

#wecreateexperiences

International confex

8 - 9 MARCH 2022, EXCEL LONDON

- >> 16 hours of face-to-face business opportunity
- >> 72% of our audience have budget responsibility
- >> A spending power of £1.5 billion in the halls
- >> 588 speed networking meetings hosted

If your destination, venue, product or service enhances the visitor, delegate, shareholder, member or employee experience, we have over 8000 event planners who would love to meet you.

87%
of event buyers
prefer to do
business face
to face

We can create a package to suit every brand vision and budget

Contact Liz Agostini: +44 (0) 208 481 1122 or lagostini@mashmedia.net



ConferenceNews



Exhibition World



ORGANISED BY





As the UK's flagship event for event professionals. International Confex brings together the largest audience of event buyers under one roof.

From corporate event teams to agencies, exhibition organisers to association event planners and PCOs, International Confex is where the industry meets year after year, to connect, learn and discover the latest products and services.

Confex is more than just the two days onsite, we bring together our event community 365 days a year through our leading partner publications, Exhibition News, Conference News, Exhibition World and Conference & Meetings World.

If your destination, venue, product or service enhances the visitor, delegate, shareholder, member or employee experience, we have the largest audience of UK event planners who would love to meet you.

International
confex

MEET THE TEAM

Liz Agostini
Portfolio Director

Alex Redfarn
Sales Director

Khadija Gaffar
Account Executive

Sumaia Free
Marketing Manager

Luke Fiffie
Operations Manager

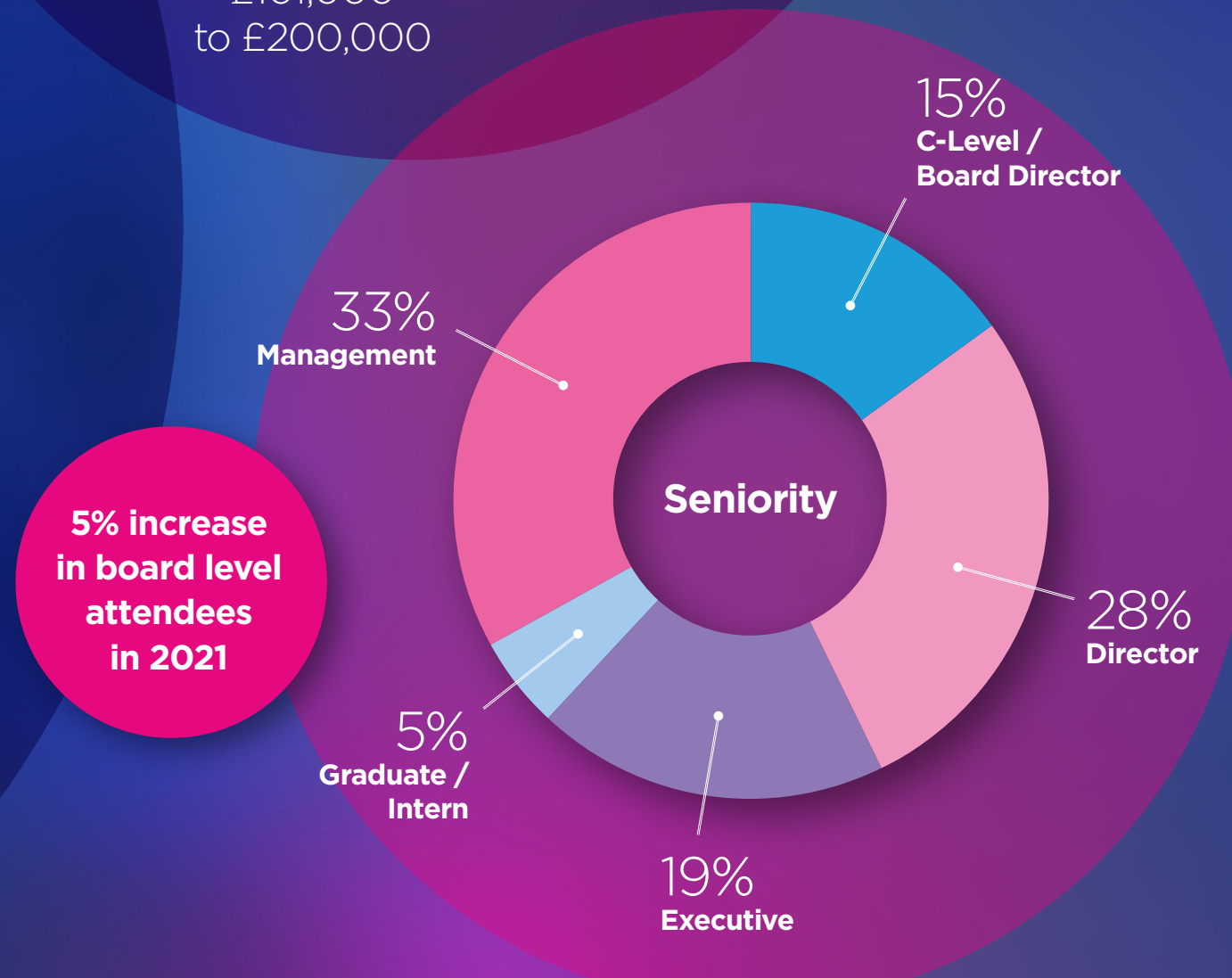
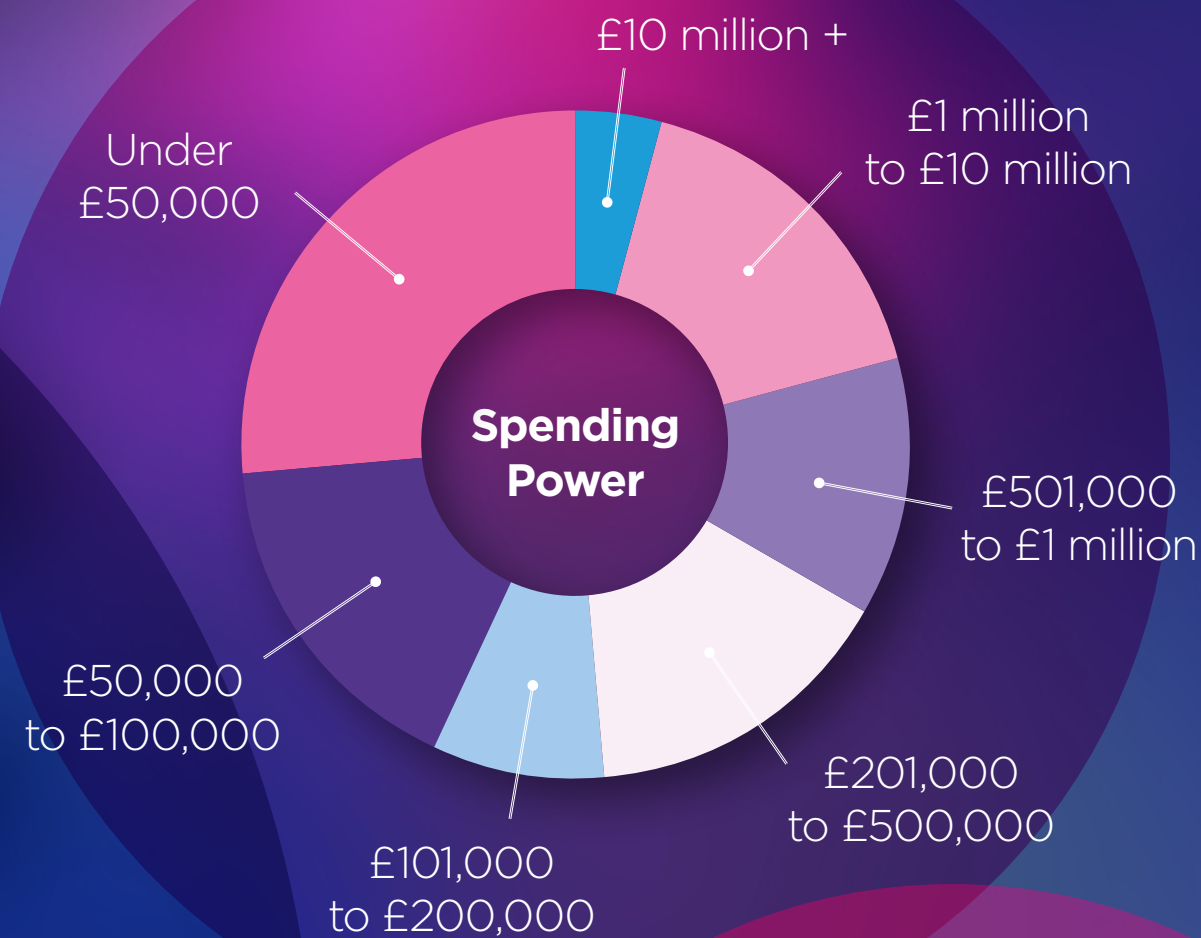
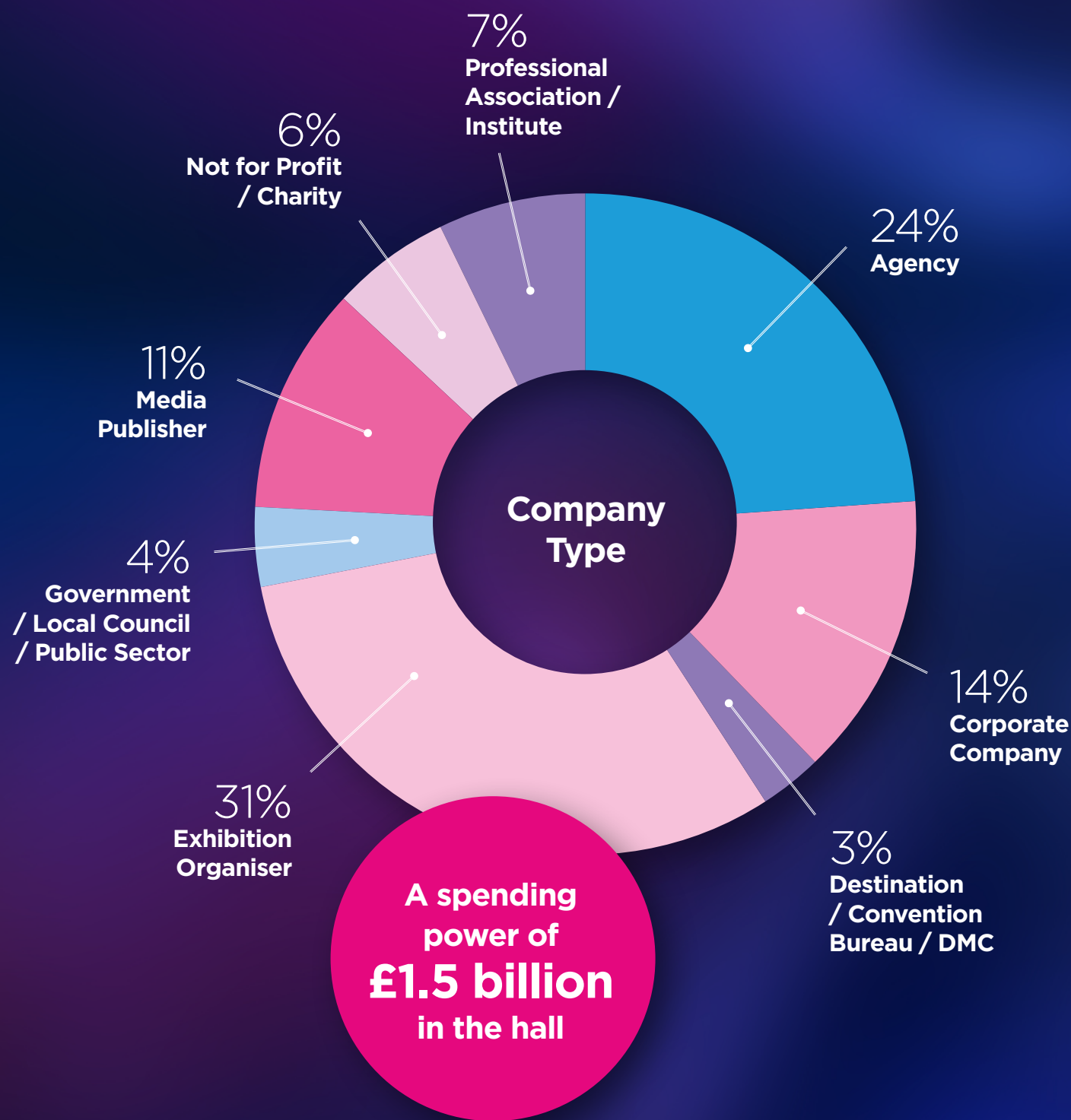
Ewan Parker
Exhibitor Support Executive

