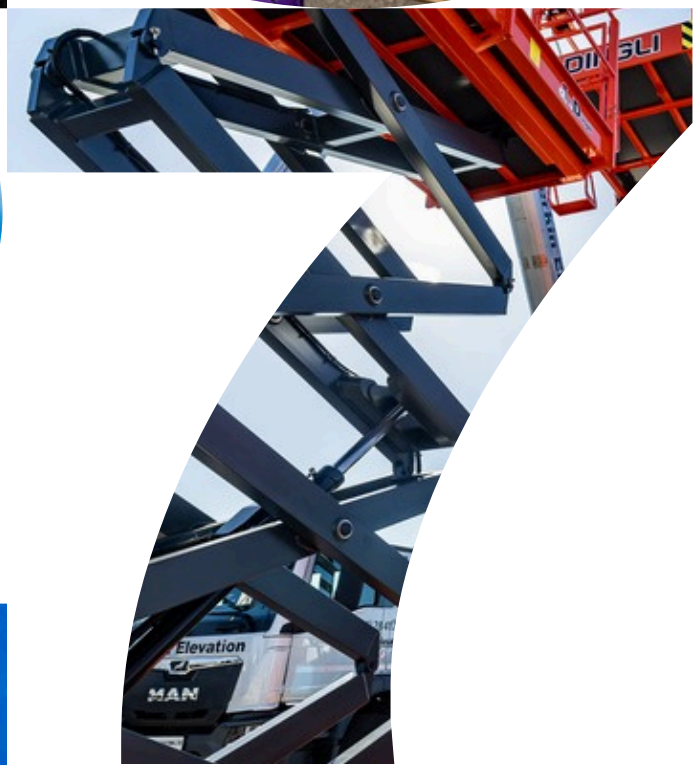




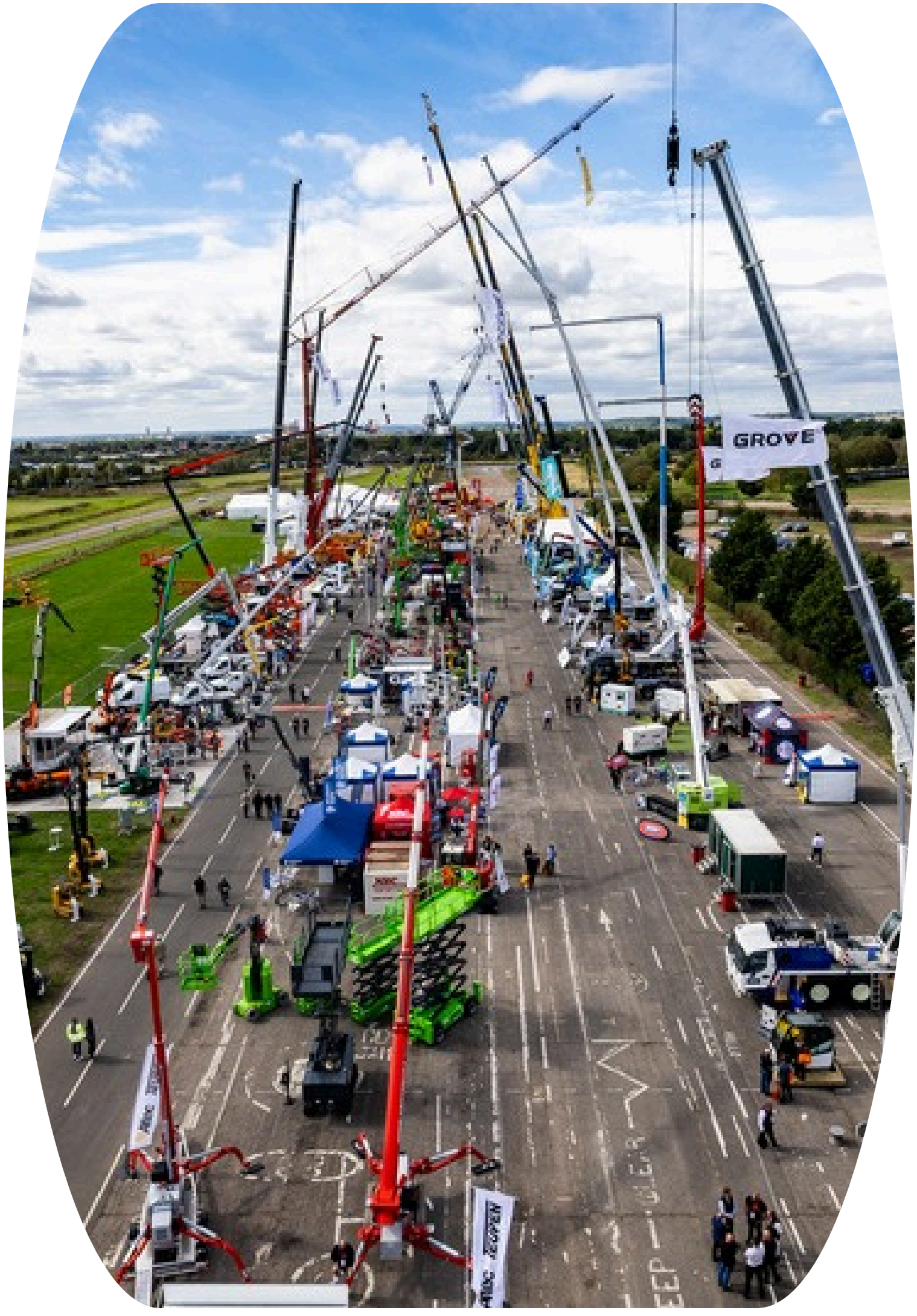




EXHIBITOR SALES DECK

CELEBRATING

20 VertiKal days


GROVE

WHY VERTIKAL DAYS?

