



EXHIBITOR SPONSORSHIP

NEWARK SHOWGROUND
SEPTEMBER 9-10 2026



www.vertikaldays.net



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WHY SPONSOR?

UNLOCK EXCLUSIVE OPPORTUNITIES TO SHOWCASE YOUR BRAND AND CONNECT WITH KEY INDUSTRY LEADERS AT VERTIKAL DAYS.

Our sponsorship opportunities are designed to suit a range of budgets and business objectives, offering valuable exposure and meaningful engagement before, during and after the event.

From premium, event-wide visibility to targeted brand placement, each package is designed to help your brand stand out:

PREMIUM SPONSORSHIP:

Maximum visibility and standout brand presence across the event.

Premium Sponsorship places with your company's brand at the forefront of Vertikal Days, delivering high-impact exposure across key on-site and digital touch points. Ideal for brands looking to make a strong leadership statement and benefit from enhanced promotion before, during and after the event.

TIER 1 SPONSORSHIP:

High-profile exposure before, during and after the event.

Tier 1 Sponsorship offers strong brand visibility across a combination of on-site branding and digital presence. A well-rounded option for companies looking to maximise awareness and maintain a consistent presence throughout the event.

TIER 2 SPONSORSHIP:

Strong brand exposure at key touch points.

Tier 2 Sponsorship provides a cost-effective way to maintain visibility at Vertikal Days through selected on-site and digital placements, with optional enhancements available to increase impact where needed.

PUBLICATION BINS:

A simple and cost-effective way to distribute your publication directly to visitors at Vertikal Days, ensuring your content reaches a relevant and engaged industry audience.

PRODUCT PLACEMENTS:

Showcase products, signage or branding in high-traffic areas, helping to increase visibility and encourage direct engagement with visitors.

VISITOR REGISTRATION

PREMIUM: £5,500

Position your brand at the visitor's first touch point by sponsoring the Visitor Registration. This opportunity ensures the sponsors brand is seen by every attendee before they arrive on site and throughout the event journey, delivering exceptional visibility and strong association with Vertikal Days.

PHYSICAL ON-SITE PRESENCE:

Ticket Branding: Logo and short description printed on all visitor tickets, which are worn throughout the event.

Entrance Flags: Make an impact in the walk up with **four** prominently placed flags featuring the company logo.

Magazine & Event Guide: Logo featured with a special thanks in the Cranes & Access preview, official event guide and post-event review, including any printed mini event guides distributed on site.

DIGITAL PRESENCE:

Web page Takeover: Be a main feature on the Visitor Registration web page. This can include a 200-word company blurb, header image or video incorporating the logo, footer image or video, and a direct link to the company website.

Website Advertising: A 320 x 320 web advertisement displayed across all pages of the Vertikal Days website, including a direct link to the company website.

Website Footer Logo: The company logo with URL featured at the bottom of every web page.

Featured Exhibitor Listing: Stand out as a featured exhibitor on the Vertikal Days Exhibitor and Brand Listing page.

Dedicated Email Campaign: A tailored email sent to all registered visitors in the lead up to the event, highlighting the Visitor Registration Sponsor.

Email Exposure: The company logo and URL in the footer of all emails sent to registered visitors and exhibitors prior to the event.

Social Media Announcement: Dedicated announcement and tagging across Vertikal Days social channels, with additional inclusion in posts related to Visitor Registration.

RESERVED



SPONSORSHIP

NETWORKING EVENT

PREMIUM: £5,500

The Networking Event is where conversations continue, bringing together exhibitors, visitors and industry professionals in a relaxed, informal setting. This premium opportunity allows the sponsors brand to be associated with connection, conversation and the celebration of Vertikal Days as the event's first day draws to a close.

PHYSICAL ON-SITE PRESENCE:

Event Branding: Options for the sponsors' brand visibility, including bar and food station branding, named cocktails and dishes, branded napkins, product placement around the catering marquee, and pop-up banners positioned within the venue (to be supplied by the sponsor).

Ticket Branding: Logo and short description displayed on all networking event tickets.

Entrance Flags: Make an impact in the walk up to the main entrance with **four** prominently placed flags featuring the company logo.

