

# NORTH confex

3 – 4 July 2019, Victoria Warehouse Manchester

**Be discovered at  
the heart of the  
events industry**

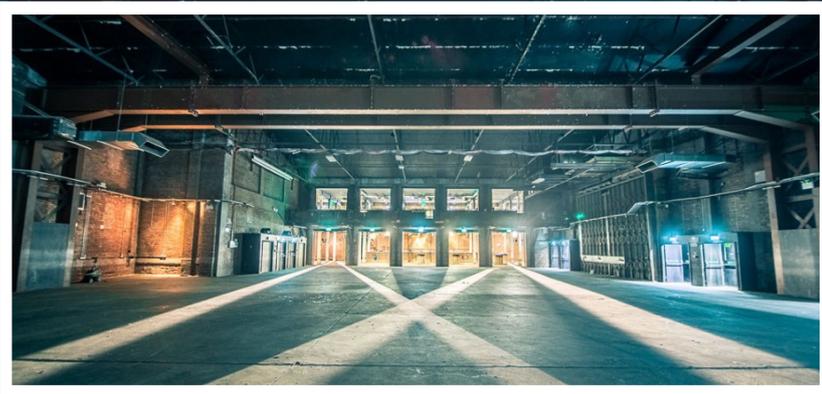
**Manchester**

The diagram features a central node labeled 'Manchester' in a white rounded rectangle with a red border and a sunburst icon. This node is connected to a network of other nodes, each represented by a person icon in a circle and a text label in a box. The roles include: Marketing Director, Sales Manager, Sales Expert, Event Manager, Event CEO, Security Manager, Conference Organiser, Data Analyst, Production Manager, Stand Designer, Event Strategist, Event Director, Event Tech, Event Marketing, Venue Supplier, AI Specialist, Furniture Supplier, and Operations Manager. The background is a dark blue grid of white dots.

# Introduction

Confex North is an exhibition dedicated to developing the growth of the events industry. Exhibiting offers an ideal environment to generate business leads, whether you provide a venue, staffing, tech, entertainment or anything in between.

Our flagship event International Confex welcomed 7,500+ event professionals to London Olympia in February and our goal is to provide event organisers based in the North of England with the same great opportunity to discover what's new in the world of events. Ground-breaking technology, crazy unique feature builders, standout destinations, wow factor venues, out-of-the-box team building activities, creative finishing touches: whatever you supply, our audience should know about it.



**VICTORIA WAREHOUSE**

**confex**<sup>NORTH</sup>

## Previous attendees:

Events Manager  
British Tinnitus Association

Events Advisor  
Association of British Insurers

Marketing Communications Manager  
Ashfield Meetings & Events

Managing Director  
HCA

Event Manager  
Events Northern

Events Manager  
Prudential

Procurement Manager  
The fresh Group

Head of Marketing  
GovNet

Meetings Leader & Head of Events  
AstraZeneca

Head of PR and Communications  
Swinton Insurance

Director of Communications  
Auto Trader

Managing Director  
Meet & Potato

Account Director  
Principal Global Events

Account Director  
Top Banana

Chief Executive  
Institute of Medical Ethics

Meetings Optimisation Manager  
Capita Travel and Events

Global Account Manager  
Helms Briscoe

Senior Consultant - Conference & Groups  
Clarity

Event Producer  
Meet and Potato

## Previous attendees:

Commercial Marketing, Events Manager & PA  
ITV

Managing Director  
CWT Meetings & Events

Events Manager  
Specsavers

Technical Marketing Manager  
Easyfairs UK & Global

Head of Live Events  
WRG

Event Producer  
Make Happen

# Why exhibit at Confex North?

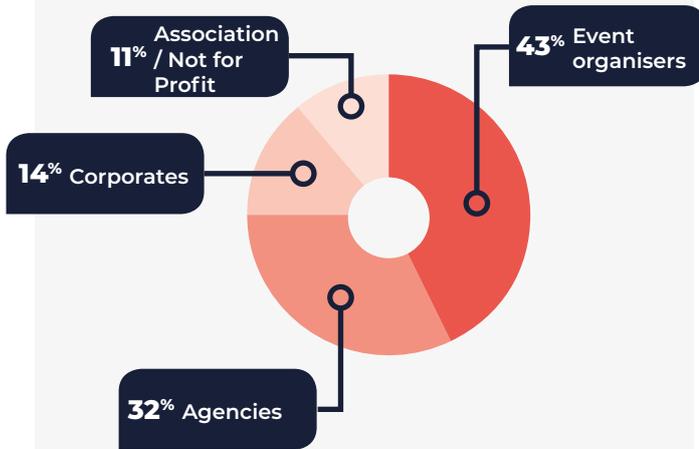
To put yourselves at the heart of the UK event community. If you supply to event organisers, Confex North provides an ideal platform to engage with your target audience and grow your business.

