



21-23 MARCH 2023
NEC, BIRMINGHAM

MEET A BUYING-READY AUDIENCE AND GROW YOUR BUSINESS AT SDUK 2023



SIGNAGE ● PRINT ● DISPLAY ● DÉCOR ● DESIGN



ABOUT SDUK

SDUK is the UK's **biggest and longest-running trade show** for the visual communication's sector, covering everything in signage, print, display, décor, and design.

Known as **'the buying show'**, SDUK has a solid reputation for connecting you, the exhibitor, with a wide range of quality buyers and specifiers, across three days at the NEC Birmingham.

WHY EXHIBIT IN 2023?

REACH

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

The UK event for the print and signage industry.

SDUK 2022 Exhibitor



SHOWCASE YOUR PRODUCTS AND SOLUTIONS AND MAKE THE NEW CONNECTIONS AND **QUALIFIED LEADS** ONLY A LIVE TRADE SHOW CAN DELIVER.

SCAN THE QR CODE TO START YOUR 365 MARKETING JOURNEY TODAY:



TOP QUALITY AUDIENCE

WITH **86% OF SDUK VISITORS 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	<ul style="list-style-type: none">• To meet new suppliers• New, or different products or services• Expert opinion and advice• Learning opportunities• Networking	<ul style="list-style-type: none">• To meet new suppliers• Production equipment• Expert advice from suppliers• Live demonstrations• Interactive features	<ul style="list-style-type: none">• To meet new suppliers• Latest trends, ideas and how they can be created• Learning opportunities• Networking



*Great to meet new suppliers
I wouldn't have been able to
easily find on the web.*

SDUK 2022 Visitor

TOP 3

REASONS FOR VISITING



KEEP UP-TO-DATE WITH
THE LATEST TECHNOLOGY



TO BUY NEW PRODUCTS
OR SERVICES



REVIEW NEW SUPPLIERS

VISITORS

TWO THIRDS OF
SDUK 22 VISITORS ARE
EXPECTING TO PLACE
ORDERS WITH EXHIBITORS
AS A RESULT OF
THEIR VISIT

ON THE UP 2022 VS 2019

- VISITOR SATISFACTION
- IMPORTANCE OF EVENT
- LIKELIHOOD OF RETURN



83%

OF SDUK 2022 VISITORS HOLD A
SENIOR ROLE - WITH 60% AT OWNER/
PARTNER/SENIOR DIRECTOR LEVEL

86%

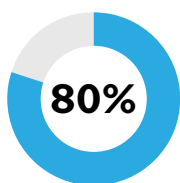
OF SDUK 22 VISITORS
INFLUENCE THE BUYING
DECISION

ROLLSKROLLER
FLATBED APPLICATOR
www.williamsmith

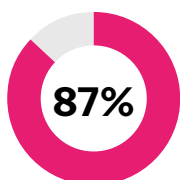
WILLIAMSMITH
ACADEMY
TRAINING THE EXPERTS

“The place to go to see new suppliers.”
SDUK 2022 Visitor

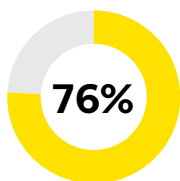
LIVE EVENTS CHANGE MINDS



OF BUSINESS DIRECTORS
AGREE A PERSON SPENDS
MORE MONEY WITH
COMPANIES THEY MEET
FACE-TO-FACE.



OF BUSINESS DIRECTORS
AGREE IT'S EASIER TO
COMMUNICATE FACE-TO-
FACE THAN IT IS ON THE
PHONE.



OF VISITORS AT B2B
EXHIBITIONS MAKE NEW
PURCHASING DECISIONS
AND HAVE EXISTING ONES
REINFORCED.

THIS POWERFUL COMBINATION
OF **SALES** AND **MARKETING**
BENEFITS CAN ONLY BE
DELIVERED BY **SDUK**.



**SECURE YOUR PRIME SPOT ON THE
2023 FLOORPLAN WITHOUT DELAY.
SCAN THE QR CODE TO GET IN TOUCH.**

FACE-TO-FACE ACCESS

Live marketing and selling to budget holders and decision-makers; tell your brand story, sell your products and solutions, and generate valuable leads while making and reinforcing connections.