Cranes & Access Magazine & Event Guide: Logo featured with a special thanks in the Cranes & Access preview, official event guide and post-event review, including any printed mini event guides distributed on site.

DIGITAL PRESENCE:

Webpage Takeover: Be a main feature on the Networking Event webpage. This can include a short company blurb, footer image or video, and a direct link to the company website.

Website Advertising: A 320 x 320 web advertisement displayed across all pages including a direct link to the company website.

Website Footer Logo: Company logo and clickable URL featured at the bottom of every page on vertikaldays.net.

Featured Exhibitor Listing: Stand out as a featured exhibitor on the Vertikal Days Exhibitor and Brand Listing page.

Dedicated Email Campaign: A tailored email sent to all registered visitors in the lead up to the event, highlighting the Networking Event.

Email Exposure: The company logo and URL in the footer of all emails sent to registered visitors and exhibitors prior to the event.

Social Media Announcement: Dedicated announcement and tagging across Vertikal Days social channels, with additional inclusion in posts related to the Networking Event.



ENTRANCE CAFÉ

PREMIUM: £5,500

Create a strong and memorable first impression by sponsoring the café in the main visitor entrance. This opportunity allows the sponsors' brand to welcome attendees as they arrive, combining high-visibility with a hospitality setting at the very start of the event.

PHYSICAL ON-SITE PRESENCE:

Café Takeover: The sponsors' branding displayed throughout the Entrance Café with a welcoming environment for attendees.

Requirement of 2,000 branded cups, with optional additional items like napkins, signage, coasters etc (to be supplied by the sponsor).

Entrance Flags: Make an impact in the walk up with **four** prominently placed flags featuring the company logo.

Magazine & Event Guide: Logo featured with a special thanks in the Cranes & Access preview, official event guide and post-event review, including any printed mini event guides distributed on site.

DIGITAL PRESENCE:

Web page Takeover: Be a main feature on the Event information web page. This can include a short company blurb, footer image or video, and a direct link to the website.

Website Advertising: A 320 x 320 web advertisement displayed on all pages of the Vertikal Days website, including a URL to the company website.

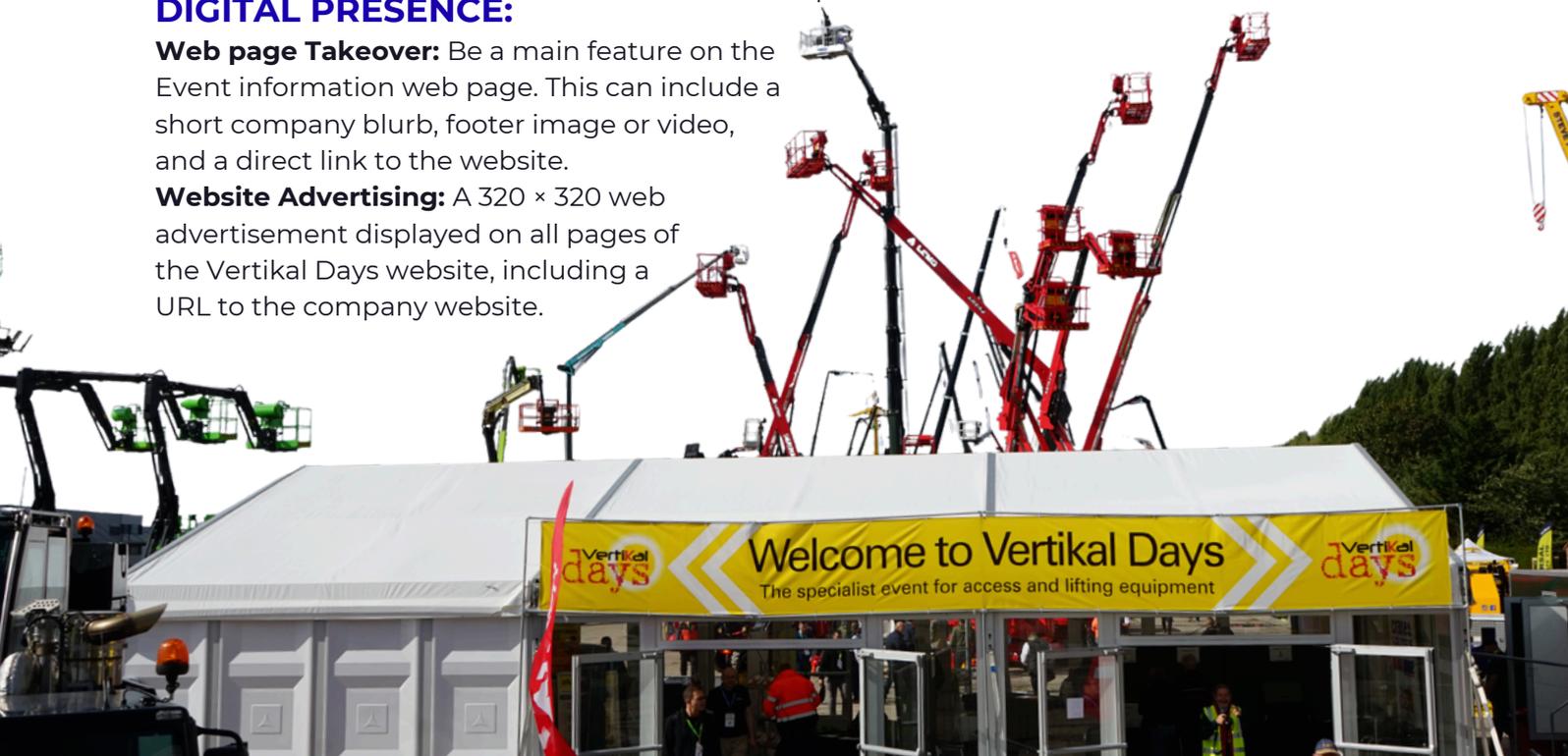
Website Footer Logo: The company logo and clickable URL featured at the bottom of every web page.

