



CRANES, ACCESS PLATFORMS, TELEHANDLERS & EVERYTHING IN BETWEEN

EXHIBITOR INFORMATION

13TH | 14TH
MAY
2020

Vertikal
days
DONINGTON PARK



www.vertikaldays.net



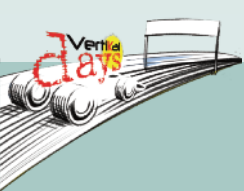
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12 REASONS TO EXHIBIT AT VERTIKAL DAYS

1

The largest, most comprehensive display of Lifting Equipment in 2020

2

The best value event, with the lowest overall costs

3

Specialist and highly targeted event reaching specialist rental companies and major end users

4

Networking opportunity with professionals with purchasing influence as well as specialist media representatives – leading to further exposure and publicity

5

Forum for industry knowledge, supported by IPAF and CPA

6

You can demonstrate your equipment, it's not a static event

7

Simple, quick and easy to organise and set up and an industry trained Organising Team

8

All visitors have an interest in lifting and access equipment so no time wasters and every person on site will have an interest in your product

9

The most hospitable industry event anywhere, creates a positive atmosphere

10

Small companies appear as impressive as global market leaders without incurring high costs

11

Perfect event for selling, meeting new clients and partners and a highly effective and inexpensive method of market research

12

Attended by buyers/company owners that represents around 90% of UK and Irish rental companies responsible for 80% + of all crane and aerial lift purchases in the region. Growing number of senior managers from overseas companies





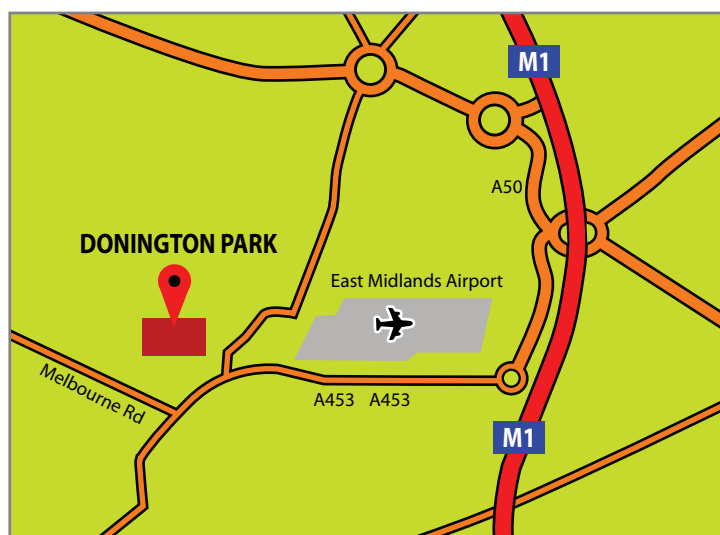
CONTACTING US & HOW TO FIND US

CONTACTING THE VERTIKAL DAYS TEAM

The Vertikal Days team will be on site from 7.30am on Monday 11th May through to Friday 15th May.

Vertikal Press Office	UK +44 (0)8448 155900	Leigh Sparrow	Direct: +44(0)1295 768340
		UK Office	Mobile: +44(0)7785258065
Pam Penny	Direct: +44(0)1902 851334		Fax: +44(0)1295 786223
Event Organiser	Mobile: +44(0)7917 155657		Email: lws@vertikal.net
UK Office	Fax: +44(0)1902 533151		
	Email: pp@vertikal.net	Nicole Engesser	Germany +49(0)7618978660
Clare Engelke	Mobile: +44(0)7989 970862	German Office	
	Email: ce@vertikal.net	Website	www.vertikaldays.net

HOW TO FIND VERTIKAL DAYS AT DONINGTON PARK



Donington Park is situated right at the heart of England, just minutes from M1 Junction 23A or Junction 24 southbound.

SAT NAV ADDRESS Donington Park, Castle Donington, Derby, DE74 2RN.

