



Ride & Drive



Technology  
Exhibition



Seminars

# Cenex Events 2020 Sales Prospectus

18<sup>th</sup> - 19<sup>th</sup> November 2020

Millbrook, Bedfordshire



Department for  
Business, Energy  
& Industrial Strategy



Centre for Connected  
& Autonomous Vehicles



Department for  
International Trade



Office for  
Low Emission  
Vehicles



ADVANCED  
PROPUSSION  
CENTRE UK



automotive  
council  
UK



Innovate  
UK



LowCVP  
Low Carbon Vehicle Partnership



MILLBROOK



SMMT  
DRIVING THE  
MOTOR INDUSTRY



CATAPULT  
Connected Places



ZENITIC  
SELF-DRIVING REVOLUTION

[www.cenex-lcv.co.uk](http://www.cenex-lcv.co.uk)

[www.cenex-cam.co.uk](http://www.cenex-cam.co.uk)

**38** countries  
represented



**282**  
exhibitors



**2,345**  
organisations  
represented

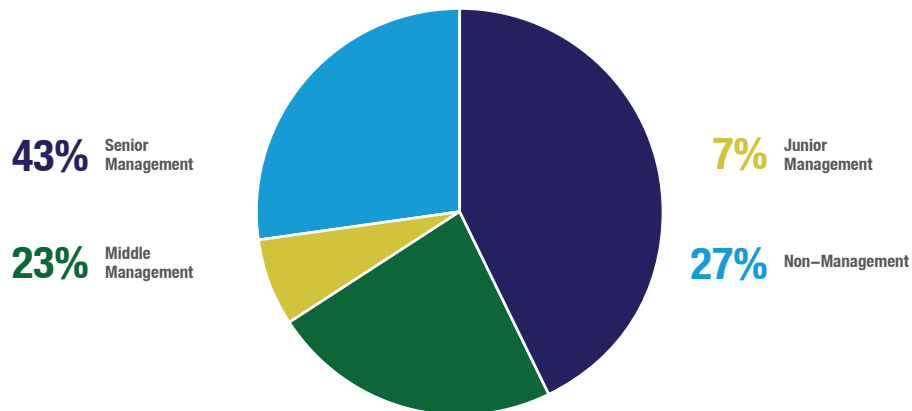


**87**  
press



**6,525**  
sqm of exhibition  
space

## Management Level Attendance



## Business Sector Attendance



**1,800+**  
hours of  
staff time

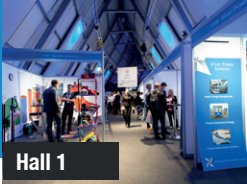
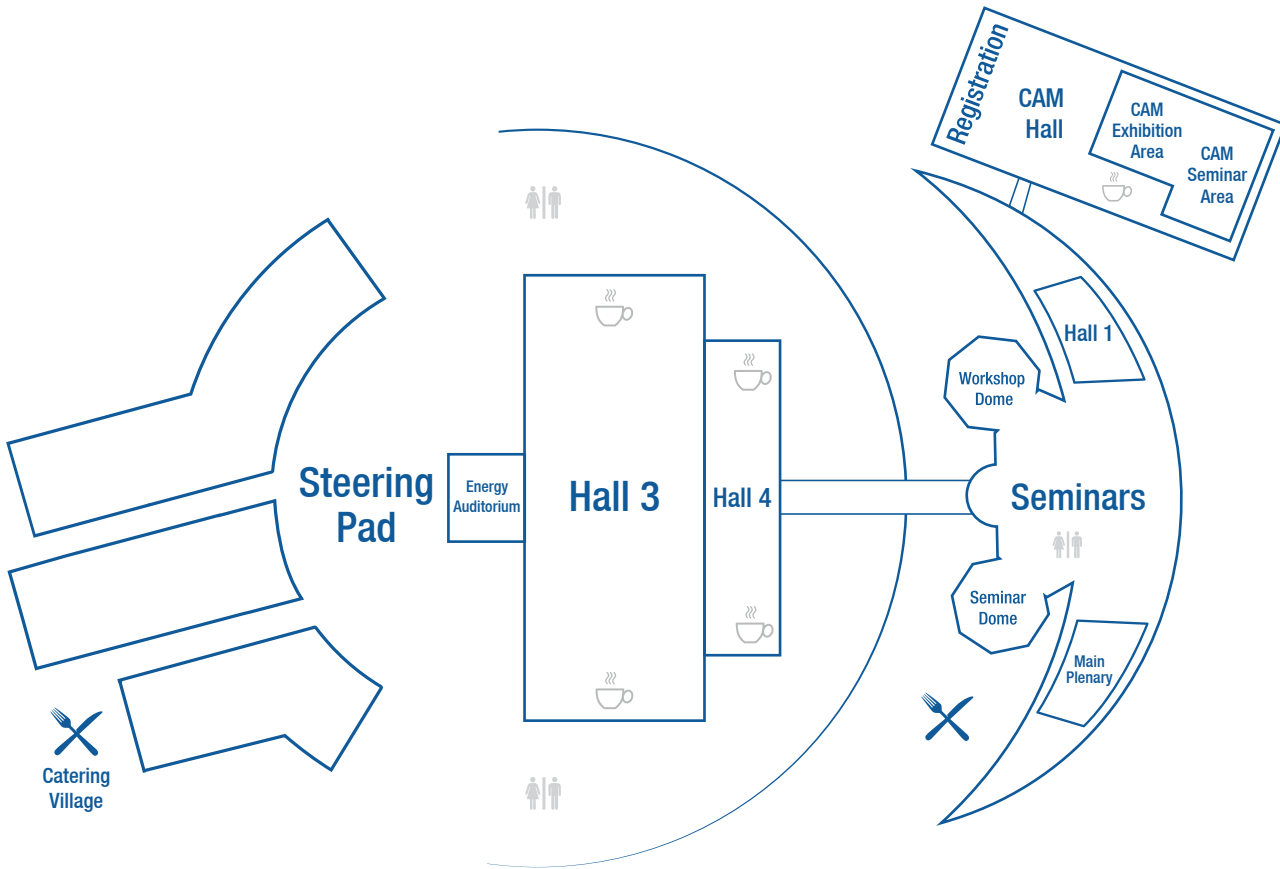