Featured Exhibitor Listing: Stand out as a featured exhibitor on the Vertikal Days Exhibitor and Brand Listing page.

Dedicated Email Campaign: A tailored email sent to all registered visitors in the lead up to the event, highlighting the Entrance café Sponsor.

Email Exposure: The company logo and URL in the footer of all emails sent to registered visitors and exhibitors prior to the event.

Social Media Announcement: Dedicated announcement and tagging across Vertikal Days social channels, additional inclusion in posts related to the Entrance Café.



NEW

PIT STOP LUNCHTIME

PREMIUM: £5,500

The Hot Potato stand has been so popular that we have decided to extend this lunchtime catering stop to include take-away pulled pork rolls for visitors and exhibitors who want to get a quick bite and continue to walk the show.

Sponsoring this centrally located catering point offers strong visibility at a natural pause in the day, helping the brand become part of a memorable and well received visitor experience.

PHYSICAL ON-SITE PRESENCE:

Tent Takeover: The sponsors' branding throughout the catering station.

Minimum requirement of 1,000 branded napkins, with optional additional items like signage, coasters flags, parasols etc (to be supplied by the sponsor).

Entrance Flags: Make an impact in the walk up with **four** prominently placed flags featuring the company logo.

Magazine & Event Guide: Logo featured with a special thanks in the Cranes & Access preview, official event guide and post-event review, including any printed mini event guides distributed on site.

DIGITAL PRESENCE:

Website Advertising: A 320 x 320 web advertisement displayed on all pages of the Vertikal Days website, including a URL to the company website.

Website Footer Logo: The company logo and clickable URL featured at the bottom of every web page.

Featured Exhibitor Listing: Stand out as a featured exhibitor on the Vertikal Days Exhibitor and Brand Listing page.

Dedicated Email Campaign: A tailored email sent to all registered visitors in the lead up to the event, highlighting the Catering Point Sponsor.

Email Exposure: The company logo and URL in the footer of all emails sent to registered visitors and exhibitors prior to the event.

Social Media Announcement: Dedicated announcement and tagging across Vertikal Days social channels, additional inclusion in posts related to the Catering point.



LUNCHTIME BBQ

TIER 1: £2,500

Together with the Vertikal Days team, help transform the Lunchtime BBQ, refuelling exhibitors and visitors in the middle of the event day.

As a popular focal point of Vertikal Days, it brings visitors and exhibitors together in a relaxed, social setting. Sponsoring the BBQ offers strong visibility at a natural pause point for both exhibitors and visitors at Vertikal Days.

