



EXECUTIVE HIRESHOW

WHERE PASSIONATE HIRERS MEET INNOVATIVE SUPPLIERS

14 & 15 FEBRUARY 2024 COVENTRY BUILDING SOCIETY ARENA

MAKE A DATE



REACH OUT AND ENGAGE WITH HIRERS SPONSORSHIP OPPORTUNITIES

www.executivehireshow.co.uk

EXECUTIVE HIRE SHOW

AT THE HEART OF HIRE



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
- 100s of new and innovative products were shown at the 2023 show

WHO VISITS?

- Senior executives from the procurement and purchasing departments of national hire operations, along with a large number of independently-owned entrepreneurial hire outlets
- 809 hire companies attended the 2023 show
- At the 2023 Show, 89% of visitors were from independent hire companies
- 2052 hire executives attended the 2023 event

EXHIBITORS

- There were 160 + exhibitors who attended the 2023 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 hire visitors and other exhibitors, which includes all of the items below

£4,000

Or individual sponsorship of:

- Product placement inside the North Entrance (2m x 1m) £1,200
- Branding of two columns within the Main Catering Area – includes printing and installation Sold
- Digital branding of two TV screens above the serving counter and your logo featured on the breakfast QR code and the 'you are here' boards £1,200
- Full length of serving counter and includes printing & installation £1,000

Also included for the sponsor:

- Badge app available for use within the breakfast area for all sponsors

FOC



Sole sponsorship of the Networking Party

Sold

- Your company logo on all signage and either side of the staging area at the networking party
- Company logo to appear on all invitations
- A table for 10 at the networking party
- Company table dressing for 40 tables at the networking party
- Branded giveaway opportunities on the evening – at company's own expense
- Company logo banner advertisement to appear on EHS website
- Company logo on email invites before event, sent to our database of +6000 hire companies. Weekly from January 2024
- Editorial coverage in the January/February issue of Executive Hire News
- Editorial coverage in the news section of Executive Hire News website
- Two hotel rooms at the DoubleTree by Hilton on Wednesday 14 February 2024



Lanyards

Sold



Innovation Trail

Sold



The Innovation Trail is intended to highlight the newest, best and most inventive plant and tool equipment. All entries will be featured in Executive Hire News, although exhibitors can also pay for a professional video presentation – to be recorded LIVE at EHS 2024. Get in touch to find out more

Passionate Hirer Award – Single Depot Hire Award

Sold

Opportunity to present the winner with the award at the Networking Party

Passionate Hirer Award - Multi Depot Hire Award

Sold

Opportunity to present the winner with the award at the Networking Party

ONLINE OPPORTUNITIES

Weblisting

- Your company logo and a picture of your latest product will appear in the printed and online showguide

£100

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 2024 show websites offer **Website Banner** opportunities in a range of formats. These include banner **ads** made of text, images 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)

£1,400

BRANDING PACKAGE OPTIONS

'You Are Here' Board

Display your company logo on all six 'you are here' boards positioned throughout the Show



£300

LED North Entrance Banner above Entrance and Video Wall

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



£1,200

OUTDOOR PRODUCT PLACEMENT

North Entrance Product Placement - JUST FIVE REMAINING!

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 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 within the main hall and atrium areas

£1,000

INCLUDED WITH ALL SPONSORSHIP OPPORTUNITIES

Your company logo will be displayed on the Wonderwall branding at the North Entrance

FOC



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