If you're flying in

Donington Park is easily accessible internationally via East Midlands International Airport, only 2 miles away! Birmingham Airport is just a 40 minute drive away, Manchester or Luton Airport are 1.5 hour drive and London Heathrow is a 2 hour drive.

Birmingham Airport - 40 minutes drive
Manchester Airport - 1.5 hours drive
Luton Airport - 1.5 hours drive
London Heathrow airport - 2 hours drive

By Train

The nearest train station to Donington Park is East Midlands Parkway. East Midlands Trains operate regularly.

By Coach

National Express Coaches offer coaches to East Midlands Airport. Coaches frequently go from Derby, Loughborough, London Victoria coach station and other national destinations.





2020

EVENT TIMES & DATES

BUILD UP (Outdoor Area)

2.00pm to 8.00pm

Monday 11th May

8.00am to 8.00pm

Tuesday 12th May

BUILD UP (Outdoor Trade Stands & Launchpad Stands)

12.30pm to 8.00pm

Tuesday 12th May

NOTE: Small trade stands located around the perimeter of the Marketplace marquee will be unable to start setting up until 12.30pm.

BUILD UP (Marketplace Indoor Stands)

12.30 to 8.00pm

Tuesday 12th May

EVENT OPENING TIMES

10.00am to 5.30pm

Wednesday 13th May

10.00am to 4.30pm

Thursday 14th May

BREAKDOWN

5.00pm

Vehicles under 3.5 tonnes (no trailers)

5.30pm - 7.00pm

Vehicles under 7.5 tonnes

7.00pm to close

ALL VEHICLES

Thursday 14th May

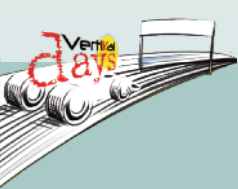
8.00am to 2.00pm

Friday 15th May

NETWORKING EVENING

Further details
coming soon!





EXHIBITOR INFORMATION SERVICES

VEHICLE MOVEMENT

Delivery and Collections

Delivery and collection vehicles will need to show their Delivery/Collection pass to Donington Park. This should be displayed in the windscreen. Delivery/collection passes can be downloaded from the Vertikal Days website.

The access route plan will be available to download from the Vertikal Days website.

All drivers with cars and vehicles under 7.5 tonnes are requested to complete a YELLOW VEHICLE PASS for their arrival at the show site. This is available to download from the website.

Unloading

There will be an unloading ramp available on site from 9am on Monday 11th May to noon on Friday 15th May. The ramp is provided on a first come, first served basis and has a maximum unloading capacity of 5 tonnes. To book the loading ramp please call in to the Organisers Office.

There will also be a forklift available on site from 9am Monday 11th May to noon on Friday 15th May. The forklift is provided on a first come, first served basis and has a maximum lifting capacity of 5 tonnes. To book the forklift please call in to the Organisers Office.

Lorry Parking On-site

Lorries, vans and trailers may be parked on site in the designated parking areas.

Exhibitor Car Parking Area

There will be Exhibitor parking at the show site.

Exhibitors will need to display their Yellow Vehicle Pass in their windscreens. These can be downloaded from the website.



EXHIBITION STANDS

Stand Clearance

The deadline for clearing of stand spaces and demonstration area is 2pm on Friday 15th May. Exhibitors are responsible for leaving their stand space clear of any rubbish.

Rubbish Clearance

Exhibitors must remove packing and wrapping materials plus all left over scrap and debris from their stand. Skips will be provided on site.

Water stand pipes

There is no water service on exhibitors individual stands. However, a temporary stand pipe is available on the outside of the Organisers Office for minor cleaning tasks and to fill containers. Note this is not drinking water.

Stand Electrics

Exhibitors can order an electrical supply to their stand using the Power to Stand order Form 10. Please note that electrics can only be supplied with payment by credit card at the time of order.

Generators

Exhibitors are permitted to bring their own generator if required but this must be fitted with a silencer.