PHYSICAL ON-SITE PRESENCE:

BBQ Takeover: The sponsors' branding throughout the BBQ area. **Minimum Requirement of 1,000 branded napkins**, with optional additional items like signage, coasters flags, parasols etc (to be supplied by the sponsor).

Entrance Flags: Make an impact in the walk up to the event with with **two** prominently placed flags featuring the company logo (additional flags can be added for £150 per flag).

Magazine & Event Guide: Logo featured with a special thanks in the Cranes & Access preview, official event guide and post-event review, including any printed mini event guides distributed on site.

DIGITAL PRESENCE:

Website Footer Logo: The company logo and clickable URL featured at the bottom of every web page.

Featured Exhibitor Listing: Stand out as a featured exhibitor on the Vertikal Days Exhibitor and Brand Listing page.

Email Exposure: The company logo and URL in the footer of all emails sent to registered visitors and exhibitors prior to the event.

Social Media: Tagging across Vertikal Days social channels, when posts are linked to the lunchtime BBQ.

Additional Web Advertisement: 320 x 320 Ad on all pages of Vertikal Days Website can be added on for £200.



MARKETPLACE CAFÉ

TIER 1: £2,500

Together with the Vertikal Days team, help create a welcoming Marketplace Café, keeping visitors and exhibitors fuelled throughout the event day.

Serving coffee and cakes throughout the show days, the café is a natural stop for those looking to recharge, meet colleagues or grab a coffee while moving around the Marketplace.

PHYSICAL ON-SITE PRESENCE:

Café Takeover: The sponsors' branding displayed throughout the Marketplace Café, creating a relaxed environment for visiting attendees. **Minimum requirement of 4,000 branded cups**, with optional additional items like napkins, signage, coasters etc (to be supplied by the sponsor).

Entrance Flags: Make an impact in the walk up to the event with **two** prominently placed flags featuring the company logo (additional flags can be added for £150 per flag).

Magazine & Event Guide: Logo featured with a special thanks in the Cranes & Access preview, official event guide and post-event review, including any printed mini event guides distributed on site.

DIGITAL PRESENCE:

Website Footer Logo: The company logo and clickable URL featured at the bottom of every web page.

Featured Exhibitor Listing: Stand out as a featured exhibitor on the Vertikal Days Exhibitor and Brand Listing page.

Email Exposure: The company logo and URL in the footer of all emails sent to registered visitors and exhibitors prior to the event.

Social Media: Tagging across Vertikal Days social channels, when posts are linked to the Marketplace Café.

Additional Web Advertisement: 320 x 320 Ad on all pages of Vertikal Days Website can be added on for £200.

RESERVED



SPONSORSHIP

VISITOR LANYARDS

TIER 1: £2,500

The visitor lanyards are worn by all visitors and exhibitors, offering unrivaled exposure throughout the Vertikal Days event days from arrival to departure.

PHYSICAL ON-SITE PRESENCE:

Lanyard Branding: Supply the event with 2,500 double-sided lanyards and pouches, with the sponsors brand's and the Vertikal Days logo. The lanyards must feature a safety release.

Return Bins: Branded return or recycle bins will be placed at event exits, adding an eco-friendly touch to your sponsorship.

Entrance Flags: Make an impact in the walk up to the event with **two** prominently placed flags featuring the company logo (additional flags can be added for £150 per flag).

Magazine & Event Guide: Logo featured with a special thanks in the Cranes & Access preview, official event guide and post-event review, including any printed mini event guides distributed on site.

DIGITAL PRESENCE:

Website Footer Logo: The company logo and clickable URL featured at the bottom of every web page.

Featured Exhibitor Listing: Stand out as a featured exhibitor on the Vertikal Days Exhibitor and Brand Listing page.

Email Exposure: The company logo and URL in the footer of all emails sent to registered visitors and exhibitors prior to the event.

Social Media: Tagging across Vertikal Days social channels, when posts are linked to the visitor lanyards.

Additional Web Advertisement: 320 x 320 Ad on all pages of Vertikal Days Website can be added on for £200.