**170**  
speakers



**34**  
seminar  
sessions

# Cenex Events 2020 Layout



Hall 1



Hall 3



Hall 4



Steering Pad



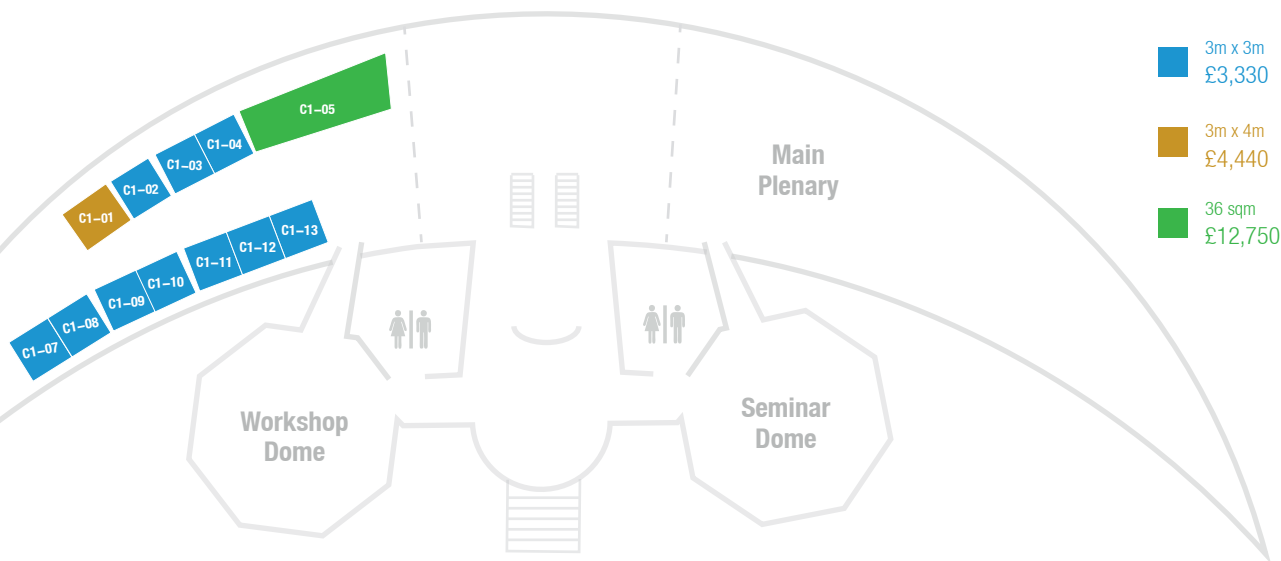
Seminars



Ride & Drive

# Hall 1

## Indoor Exhibition Stands



### Ideal for:

Vehicle Manufacturers, Tier 1s, Infrastructure Providers, SMEs, Government Agencies

Stand can be shell scheme or space only.

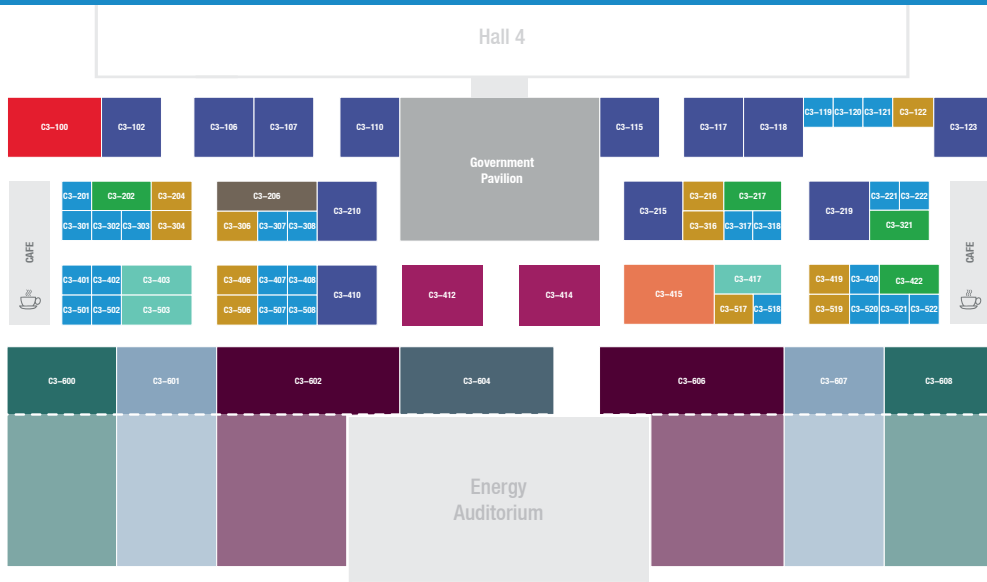
All Shell Scheme stands include a power socket and 3 spotlights.














Stand space available  
All prices subject to VAT



# Hall 3

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



	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		57sqm £18,025
	Indoor/Outdoor Large £17,750		Indoor/Outdoor Small £14,950
	16m x 6m £25,950		

### 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



# Hall 4

Indoor Exhibition Stands | Catering



3m x 2m £2,160	3m x 3m £3,240
4m x 3m £4,320	4m x 2m £2,880
5m x 3m £5,400	5m x 2m £3,600
3m x 6m £6,480	3m x 7m £7,560
3m x 3m £3,330	3m x 6m £6,680
4m x 2m £2,960	3m x 2m £2,220
4m x 3m £4,440	

Hall 3

## Ideal for:

Tier 1s, SMEs, Micro SMEs, Infrastructure Providers,  
Consultancies, NGOs, Other Service Providers

Stand can be shell scheme or space only.

