UKIFDA EXPO 2020

June 10th & 11th | Exhibition Centre Liverpool

The most important event in UK liquid fuels for **40 consecutive years**

Contact: Alison Dickson | E: adickson@communicateco.com | T: +44 (0) 113 224 2213
Showcasing new products, services and innovation and helping the industry diversify.

The EXPO

For 40 years the UKIFDA EXPO has been the annual showcase for the downstream fuel distribution industry.

It’s changed a few times over the years as the industry responds to new customer demands, regulation and economic shifts. The show aims to help UKIFDA members and the wider sector stay ahead of the curve – that’s why, in line with the UKIFDA Clean Growth Future Vision strategy, the EXPO has become not only a platform for the established players but also an excellent opportunity for new market entrants from across the wider off-grid energy market.

"Our members want to future-proof their businesses ensuring that they are in position to effectively compete in the changing energy landscape.

The EXPO is the place to discover, learn and network." //

Guy Pulham, CEO, UKIFDA

UKIFDA

The UK and Ireland Fuel Distributors Association (UKIFDA) Limited is the Trade Association for the liquid fuels distribution industry and ancillary interests in both the UK and the Republic of Ireland. It provides members with a collective voice for the industry at national level, services to assist members in optimising their business efficiencies and promotes best practice in the industry.

Clean Growth Future Vision

UKIFDA has developed a strategy to assist members maintain sustainability during unprecedented times of change. Members are actively pursuing new technology, new thinking and innovation.

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Why should you exhibit at or sponsor EXPO 2020?
About the UKIFDA EXPO

The UKIFDA EXPO is the leading event for the fuel distribution industry in the UK and Ireland, and in 2020 it will celebrate its 40th year, bringing together over 100 exhibitors, including renewables-focused and other green organisations, and a worldwide audience.

Building on prior years’ success, the Exhibition Centre Liverpool (ECL), located on the city’s iconic Albert Dock, will be home to EXPO 2020.

2020 will see a celebration of the event’s 40th anniversary, as well as bringing together leading figures and companies in the industry to review new products and services from the supply chain, look at new innovations, recognise best practice and identify opportunities. The show is regarded by those in the industry as the place to launch new products and services, meet clients and do business, and is perpetually forward-looking, as evidenced by the show’s recent inclusion of organisations dedicated to renewable solutions in the off-grid space. Liverpool is also highly-valued as a destination venue, where visitors can visit and enjoy the thriving city’s prestigious hotels, fine dining and vibrant nightlife.

The Event Organiser

UKIFDA, the trade association for the liquid fuel distribution industry in the UK and the Republic of Ireland, provides a collective voice for the industry at a national level. UKIFDA also offers a range of member services and promotes best practice in the industry through the UKIFDA Code of Practice. Membership is organised on a geographical basis, with a governing committee with representatives nominated from each region. UKIFDA also holds regular regional meetings to provide updates on changes in the industry, raise awareness of UKIFDA’s work and services and provide opportunities for member feedback.

UKIFDA also organises an annual exhibition – the UKIFDA EXPO – as well as member conferences. UKIFDA’s mission is to offer support and a voice for liquid fuel distributors at a government level to try and ensure a fair deal for the industry. UKIFDA also helps to provide a network for distributors to meet and discuss current issues.

UKIFDA represents at least 80% of the volume of liquid fuel distributed in the UK and over 50% of that distributed in the Republic of Ireland.

Visit www.UKIFDA.org

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Exhibition Centre Liverpool is a spectacular world-class venue located on the banks of the River Mersey in Liverpool – one of the most exciting conference destinations in the UK.

Following a huge £40m investment, ECL opened the doors to a brand new 8,100m² Exhibition Centre in September 2015 and will host the UKIFDA EXPO for the fifth time in June 2020.

ECL offers fantastic transport links – its location in the UK means that it is only 30 minutes’ drive from Liverpool John Lennon Airport and 45 minutes’ drive from Manchester International. As a port city, Liverpool also offers valuable ferry links from Ireland. In addition, the venue boasts:

- On-site car parking spaces
- 442 hotel rooms available on-site
- An integrated four-star Pullman Liverpool hotel
- The ACC Liverpool Privilege Card, offering discounts for the city’s hotels, bars and restaurants

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The UK’s Flagship Event in Liquid Fuel Distribution: Why Exhibit and Sponsor?

