



EXECUTIVE HIRESHOW

WHERE PASSIONATE HIRERS MEET INNOVATIVE SUPPLIERS

9 & 10 FEBRUARY 2022 COVENTRY BUILDING SOCIETY ARENA



BOOST YOUR BRAND SPONSORSHIP

www.executivehireshow.co.uk

EXECUTIVE HIRE SHOW



FACTS ABOUT THE SHOW

- The Show is a trade-only event open to hire executives throughout the UK and Ireland
- The Show brings the industry together and is the annual event where Passionate Hirers Meet Innovative Suppliers
- Executive Hire Show builds on our industry's great tradition of hire shows that date back to 1973
- 100's of new and innovating products were shown at the 2020 show

WHO VISITS?

- Senior executives from the procurement and purchasing departments of the national hire operations, along with large numbers of independently-owned entrepreneurial hire outlets
- 793 hire companies attended the 2020 show
- Independent and National Hire companies attended the 2020 show
- At the 2020 Show, 87% of visitors were from independent hire companies
- UK and Ireland Hire Executives attended the 2020 show
- 1905 Hire Executives attended the 2020 show

EXHIBITORS

- There were 160 + Exhibitors who attended the 2020 show
- Exhibitors include manufacturers, suppliers, dealers and importer of tools, equipment and plant who are looking to target the hire industry

SPONSORSHIP OPPORTUNITIES

BREAKFAST SPONSORSHIP OPTIONS

Sole sponsorship of the breakfast area in the Atrium. Prime location with constant visibility of the hirers. Ideal to stamp your brand on the Show.

One or all of the options:

- Product placement inside the North and South Entrance **£1,200**
- Branding of 2 columns within the Main Catering Area – includes printing & installation **£1,200**
- Digital branding of 2 TV screens above the serving counter **£1,200**
- Full length of serving counter and includes printing & installation **£1,200**
- Logo featured on the breakfast QR code, "you are here" boards & wonderwall **£1,200**

Included for the sponsor:

- Badge app available for use within the breakfast area **FOC**

SERVED FROM THE ATRIUM



VIP Party

Sole sponsorship of the VIP networking party.

£4,950



Lanyards

SOLD



Innovation Trail

£4,000



Passionate Hirer Award – Single Depot Hire Award

Opportunity to present the winner with the award at the VIP networking party.

£2,000

Passionate Hire Award - Multi Depot Hire Award

Opportunity to present the winner with the award at the VIP networking party.

£2,000

ONLINE OPPORTUNITIES

Weblisting

- Company logo £99
- Picture of a product £99
- Or Both options £150

In our Showguide and online.

E-Blast

Sponsor the emails that are sent out in the lead-up to the Show. These include all relevant information regarding the Show.

£550

Website Banner Advertising

Our news and 2022 show websites offer **Website Banner** opportunities via a range of formats. These include banner **ads** made of text, images, flash, and audio. The main purpose of banner advertising is to deliver general advertisements and brand messages to our site visitors.

Digital advertising comes in a variety of different forms, so contact our sales team to discuss the best solution for your business.

£850

Show Home Page

Sole sponsorship of Executive Hire Show homepage (horizontal banner)

£1,386

BRANDING PACKAGE OPTIONS

Wonderwall & "You Are Here" Board

Display your company logo on the two Wonderwalls at the North and South entrances. Also includes logo on all 6 "You Are Here" Boards positioned throughout the Show.

£650



OUTDOOR PRODUCT PLACEMENT

North Entrance Product Placement

Get the attention of visitors early by showcasing a product at the North Entrance

£1,475
per position



LED North Entrance Banner above Entrance and Video Wall

Advertise either a product or company logo on a 2 minute loop throughout the day in these PRIME locations. LIMITED SPACE AVAILABLE

£1,200



South Entrance Product Placement

Get the attention of visitors early by showcasing a product at the North Entrance

£1,475
per position



INTERNAL BRANDING

Atrium Columns:

Opportunity to sponsor read up to four of the available columns in the Atrium. Ideal for grabbing the attention of visitors to the Show.



Option
for 4

£3,000

Option
for 3

£2,400

Option
for 2

£1,600

Option
for 1

£850

All Restroom Branding

Stand out from the crowd by advertising in all available restrooms throughout the venue.

£1,000

CONTACT
THE TEAM:

Lee Westney
Executive Hire News & Executive Hire Show

Sales Manager
E: l.westney@hgluk.com
M: +44 (0)7813 346217
DDI: +44 (0)20 7973 4632

Chris Moore
Executive Hire News & Executive Hire Show

Publishing and Events Director
E: c.moore@hgluk.com
M: +44 (0)77729 93023
DDI: +44 (0)20 7973 4631