



Low Emission Bus Workshop

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BINSWOOD
MEDIA

Forward Thinking Proposition Based on:

- 25 years experience of working with leading trade associations, government departments and key industry stakeholders
- Leon Daniels, Chairman who is passionate to deliver a fantastic new event
- Established relationships with key transport manufacturers
- A brilliant venue team

Collaborative Working

Highways UK

ROADS FOR A MODERN BRITAIN

NEC BIRMINGHAM | HIGHWAYS-UK.COM

LowCVP
Low Carbon Vehicle Partnership

REA
RENEWABLE ENERGY ASSOCIATION

Transport for the
South East

New Event



New Digital Channel



Forward Thinking Proposition



- Transport industry has to provide low carbon and alternative powered vehicles
- Many industry events have been same format for 15 years
- Manufacturers of vehicles and transport related technology not always viewing shows as cost effective
- **ITT Hub 2020** sets out to bring evolution to transport events
- Central themes: energy/transport/data/technology/disrupters

Forward Thinking Proposition



- *ITT Hub 2020* will be a unique transport event
- 2 days midweek , May 2020 in a brand new venue
- Why unique ? - a broad range of transport vehicles and equipment
- Truck , mini bus, bus, coach , plant , vans , taxis , autonomous/unmanned , intelligent transport , power/propulsion,electrical charging , all coming together
- Shared ,innovative digital ,current and technological solutions for transport

Forward Thinking Proposition (cont'd)



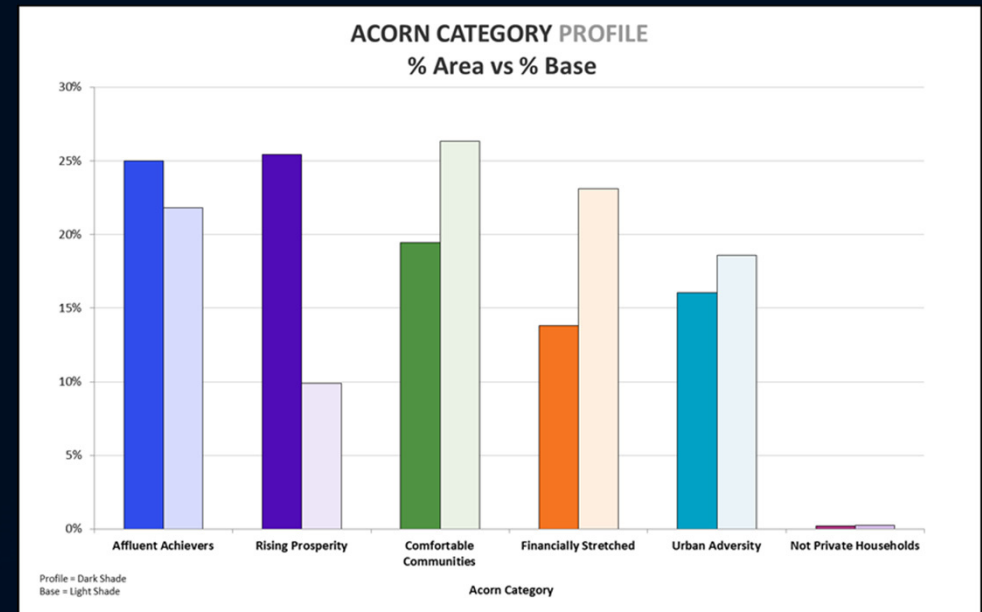
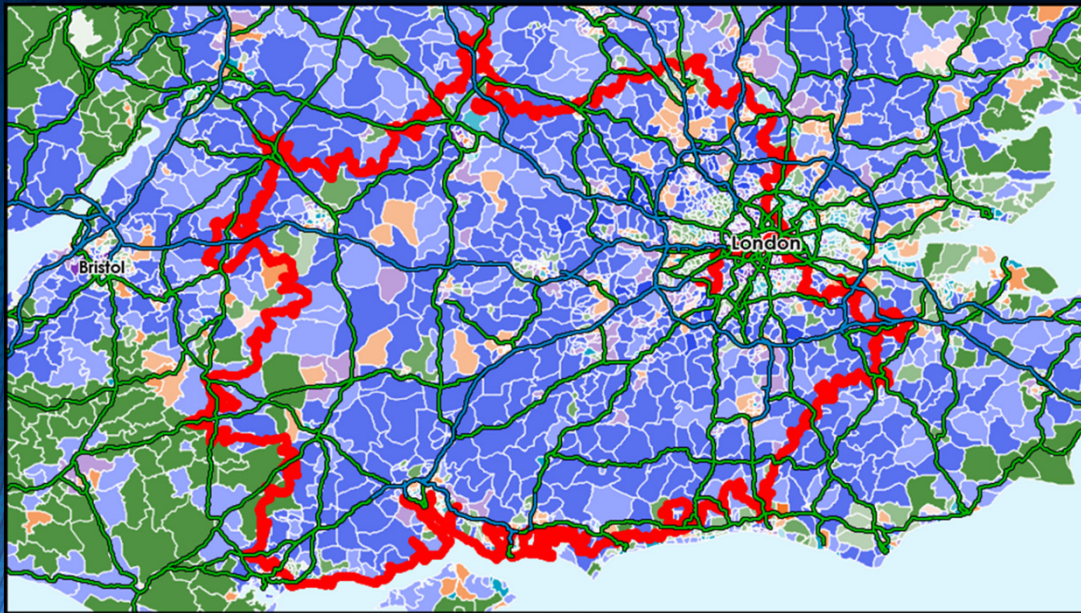
- Develop future transport technology to the market
- Exhibitors can promote wide range or niche range of products for decision makers in transport sector
- Lower overall cost of participation for exhibitors
- Environmental and alternative fuel/power developments