Confex North is organised by Mash Media. Our portfolio of products covers every sector of the industry, from exhibitions and trade fairs to conference and brand events, outdoor events and festivals. We talk to event professionals

around the world every day through our print and online publications. Mash Media publishes leading industry publications Exhibition News, Conference News, Access All Areas, Conference and Meetings World and Exhibition World, as well as organising various award shows and roundtables throughout the year. Our goal is to grow the industry we serve.

## Attendee breakdown

### Company function:



### Areas of interest:



### Responsible for:



# A marketing campaign that goes beyond

We promote the show before, during and after, with relevant content ensuring our partners gain exposure.

As part of Mash Media's portfolio of products, Confex North is promoted to a highly engaged audience through multiple touchpoints. Our flagship event already has a loyal following of thousands of event professionals, and our portfolio of magazine subscribers mean we can engage with our audience through multiple channels. We also have a vast social media following which is managed by a social media agency as well as a large database of contacts

which subscribe to our newsletters and mailers.

We utilise our print and digital publications to raise awareness of our events via mailers, social media, print advertising, digital advertising and editorial coverage. We can instantly engage with an audience of more than 100,000 event professionals which have shown past interest in our products.

We also work with a number of media partners and industry associations, which helps us grow our reach even further.

**Over 350,000 opportunities to engage...**



**Mash Media**

**Total Print circulation –**  
Over 48,000 per month

**Total Unique Web visitors –**  
Over 70,000 per month

**Total eNewsletter mailings –**  
Over 29,000 per month

Over 68,000 followers

Over 12,000 followers

1,600 Followers

3,100 followers

**EN**

ConferenceNews

Access All Areas

**Exhibition  
World**

**CMW**  
CONFERENCE & MEETINGS WORLD

**confex**

**event  
production  
show**

**A combined audience of  
over 105,000**

**Customer Database –**  
Over 20,000 delegates

**Leads Database –**  
Over 40,000 event professionals

Over 33,000 followers

Over 6,500 followers

Over 3,500 followers

Over 2,000 followers

- Social media and PPC
- Print advertising
- Editorial coverage in industry publications
- Features in industry newsletters
- Web Banners – across our digital publications
- Industry association support
- Media partner marketing activity
- Emails to our database
- Direct mail

# Testimonials

WRG were thrilled to be part of the inaugural Confex North in our home here in Manchester. The days were filled with rich and engaging content, interesting exhibitions and great networking. We were really glad to be able to play a part in this fantastic event.



**Tim Collett**  
Head of Live  
WRG

Cvent were proud to be sponsors of the inaugural Confex North in Manchester. It was fantastic to partner with such an innovative and content led new show. For us the show was a great success, we met with many prospects as well as connecting with our current clients, I thought the content was extremely valuable and it's great to bring such an event to the North West. We're looking forward to next year!



**Judy Elvey**  
Senior Marketing Manager  
Cvent

The 2019 Confex was absolutely fantastic. As first-time exhibitors, the team made the process really straightforward and they were super helpful at all times. The show itself was a massive success for us. We were constantly flooded with quality buyers on the stand and I know that all our stand partners had plenty of enquiries and made lots of great contacts. Can't wait for next year! Well done Confex!



**Neil Thompson**  
2019 M&IT Personality of the Year  
The Delegate Wranglers

As an exhibition stand builder, West End have worked at hundreds of venues with hundreds of exhibition organisers all over the world, and Mash Media have certainly stood out among these. Our point of contact has been extremely helpful and friendly from day one. Not only have the organisers been a joy, but so has the show! So far we have around 125 leads from International Confex, which will certainly keep us busy! I cannot emphasise enough how great the organisation and the show has been, and we cannot wait until we get to do it all again next year.