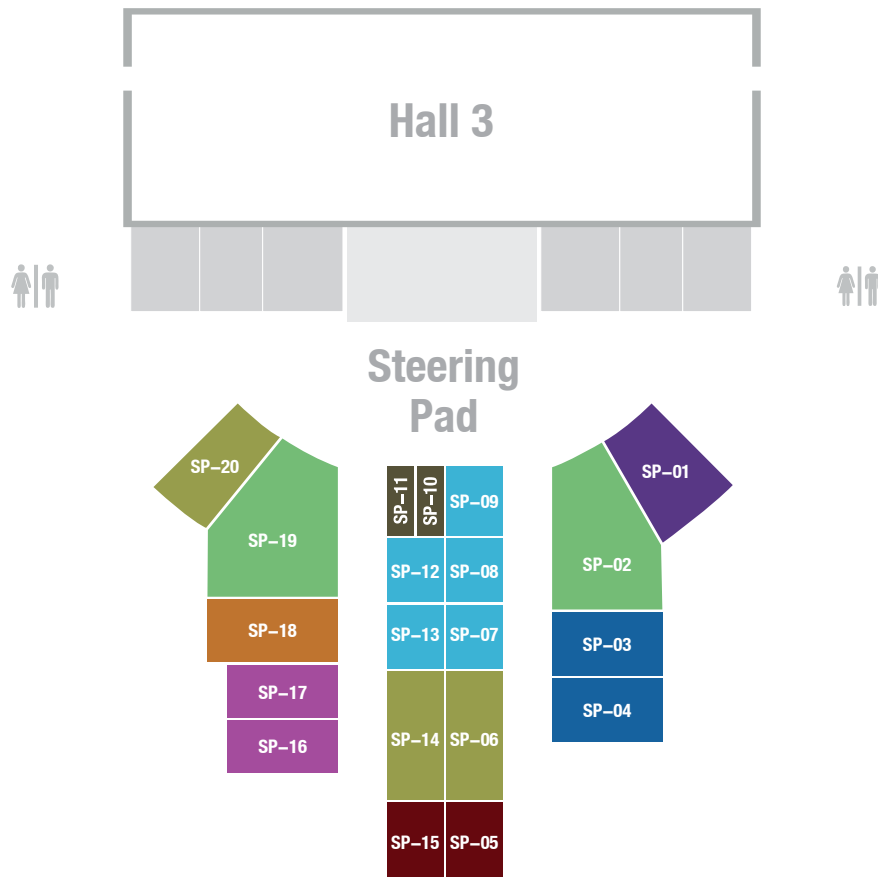
All Shell Scheme stands include a power socket and 3 spotlights.

Stand space available  
All prices subject to VAT



# Steering Pad Layout

45sqm	SP-10, SP-11	£1,800
90sqm	SP-07, SP-08, SP-09, SP-12, SP-13	£3,600
153sqm	SP-16, SP-17	£5,000
170sqm	SP-03, SP-04	£5,330
178-180sqm	SP-06, SP-14, SP-20	£5,550
216sqm	SP-01	£5,635
200sqm	SP-18	£6,000
350sqm	SP-02, SP-19	£6,665
108sqm	SP-05, SP-15	£4,000



*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](mailto: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



# Sponsorship Options

To increase footfall to your stand...

## Lanyard Sponsorship £1,850+VAT

Distributed to over 2800 delegates, VIP guests and exhibitors. Must provide lanyard and ensure delivery for event.

## Hall 3 Bistro Sponsorship £2,000+VAT

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.

## Main Plenary Sponsorship £3,000+VAT

Branding of the presentation zone in main plenary, lectern and staging with company name and logo, included in the show guide.

## VIP Branded Wall Panels £1,000+VAT

Opportunity to brand a wall panel in a high footfall location of around 60 VIPs, 90 press and 100 speakers.

## Exhibition Bag Sponsorship £1,500+VAT

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.

## Seminar Session Sponsor £750+VAT per seminar session

Sponsor one seminar session, includes opportunity to distribute fliers on each delegate seat, logo on presentation divider slide, logo in on seminar boards, logo on seminar session page in show guide and website, pull up banner option for some sessions.

## Hall 4 Catering Sponsorship £2,000+VAT

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.

## Prominent Wall Branding £1,500+VAT

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.

## You Are Here Signage Sponsorship £3,000+VAT

Exclusive branding on all 'You are Here' signage plans and on floor plan pages of the showguide.