Lauren Thomas
Speaker Liaison Executive

Contact the team now to discuss your opportunities

Call **Liz Agostini** on +44 (0) 208 481 1122 or email lagostini@mashmedia.net

Who you'll meet at International Confex



A sample of the buyers who joined us in 2021...



After a very turbulent and uncertain 16 months it was great to be back out doing what we do best. Running our photo booths and meeting current and potential clients. We found the visitors to our stand were very engaging and serious about getting back to business. You could say it was quality rather than quantity. The show days themselves apart from being good fun were very well organised and run.

Steve Burton
Owner
Smart Pics

POSITION	COMPANY
Internal events	ASOS.com
Head of Exhibition Marketing	Faversham House
Senior Conference Producer	Euromoney
Community Manager	MCI UK
Managing Director	TTA
Digital Marketing Manager	LexisNexis
Account Director	Clive / FIRST
Event Manager	Clockwork Medical
Group Director	Informa
Managing Director	73 Media
Group CFO	Montgomery Group
Event Director	Hyve
Head of Operations	European Healthcare Private Equity Association
CEO	FESPA Ltd
Senior Producer	Amex GBT
Event Manager	Newday
Senior Event Manager	The Economist Events
Event Manager	Reed & Mackay
Event Organiser	Oliver Kinross
Portfolio Director	Clarion events
Event Manager	Global Future Energy
Director	Hemming Group Ltd
Events Manager	World Bio-gas Association
Event Manager	ADBA
Commercial Director	Mack Brooks
Account Director	American Express GBT
CEO	Nineteen Group
Head of Conference & Events	National Cancer Research Institute
Events Manager	Defence Relationship Management
Managing Director	Clarion Events Ltd
Content Director	Big Data LDN
Managing Director	vividink public relations
Managing Director	Hyve
Event Manager	SporstPro
Events Manager	Finextra
Executive Conference Manager	Millbrook Medical Conferences
Director of Operations	Millbrook Medical Conferences Ltd
Experience Manager	Terrapinn
Symposia Manager	ISUOG
Head of Production & Operations	LexisNexis Risk Solutions Group
Head of Business Events	Welsh Government
Operations Director	Brintex
Head of Events	Macfarlanes

POSITION	COMPANY
Assistant Head of Financial Ops	Financial Times
Divisional Director Engagemen	
Associations & Communities	MCI Group
Senior Event Manager	Financial Times
Event Planner	TikTok
Managing Director	F2F Events Ltd
Events & Membership Lead	Manufacturing Technologies Association
Managing Director	Diversified Communications
Exhibition Director	Reed Exhibitions
MD	Messe Frankfurt UK
Director of Events	Association of Corporate Treasurers
Managing Director	Terrapinn
COO	Easyfairs
Director	Ways & Means Events
Vice-President	DMG Events MEA Ltd
Conference & Event Manager	ALZHEIMER'S SOCIETY
Chairman	CloserStill Media
Project Manager: Events & Exhibitions	Manufacturing Technologies Association
CEO UK & Global	Easyfairs
CEO & Founder	Fintech Week London / The Fintech Times
Operations Manager	UK Black Business Show
CEO	Raccoon Events
Chief Executive	Faversham House Ltd
Head of Event Production	SportsPro Media
Senior Event Manager	RenewableUK
Director of Events	Haymarket
Senior Experience Manager	Terrapinn
Finance Director	DMG Events
Marketing Director	Informa Markets
Divisional Director	Easyfairs
Project Manger, Meetings & Events	imc Medical Communications
Event Director	Informa
Managing Director	Clarion Events
Events and Marketing Manager	Wowcher
Conference & Programmes Manager	The Royal College of Radiologists
Events Manager	National Housing Federation
Managing Director	ICHF Events
Director	Oddity Events & Marketing Ltd
Head of Store Programme & Events	Metro Bank
Events Manager	Metro Bank
Membership Engagement Manager	The Security Institute
Chairman	CloserStill
Event Manager	Pearson
Events Manager	Openreach