MARKET AWARENESS

Keep your brand front and centre at the UK's biggest and longest-running event in signage, print, display, décor, and design, before, during and after the show.

DIRECT DIGITAL TRAFFIC

Drive traffic to your digital platforms in the months before and after the event via your exhibitor profile, plus, our newsletters delivered to the highly engaged SDUK brand audience.

LEAD GENERATION

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.

MARKETING BENEFITS

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

Join us **NOW** on the journey to **SDUK 2023** 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 36,000 contacts
- Have your exhibitor profile seen on the signuk.com website with 50,000 annual users
- Reach SDUK's combined following of 16,000 through a dedicated social media campaign
- Benefit from an extended audience reach, via our strong media relations with the industry's top media brands.

Media partners:



digitalprinter



Print solutions.



RETAIL FOCUS
WWW.RETAIL-FOCUS.CO.UK

SignDate

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 to take advantage of year round exposure.**



“We achieved between 260-270 quality leads and found the show to be well organised and well run.

SDUK 2022 Exhibitor



ADDED VALUE & BENEFITS

GET IN TOUCH TO
DISCUSS TAILORED
PACKAGES AND
NEW SPONSORSHIP
OPPORTUNITIES

**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 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
-  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

SPONSORSHIP OPPORTUNITIES



Involvement in pre-show or at-show promotion is a cost-effective way of ensuring **your company stands out from the rest**. SDUK 2023 offers a range of sponsorship opportunities and the option to create bespoke packages to help you meet your business goals.

ADVERTISING AND SPONSORSHIP OPPORTUNITIES

PRE-SHOW

1. SHOW WEBSITE

Adverts will appear on the homepage and all other pages except individual exhibitor profile pages and registration forms.

Advertise on home pages

415w x 415h pixels
(static or animated – max 3 frames)

DATES/COST

WEEKS 1-3 OUT FROM SHOW: **£400/WEEK**

WEEKS 4-8 OUT FROM SHOW: **£350/WEEK**

WEEKS 9-12 OUT FROM SHOW: **£300/WEEK**

WEEKS 13-16 OUT FROM SHOW: **£200/WEEK**



2. VISITOR E-NEWSLETTER ADVERTISING

Regular newsletters are sent to all pre-registered visitors and our database of past attendees, and newsletter subscribers. All contacts opted-in and GDPR compliant.

Reach our
database of over
36,000
contacts

a) Featured exhibitor

This sits near the top of the newsletter under the first show news section and includes an image box.

170px (w) x 140px (h), 50 words of text and a link to your profile page on the show website.

DATES/COST

DAY BEFORE THE SHOW OPENS	£1000
WEEK 1 OUT FROM SHOW	£1000
WEEKS 2-4 OUT FROM SHOW	£950
WEEKS 5-8 OUT FROM SHOW	£750
WEEKS 9-12 OUT FROM SHOW	£500

b) Advert box

Sits in the body of the email as one of two advert boxes. 290px x 290px, with a link to your profile page on the show website

DATES/COST

DAY BEFORE SHOW OPENS	£350
WEEK 1 OUT FROM SHOW	£350
WEEK 2-4 OUT FROM SHOW	£350
WEEKS 5-8 OUT FROM SHOW	£265
WEEKS 9-12 OUT FROM SHOW	£175

3. DEDICATED SOLUS EMAIL

Send a dedicated email to all pre-registered visitors for the 2023 event and pre-registered visitors from previous shows. Guaranteed minimum quantity 5,000 – all opted-in to receive 3rd party communications).

A maximum of 1 opportunity per calendar month is available from January to March 2023.

COST: £1800



AT-SHOW OPPORTUNITIES

1. VISITOR ONLINE REGISTRATION

Branding of the online visitor registration form and confirmation email.

Cost: £3995

2. FLOOR PLAN SPONSOR

An excellent way to highlight your company at the show, floor plans will be published in the event guide which is available for visitors to collect onsite.



As a floor plan sponsor you will have:

- Your stand position and company name highlighted
- Your company logo featured as a sponsor below the floor plan

A maximum of 15 opportunities are available.