**Oliver Brookes**  
Associate Project Manager  
West End Studios

Pontins Events exhibited for the first time ever and I am glad we chose International Confex 2019 to do it. Our account manager was amazing in helping us choose the best options, and the rest of the team was also immense. As this was new to me, I was always asking questions, and nothing was too much trouble. The event itself was superb. The running of it, the support on site and the number of people attending definitely far exceeded my expectations. I would thoroughly recommend Confex to any event venue or organisation



**Simon Ronald**  
Event Sales Executive  
Pontins

## Already signed up for 2019



# Shell scheme options



The shell scheme option includes carpet and a fascia board, providing a cost effective solution without the need for a huge stand investment.

Size	Shell	Rate*
2x1 (2sqm)	£368/m <sup>2</sup>	£1,136
2x2 (4sqm)	£368/m <sup>2</sup>	£1,872
3x1.5 (4.5sqm)	£368/m <sup>2</sup>	£2,056
3x2 (6sqm)	£368/m <sup>2</sup>	£2,608
2x4 (8sqm)	£368/m <sup>2</sup>	£3,344
3x3 (9sqm)	£368/m <sup>2</sup>	£3,712
4x3 (12sqm)	£368/m <sup>2</sup>	£4,816
<b>5x3 (15sqm)</b>	<b>£368/m<sup>2</sup></b>	<b>£5,920</b>
<b>4x4 (16sqm)</b>	<b>£368/m<sup>2</sup></b>	<b>£6,288</b>
<b>5x4 (20sqm)</b>	<b>£368/m<sup>2</sup></b>	<b>£7,760</b>

\*RATES are exclusive of VAT and include:

1 x Data Scanner at £250 Additional Scanners can be booked at £200 each.

1 x 500W electricity at £150 as standard. Additional electricity requirements can be arranged directly with our venue supplier

# Space only options



The space only option provides the opportunity to create a bespoke stand.

Size	Shell	Rate*
2x1 (2sqm)	£315/m <sup>2</sup>	£1,030
2x2 (4sqm)	£315/m <sup>2</sup>	£1,660
3x1.5 (4.5sqm)	£315/m <sup>2</sup>	£1,817.50
3x2 (6sqm)	£315/m <sup>2</sup>	£2,290
2x4 (8sqm)	£315/m <sup>2</sup>	£2,920
3x3 (9sqm)	£315/m <sup>2</sup>	£3,235
4x3 (12sqm)	£315/m <sup>2</sup>	£4,180
<b>5x3 (15sqm)</b>	<b>£315/m<sup>2</sup></b>	<b>£5,125</b>
<b>4x4 (16sqm)</b>	<b>£315/m<sup>2</sup></b>	<b>£5,440</b>
<b>5x4 (20sqm)</b>	<b>£315/m<sup>2</sup></b>	<b>£6,700</b>

\*RATES are exclusive of VAT and include:

1 x Data Scanner at £250 Additional Scanners can be booked at £200 each.

1 x 500W electricity at £150 as standard. Additional electricity requirements can be arranged directly with our venue supplier

# Enhance your exposure

As a Confex North exhibitor we include standard promotion in your stand package, including a listing on our website, social media support and a profile entry in our show guide. We also supply marketing assets for you to use to promote your presence.

If you would like to take your campaign up a notch, we offer a range of additional opportunities to enhance your exposure both prior to the show and onsite. Please note these opportunities are very limited and available on a first come basis.

Enhancement inventory	Silver rate	Gold rate
Show bag inserts (5 available)	£750	£500
E-Newsletter inclusions (5 available)	£450	£350
Website banners (5 available)	£600	£500
Half page advert in Confex North preview supplement (Sent out with Conference News)	£950	£800
Full page advert in Confex North preview supplement (Sent out with Conference News)	£1,500	£1,300
Speed networking – The opportunity to attend quick fire meetings with 10+ top event buyers.	£950	£700

# Sponsorship opportunities

Sponsorship is the ultimate way to elevate your presence at the show and be central to the visitor experience. We offer a number of options; a member of our team will be able to help you select an option that is right for you.

Powerhouse Theatre	Future Theatre
The Playroom	Networking bar
Lanyards	Show bags
Visitor badges	Confex Social – Party with exhibitors and visitors after hours

# Get in touch

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For more information about exhibiting contact:

## **Duncan Custerson:**

**Sales Director**

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**Sales Manager**

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✉️ [jnewey@mashmedia.net](mailto:jnewey@mashmedia.net)

Confex North is owned and run by Mash Media, the voice of the events industry. As an exhibiting partner at any Mash Media event, special discounts to advertise in any Mash Media publication or website are available. Speak to your event contact to discuss opportunities.