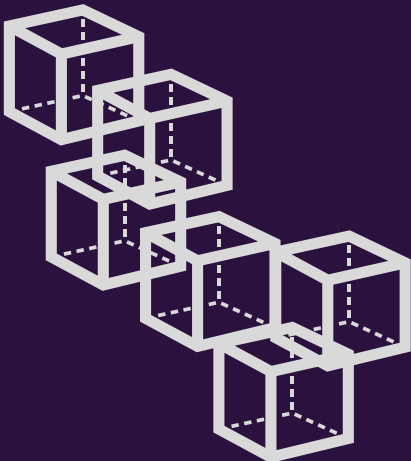


Sponsorship Packages | Trade Show | Storage Park



Tuesday, 16 May & Wednesday, 17 May 2023
Hilton Birmingham Metropole, NEC, Birmingham

www.ssauk.com/UKConference2023

Overview

The UK Self Storage Industry consists of over 2,100 stores across the country and continues to grow. The industry turnover is more than £940 million per year. SSA UK members represent around 75% of the self storage space in the country from the largest publicly listed companies to small container storage sites in rural areas.

The Self Storage Association UK is delighted to announce its inaugural two-day conference, dedicated specifically to the self storage industry in the UK. Conference content will be tailored to UK operators focussing on tangible ways they can improve their self storage operations. The event will span 2 days with the Annual Industry Awards Dinner on the middle night. The event will also feature the launch of the annual UK Industry Report. We expect over 300 owners, operators, and investors in UK self storage to attend.



Why sponsor or exhibit?

Establish or build your brand within the growing self storage industry

This event serves as a great opportunity to promote your business to hundreds of self storage owners, operators, investors, and others with an interest in this rapidly expanding sector. We have a range of sponsorship packages available to suit all types and budgets, along with a **Trade Show** which will of course be a major highlight and where you can showcase your products or services to attendees. The Trade Show is an important part of the conference and is a key driver of delegate attendance enabling delegates to meet a range of industry suppliers all in one place.

The on-site **external Storage Park** will also be popular with attendees, particularly container operators, who will be able to view a large selection of containers, pop-up storage options and accessories for their facilities.

Throughout the two days, there will be plenty of networking opportunities to mix with potential and existing customers including refreshments breaks, lunch held in the Trade Show both days and the Annual Industry Awards Dinner, preceded by a Drinks Reception.

This is your opportunity to benefit from the exposure this event offers, to source new customers, launch new products, meet with existing clients, and learn about the issues facing the industry and how UK operators will overcome these challenges.



Venue

Having undergone an extensive refurbishment programme during 2020/2021, the venue is now fully finished and open. This 4-star luxury hotel offers free wi-fi to guests in public areas of the hotel along with access to the fitness centre and indoor pool.

Address

Hilton Birmingham Metropole
NEC
Pendigo Way
Birmingham
B40 1PP

Location

The Hilton Birmingham Metropole is situated within the NEC complex, close to both Birmingham International Airport and Birmingham International Rail Station. It is also in the heart of the Midlands motorway network providing easy access to all parts of the UK and within walking distance of the Resorts World Arena.

Accommodation

There are nearly 900 bedrooms offering a range of accommodation options.

Rooms are decorated in contemporary colours and furnishings. 24-hour room service is available and digital keys for guests.

Restaurants

With three restaurants to choose from you'll be spoilt for choice during your overnight stay and when dining as part of the conference.

Brightsmith

Inspired by the artisan makers of Birmingham's world-renowned Jewellery Quarter, Brightsmith offers a unique and memorable experience to those looking for a relaxing evening and a well-crafted drink. Brightsmith offers a creative menu of unique and flavourful dishes and serves a menu sourced from local produce and quality ingredients. You can also enjoy a range of signature cocktails and drinks, which can be enjoyed on the heated outdoor terrace overlooking the Pendigo Lake.

Gild Lobby Bar and Lounge

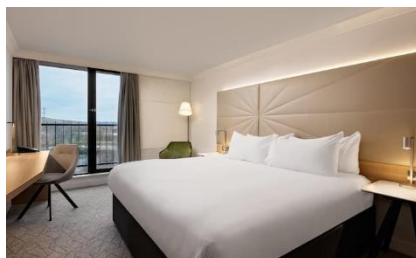
The Gild is an inviting bar and lounge space where you can enjoy carefully curated food and drinks. Craft runs through the drinks and light bites offering, from artisan coffee and juices to specially selected craft beers, cocktails, and wines. There are also free-from and healthy options. Open all day, every day; whether it's a coffee break, breakfast meeting, long lunch, or a couple of wind-down drinks.