COST PER ENTRY: £450

5. OFFICIAL SHOW BAGS

Along with the show logo, your company logo & message will be printed on bags given to visitors on arrival and includes one piece of literature in the bag.

COST: £3995

*Does not include production of the bags.

6. INSERTS IN OFFICIAL SHOW BAGS

Up to 10 inserts (size & weight restrictions apply) can be put in the show bags.

COST PER INSERT: £500

7. MOBILE CHARGING POINTS

Two fully branded portable mobile charging points located on the show floor.

COST: £1000

8. CATERING AREA

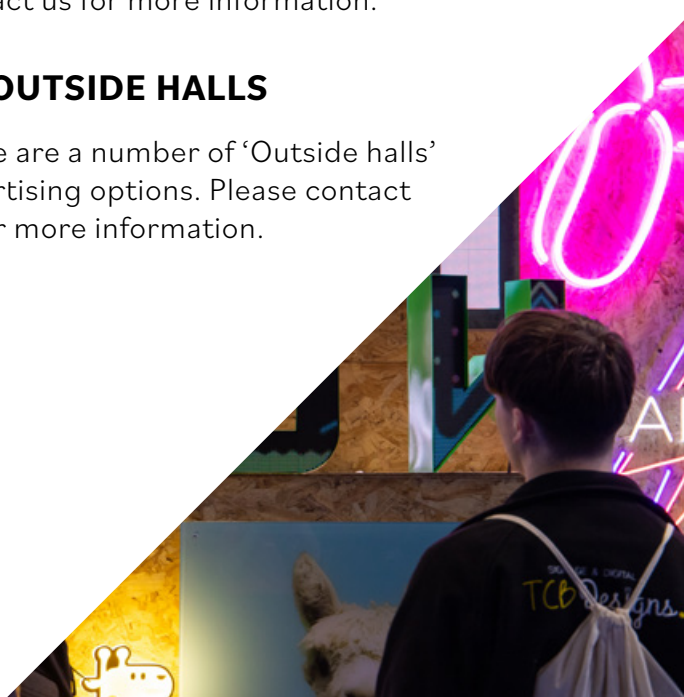
A bespoke sponsorship opportunity which can be tailored to suit your company's requirements. Please contact us for more information.

9. BANNERS ABOVE YOUR STAND

Increase your stand visibility at the show by having a banner above your stand. Please contact us for more information.

10. OUTSIDE HALLS

There are a number of 'Outside halls' advertising options. Please contact us for more information.



PROMOTE STAND LOCATION ● INCREASE BRAND
AWARENESS ● GENERATE PROSPECTS ● MAKE SALES

EVENT GUIDE

4,000 printed copies of the Event Guide will be available for visitors to pick up on arrival at the show, helping them to navigate the show and find the suppliers and show features they want to see.

A valuable reference tool before, during, and after the show, the Event Guide will also be downloadable via our website, post-show.

By advertising in the Event Guide, your company will reach people from across the industry, maximising your brand exposure before the show opens and offering a great way to **increase your credibility and visibility at the show**. There are a variety of full-colour advertising slots available – please see the rate card for sizes and pricing.

ADVERTISEMENT	COST
OUTSIDE BACK COVER	£1400
INSIDE FRONT COVER	£1300
INSIDE BACK COVER	£1150
DOUBLE PAGE SPREAD	£1400
FULL PAGE (INTERNAL PAGES)	£895
HALF-PAGE	£560
QUARTER PAGE	£420
STRIP ADVERT	£350
ENHANCED EXHIBITOR LISTING	£155
PRODUCT LOCATOR ADVERT (1/4 PAGE)	£195

IF YOU BOOK 2 ADVERTS A
10% DISCOUNT WILL APPLY

IF YOU BOOK 3 ADVERTS A
20% DISCOUNT WILL APPLY

* All prices are exclusive of VAT

BE PART OF SDUK 2023

GET IN TOUCH NOW

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SCAN THE QR CODE TO
REQUEST A CALL BACK

SIGNAGE ● PRINT ● DISPLAY ● DÉCOR ● DESIGN

