



PLANTWORX

13th-15th JUNE **2023**

YOUR CONSTRUCTION SHOW

East of England Arena & Events Centre
Peterborough PE2 6KE

ADVERTISING & SPONSORSHIP OPPORTUNITIES

Raise your profile and benefit from increased exposure **BEFORE, DURING** and **AFTER PLANTWORX 2023.**

We have a wide range of options to suit all budgets...



PLANTWORX

13th-15th JUNE 2023
YOUR CONSTRUCTION SHOW



THE PLANTWORX WEB-APP – NEW FOR 2023

Accessible to everyone attending PLANTWORX our brand new PWX web-app will be the information source for show registrants. With an interactive site map, show programme, full Exhibitor listing and stand locator – plus a meeting booking facility and much more. Accessible to every visitor from the moment they register and throughout the duration of the show.

- **PWX web-app Headline Sponsor:** An exclusive opportunity to have your full-colour logo and link on the opening homepage – visible the many thousands of times the PWX web-app is opened.
- **Standard Exhibitor Profile:** The standard (50 word) Exhibitor Profile is free of charge for all exhibitors. To enhance your entry we can offer;
 - **Enhanced Exhibitor profile** – your full colour company logo, a 100-word profile, contact and social media links - plus a hot link to your stand location on the site map.
 - **Featured Exhibitor profile** – the Enhanced Exhibitor Package plus your highlighted entry featured at the top of the relevant “in App” search list.

SOLUS EMAILS & SOCIAL MEDIA POSTS

We are offering a limited number of opportunities to take advantage of being featured in our e-blasts (with no more than two other non-competing companies), sent to our entire database of industry contacts, plus social media posts. Added together these will represent some 50,000 named contacts. There are three options from which to choose:

- **Monthly** – a monthly e-blast feature and exclusive social media post (on up to two platforms) every month (up to and including May 2023).
- **Countdown Communications** – an e-blast feature and exclusive social media post (on up to two platforms) during the countdown period to the event 1st to 11th June.
- **After the Show** – an e-blast feature to be sent to our database during the six-week period immediately following PLANTWORX. This includes contact data captured at the show too!

PLANTWORX 'IN YOUR POCKET' SHOWGUIDE

SOLD

Our printed Pocket Showguide will be made available to all PLANTWORX visitors – including our VIP guests. It provides an opportunity to showcase your business and make sure your name is known right across the showground.

BADGE LANYARDS

SOLD

An exclusive opportunity to provide a branded lanyard to every visitor, on which to hang their name badge. Everyone at the show will be wearing your logo!

SHOW EVENTS

Raise your profile by sponsoring one of our popular on-site events.

- **Exhibitors' Reception** – Sponsor the refreshments at our popular Exhibitors Reception at the close of Day 1 (13th June). A relaxed meeting and refreshment point exclusive to PLANTWORX exhibitors and invited guests. Also features the Show Awards.
- **Primary Engineer** – Back by popular demand, Primary Engineer invites local schools to come along and get involved. Taking place on Thursday 15th June, we capture the imagination of the next generation of our fabulous industry, sending them on the Student Trail throughout the exhibition and encouraging them to participate in demos. Be part of this exciting event now.

Email promotions@plantworx.co.uk for further details or to confirm your selection.

DIGITAL BANNER ADVERTS

A restricted number of digital banner advertising spaces are available. Your banner advert will appear on the PWX web-app and, at no extra charge, on the PLANTWORX website – providing you with exposure via our two most viewed communications sites.

ON-SITE PROMOTION

PLANTWORX takes place across the East of England Events Centre and Showground. It incorporates a whole host of different areas, zones and facilities, all of which offer fabulous opportunities for increased brand exposure:

- **Visitor Entrances – Sponsorship:** there will be two visitor entrances to PLANTWORX. To make a lasting first impression, your company can provide your welcome at the registration and entry points via your branded signage. Sponsorship is limited to one company per entrance. **SOLD**
- **Catering – the Peterborough Suite Restaurant:** the main seated restaurant at the venue is available for sponsorship – with your branded signage on each table and at the entrance and exits to the restaurant.
- **Catering – the Inside Arena Coffee Shop:** opportunity to supply your branded coffee cups at this popular catering outlet – plus your free standing advertising banners. **SOLD**
- **Restroom A4 Poster Frames** – a limited number of opportunities are available to advertise in the restrooms around the showground. The promotional package guarantees you at least 15 posters in and around the show facilities. **SOLD**
- **Water stations** – Sponsor the 25+ water stations across the showground. Each water station will display a 500 x 500 board with “Kindly sponsored by [your logo]”. **SOLD**
- **Fencing banners** – Various opportunities are available to display a banner on fencing and barriers around the showground.
- **Show Signage** – Have your logo and stand number included with up to five others on our “You Are Here” signage throughout the showground.

ADVERTISING & SPONSORSHIP OPPORTUNITIES

FOR CONFIRMED EXHIBITORS



The PLANTWORX Web APP – PWX web-app

Headline sponsor (exclusive)	£3,950
Enhanced Exhibitor profile	£90
Featured Exhibitor profile	SOLD
Banner advert (App & Website)	£625

On-site Promotion

PLANTWORX in your Pocket Showguide (Principal Sponsor)	SOLD
PLANTWORX in your Pocket Showguide (max. 6 adverts)	SOLD
Badge lanyards	SOLD
Visitor entrance sponsor (per entrance)	SOLD
Catering facility sponsor (Peterborough Suite)	£975
Catering facility sponsor (Inside Arena)	SOLD
Restroom advertising (all facilities)	SOLD
Water stations sponsor	SOLD
Fencing banner space (not including banner supply)	£195
Show signage (on all “you are here” boards)	£550

PLANTWORX events

Exhibitors' Reception – drinks sponsor	SOLD
Exhibitors' Reception – food sponsor	UNDER OFFER – £2,000
Exhibitors' Reception – exhibitor award sponsor	£495
Primary Engineer / Student Trail sponsor	£600

Email blasts and Social Media

Early bird message package (up to 31.05.23.) per month	£650
Countdown message package (June 2023)	£1,300
After the show message package	£475

All prices subject to standard VAT

Email promotions@plantworx.co.uk for further details or to confirm your selection.



www.plantworx.co.uk

PLANTWORX
13th-15th JUNE **2023**
YOUR CONSTRUCTION SHOW



PLANTWORX

13th-15th JUNE **2023**

YOUR CONSTRUCTION SHOW

PLANTWORX 2023 Venue
East of England Arena & Events Centre
Peterborough
PE2 6KE

PLANTWORX
Construction Equipment Events Ltd
Unit 19, Omega Business Village
Thurston Road Northallerton
North Yorkshire DL6 2NJ

Tel 020 8253 4517
Email info@plantworx.co.uk
www.plantworx.co.uk

CEA
Construction Equipment Association

