

**2-4 MARCH 2021**  
NEC BIRMINGHAM



[signuk.com](https://signuk.com)

# EXHIBIT

**NEW HALL • NEW LAYOUT • NEW FEATURES**  
**NEW VISITOR SECTORS TARGETED**  
**365 MARKETING CAMPAIGN**  
**EXHIBITOR SHOWCASE**  
**NEW STAND OPTIONS**

**sign&digital** UK<sup>®</sup>

SIGNAGE | PRINT | DISPLAY | DÉCOR | DESIGN



**Sign & Digital UK** is the UK's leading event for signage, print, display, décor and design. It is where the visual communications industry comes together to showcase and see the best products and services on offer.

Exhibit at the show in 2021 to generate new business, build & strengthen customer relationships, meet more people than you can visit in a year and network with your industry peers.

**There is no other event like it in the UK, make sure you are part of it.**



## WHO VISITS?



**5,093**

unique visitors  
attended SDUK  
2019



**43%**

of visitors are new  
to the show



**52%**

have not visited  
another show in  
the sector in the  
last 2 years



**83%**

were satisfied or  
very satisfied with  
their experience  
at SDUK 2019



**£104k+**

average SDUK  
visitor budget



## WHY EXHIBIT IN 2021

**SDUK has a solid reputation for delivering a wide range of quality buyers and specifiers**



### REACH

5,000+ buyers & specifiers from the signage, print, display, décor and design sectors



### MEET

face-to-face with decision makers and capture genuine new leads



### LAUNCH

new products and services



### NETWORK

with existing & potential clients to build strong business relationships

# NEW FOR 2021

- **NEW** Hall, **NEW** Floorplan
- **NEW** stand build options
- **NEW** sponsorship opportunities to enhance your presence
- **NEW** exhibitor marketing support to maximise your ROI
- Increased marketing investment to attract **NEW**, quality visitors targeted from **NEW** market sectors

## HOW YOU WILL BENEFIT

**In addition to meeting visitors during the three days of the show, you will be part of a comprehensive marketing campaign before, during and after.**

- An exhibitor listing and company page on the show website which allows you to upload your company brochures, press releases, brand information, logos and images
- A separate interview page dedicated to your company
- A full social media and email campaign to drive traffic to your digital platforms
- A company listing in the official printed event guide magazine
- Free PR services to promote your show related activity

“ I’ve been blown away by Sign & Digital UK 2019 and hugely impressed with the footfall – we’ve had 150 people visiting the stand within the first day and a half, which has totally exceeded all expectations. We will be back! ”

**Andy Watkins**, Group Commercial Director, **WRIGHTS PLASTICS GROUP**

## WHY VISITORS COME TO SDUK

Source: 2019 visitor registration form responses.  
Multiple reasons given by visitors



56%

of visitors said their main reason for attending was to keep up to date with the latest technology



63%

of visitors came to network and review new suppliers



44%

planned to invest in new equipment at the show or within 12 months

**Based on visitor research we have designed show features that visitors want to see, and which will encourage them to spend more time at SDUK 2021**



### Live, hands-on demonstrations

Show how products can be used and their potential as a new revenue stream for visitors



### Free Adobe software training

Visitors from the creative sector can update their skills and learn the latest features



### Vehicle Wrap competition

Lively, exciting and showcasing industry talent, the HEXIS "UK Battle Wrap Contest" will return in 2021



### Panel debates and discussions

Visitors can hear the hot topics being debated by some of the key players in the industry

**“ Every year, this show is really well organised with great traffic and has helped us make fantastic connections. ”**

**Ben Scammell**, UK Aftermarket Field Sales Manager, **SPANDEX**



## TOP QUALITY AUDIENCE

**With 86% of visitors to SDUK being part of the purchasing decision,** you will meet decision makers with buying power

### Visitors come from

- Sign companies
- Digital printers
- Commercial printers
- Design & creative agencies
- Vehicle Livery companies
- Exhibition & event build contractors
- Shop fitting & store developers
- High street retailers
- Textiles & fabric manufacturers
- Screen printers
- Schools, colleges and universities
- Hospitality & leisure attractions
- Local & central Government agencies



### Job Function

  
**Senior Commercial Management**

  
**Production Management**

  
**Design & Creative**

### Role

Strategic and day-to-day control of their company or division

The planning and co-ordination of the production process

Create, plan and deliver a strategic vision

### Personality

Forward thinking and business focused

'The Devil is in the detail' – wants to know how things work

A passionate problem solver & creative thinker

### Aims

To keep the business at the top of its game

To deliver efficient & cost effective work-flow for the company and its customers

To take a brief and turn it into something that will excite the customer

### Looking for

- To meet new suppliers
- New or different products or services
- Expert opinion & advice
- Learning opportunities
- Networking

- To meet new suppliers
- Production equipment
- Expert advice from suppliers
- Live demonstrations
- Interactive features

- To meet new suppliers
- Latest trends & ideas and how they can be created
- Learning opportunities
- Networking



## BE PART OF SDUK 2021

There are a number of stand and sponsorship options available. We can also work with you to create bespoke packages that help meet your specific business objectives.

### Space only

**£370 per m<sup>2</sup> + VAT**, includes exhibition floor space and daily cleaning of floor area

### Shell Scheme

**£440 per m<sup>2</sup> + VAT**, includes walls, carpet, name board, lighting & power package and daily cleaning of floor area

“ One of our customers called by our stand and whilst there, got talking to a visitor who was looking at some equipment on the stand. They talked and compared notes and thanks to his recommendation, the visitor proceeded to place a large order with us. Sign & Digital UK put both of these people in the same place at the same time. ”

**Georgia Brown, YPS, SDUK 2019 Exhibitor**



**For more information or to book your stand, contact the team:**

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