Equipment Washing

Exhibitors should wash equipment prior to arriving on site if possible.

Site security

A Security service will operate each night from 5.30pm to 10.00am the following morning. This will be in operation from Monday 11th May to Friday 15th May.

The Organisers cannot be held responsible for any loss or damage to exhibitors' property during build-up, during the event, or during breakdown.

Insurance

Exhibitors are required to provide their own insurance during the build-up, during the event and breakdown. You are responsible for insuring against any legal liability incurred in respect to injury or damage to property belonging to third parties for a minimum of £1 million.

SAFETY

Safety On Site

All cranes, access and handling equipment must be displayed and operated within the current health and safety regulations and industry best practice.

Risk Assessment

ALL EXHIBITORS MUST PROVIDE A RISK ASSESSMENT for both build-up, breakdown and event days. Your risk assessment must cover any significant risks that your operators and contractors could create.

IMPORTANT! Companies who do not provide Risk Assessment Forms will not be permitted to exhibit at the event.

Equipment Demonstrations

Equipment must only be operated by trained and qualified personnel. Demonstration of equipment on individual stands must be supported by a risk assessment document and liability lies solely with the Exhibitor. Separate demonstration areas are available for those wishing to operate larger equipment.

Operator Safety

In order to encourage operator safety, harnesses with short lanyards **MUST** be worn by anyone operating a boom-type aerial work platform.

Outrigger Mats

Any machine using outriggers **MUST** be equipped with a suitable set of outrigger mats.

First Aid

A First Aid service will be located close to the Organisers Office throughout the opening hours of the event and on Thursday during main breakdown hours. At all other times First Aid kits are available at the Organisers Office, in the Marketplace and the Entrance pavilion.

Toilets

Toilets are situated close to the Entrance, Marketplace, Catering Pavilion and the Organisers Office.

Exhibitor Badges

Exhibitor badges can be pre-printed from the Vertikal Days website from Monday 2nd March.












OUTDOOR SITE PLAN

Outdoor Site Plan



DONINGTON PARK
May 13th-14th 2020

STAND KEY

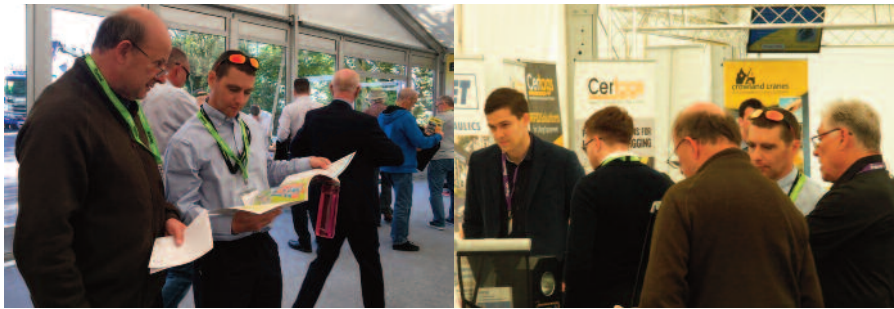
-  10m x 4m - Small Trade Stand
-  6m x 5m - Fully Inclusive Launchpad Stand
-  6m x 10m - Fully Inclusive Trade Stand
-  20m x 10m - Fully Inclusive Stand
-  12m x 10m - Basic & Fully Inclusive Stands
-  12m x 20m - Fully Inclusive Stand
-  12m x 25m - Fully Inclusive Supersize Stand

Note: These are minimum dimensions and due to the irregular nature of the site, many stands have the possibility to offer additional space