Exhibiting at or sponsoring UKIFDA EXPO is a core promotional activity for companies with a presence in the liquid fuels distribution sector. UKIFDA EXPO is a unique opportunity that brings together stakeholders from across the industry as a whole, including suppliers and distributors from the liquid fuels and lubricants supply chain, as well as an array of associated industries, including component manufacturers, service providers and innovators. Get involved for the following opportunities:

- To maintain brand visibility and enhance awareness
- To network with key buyers and decision-makers
- To meet new clients
- To be associated with the key debates and best practice
- To stay abreast of new products, innovations and new industry revenue opportunities
- To socialise and develop relationships
- To launch or showcase products and services
- PR: to access press opportunities

2019 Exhibitors and Sponsors Included:

- Alfons Haar Ltd
- Phillips 66
- Tanker Equipment Co Ltd
- COBO
- UK Road Tanker Inspection Ltd
- Ledbury Welding & Engineering Ltd
- Williams Tanker Services Limited
- Elaflex Ltd
- Dreamtec Software
- BioFuels+Oils
- Alpeco Ltd
- Concrete Canvas Ltd
- City Fuel Services
- Integer Micro Systems Ltd
- TCL Tanker Rental Ltd
- Cookson & Zinn
- Herbst Software
- Greenergy
- OAMPS Hazardous Industries
- Tecalemit
- Scully UK Ltd
- Online Fuels Ltd
- Petroineos Fuels Ltd
- Mechtronic Ltd
- Envirostore Tanks Ltd
- Touchstar Technologies Ltd
- Boiler Juice Ltd
- Econoprint (UK) Ltd
- Kiowa Ltd
- Precision Products Enterprises
- Navigator Terminals Ltd
- Ancorra Environmental Services
- Adler & Allain
- Total
- Meller Flow Trans
- Dixon Europe
- MAN Truck & Bus
- Ancorra Environmental
- Berrys Global Innovations
- Refuels
- Slicker Recycling
- ESSAR
- Acumen Insurance Brokers
- Oil Market Journal
- Valero Energy
- DH Logistics Appointments
- Wirehouse Employer Services

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Brand and Show Marketing

UKIFDA has an active year-round member engagement programme along with a series of media partnerships through which the UKIFDA EXPO is promoted. We take a multi-channel approach and syndicate our messages across all of our available media. As owner of Downstream Magazine we are able to cross-promote the EXPO to our extensive readership and showcase innovation after the event. We email thousands of historic and prospective delegates with exciting news about the EXPO and ask that exhibitors do the same. Accompanied by our active commercial sales function, UKIFDA EXPO has maintained its reputation as the keynote industry event.

By booking early you will be taking advantage of the maximum amount of brand exposure and coverage available across the UKIFDA platform.

One of the main avenues for exposure available through early booking is the UKIFDA app, which offers an engaging, accessible means of activating your brand with key audiences – be sure to download the app well in advance of EXPO!
Exhibitor Information

<table>
<thead>
<tr>
<th>COMMERCIAl VEHICLE: SPACE ONLY</th>
<th>£96.50 per square metre (min 13 x 3 m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPACE ONLY*</td>
<td>£138.75 per m2</td>
</tr>
<tr>
<td>SHELL SCHEME**</td>
<td>£176.25 per m2</td>
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Inclusive of carpet and cleaning

All prices exclude VAT

*Any stand not displaying a commercial vehicle or not having a purpose-built stand must use a shell scheme system to form walls on any side that forms a boundary with another stand.

**Shell scheme mandatory for all stands less than 16m2

• Ordinary/Associate UKIFDA Membership discount 10 per cent
• Extra discounts for stands above 100m2

Sales Policy

We accept bookings only when a contract is signed and will agree an approximate area subject to the exhibition floor plan being sanctioned by the venue management. This allows us to secure our commercial income while delivering enough flexibility to create a fresh and dynamic show each year, that also generates diversity. We are able to change the floor plan to accommodate the needs of new exhibitors if possible without significant impact to existing bookings, and as such we count on our exhibitors understanding that we have to make decisions which may effect them. We are always transparent about what we are doing and why we are doing it. The EXPO would not be the success story it is without the help of our amazing exhibitors.

Fair Play Policy

We believe that long-term business relationships are built on trust. It is our policy to be honest and open, providing our customers with quality services at a fair price, whilst also ensuring the sustainability of our business. Each sales contract is specific and discrete to that exhibitor. The prices charged can vary according to the mix of products purchased (e.g. a sponsorship and a stand), to the size of stand and the time of the booking. However, we also have a commitment to fairness and equality which is as important to us as selling all the available space. The UKIFDA Management Committee will arbitrate in the unlikely event of any complaints.
Sponsorship Opportunities and Rights

Headline Sponsorship: £10,000 plus VAT

If you are a premium brand looking to stand out or you want to make an impact that demonstrates your dedication to the industry and your prominent position then our premium sponsorships are for you. They provide exclusive benefits which differentiate you from others.