New Venue – “Home of Pioneering Spirit”



- Joint venture , harnessing transport and aviation sector event experience
- New interactive showcase in a brand new £30m flexible venue
- Outdoor areas with 2 mile inner roadway for vehicle demonstrations
- Free car parking on site (3,500 spaces)
- Railway station 7 minutes away , free shuttle service

Population within 90 mins of Farnborough is 27million (**RED BORDER**), 30 mins from Waterloo , 2 hours from Midlands



New Venue – “Home of Pioneering Spirit”



- Only event in that week
- 850 Hotel rooms within 1 mile ,2,000 within 5 miles
- Strong spread of target visitors are based with 2 hours from venue
- Allocation of rooms at 4 hotels nearby secured

Timing



- Brexit outcomes clear by May 2019
- Mayoral elections May 2020
- 18 months to plan and budget
- May is strong month in the buying cycle/decision making process
- Lighter days for longer use in outdoor facilities
- Midweek 2 day Wednesday and Thursday 13th & 14th May 2020

Engagement

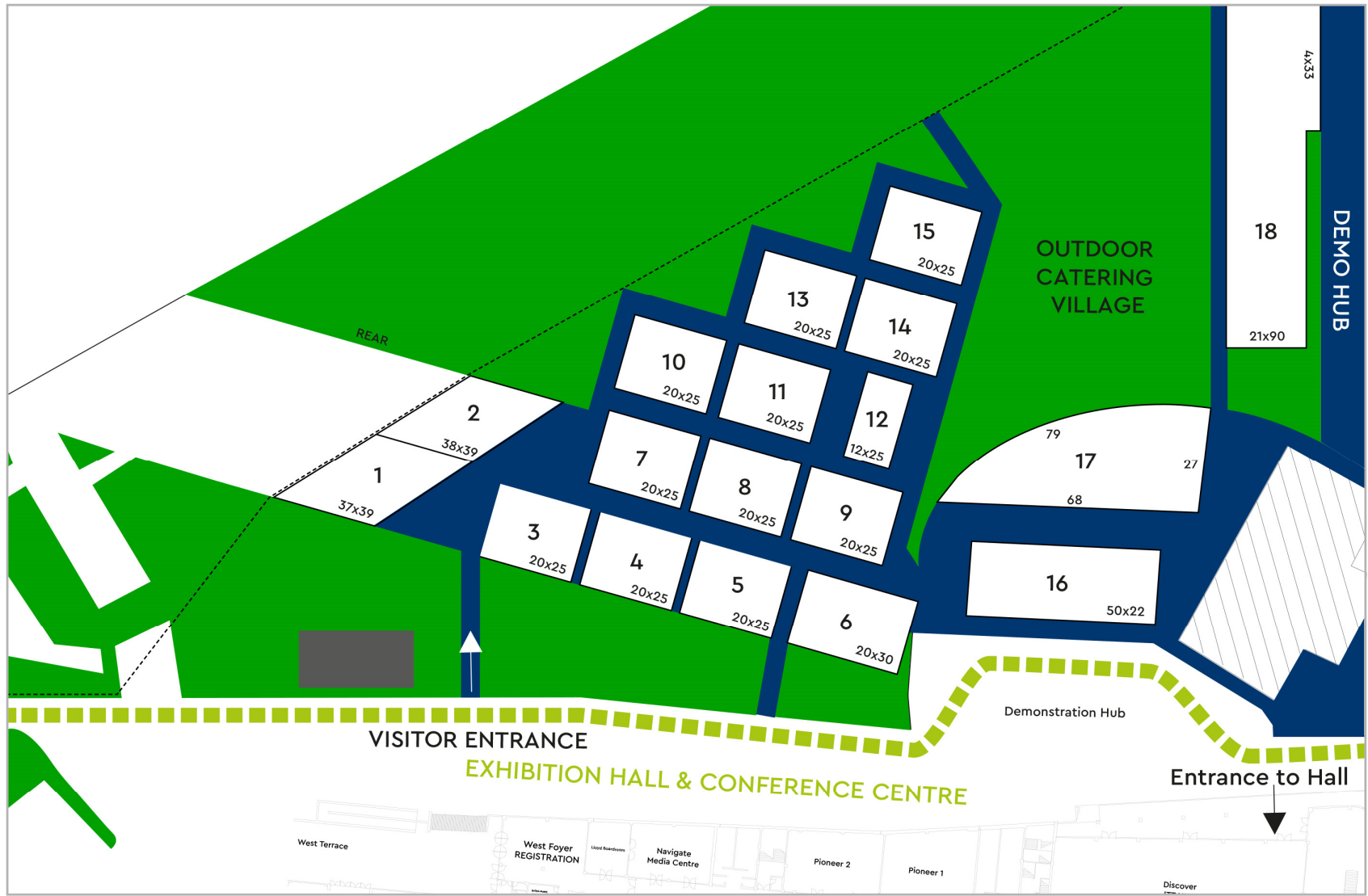


- Co located events / seminars/content ie LowCVP , National Grid
- Affordable pricing (ALL early bird before 31 Dec 18)
- Range of exhibition stands from **£85 psm**
- Typical **500 sqm** space plus **2** vehicle demo slots for **£12,500**
- Typical **1,000 sqm** space plus **4** vehicle demo slots for **£25,000**

Engagement (cont'd)