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



### Full Page

£500 + VAT

Full page advert, artwork assistance as necessary



### Half Page

£350 + VAT

Half page advert, artwork assistance as necessary



### Guest Exhibitor Package

£150 + VAT

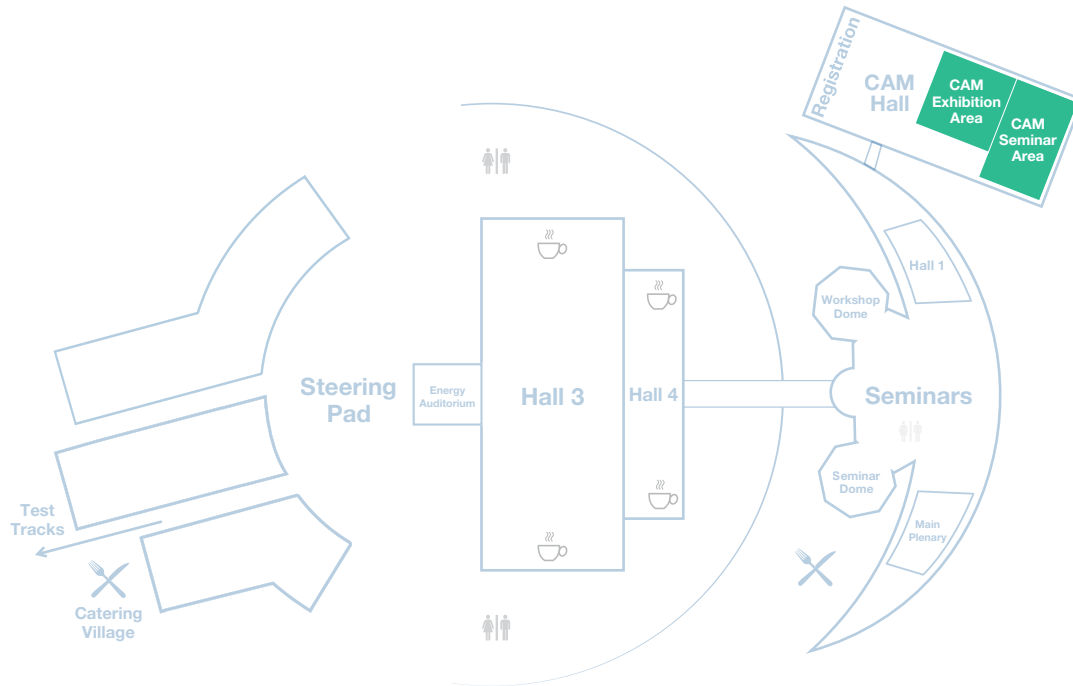
Suitable for those sharing a stand with other exhibitors

This includes a listing on exhibitor page of LCV website and the same format of show guide entry as dedicated exhibitors

**Tailored website and mailshot promotion opportunities available.**

**Contact the LCV team.**







# Connected Automated Mobility Showcase - Hall 2



# Cenex-CAM Event Layout

## Introduction

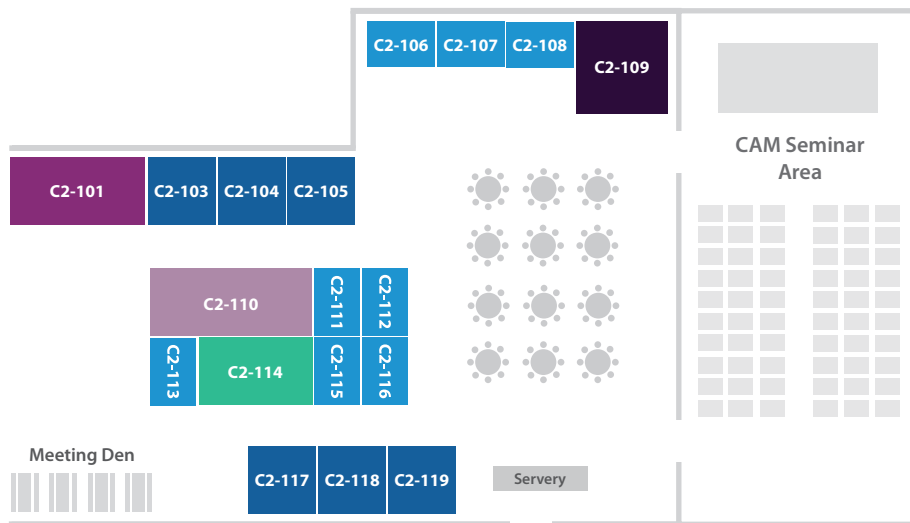
- **Technology Exhibition** – is available to host companies, universities and projects showcasing their latest technology research and developments.
- **Seminar Programme** – seminar sessions over 2 days in 150+ seated seminar hall.
- **Networking Area** – an opportunity for visitors to initiate conversations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