The Arbor

Start your day by enjoying a variety of delicious breakfast options.

Parking

There is plenty of secure, on-site parking in close proximity to the hotel.



Sponsorship Packages

Platinum - £8,000 + VAT

The **Platinum package** is the top tier of conference sponsorship and provides plenty of branding opportunities, trade show space and conference tickets. Just three are available. Package includes:

- 6 x full delegate tickets to the conference
- 2 x trade show only tickets
- 18 sq metre custom space in the trade show
- Priority choice of trade show stand location
- 5-minute address to delegates during the conference
- Sponsor logo included on all promotional material, website.
- On-stage branding
- Sponsor branding on the conference bags
- Full page advert in the conference brochure
- Branded item inclusion in the conference bags
- Logo included on the conference email signature banner on all SSA UK emails.
- Logo included on the name badges

Diamond - £5,000 + VAT

Our **Diamond package** sponsorship is the next tier down from the Platinum package but still offers sponsors a range of sponsor benefits and promotional opportunities as follows:

- 4 x full delegate tickets to the conference
- Priority choice of trade show stand location following first pick by Platinum sponsors
- Double exhibition stand space in the trade show
- Sponsor logo included on all promotional material, website, and emails.
- Opportunity to sponsor a speaker included
- Half page advert in the conference brochure
- Branded item inclusion in the conference bags

Gold - £3,000 + VAT

The **Gold package** is the last of the main conference sponsorship packages and includes:

- 3 x full delegate tickets to the conference
- Single exhibition stand space in the trade show
- Priority choice of trade show stand location following Platinum and Diamond sponsor choices
- Sponsor logo included on all promotional material, website, and emails.
- Sponsorship of one of the refreshment/lunch breaks on one day of the conference
- Branded item inclusion in the conference bags

Standard Sponsorship Options

Conference App (both days) - £2,500 + VAT

- App is integrated into the programme with many practical features
- Logo featured on the opening splash screen
- Sponsor featured on the home page
- Promotional material encouraging delegates to download the App includes Sponsor logo
- Coverage by the host during the conference

Speaker Sponsorship - £1,000 + VAT each – multiple available

- Sponsor a speaker of your choice on either day
- Great branding opportunity to place your company logo alongside the speaker's name in the conference brochures
- Sponsor logo featured on the SSA UK Conference website
- Sponsor logo also included on the main conference set when the speaker is presenting

Lanyards - £1,500 + VAT

- Exclusive sponsorship
- Sponsor name and logo included on all lanyards for the delegate badges
- Single colour only

Pre-Awards Dinner Drinks Reception - £1,000 + VAT

Held in the Trade Show prior to the Annual Industry Awards Dinner, sponsorship includes:

- Opportunity to address the delegates before guests leave to attend the dinner
- Sponsor pop-up banners in the area
- Promotion on the conference website
- Promotion in the pre-event brochure

Awards Dinner & Entertainment - £2,000 + VAT

Held in the main plenary suite, this is a popular social event which also includes the annual UK Industry Awards Ceremony. Package includes:

- Recognition and branding on all promotional materials
- Address by the sponsor at the start of the dinner
- Sponsor banners on stage – provided by the sponsor
- Promotional items on dinner tables – to be provided by the sponsor

Awards Dinner Wine - £500 + VAT

- Logo message included on hand made wine sleeves for all wine initially placed on the table

Chair Drop (per day) - £350 + VAT

- Two available – one per day
- Promotional material (leaflet or other item) placed on each chair in the main conference room
- Items to be provided by the sponsor

Pads & Pens (per day) - £100 + VAT

- Pads & pens provided to all attendees
- Supplied by the sponsor

Conference Bag Inserts - £250 + VAT – multiple available

- Inclusion of a leaflet or branded item in each of the conference bags given to attendees
- Cost is per item
- Items to be pre-approved by the SSA UK

Advertising

Conference Brochure Advert - £700 + VAT

- The Conference Brochure sets the scene for the 2023 UK Conference
- Distributed to over 2,500 owners, operators and investors across the UK and Europe
- Advertisements will be full page A4 in size only

Conference Guide Advert - £500 + VAT

- The Conference Guide is distributed to all attendees on-site
- Valuable resource during the two days
- Advertisements will be full page A4 in size only



Trade Show

SOLD OUT

Held on the ground floor in a dedicated and separate area to the main plenary room the area is secured when not open to attendees. Refreshments and lunch during the day will be served in this area along with the Pre-Dinner Drinks Reception held prior to the Annual Industry Awards Dinner. Breakfast will also be served in the Trade Show on Wednesday morning.