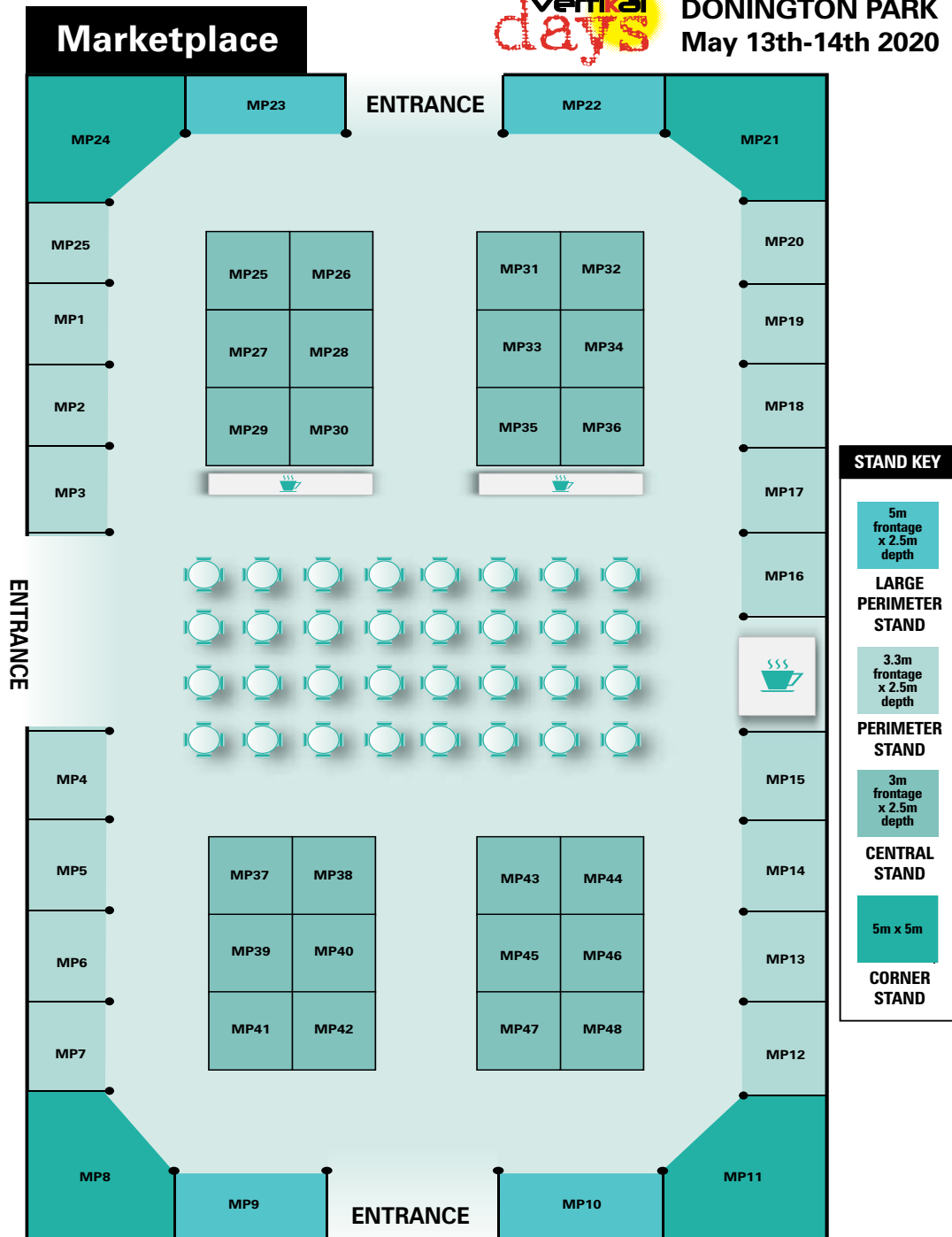




MARKETPLACE INDOOR PLAN



DONINGTON PARK
May 13th-14th 2020



Donington Park is extremely well served by a number of good sized hotels with over 1400 rooms within a 10 mile radius. You are recommended to book your hotel rooms as early as possible.

