

UKIFDA **EXPO 2021** & FUTURE FUELS

July 7th – 8th | Whova Virtual Conference Hall



The EXPO



HISTORY:

From its inception in 1980 'FPS EXPO' – as it was known until recently – has grown into the most important trade exhibition of its kind in the UK for anyone involved in the distribution of liquid fuels.

Our industry is an important part of the UK and Ireland's energy economy, supplying over 2.2 homes, over 250,000 business and employing over 20,000 people concentrated in rural communities across both countries.

The annual EXPO provides the one opportunity for the industry to come together, share experiences, meet new participants, identify suppliers and working partnerships. It is a highly valued nexus for the industry with over 120 exhibitors showcasing their innovations and ambitions to corporate directors, family business owners, senior decision makers and active industry commentators.

2021:



The UK & Ireland Fuel Distributors Association may have founded the EXPO but it is their Members and exhibitors who have ensured it flourished and who benefit from its existence. Our Members have worked tirelessly throughout this pandemic and it's only right that we provide them with EXPO in whatever shape works for everyone. Protecting EXPO by going virtual means we will have a viable event in 2022 and we are doing the right thing as stewards of this industry asset.



Ken Cronin,
CEO, UKIFDA

Going Virtual

We canvassed a cohort of delegates and exhibitors all of whom were keen to see what a virtual EXPO might look like.



For us it was about being honest to our DNA and trying to provide the same kind of forums and opportunities as we do at EXPO.



This means an exhibition hall or way to show products and services, places to talk, a way to meet friends and customers one-to-one, a shop-front to walk up to (in the virtual sense) and the necessary tools to provide an engaging journey. Having looked at options we identified the Whova platform as being used by many global institutions who find themselves with the same challenge thanks to Coronavirus.

You'll see on the next page how EXPO will look, at least just in 2021.



A TRANSFORMATIVE YEAR FOR EXPO:

While EXPO has always been a trade show, in recent years there has been a small but growing interest in content and speakers. While it would be over-egging it to call EXPO a conference, 2021 may well have seen the transformation of EXPO with so much high value content and speakers. With the launch of the *Future Vision* which seeks to help members understand how as an industry we must navigate the route out of a Carbon Economy, UKIFDA has been given the torch to light the way. We have a great deal to talk about not least the time horizons, commercial impacts and alternative fuels.



Our Virtual Expo provides an ideal opportunity to present content not just on the existing issues of operating in the industry but what the future holds. This is why we have added "Future Fuels" to our title in 2021.



Experience EXPO 2021...

'Whova'... we may not be able to pronounce the name, but who cares, the platform is really smart and it does exactly what we need it to. We used it as a *Show Guide* in 2019 but we only scratched the surface.

You will be invited to EXPO by downloading the app and adding your v-card profile, register for the main events and break out sessions and be able to browse the digital booths in the virtual exhibition hall. Book meetings with suppliers, reach out to get more information, watch videos and ask questions of speakers in real-time.

Exhibitors take great care to present their offer in interesting ways. You can watch their showcase, visit their online store should they have one, download brochures, book a meeting and take away new ideas much as you would normally do at EXPO.

As an exhibitor we have bought as many of the option as we could to provide a multi-channel showcase designed to deliver a breadth of opportunities to engage with delegates. We have put extra effort into our pre-show promotions and we are asking all Members, Exhibitors and Sponsors to invite people to the show. It is in our collective interest to make it work and as such we'll be sending out collateral to assist with advocacy and activation between now and July.



Why not download the App
and register today.



Exhibitor & Sponsor Opportunities

EXHIBITION SPACE / BOOTH ✓

Prime Exhibitor

(will be set up by UKIFDA)

£895 +VAT

This gets you the feature rich functionality of a booth space allowing you to upload your logo, handouts and pictures and you can talk one-on-one with customers.

NB: You will appear in alphabetic order.

BENEFITS:

- Company logo
- Company description
- Website & Contact details
- Booth number and Slogan
- Ability to upload handouts
(Maximum 2 handouts with 10 MB file size limit)
- Add booth staff profiles
- Promote deals & special offers
- Live chat function
- Messaging board
- Community page (Suggest a meet up)

BOLT-ONS ✓

Helping you **stand out from the crowd** and activate your participation:

OPTION 1

Premium Pack

£250 +VAT

This provides you the opportunity to add exclusive video content or a link to your online shop, the services of a UKIFDA member to set up your booth.

You will feature higher up the exhibitor list than standard exhibitor.

Can be set up by exhibitor if preferred.

OPTION 2

Premium Pack

£500 +VAT

PLUS

As Premium Pack plus add dedicated live video stream for a product demo or meeting. Listed above Premium exhibitors (in alphabetical order)

OPTION 3

Premium Pack

£750 +VAT

ELITE

Listed at top of exhibitor centre (in alphabetical order) ability to sponsor break out meeting.

[SPONSORSHIP OPPORTUNITIES →](#)

Exhibitor & Sponsor Opportunities

EXHIBITION SPONSORSHIP ✓

Headline Sponsor of Whole Event

POA +VAT

SOLD

Similar to the physical EXPO with prominent logos on all pages and a keynote address on day 1 and the ability to join a session of your choice on both days.

CONFERENCE SPONSORSHIP ✓

Day 1 Sponsor POA +VAT

Similar to the physical EXPO with prominent logos on all pages and a keynote address on day 1 and the ability to join a session of their choice on the chosen day.

SOLD

Day 2 Sponsor Future Fuels Day POA +VAT

Similar to the physical EXPO with prominent logos on all pages and a keynote address on day 2 and the ability to join a session of their choice on the chosen day.

SOLD

We will work with sponsors to agree a chair for each day.

BOLT-ON ✓

Break-Out Sessions POA +VAT

The ability to chair a break-out session and suggest a theme.

Exhibitor & Sponsor Opportunities

AWARDS SPONSORSHIP ✓





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Sponsored by