The Trade Show will open on each morning at least 30 minutes before the main plenary room opens. It will remain open for the duration of the event, closing after the Pre-Dinner Drinks Reception on the Tuesday evening and at approximately 3.00pm on Wednesday afternoon.

Bump in for trade stands will be on Sunday, 14 May and Monday, 15 May. It will be a staged bump in with the shell scheme and standalone constructions setting up on the morning of Sunday, 14 May and the remaining exhibitors after this and also on Monday, 15 May. Bump out will be on the afternoon of Wednesday, 17 May but must be completed by 6.30pm.

Single Stand Includes:

- Basic trade stand within the shell scheme
- 3m x 2m in size for exhibitor to add own branding and banners
- Walls 2.4m high matt anodised aluminium frame with white laminated infills
- Fascia matt anodised aluminium frame 24cm high with white laminate infill
- 1 x sign computer cut vinyl lettering on white laminate infill per booth
- Lighting - two spotlights per booth mounted on light track inside fascia
- Power – one 2-amp socket per booth
- Delegate list (excluding opt-outs) provided prior to the conference
- Listing on Trade Show page on website and in the final Conference Guide
- 2 x full delegate tickets including dinner
- Access to standard wi-fi

Note: Carpet and/or furniture can be purchased at an additional cost.

Pop up Stand Includes:

- 4sq m space in trade show with no shell scheme and no power
- Delegate list (excluding opt-outs) provided prior to the conference
- Listing on Trade Show page on website and in the final Conference Guide
- 1 full delegate ticket including dinner
- Access to standard wi-fi