Hotel	Postcode	Telephone	Website	Distances are approximate
Jurys Inn - East Midlands Airport	DE74 2SH	0161 774 2985	www.jurysinns.com	2.5 miles
We have agreed a rate of £104.00 B&B. Book online using code: JIVERT110520				
Premier Inn EMA Hotel	DE74 2TQ	08715 278350	www.premierinn.com	3 miles
Holiday Inn Express - East Midlands Airport	DE74 2TQ	01509 678000	www.ihg.com/holidayinnexpress	3 miles
Radisson Blu Hotel East Midlands Airport	DE74 2TZ	01509 670575	www.radissonblu.com/en/hotel-eastmidlandsairport	3 miles
Travelodge - Nottingham	DE74 2TN	08719 848484	www.travelodge.co.uk	3.5 miles
Donington Park Farmhouse Hotel	DE74 2RN	01332 862409	www.parkfarmhouse.co.uk	1 mile
The Melbourne View Hotel	DE73 8BR	01332 865353	www.melbourneviewhotel.co.uk	2 miles
Donington Manor Hotel	DE74 2PP	01332 810253	www.doningtonmanorhotel.co.uk	3 miles
The Priest House by the River	DE74 2RR	01332 810649	www.thepriesthouse.co.uk	3.5 miles
Kegworth Hotel	DE74 2DF	01509 672427	www.kegworthhotel.co.uk	5 miles
Kegworth House B&B	DE74 2DA	01509 672575	www.kegworthhouse.co.uk	5 miles
PBW Yew Lodge Hotel	DE74 2DF	01509 672518	www.yewlodgehotel.co.uk	5 miles
Days Inn Hotel	DE72 2WW	use website	www.days-inn-donington.co.uk	6 miles
Burleigh Court & Lodge	LE11 3TD	01509 633033	www.burleigh-court.co.uk	10 miles
Novotel Nottingham East Midlands	NG10 4EP	0115 946 5111 & 02477 092804	www.accorhotels.com	10 miles
The Link Hotel	LE11 4EX	01509 211800	www.linkhotelloughborough.co.uk	10 miles
The Derby Conference Centre	DE24 8UX	01332 861842	www.thederbyconferencecentre.com	10 miles





Exhibitor Express Pre-order Sandwich Bar

The catering team will provide exhibitors with a pre-order service for sandwiches on show days. This is for those exhibitors who do not wish to leave their stand during the lunchtime.

Note: We want to encourage networking throughout the event and having centralised quality catering brings everyone together both in the Marketplace when sharing a coffee and in the main Catering Pavilion at lunchtimes.

Exhibitors are therefore requested not to bring in their own catering. Flasks of coffee are available from the caterers to take to individual stands.

The catering at Vertical Days is provided centrally and is included in the price you pay for your stand. It is available for your staff and for your customers. You can enjoy the following:

- Tea, coffee, water, pastries and biscuits are served in the Marketplace all day.
- Hot lunches are served each day between 12.30 and 14.30 in the Catering Pavilion. There is also a BBQ and sandwich bar.
- The main bar facility is located at the Catering Pavilion and is available from 12.30 to 14.30.





OUTDOOR AREA

Basic Stand - Space only 12m frontage x 10m depth

- 150 VIP entrance tickets
- 2 networking evening tickets

Note: Exhibitors taking basic stands need to provide their own gazebo with maximum dimensions of 6x3m. Hospitality trailers are not permitted.

EARLY BIRD
BOOKING PRICE

£4,190

STANDARD PRICE
FROM 15TH NOVEMBER

£4,610

Fully Inclusive Stand - 12m frontage x 10m depth

£4,595

£4,896

Fully Inclusive Stand - 20m frontage x 10m depth

£6,995

£7,310

Fully Inclusive Stand - 12m frontage x 20m depth

£6,995

£7,310

Fully Inclusive Supersize Stand - 12m frontage x 25m depth

£7,495

£7,886

Fully Inclusive stands 12x10m, 10x20m, 12x20m, 12x25m include the following:

- 3m x 3m standard gazebo with floor
- Aluminium table and four chairs
- Trestle table
- 4 networking evening tickets
- 150 Visitor entrance tickets
- E-signature with stand number

Fully Inclusive Trade Stand - 10m frontage x 6m depth

£2,500

£2,795

Fully Inclusive Launchpad Stand - 6m frontage x 5m depth

—

£1,490

Please note that these cannot be set up until after 12 noon on Tuesday May 12th.

