

22-24 March 2022, Hall 2, NEC, Birmingham

sign&digital UK



EXHIBIT AT THE UK'S LONGEST RUNNING TRADE SHOW FOR THE VISUAL COMMUNICATIONS SECTOR

Meet a buying-ready audience of **over 5,000 visitors**, face-to-face, over three days, at the industry's most eagerly awaited event.

It's time to showcase your products and solutions, make the new connections and qualified leads that only a live trade show can deliver and **invest in face-to-face**.

SIGNAGE | PRINT | DISPLAY | DÉCOR | DESIGN

**SD
UK**



THE COMEBACK THE INDUSTRY HAS WAITED FOR

WHY EXHIBIT IN 2022?

SDUK HAS A SOLID REPUTATION FOR DELIVERING A WIDE RANGE OF **QUALITY BUYERS AND SPECIFIERS**. SDUK22 PROMISES TO BE THE MOST SUCCESSFUL SHOW YET, AS THE INDUSTRY REUNITES WITH **VISITORS IN BUYING MODE**, AS THEY LOOK PAST RECOVERY AND INTO GROWTH.

There has never been a more important time to put your business in front of the industry.

REACH: 5,000+ buyers and specifiers from across signage, print, display, décor, and design

MEET: face-to-face with decision makers and capture new leads

LAUNCH: new products and services

NETWORK: with existing and potential clients to build and reinforce business relationships

CELEBRATE: have fun with your industry and be part of its resurgence



WHY VISITORS COME TO SDUK

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

SDUK 2022 will feature even more of what our visitors want to see, ensuring maximum time is spent on the show floor.

FEATURES WILL INCLUDE:

- **Live, hands-on demonstrations:** A packed floor of demos, with expert advice – engaging visitors, and guiding on potential new revenue streams
- **Sign Studio:** A live working environment featuring timetabled sessions from new presenters demonstrating signmaking skills and all the latest materials
- **Networking Sessions:** Make new connections and catch up with colleagues
- **Vehicle Wrap competition:** Lively, exciting, and showcasing industry talent, the HEXIS 'UK Battle Wrap Contest' will return in 2022
- **Advice clinic:** A drop-in clinic hosted by industry experts
- **Technical Tours:** A series of timetabled tours of exhibitor stands to see the latest equipment, materials, and services available - all relevant to the tour topic.

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 two years

83% were satisfied or very satisfied with their experience at SDUK 2019

£104k+ average SDUK visitor budget



THIS INDUSTRY IS ABOUT FEEL, TOUCH, SMELL, LOOK, IT'S A TOUCH AND FEEL MARKET, STILL IS AND ALWAYS WILL BE. THAT'S WHY WE STILL NEED SHOWS LIKE SIGN & DIGITAL UK -
SDUK 2022 EXHIBITOR



MARKETING BENEFITS

MORE THAN JUST A THREE-DAY TRADE SHOW, YOUR BUSINESS WILL BENEFIT FROM **YEAR-ROUND EXPOSURE**.

Join us on the **journey to SDUK 2022** and be part of a multi-channel, year-round marketing campaign before, during and after the show.

- Feature in SDUK's visitor campaigns, delivered to a database of over **21,000** contacts
- Have your exhibitor profile seen on the signuk.com website with **50,000** annual users
- Reach SDUK's combined following of **15,500** through a dedicated social media campaign
- Benefit from an **extended audience reach**, via our strong media relations with the industry's
- top media brands

Whatever your business objectives, whether you're looking to gain market share, get qualified leads, launch a new product, extend your brand reach, or have a case study to share, **SDUK has the platforms to deliver.**

Your marketing campaign will begin at sign up. **Get in touch today to take advantage of year-round exposure.**



We're delighted to support Sign & Digital UK - it's been an integral part of our marketing plan for several years now. We're looking forward to 2022 and the buzz and hive of activity that SDUK never fails to generate –
SDUK 2022 EXHIBITOR





ADDED VALUE AND BENEFITS

WE'VE REIMAGINED THE TRADITIONAL EXHIBITION FORMAT, DRIVING DOWN COSTS FOR EXHIBITORS AND SIMPLIFYING THE WHOLE EXPERIENCE TO ULTIMATELY DELIVER MORE VALUE AND RETURN ON INVESTMENT.

THE NEW PACKAGES OFFER:

Contactless, lead generation for all exhibitors - Unlimited access to the first-of-its-kind **Visit Connect** lead capture package. Manage the contactless exchange of details on your stand and gather lead information on specific criteria chosen by you, via QR code technology.

A chance to get creative on a ready-built stand - Your products and solutions will be the unmissable focus in this innovative new stand concept.

INCLUDED IN YOUR INVESTMENT:

Each exhibitor will receive the following, great-value stand package:

- A ready-built stand of AMP walling
- Carpet
- Spotlights
- Nameboard graphic
- Visit Connect Lead Capture Package – unlimited licenses and QR codes
- Access to meeting areas on the exhibition floor to support sales discussions
- 365 marketing support

**SD
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SDUK

TOP QUALITY AUDIENCE

WITH 86% OF VISITORS TO SDUK BEING PART OF THE PURCHASING DECISION, YOU'LL HAVE THE OPPORTUNITY TO 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





AUDIENCE ANALYSIS

JOB FUNCTION

SENIOR COMMERCIAL MANAGEMENT

PRODUCTION MANAGEMENT

DESIGN AND CREATIVE

ROLE

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

The planning and coordination of the production planning process

Create, plan and deliver a strategic vision

PERSONALITY

Forward thinking and business focused

'The devil's in the detail' - wants to know how things work

A passionate problem solver, and creative thinker

AIMS

To keep the business at the top of its game

To deliver efficient and cost-effective workflow 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 and 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

JOIN US ON THE JOURNEY TO SDUK 2022

GET IN TOUCH TO DISCUSS A TAILORED PACKAGE THAT MEETS YOUR BUSINESS OBJECTIVES:

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