	3m x 2m £1,950		3m x 5m £4,875		6m x 3m £5,850
	3m x 3m £2,800		3m x 7m £6,825		4m x 4m £5,200

Stand space available. All prices subject to VAT.

## Technology Exhibition - CAM Hall

### Indoor Exhibition Stands



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](mailto: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.

# Millbrook Directions

## By Road

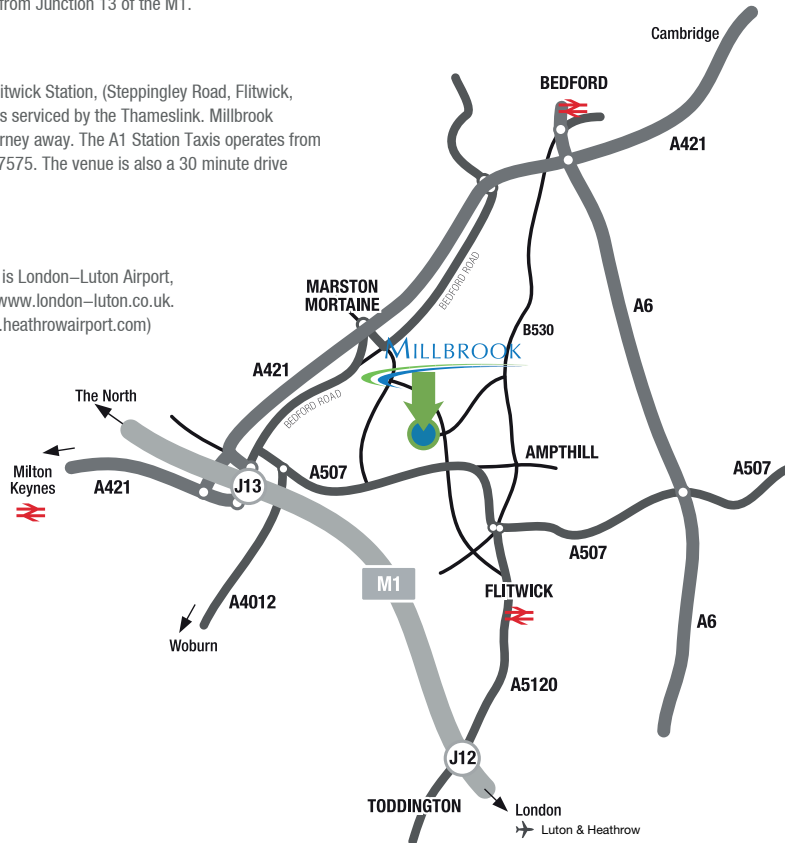
The venue is a 10 minute drive from Junction 13 of the M1.

## 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](http://www.london-luton.co.uk). London Heathrow Airport ([www.heathrowairport.com](http://www.heathrowairport.com)) is an hour's car journey away.



Cenex Event Sales Team

+44 (0)1509 642 500

Email us at

[lcvsales@cenex-lcv.co.uk](mailto:lcvsales@cenex-lcv.co.uk)

[camsales@cenex-lcv.co.uk](mailto:camsales@cenex-lcv.co.uk)

**18<sup>th</sup> – 19<sup>th</sup> November 2020**

Millbrook Proving Ground  
Station Lane, Bedfordshire,  
MK45 2JQ, UK

Visit:

[www.cenex-lcv.co.uk/contact](http://www.cenex-lcv.co.uk/contact)

for more information on directions