Fully Inclusive Trade Stands and Launchpad stands include the following:

- 3m x 3m standard gazebo with floor
- Aluminium table and four chairs
- Trestle table
- 2 networking evening tickets
- 150 Visitor entrance tickets
- E-signature with stand number

Small Trade Stands - 10m frontage x 4m depth

£2,500

£2,795

Please note that these cannot be set up until after 12 noon on Tuesday May 12th.

INDOOR MARKETPLACE STANDS

Large Perimeter Stand - 5m x 2.5m depth

£2,515

£2,725

Perimeter Stand - 3.3m frontage x 2.5m depth

£2,133

£2,255

Central Stand - 3m frontage x 2.5m depth

£2,090

£2,195

Corner Stand - 5m x 5m

£2,515

£2,725

Indoor Marketplace stands include the following:

- 2 x trestle tables with white table cloth
- 1 x literature rack
- 2 x chairs
- 150 VIP entrance tickets
- Electrical supply plus 2 x sockets
- 2 networking evening tickets



STANDARD GAZEBO



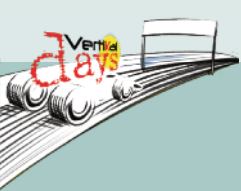
PAGODA STYLE UPGRADE TO PAGODA

3m x 3m	+£450
5m x 5m	+£850
6m x 6m	+£1,050



INDOOR MARKETPLACE

All costs subject to VAT.



STAND PAYMENT

A NON-REFUNDABLE DEPOSIT OF 50% WILL BE REQUIRED WITH THE STAND BOOKING PAYABLE WITHIN 30 DAYS OF INVOICE. FAILURE TO PAY THE DEPOSIT MAY RESULT IN THE STAND BEING REALLOCATED.

FINAL STAND PAYMENT WILL BE REQUIRED NO LATER THAN 2ND FEBRUARY 2020.

ANY STANDS BOOKED AFTER 2ND FEBRUARY 2020 ARE REQUIRED TO BE PAID IN FULL WITHIN 30 DAYS OF INVOICE.

CANCELLATION POLICY

The following cancellation policy applies to all exhibitors booking standard stand locations:

- A 50% deposit is required within one month of the booking and is non-refundable
- Cancellations received prior to 31st December 2019 will be subject to 75% of the total stand cost payable
- Cancellations received within eight weeks of the event will be subject to 100% of the total stand cost payable

PAYMENT INSTRUCTIONS

Terms: Strictly 30 days net from the invoice date unless otherwise agreed in writing. All stands booked after 2nd February will be invoiced for 100% of the stand cost. Bank transfer details will be provided on the reverse of your invoice. Payments made in advance of an invoice can be made by credit card.

PLEASE QUOTE YOUR INVOICE NUMBER and VERTIKAL PRESS.

We reserve the right to charge interest and collection charges if the invoice is not paid within credit terms.

Vertikal Press, PO Box 6998, Brackley, NN13 5WY, UK.

Tel: +44 (0)8448 155900, Fax: +44 (0)1295 768223

Vertikal Press Ltd. Registered Office in England, 18 Cross Lane, Helmdon, NN13 5QL. Registered No: 3766294.





MARKETING & PROMOTION

It is important to work together to promote the hundreds of products and services at Vertikal Days. The sooner you start your marketing, the more impact it will have for you. We will be working with all exhibitors to promote the event through social media, the trade and end-user press and at trade events.

New Vertikal Days Website

Our website has a host of features to help you promote your products and services. Exhibitor Profiles allow you upload up to 50 words of text plus up to 3 images and your website address.