BENEFITS:

- Full-page advert in Downstream
- Half-page introduction in the event programme (if one is produced)
- Logo on the EXPO app two months prior to the EXPO
- Logo on entrance to hall
- Logo will appear on official EXPO banner, to be used in all correspondence
- Flags (x3, please note this is subject to change)
- Flyers or pop-up stand in the foyer
- LinkedIn post on the opening of EXPO
- Header banner position on the EXPO website
- EXPO Headline sponsor logo for email footers
- Interview in show video
- Logo on all pre-event marketing
- Logo on fold-out EXPO guide
- 2 hours private meeting room

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Sponsorship Opportunities and Rights (CONTINUED)

Seminar Partner: £10,000 plus VAT

After the huge success of its first year, UKIFDA have decided to run the seminar area again in 2020. The area will be right in the centre of the venue and relatively open so that the attendees are not taken out of the exhibition. This part of the exhibition is attracting a lot of attention because of the pace of change in the industry. Expect regulation, innovation and change to be covered by experts in the field alongside industry luminaries.

By sponsoring the Seminar Area you will be demonstrating your alignment with knowledge, innovation services, safety and being ahead of the wider industry, empathetic with the concerns of the delegates.

BENEFITS:

- Rights to use title “Seminar Partner UKIFDA EXPO 2019” in your marketing
- Logo displayed in the seminar area
- A full-page advert in Downstream magazine
- Logo on fold-out EXPO guide
- Logo on the EXPO website & app
- Banner ad embedded in the emails about the seminar programme
- Logo on entrance to hall
- Announcement on UKIFDA Twitter and Linkedin
- Rights to use the UKIFDA EXPO sponsor logo on your corporate emails
- 2 hours private meeting room
Registration Sponsorship: £10,000 plus VAT

Meet and greet every delegate with your brand. The vital reception desk is our first point of contact with the buyers. Reception sponsorship is a very high-impact opportunity. Your name & logo will be on badges worn by delegates and exhibitors. If you want a bespoke data solution or to tailor this package, we are open to suggestions, but act fast – it sells out every year.

BENEFITS:

- Logo on all of the lanyards at the event
- Logo on the event registration web page
- Logo on the confirmation email
- Associate-level logo on the UKIFDA event map in the entrance
- Digitally branded reception desk
- Flyers or pop-up stand in the foyer
- LinkedIn pre-EXPO
- Logo on the EXPO website & app
- Logo on fold-out EXPO guide
- Rights to use the EXPO Sponsor Logo for email footers
- Inclusion in the EXPO Live Video – circulated post-event
- Social media announcement of your sponsorship pre-show
- 2 hours private meeting room
Sponsorship Opportunities and Rights (CONTINUED)

Recharge Area: £2,995 plus VAT

A 6 x 4 metre seating area will be available for delegates to sit, relax and recharge their mobile phones, iPads, laptops etc. The area will be sectioned off and include six charging benches, tables and two advertising boards to feature the sponsor’s logo.

BENEFITS:
- All furniture & advertising boards
- Option to include additional sponsor’s items on stand (at sponsors own cost)
- Area to be named by sponsor (if required and subject to UKIFDA approval)
- Official UKIFDA EXPO website & app to include sponsor’s logo and hyperlink to sponsor’s website
- Logo on fold-out EXPO guide
- Coverage on UKIFDA social media
- 2 hr private hire of meeting room (subject to availability)
- Logo to appear on hall entrance screen
- 2 hours private meeting room

Carpet Tiles: £895 plus VAT

6 x 1m² carpet tiles emblazoned with your company logo in full colour. Make a statement, mark out your website address or point out where your stand is.

BENEFITS:
- Six Tiles
- 2 hr private hire of meeting room (subject to availability)
- Official EXPO website logo
- Logo on fold-out EXPO guide
- Coverage on UKIFDA social media
- Logo on hall entrance screen
- 2 hours private meeting room

Outdoor Vehicle Sponsor: £4,500 plus VAT

(Discount offered if you have in addition to a stand in the exhibition hall)

If you have oversized vehicles or just something special to showcase we are able to secure outdoor space from the venue just outside the main entrance. This sponsorship has been sold every year and usually gets well-photographed. The event branding alongside vehicles outside the venue makes a great press call – it visually summarises the event.

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Sponsorship Categories

UKIFDA release a series of exciting and highly valued sponsorship opportunities each year. We talk with sponsors on a unique basis and deliver a package which best suits their business objectives. Our packages include media activation and opportunities to genuinely stand out. To request a sponsorship proposal email adickson@communicateco.com or call on +44 (0) 113 2242213 and we’ll be delighted to send you the package of benefits.
For more information please contact Alison Dickson at:
adickson@communicateco.com or call +44 (0) 113 224 2213
or Dawn Shakespeare, Membership & Events Manager at
ds@ukifda.org or call 44 (0)1217671320.