and much more





## GETTING THERE

- Excellent transport links located next to the A1
- A short taxi ride from Peterborough station on the East Coast Line



"You will definitely see us again!! We've never had such amazing support from any other show, organisers & stewards, it was like they were our family!"

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# WHAT'S INCLUDED



## YOUR EXHIBITOR PACKAGE:

- Inclusion on the NEW Plantworx 2023 web-app including optional meeting set-up function, Exhibitor Guide and much more  
Our new web-app is accessed via any browser on any device while you are on the go - no need to install anything
- Inclusion on the NEW Plantworx website and list of exhibitors
- Opportunity to submit news, press releases and product information for inclusion on the Plantworx and CEA (Construction Equipment Association's) website
- Social Media support – Twitter, LinkedIn, Facebook, Instagram, TikTok and Snapchat
- Opportunities to be included in Show Previews in the trade media, both online and in print, including digital magazines
- Plantworx assets for use in marketing and email campaigns
- Chance to enter the Plantworx Awards for Excellence 2023
- Attendance at the Exhibitor Networking Reception
- Pre-Show administration support
- Exhibitor parking
- Unlimited exhibitor passes and visitor information
- Online Exhibitor Manual; manage your presence at Plantworx 2023, including facilities and equipment
- A special rate and dedicated area for emerging innovators and disruptors



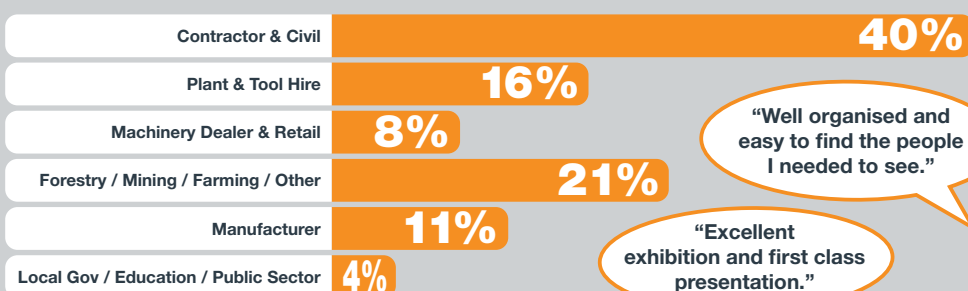
# WHO VISITS?

**PLANTWORX attracts construction professionals from across the industry.**

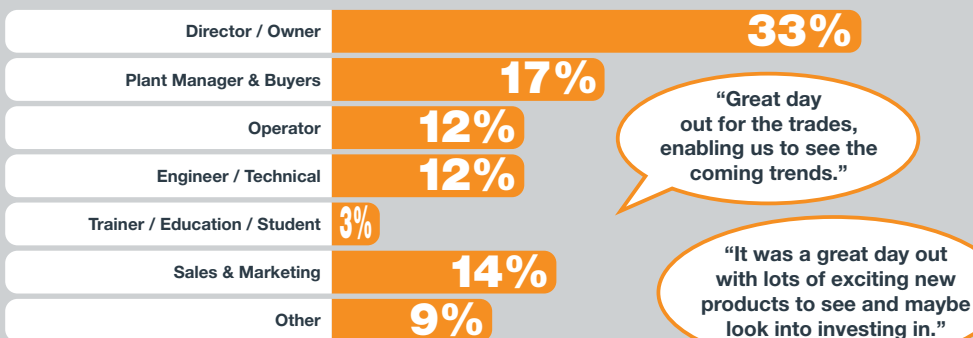
Exhibitors can expect to see visitors from across the sector, including decision makers and innovators from key infrastructure projects, plant hire companies looking to expand their fleet, contractors, construction site managers, local authorities, government agencies and many more.

## 2019 VISITOR DEMOGRAPHICS

### VISITORS BY BUSINESS TYPE



### VISITORS BY JOB ROLE TYPE



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# PRODUCTS INCLUDE...