The team at the Eikon Exhibition Centre NI look forward to International Confex every year, with key players in the events industry all under one roof. Having exhibited for many years, Confex is the perfect platform for us to meet both with old and new clients, stakeholders and of course, with our industry colleagues. Our team also benefit from the informative seminars and networking opportunities.

Shona Ayre
Sales & Events
Eikon

What our audiences are looking for at International Confex...

83%
**were looking
for suppliers**



65%
**were looking
for agencies**



76%
**were looking
for venues**

30%
**of our audience
don't attend any other
event, meaning you
won't meet them
ANYWHERE else**



Visitor testimonials...



I thought that this year's Confex was the best one yet and I managed to talk to many new suppliers. It felt fantastic to be able to catch up with people face to face again and the layout of the show was great and well spread across ExCel. I felt like I had very productive day and made the most of my time at the show.

Neda Tootoonchi
Director / **Falkenberg & Florence**



It was great to see the return of UK events. Confex has always been a great place to meet your network & create new relationships.

Rachel Eaton
Portfolio Director /
Newbridge Events



International Confex is unarguably one of the must-attend events in the exhibition industry calendar and this year was particularly special. It was great to be back meeting face-to-face with the who's who of the industry, reconnecting with old friends and discovering exciting new suppliers.

Nicola Macdonald
PR Director
Montgomery Events



Confex 2021 was just what the industry needed. To meet in such a fabulous location with so many great exhibitors and with the many wonderful networking opportunities that are available to you, was amazing. I'll definitely be back next year.

Martin Compton
Creative Producer / **Valve Events**



What did you say about International Confex 2021?



Confex is always a treat for the events crowd, but this year Mash pulled a cracker. The Human Built team loved the re-boot hall buzz, and the stand pulled in some fantastic interactions and chat. Just what we all needed to remind us why f2f rules. I for one can't wait till next time.

Andrew Hickinbotham

Sales Director / **Exhibitions, Events & Experiential**



I am so glad that we decided to exhibit at International Confex this year, our team had a productive 2 days showcasing our new services and meeting clients and industry friends. The show is always well organised by the Mash Media team and this year was no different. Great speakers and networking opportunities with industry leaders across the 2 show days. We are looking forward to Confex 2022 already!

San Malik

Sales Director / **Tekk Group**



Searcys venue team would like to thank Mash Media and the whole International Confex team for their dedication, tenacity and hard work at the first face-to-face event professionals show in two years. What an amazing opportunity to meet old friends and make new friends among the vibrant and creative community of UK event professionals. Live events present an unrivalled opportunity to build relationships, exchange ideas and create business opportunities.

Anna Fenten

Marketing Director / **Searcys**



Known as the place where the events industry meets, and having done our homework to confirm this, we knew that International Confex 2021 was the ideal event to launch Champagne Fire Truck. We weren't wrong. Delegates were high quality and extremely motivated and the whole event was expertly run, with great communication from the Mash Media team throughout.

Rich Reynolds

Chief Bottle Popper,
Champagne Fire Truck



International Confex is always a very special day in the year for LiveBuzz. It's the time of year when we get to meet and thank our contacts, clients and friends and discuss the past year and year looking forward. This year was particularly special. After two of the worst years imaginable and so much pent-up frustration, worry and hurt, to suddenly see the industry alive again was overwhelming. As ever the event attracted the audience that suppliers need to meet. The content and production and organisation of the event was second to none. With International Confex 2021 the Mash team signalled the rebirth of the exhibitions sector in the UK and it was fantastic.

Justin Craig

Founder & Found MD / **LiveBuzz**



Each year, International Confex provides us with the ideal opportunity for the continuation of developing relationships with key individuals who are both active and influential within the events industry family - a great place to meet and share our own stories.

