

INTERNATIONAL
outdoor
event expo

06-08 MARCH 2012, ExCeL, LONDON

International Outdoor Event Expo

Benefits of exhibiting

A new vision...

INTERNATIONAL
outdoor
event expo

06-08 MARCH 2012, ExCeL, LONDON

- **AN EVENT FOR A WORLD LEADING INDUSTRY**
 - International Outdoor Event Expo (IOEX) is a brand new event created alongside International Confex to offer the UK's 'Live' events industry the most comprehensive buying opportunity for all event organisers and **the most powerful sales platform for suppliers**
 - Through overseas promotion and a European Hosted Buyer Initiative, IOEX will set the standard to become **the major flagship event for the UK's world leading events and event production industry**
- **AN EVENT IN ITS OWN RIGHT BUT IN COMBINATION WITH CONFEX HAS SCALE AND CROSS-INDUSTRY APPEAL**
- International Confex has a **25 year pedigree of delivering top class corporate event, exhibition, conference and incentive travel organisers to London**, many of whom are responsible for Outdoor events and event production services. 12,400 attendees were recorded in 2011

Timing & location

INTERNATIONAL
outdoor
event expo

06-08 MARCH 2012, ExCeL, LONDON

- **TIMING**
 - The **proven pre-season time slot**, 6 to 8 March, ideal for talking business for the year ahead and reviewing the latest new product innovations and services
- **ExCeL LONDON - THE UK'S MOST HAPPENING VENUE**
- **International Outdoor Event Expo will be indoors!**
 - ExCeL's exceptional **pillar-free open hall offers the chance to re-create an outdoor event experience undercover!** The venue's latest investment in infrastructure and communications complements its status as one of the LONDON OLYMPICS primary venues

Visitors & VIPs

INTERNATIONAL
outdoor
event expo

06-08 MARCH 2012, ExCeL, LONDON

- **VISITORS**

- A combined **audience in excess of 15,000** is expected to attend, which will include dedicated buyers from the outdoor event production industry, responsible for;
 - **Festivals, Music, Sports, Cultural, County/Traditional****PLUS**
 - **Corporate, Experiential, Promotional, Hospitality**
- As well as the visitors crossing over from Confex, including exhibition and conference organisers, incentive travel and **corporate event organisers (3,000 in 2011)**, Confex exhibitors represent over 350 leading UK venues, all huge customers of outdoor event and production service suppliers

- **HOSTED & VIP BUYER INITIATIVE**

- In partnership with ExCeL, UBM will not only engage with the entire UK event organising community but will also **host around 250 of the leading festival and corporate event organisers from mainland Europe**
- ExCeL's own client list will also form the core of an extensive **UK VIP Buyer scheme**. Clients include George P Johnson, Imagination, Smyle, Grass Roots, Jack Morton, Tesco, Cisco, Microsoft, McDonalds, Toyota, Nokia, Seimens... 300 B2B events will take place in ExCeL in 2011, attracting over 600,000 attendees from public and private sector businesses.

Visitors to International Confex 2011 included

INTERNATIONAL
outdoor
event expo

06-08 MARCH 2012, ExCeL, LONDON

3M, American Express, Anne Summer, Astra Zeneca, BAE Systems, Bank of America, Banks Sadler, Bayer Schering Pharma, BBC, Bentley Motors, Bose, Cadbury, Cisco, Coca Cola Enterprises, Conservative Party, Dell, Deloitte, Deutsche Bank, EDF Energy, E.ON, Ernst & Young, Estee Lauder, Elemis, Financial Times, First Direct, Fujitsu, Glaxosmithkline, Goldman Sachs, Goodyear Dunlop UK, Google, Guardian Media Group, Gucci, Health Protection Agency, Helms Briscoe, HSBC Private Bank, IBM, Indesit, ITV, Jack Morton, John Lewis, Kenes, Kodak, KPMG, Lacoste, Legal & General, Liberal Democrats, Maximillion, Microsoft, Morgan Stanley, NATO, NHS, Nissan, Nokia Siemens, Novaratis, OKI, Orange, Pfizer, Philips, Price Waterhouse Cooper, Reuters, Samsung, Schrodgers, Shell International, Sony Europe, The FA, The Labour Party, Unichem, Unilever, Virgin, Vodafone, Xerox, Zibrant.....

Content & networking

INTERNATIONAL
outdoor
event expo

06-08 MARCH 2012, ExCeL, LONDON

- **FEATURES AND SEMINARS**

- Created through close co-operation with the IOEX steering committee and NOEA executive, and delivered via our extensive network of supporting associations, industry media and leading industry players, the content is guaranteed to be cutting edge, educational and inspirational

- **Sponsorship – Social Media – Mobile Marketing – Licensing – Brand Case Studies – Virtual events...**

- **ENTERTAINMENT**

- Reflecting the input from exhibitors, the entertainment in both arenas will be carefully targeted to provide the **WOW factor** for visiting groups, even those who think they have seen it all before!
- The whole hall will be given the event production treatment with the best the industry has to offer!

- **NETWORKING**

- No event in this business could proclaim to be 'for the industry by the industry' without **serious networking and socialising opportunities with a string of daytime and evening events**
- All exhibitors will get an allocation of tickets to all events

Supporters

INTERNATIONAL
outdoor
event expo

06-08 MARCH 2012, ExCeL, LONDON

- Leading associations as well as NOEA have pledged their support for the event and will ensure everyone in the industry is aware of this great opportunity
- **NOEA will also have a representative on the event steering committee** to secure the best interests of their members.

eventia

ISES
INTERNATIONAL
SPECIAL EVENTS SOCIETY
U K C H A P T E R



ESSA | Event Supplier and
Services Association



What will it cost?

INTERNATIONAL
outdoor
event expo

06-08 MARCH 2012, ExCeL, LONDON

- Almost the best bit!
 - **Shell scheme from around £200.00 per sqm**
 - **Space only from less than £100.00 sqm** subject to space take up)
- Competitive, sliding scale rates are available to the bigger suppliers who require “big space”
- **NOEA Pavilion – free tea and coffee, meeting areas as well as all the normal exhibitor benefits from £800.00 per booth.**
- All exhibitors will benefit from a range of added value extras

About UBM

INTERNATIONAL
outdoor
event expo

06-08 MARCH 2012, ExCeL, LONDON

- Operating internationally, UBM Live operates a number of market leading exhibitions, awards, websites/online products and publications in twenty different business sectors. Its brands include CPhI, IFSEC, Food Ingredients, Cruise Shipping Miami, Technology for Marketing and Advertising, International Confex, Informex and many more. With offices in the UK, Netherlands, USA, UAE and Brazil, UBM Live has successfully geo-cloned its leading CPhI, Food Ingredients, TFM&A and IFSEC brands into territories such as China, Japan, Asia, Eastern Europe, South America and Africa. As well as building relationships with our customers, we help wider communities through our corporate responsibility programme.