VISITOR BAGS

TIER 1: £2,500

Showcase the sponsors' brand on the official Vertikal Days Visitor Bags, an essential item for visitors. Distributed from the entrance marquee, these environmentally friendly bags provide strong visibility throughout the event and continued exposure after visitors return home.

PHYSICAL ON-SITE PRESENCE:

Bag Branding: Supply a minimum of 2,000 environmentally friendly bags for use at the event. Bags will be distributed to visitors and exhibitors on entry and exit. Bag design is at the discretion of the sponsor and must feature the Vertikal Days logo.

Entrance Flags: Make an impact in the walk up to the event with **two** prominently placed flags featuring the company logo (additional flags can be added for £150 per flag).

Magazine & Event Guide: Logo featured with a special thanks in the Cranes & Access preview, official event guide and post-event review, including any printed mini event guides distributed on site.

DIGITAL PRESENCE:

Website Footer Logo: The company logo and clickable URL featured at the bottom of every web page.

Featured Exhibitor Listing: Stand out as a featured exhibitor on the Vertikal Days Exhibitor and Brand Listing page.

Email Exposure: The company logo and URL in the footer of all emails sent to registered visitors and exhibitors prior to the event.

Social Media: Tagging across Vertikal Days social channels, when posts are linked to the visitor bags.

Additional Web Advertisement: 320 x 320 Ad on all pages of Vertikal Days Website can be added on for £200.



SHOWGROUND MAPS

TIER 1: £2,500

Ensuring the sponsors' brand helps guide visitors throughout Vertikal Days with the Showground Map sponsorship.

Featuring prominently across printed, on site and online maps, this opportunity places the sponsors' brand at the center of the visitor journey, making it a key part of the event experience from arrival through to departure.

PHYSICAL ON-SITE PRESENCE:

Map Printing: The company logo printed on all large scale maps, prominently positioned within the entrance marquee and at key navigation points across the showground.

Entrance Flags: Make an impact in the walk up to the event with **two** prominently placed flags featuring the company logo (additional flags can be added for £150 per flag).

Magazine & Event Guide: Logo featured with a special thanks in the Cranes & Access preview, official event guide and post-event review, including any printed mini event guides distributed on site.

DIGITAL PRESENCE:

Online Maps: Company logo, short 200 word blurb and link to the company website featured on the Vertikal Days website maps.

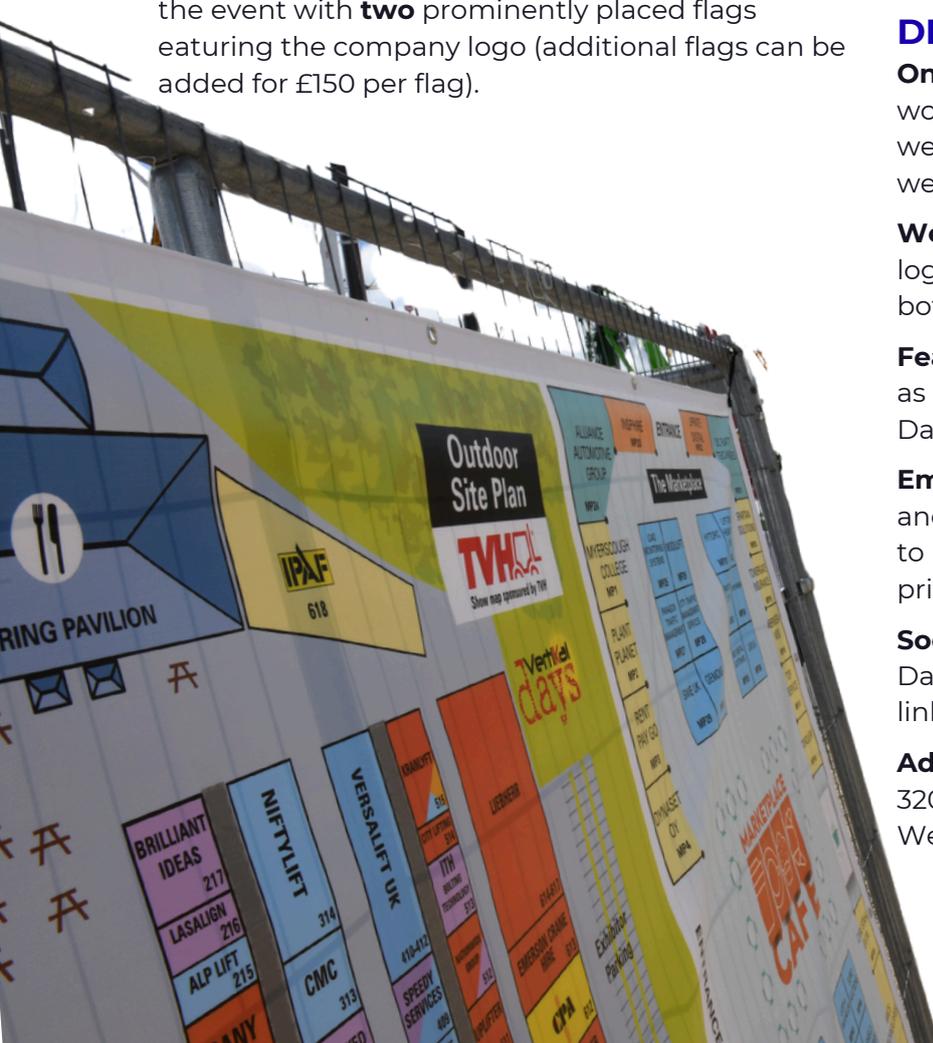
Website Footer Logo: The company logo and clickable URL featured at the bottom of every web page.