- Access Platforms
- Accommodation
- Alternative Fuels
- Autonomous Machines
- Augmented Reality
- Attachments
- Buckets Hitches
- Backhoes
- Boring
- Browsers
- Breakers
- Cleaning
- Compaction
- Compressors
- Concrete Equipment
- Connectivity
- Cranes
- Crushers
- Cutting/Drilling
- Data Capture
- Demolition
- Drones
- Dozers
- Dumpers
- Dust Suppression
- Electric Machinery
- Engines/Oils Lubricants
- Environmental Services
- Excavators > 12t
- Excavators Mini
- Finance
- Fork Lifts
- Generators
- Hand Tools
- Hydrogen Solutions
- Health & Safety
- Insurance
- IT Technology
- Lifting
- Lighting
- Loaders
- Skid Steer Wheeled
- Materials Handling
- Media
- Parts
- Service
- Repair Pavers
- Paving
- Plant Hire
- Power Pumps
- Road – Asphalt
- Repair
- Safety
- Sustainability
- Screeners
- Security
- Simulators
- Site Services
- Site Clearance
- Surveying
- Telehandlers
- Telematics
- Power Tools Accessories
- Technology
- Trailers
- Training
- Transport
- Vehicles
- Washers



"Congratulations on another successful event, the team has done a great job and the venue is by far the best I've been to."





# STAND OPTIONS & PRICES

## OUTDOOR SPACE

Space only stands are available on both the grass and hard standing areas.

- Stands available in 6m width increments.
- Minimum of 6m width to a maximum of 36m width.
- Depth 12m or 24m.

6m x 6m space only stands - for exhibitors who require a smaller area.

**Space only available at £40.00 per sqm plus VAT.**



## INDOOR ARENA STANDS

A complete shell scheme indoor exhibition.

- Pavilion stand space available in 3m/4m/5m/6m width frontage.
- Depth 3m or 6m around the perimeter.

**£300.00 per sqm plus VAT. Includes shell walls, flooring, carpet, 1 x 2 amp (500w) socket and lighting.**

## OUTDOOR DEMONSTRATION SPACE

Demonstration space is only available as a package with co-located outdoor static space.

- Stands available in 6m width increments.
- Minimum of 6m width to a maximum of 36m width.
- Depth 12m or 24m.

**Space only demonstration plots available at £5.00 per sqm plus VAT.**



# SPONSORSHIP & ADVERTISING

## SPONSORSHIP

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**Stand out from the competition with tailored packages for exhibitors. Sponsorship promotes a positive brand, increases brand awareness and gives your company the edge over absentee competition. Not forgetting the platform for post-event interaction.**

PLANTWORX 2023 offers exhibitors a number of sponsorship opportunities – which include:

- Plantworx web-app
- 'PLANTWORX in your Pocket' Showguide
- Lanyards
- Registration Areas
- Catering
- Restrooms
- Water Stations
- Show Signage

## ADVERTISING

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- PWX website & PWX web-app
- Solus emails & social media posts
- Banners around the event
- Construction Worx magazine



**Why not enhance your listing in the Exhibitor Guide to stand out from the competition?**

Double the length of your profile and include your logo, social media links and a hot link to your stand location on the site map with an enhanced listing - plus feature at the top of searches with a featured listing.

Contact **Karen Edwards** for details -

✉ [karen.edwards@plantworx.co.uk](mailto:karen.edwards@plantworx.co.uk)



# SHOW MARKETING

The Plantworx Marketing and PR team works to support the show as well as its exhibitor and visitor communities – keeping up with the latest trends and exploring new avenues to promote the event. Here is the added value and brand exposure you can expect:

## ADVERTISING

Regular, planned advertising online and in digital print, placed in the leading trade titles across the UK to attract visitors from targeted industries.

## PLANTWORX WEBSITE

With 70,000 website visits in the build-up, the website is the central hub for information and ticket registration.

## PLANTWORX WEB-APP

Our new and improved PWX web-app allows visitors to plan their day, navigate around site and receive notifications of upcoming events, special show offers, and displays throughout the show. Our new web-app is accessed via any browser on any device while you are on the go – no need to install anything.

“Had a fantastic day at Plantworx today. Caught up with some old pals, there was much to see, so many knowledgeable & enthusiastic people to speak with.”

## SOCIAL MEDIA

With a loyal, interactive and growing following, PLANTWORX has a social media audience approaching 22,000 in addition to a verified subscribed email contact list of 21,000.

At our last event we saw #PLANTWORX trending at number three on the UK's Twitter feed.

## NEWS UPDATES

Utilising our database of over 21,000 industry contacts our team sends regular newsletters to loyal and target visitors.

## GET IN TOUCH NOW!

Contact using the details below

**Louise Carney**

✉ [louise.carney@plantworx.co.uk](mailto:louise.carney@plantworx.co.uk)

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