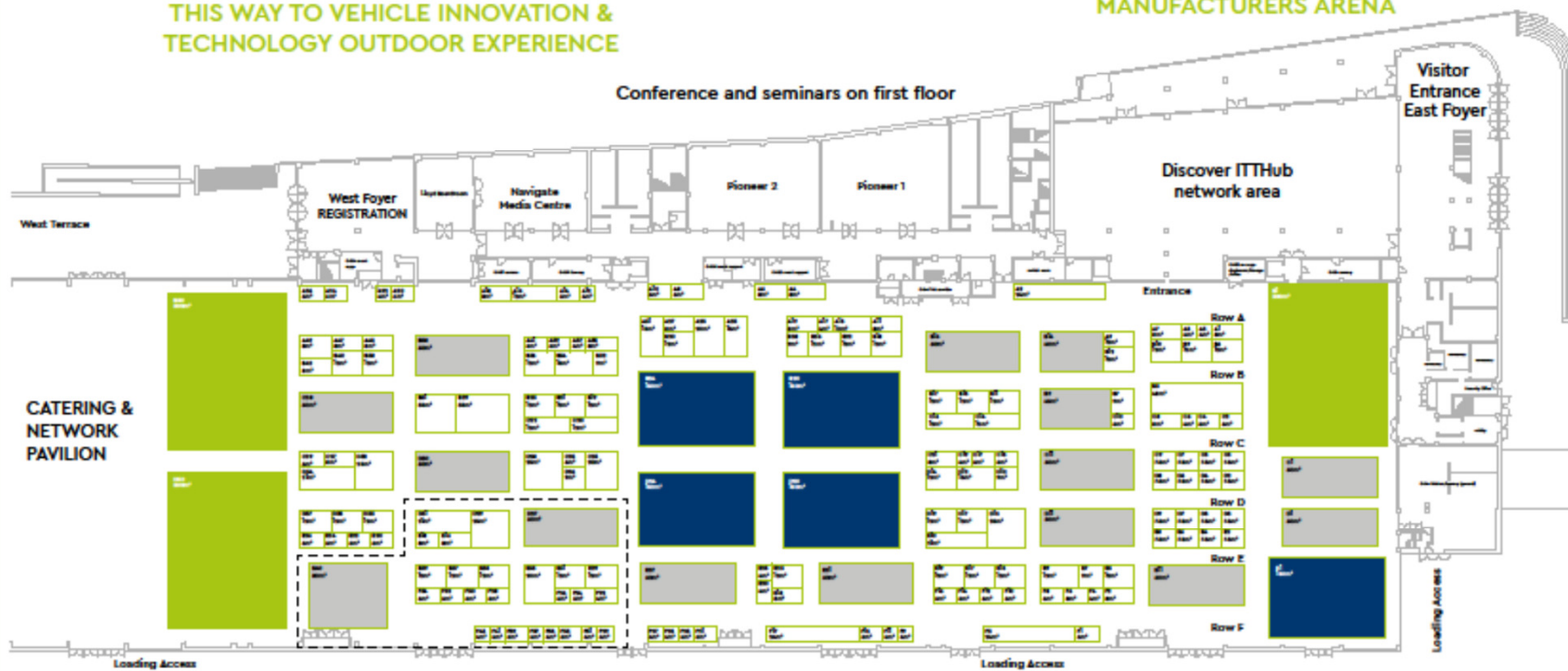
- Core visitor targets groups are: (Truck ,bus ,coach ,van, construction)
- Operational Managers, Fleet Buyers ,Engineers , Project Managers
- Procurement Managers , Transport Planners
- Professional Bodies , Logistics Managers
- Construction Managers , Architects
- LEP and Regional Body stakeholders ,Policy makers
- Local Authorities ,Govt department teams
- *Secondary visitor* target groups include CEOs/CFOs/MDs/FDs



ITT Hub 2020 External Plan as at 7th December 2018

THIS WAY TO VEHICLE INNOVATION & TECHNOLOGY OUTDOOR EXPERIENCE

VEHICLE DEMO & MANUFACTURERS ARENA



- Vehicle Stand 300m²
- Mini Vehicle Stand 150m²
- Open stand various over 40m²
- Shell stands - various sizes

The Renewable Energies Hub (supported by the REA)

Innovation & Technology in Transport
13 & 14 MAY 2020

Progress since launch



- Confirmed bookings including OEMs (3 stands), Total kare, Arrival,
- 4 other reserved stands by OEMs for vehicle stands
- Booked and reserved stands in main exhibition hall
- Advanced discussions with 4 bluechip brands with potential industry commercial partners
- Positive meetings with likely participation from approx 20 organisations including:

Progress in 6 weeks



- DfT,OLEV,CCAV,R2Si (DfT)
- Warwick Manufacturing Group, Dassault Systemes , National Grid, KPMG ,Lloyds Bank
- Innovate UK, Transport Systems Catapult
- CIHT , Inst.Engineers , RAC, TRL Group
- Lots of site visits with potential exhibitors

Progress (cont'd)



- Renewable Energy Association Energy Hub partnership announced
- Event content being led by 28 strong newly formed ITT Hub Advisory Group
- Transport for South East confirmed , Midlands Connect confirmed as event partner
- 2 other regional transport authorities (Transport for the North / England's Economic Heartland) due to be confirmed as event partners
- Strong interest from industry at UK Construction Week ,Highways UK trade shows , Cenex
- Pro active sales campaign starts Jan 2020 once event partners in place

The opportunity



- LowCVP members could have a high profile presence for showcasing a wide range of products across it's business in a cost effective way at a unique venue
- Clients can experience the entire vehicle product range all on one stand and on the demo route
- "Road to zero" is not just about cars!





Thankyou for your time.....

PRESENTED by Mark Griffin – December 2018

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