Featured Exhibitor Listing: Stand out as a featured exhibitor on the Vertikal Days Exhibitor and Brand Listing page.

Email Exposure: The company logo and URL in the footer of all emails sent to registered visitors and exhibitors prior to the event.

Social Media: Tagging across Vertikal Days social channels, when posts are linked to the online maps.

Additional Web Advertisement: 320 x 320 Ad on all pages of Vertikal Days Website can be added on for £200.



VISITOR WATER

TIER 1: £2,500

Keep visitors refreshed throughout the event. As the Water Sponsor, your brand will be visible in all catered areas of Vertikal Days, bringing a refreshing approach to sponsorship.

The sponsors' logo and tagline will be featured on eco-friendly bottled water or cans, available throughout the show.

PHYSICAL ON-SITE PRESENCE:

Branded Bottles/Cans: Supply the event with 3,000 eco-friendly bottled water or cans featuring the sponsors' logo and tagline, distributed at key locations, including catering areas and registration.

Recycling Bins: Branded recycle bins will be placed at event exits, adding an eco-friendly touch to your sponsorship.

Entrance Flags: Make an impact in the walk up to the event with **two** prominently placed flags featuring the company logo (additional flags can be added for £150 per flag).

Magazine & Event Guide: Logo featured with a special thanks in the Cranes & Access preview, official event guide and post-event review, including any printed mini event guides distributed on site.

DIGITAL PRESENCE:

Website Footer Logo: The company logo and clickable URL featured at the bottom of every web page.

Featured Exhibitor Listing: Stand out as a featured exhibitor on the Vertikal Days Exhibitor and Brand Listing page.

Email Exposure: The company logo and URL in the footer of all emails sent to registered visitors and exhibitors prior to the event.

Social Media: Tagging across Vertikal Days social channels, when posts are linked to the visitor water.

Additional Web Advertisement: 320 x 320 Ad on all pages of Vertikal Days Website can be added on for £200.



DECK CHAIRS & PARASOLS

TIER 2: £750

Our Deck Chair & Parasols Sponsorship offers a fun and relaxed way to connect with visitors throughout Vertikal Days.

Branded deck chairs will be placed in high-footfall rest areas around the catering areas and walkways, offering attendees a moment to sit back and take in the show.

Branded parasols will be sited in our picnic benches by the Catering Marquee.

PHYSICAL ON-SITE PRESENCE:

Branded Deck Chairs: Custom-branded deck chairs placed in key locations. The sponsors' logo and messaging or QR code printed on each chair. **Minimum requirement is 15 deck chairs** to be supplied by the sponsor.

Branded parasols: Custom-branded parasols at the Catering Marquee. The sponsors' logo and messaging or QR code printed on each parasol. **Minimum requirement is 20 parasols** to be supplied by the sponsor.

Magazine & Event Guide: Logo featured with a special thanks in the Cranes & Access preview, official event guide and post-event review, including any printed mini event guides distributed on site.