Trade Stand Costs

Pop up Stand
£1,000 + VAT

Single Stand Space
£1,500 + VAT

Double Stand Space
£3,500 + VAT

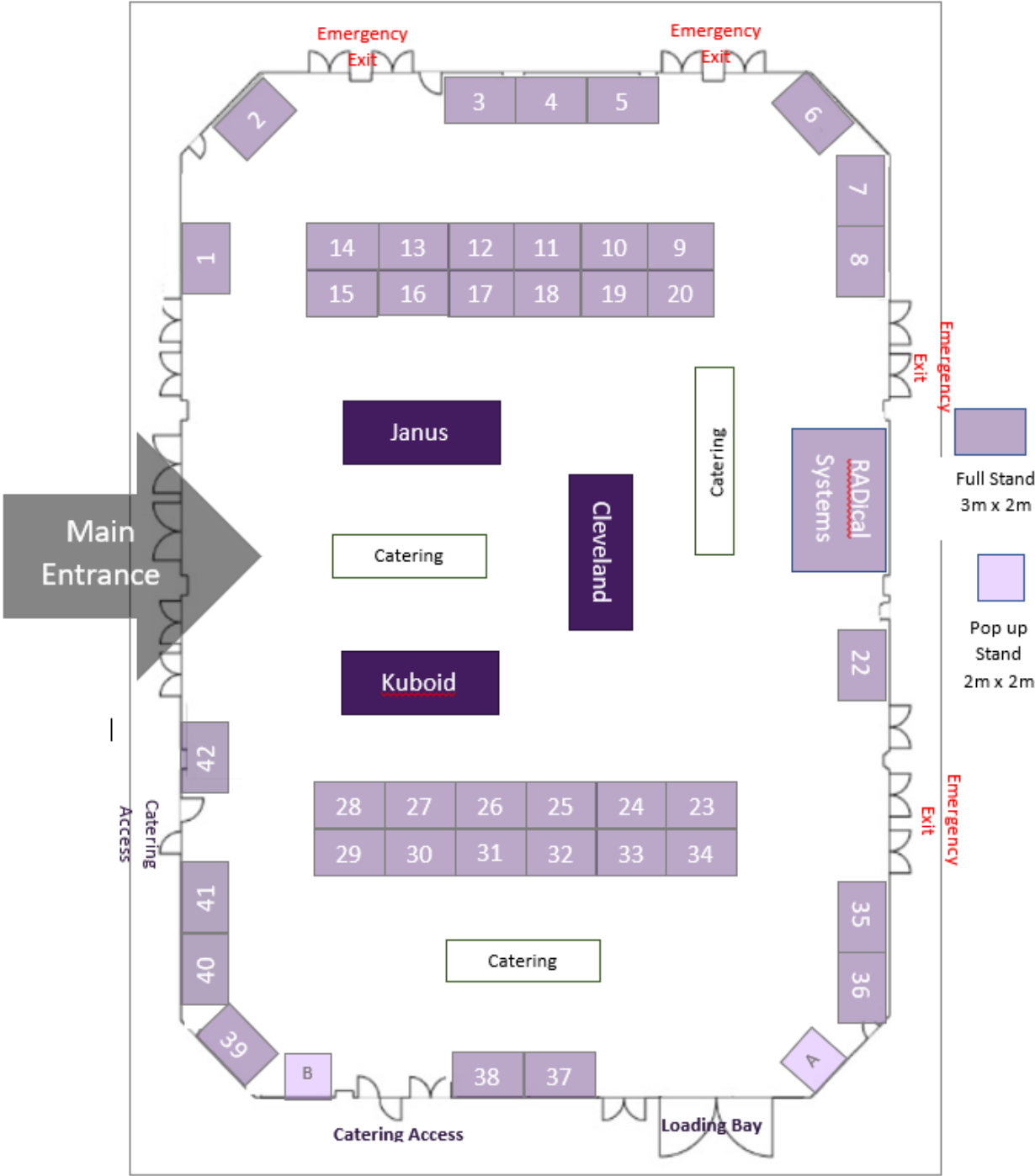
Custom Stand Space

There is scope for larger or open stands. Contact the SSA UK for more details about a bespoke trade stand solution for your business.

Trade Show Floor Plan

SOLD OUT

Note this plan is for indicative purposes only and is subject to change pending final exhibitor numbers and operational requirements



Storage Park

SOLD OUT

We recognise external storage operators are a growing part of the industry and Association and play an important role. Conveniently situated opposite the entrance into the conference centre and Trade Show, the external Storage Park is for those container/external storage unit suppliers who wish to bring along products and chat with container operator members about their requirements.

We welcome singles, double-stacked with stairwells, purpose-built drive-up units, flat-packed storage containers and container accessories. If it is external storage related, this is a great showcase opportunity for your business.

Cost:

Single container - £1,600

Stacked - £2,000

Double side-by-side stacked (4 containers) - £3,600

Accessories tent - £1,000

Note: All sites and prices are based on a container/unit up to 20ft in length. For oversize, please contact us for a custom price.

Draft ONLY external Storage Park plan (subject to change pending the final number of exhibitors and operational requirements)





Tuesday, 16 May & Wednesday, 17 May 2023

Sponsorship, Trade Show & Storage Park Booking Application Form

Please indicate the type of sponsorship you wish to apply for. All exhibitors will be contacted at a later stage to confirm the placement of trade stands.

SOLD <input checked="" type="checkbox"/> PLATINUM SPONSOR	£8000	SOLD <input checked="" type="checkbox"/> DIAMOND SPONSOR	£5000
SOLD <input checked="" type="checkbox"/> GOLD SPONSOR	£3000	SOLD <input checked="" type="checkbox"/> CONFERENCE APP	£2500
<input type="checkbox"/> SPEAKER SPONSORSHIP	£1000	SOLD <input checked="" type="checkbox"/> LANYARDS	£1500
<input type="checkbox"/> ATTENDEE NAME BADGES	£2000	SOLD <input checked="" type="checkbox"/> AWARDS DRINKS RECEPTION	£1000
SOLD <input checked="" type="checkbox"/> AWARDS DINNER SPONSORSHIP	£2000	SOLD <input checked="" type="checkbox"/> AWARDS DINNER WINE	£750
<input type="checkbox"/> CHAIR DROP	£350	SOLD <input checked="" type="checkbox"/> PADS AND PENS	£400
<input type="checkbox"/> CONFERENCE BROCHURE A4 ADVERT	£700	SOLD <input type="checkbox"/> CONFERENCE GUIDE A4 ADVERT	£500
SOLD <input checked="" type="checkbox"/> POP UP TRADE STAND	£1000	SOLD <input checked="" type="checkbox"/> SINGLE TRADE STAND	£1500
SOLD <input checked="" type="checkbox"/> DOUBLE TRADE STAND	£3500	SOLD <input checked="" type="checkbox"/> CUSTOM TRADE STAND	POA
SOLD <input checked="" type="checkbox"/> SINGLE CONTAINER	£1600	SOLD <input checked="" type="checkbox"/> STACKED CONTAINERS	£2000
SOLD <input checked="" type="checkbox"/> DOUBLE SIDE BY SIDE STACKED	£3600	SOLD <input checked="" type="checkbox"/> ACCESSORIES TENT	£1000

Company Details

Company Name:

Company VAT Number:

Address:

Contact Name:

Telephone:

Email:

All prices listed are excluding VAT – a VAT Invoice will be issued upon confirmation
Please send completed forms to hbourke@ssauk.com

Booking Applications will be awarded at the discretion of the SSA UK

Supplier member cancellations of sponsorship packages and/or Trade Show/Storage Park attendance are subject to the following: Cancellations prior to 28 February 2023 - 50% refund. Cancellations from 1 March 2023 - no refund.