Promotional Website Banners

Promotional on-line banners on the new Vertikal Days website will be available to all exhibitors at a cost of £275 per month. The banners rotate, can include flash and are 150 pixels wide x 200 pixels high.

Visitor VIP tickets

Available in html, pdf and printed formats. Each exhibitor will be given 150 printed visitor VIP tickets for distribution to their customer base. Additional tickets are available so please speak to the Vertikal Days team. Each ticket will entitle visitors to:

- Entry to the event
- Car parking
- Hospitality (Hot lunch and refreshments)
- Copy of Cranes & Access Magazine plus Vertikal Days guide

Vertikal.net

Vertikal Days will be promoted heavily on the Vertikal.net website which attracts in excess of 8.5 million views every month. There is a link from the main Vertikal Press site to the Vertikal Days website.

Advertising

Cranes & Access has the UK's and Ireland's largest circulation for any lifting equipment magazine and is circulated to 8,500 named readers. An additional 16,000 online readers of the digital version worldwide create a huge readership opportunity for advertisers. Be sure to book your space in good time to promote your stand at Vertikal Days. Information on Vertikal Days will be run in key industry trade publications including Cranes & Access, Cranes Today, Executive Hire News, the CPA bulletin, Kran & Bühne, JDL, Movincarga and GIS. We will also be working with selected end user trade publications.

PR

Press material will be sent to industry and end-user trade publications. If you have early notice of new product launches please send them to us for inclusion.

Trade Events

The event will be promoted at targeted industry events including those organised by IPAF and the CPA. Associations

We will be working with Industry associations such as the CPA, IPAF, Access Link, and LEEA to promote the event to their membership and to hold meetings and seminars alongside Vertikal Days.

Promotional E-signature

E-signatures will be available for all Exhibitors from January.

Social Media Memes

We will produce artwork for memes for use on social media. These will be available to all exhibitors from January 2020.



FAR REACHING CIRCULATION

With an intensive circulation in the UK and Germany BUT reaching as many other European readers as any INTERNATIONAL magazine.



Average circulation includes more than 8,500 printed copies of C&A throughout Europe plus a further 16,000 exclusive online readers globally.



Average circulation includes 8,700 printed to German speakers in Europe plus a further 3,900 exclusive online readers.



Around 10,000 visitors a day visit Vertikal.net to check out the latest news, with average of 8.5 million page views and 250,000 visitors a month from 191 countries. Average for Vertikal.net Jan-June 2018



Each magazine is hosted on the Magzter site and is frequently among the top free publications.



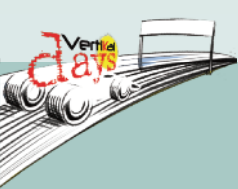
13TH | 14TH
MAY
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To exhibit, email the Vertikal Days team at:
info@vertikaldays.net or call +44 (0) 8448 155900



...and everything in between!



SPONSORSHIP

Exhibitor sponsorship opportunities will be available for the 2020 event.
For further information and pricing please contact Pam Penny.

TYPES OF SPONSORSHIP AVAILABLE:



ONLINE BANNERS ON Vertikaldays.net



Some examples



VISITOR BAGS

Quantity 3000 with
Vertikal Days logo
on one side



BOTTLED WATER TO DRINKING WATER

re-usable drinking bottles
with your company logo
and Vertikal Days logo.
Quantity 3000



MARKETPLACE COFFEE CUPS

Quantity 4000
8oz cups



VERTIKAL DAYS GUIDE TO THE EVENT

Various sizes of advert
available in the pull-out
guide within C&A
magazine



VISITOR LANYARDS

Quantity 3000
double sided with
safety release and
Vertikal Days logo
on one side



BANNER SITES

£100 per ground banner
site (exhibitors to provide
banner frame and
banner). These will be
available leading up to
the entrance to the event

We are happy to take on any ideas you might have with regards to sponsorship opportunities. Call or email Pam and talk your ideas through.

For further information and pricing please contact **Pam Penny - pp@vertikal.net**