Mark Ford

Director / **Whitespace XPO**



Confex 2021 was the most anticipated show for the UK event community this year. From our experience of being an exhibitor for 6 years in a row, I would like to say that it was a very successful one. We've met so many people in-person whom we were speaking to for months online as well as new industry friends at our stand and at a great speed networking session. Thanks to Mash Media for making it happen and for the constant support of our industry.

Tanya Pinchuk

Managing Director
Expo Platform

How can you get involved?

Become a part of International Confex

**RATES
FROZEN
FOR 2022**

We offer a number of cost effective pre-built exhibiting solutions designed to help you reach a targeted audience specifically looking for products and services like yours.



'Space Only' Options

£525 per m²



The perfect solution for exhibiting partners with on-site build stands to showcase products and services. 'Space only' allows you to bring your vision to life, no matter how ambitious.

'Space only' includes:
Confex event website listing
Showguide listing
(Carpet needs to be requested if required)

Corner Stand Premium

£250 per corner



Shell Scheme Options

£595 per m²



The perfect cost-effective solution for exhibiting partners with more temporary stand ambitions. Turn up and present your products and services quickly and effectively.

Shell Scheme includes:
Shell
Carpet
Fascia Board
Confex event website listing
Showguide listing

Prime Location Premium

£750 for an island

Supplier Village Package

£1,850

Whether you provide custom builds, AV, promotional merchandise or anything in between, our supplier village is a key destination within the show with 83% of our audience looking to source new suppliers.

Event Tech Lab Package

£1,850

Always a hot spot within the show and more so than ever with the rise of online and hybrid events, our event tech pavilion provides the opportunity to showcase and demo your products. This package also includes a quick-fire pitch in the Event Tech theatre!

UK Venue Pavilion

£3,250

Join fellow UK venues in this targeted pavilion. Connect with visitors specifically looking to source venues for their inbound events.

London Pavilion

£3,250

Join a selection of London venues with a dedicated theatre hosting content for corporate planners, the London Pavilion is a prime position within the show.

Hotel Pavilion

£3,250 NEW

The hotel pavilion is a new addition for 2022. Connect with organisers specifically looking for hotels

International Pavilion

£7,000

Our International zone at Confex 2021 offers a sleek pre-built stand to represent your destination or venue

Academic Venue Pavilion

£3,250

Showcase your academic venues event facilities in this targeted pavilion!

Unrivalled Networking Opportunities

We hosted 588 successful speed networking meetings - Only £750



"Not only was it great to be back at a live event after so long, the speed networking provided the opportunity to network and connect with industry colleagues in a face to face environment. We found the session useful and informative with great new relationships established."

Victoria Little,
Group Sales Manager
The Arora Group



As a venue attending the networking session I was thoroughly impressed. The buyers I met all seemed to organise events which were relevant to our venue and most were from agencies we didn't already have relationships with, therefore great to meet some new buyers! As a venue, we always try to either exhibit or visit

Confex each year, but having these guaranteed face to face meetings was definitely a bonus and having the Confex App was a great way to get everyone's contact details.

Helen Pinkney
Senior Business Development Manager
Silverstone



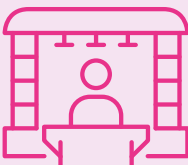
The world at your finger tips

6,000+ emails were exchanged pre show in the official show app

1246 tracked meetings took place onsite

Sponsorship opportunities to elevate your show presence

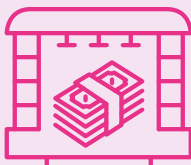
Your high value brand exposure opportunities are as follows...



Keynote Theatre
£15,000



Event Tech Theatre
SOLD



Marketing & Sales Theatre
£3,500



Association Events Forum
£3,500



Brand Experience Theatre
£3,500



Lanyards
£6,000



Badge sponsor
£4,000



Registration sponsor
£8,000



Networking bar
£25,000



VIP area
£25,000

Call Liz Agostini now for more information on how we can create packages to suit any brand objective or budget.

Don't give your competitors the edge

International Confex is where event buyers meet to streamline their event planning process. Supply chains have shifted, and event buyers need your services now more than ever. 48% of attendees stated their main reason for attending was to source new products and services for their events.



Exhibitors already signed up for 2022