Additional Entrance Flags: Make an impact in the walk up to the event with two prominently placed flags which can be added on for £150 per flag.

DIGITAL PRESENCE:

Website Footer Logo: The company logo and clickable URL featured at the bottom of every web page.

Email Exposure: The company logo and URL in the footer of all emails sent to registered visitors and exhibitors prior to the event.

Additional Web Advertisement: 320 x 320 Ad on all pages of Vertikal Days Website can be added on for £200.



TOILET CUBICLES

TIER 2: £750

Get brand visibility in a unique and unforgettable way. With the sponsors' brand displayed in every toilet cubicle, it will be sure to get attention in a space where visitors will take a moment to pause.

This sponsorship provides exposure at cubicles throughout the site.

PHYSICAL ON-SITE PRESENCE:

A4 Frames in Cubicles: The sponsors' logo and messaging displayed in A4 frames at each of the 30+ toilet cubicles across the event site. The design can include your logo, tagline, and a brief call-to-action or website link.

Magazine & Event Guide: Logo featured with a special thanks in the Cranes & Access preview, official event guide and post-event review, including any printed mini event guides distributed on site.

Additional Entrance Flags: Make an impact in the walk up to the event with two prominently placed flags which can be added on for £150 per flag.

DIGITAL PRESENCE:

Website Footer Logo: The company logo and clickable URL featured at the bottom of every web page.

Email Exposure: The company logo and URL in the footer of all emails sent to registered visitors and exhibitors prior to the event.

Additional Web Advertisement: 320 x 320 Ad on all pages of Vertical Days Website can be added on for £200.



DIRECTIONAL SIGNAGE

TIER 2: £750

Help visitors navigate the event with branded directional signage placed strategically throughout the venue. This sponsorship offers visibility at key locations, ensuring the brand is in front of every visitor as they move through the event.

PHYSICAL ON-SITE PRESENCE:

Branded Signage: Strategically placed signs throughout the event (entrance areas, key junctions, near major attractions, etc.), featuring the sponsors' logo ensuring visibility to visitors as they navigate the venue.

Magazine & Event Guide: Logo featured with a special thanks in the Cranes & Access preview, official event guide and post-event review, including any printed mini event guides distributed on site.

Additional Entrance Flags: Make an impact in the walk up to the event with two prominently placed flags which can be added on for £150 per flag.

DIGITAL PRESENCE:

Website Footer Logo: The company logo and clickable URL featured at the bottom of every web page.

Email Exposure: The company logo and URL in the footer of all emails sent to registered visitors and exhibitors prior to the event.

Additional Web Advertisement: 320 x 320 Ad on all pages of Vertical Days Website can be added on for £200.



ADDITIONAL OPPORTUNITIES

PRICED INDIVIDUALLY

A selection of additional sponsorship and promotional opportunities are available across Vertikal Days.

PUBLICATION BINS:

Prime visibility for industry magazines and publications.

- Make sure your publication **reaches the right audience** at Vertikal Days with a dedicated distribution bin, located inside the visitor entrance. This offers a cost-effective way to boost visibility and engage with industry professionals.
- **Price:** £500-£1,000

PRODUCT PLACEMENTS:

Additional premium or visitor walkway available

- **Showcase your machinery** or products in prime, high-traffic locations. With six exclusive placements available, including the walk-up to the entrance, you'll engage attendees before they even enter the event.
- **Price:** £500-£1,000

VERTIKAL DAYS SHOW GUIDE:

- **Full round-up** of every exhibitor, brand and equipment by product type
- A-Z listing of **over 330 exhibitors and brands**,
- Outdoor site and indoor Marketplace maps
- Details of associations supporting event, meeting times and locations
- Bonus distribution at the show itself – copies available from Media Centre, at Entrance/Exit and Marketplace marquee
- Digital version of the show guide released prior to the event - available to read and download on both www.vertikaldays.net and www.vertikal.net
- **Price:** POA

ADDITIONAL EXTRAS:

Entrance Flags: Make an impact in the walk up to the event with two prominently placed flags which can be added on for £150 per flag.

Web Advertisement: 320 x 320 Ad on all pages of Vertikal Days Website can be added on for £475.