AN INDUSTRY TOGETHER

Vertikal Days 2027 marks a milestone worth celebrating.
The 20th edition will bring the lifting and access industry together to celebrate the people, products and partnerships that have shaped the event, while looking ahead to what comes next.

Real conversations remain at its heart. From the boardroom to the job site, Vertikal Days brings together the people who run, buy and operate lifting and access equipment.This special edition offers even more reason to come together.

GENERATE LEADS AND CLOSE DEALS IN PERSON

Meet decision makers, customers and key contacts face to face.
Exhibiting creates opportunities to start conversations, build relationships and turn interest into business, with the 20th edition providing a memorable setting to reconnect with familiar faces and meet new ones.

SHOWCASE YOUR BRANDS

Put products and services in front of a highly targeted audience.
From the latest equipment to new technology, the 20th Vertikal Days will celebrate how far the industry has come and what lies ahead. Demonstrations can take place directly on stands, with no additional demonstration space to book.

ALL-INCLUSIVE HOSPITALITY

Good conversations deserve good hospitality. Complimentary lunches, coffees and refreshments for exhibitors and visitors are part of the Vertikal Days experience, making it easy to welcome customers, spend time together and enjoy the occasion.

A MILESTONE TO CELEBRATE

The 20th Vertikal Days is an opportunity to celebrate the industry's achievements and make new connections.

EVENT SCHEDULE.

IMPORTANT BUILD-UP AND BREAKDOWN TIMES

BUILD-UP

OUTDOOR STANDS

Monday 13th September - 8.00am to 7.00pm

Tuesday 14th September - 8.00am to 7.00pm

Forklift and unloading ramp available from 8.00am

Trailers MUST ARRIVE on Monday 13th - there will be no access for trailers on Tuesday 14th

INDOOR MARKETPLACE STANDS

Tuesday 14th September - 12.00pm to 8.00pm

LIVE EVENT DAYS

Wednesday 15th September - 10.00am to 5.30pm

20 Year Celebration Event 15th September - details for the evening tbc

Thursday 16th September - 10.00am to 4.00pm

BREAKDOWN

OUTDOOR STANDS

Thursday 16th September - 4.30pm to 5.00pm

Vehicles under 3.5 tonnes (no trailers)

Thursday 16th september - 5.00pm to 6.30pm

Vehicles under 7.5 tonnes

Thursday 16th september - 6.30pm to close

All vehicles - 6.30pm to close

Friday 17th September - 8.00am to 2.00pm

INDOOR MARKETPLACE STANDS

Thursday 16th september only - From 5.00pm to 8.00pm

NOTE: ALL EQUIPMENT MUST BE REMOVED FROM THE EVENT SITE NO LATER THAN 2.00PM FRIDAY 17TH SEPTEMBER



YOUR TEAM.

VERTIKAL DAYS - THE VERTIKAL PRESS LTD

Phone: +44 (0)8448 155900 +44 (0)1295 768223
Email: contact@vertikaldays.net

VERTIKAL TEAM

Pam Penny - Event Manager	pp@vertikal.net
Clare Engelke - Sales & Support	ce@vertikal.net
Nicole Engesser - Invoicing & payments	ne@vertikal.net
Poppy Horne - Event Coordinator	ph@vertikal.net
Amber Horne - Administration	ah@vertikal.net
Leigh Sparrow - Owner	lws@vertikal.net
Mark Darwin - Editorial	md@vertikal.net
Imogen Campion - Editorial	ic@vertikal.net

ON SITE SUPPORT TEAM

Jon	Chris	Joe	Jean	Nigel	Jayden
Neil	Imogen	Billy	Mrs Lee	Ash	

LEGUM

20TH CELEBRATION.

CELEBRATING 20 YEARS TOGETHER

An evening for the people who have made Vertikal Days what it is today.

The celebrations continue on Wednesday 15 September 2027 with a special evening marking 20 years of Vertikal Days.

From the first event at Haydock Park in 2007 to a new chapter at Bicester Motion, the occasion will celebrate the exhibitors, customers, colleagues and friends who have been part of the journey.

INVITATIONS INCLUDED WITH EVERY STAND

All stand bookings include invitations to the 20th Celebration Evening.

Invitations for exhibitors and final details will be announced as soon as plans are finalised.





BICESTER MOTION.

A HISTORIC SETTING FOR THE 20TH VERTIKAL DAYS

Bicester Motion in Oxfordshire brings a fresh setting to Vertikal Days 2027. This 444-acre former RAF bomber training station combines aviation heritage with a thriving community of automotive, engineering and future mobility businesses.

WELL CONNECTED

Located between London and Birmingham, close to the M40 and the A34, Bicester offers convenient access from across the UK.

Two railway stations, Bicester North and Bicester Village, connect the town with London, Oxford and Birmingham. Direct trains from London Marylebone to Bicester North take as little as 41 minutes.

Heathrow, Birmingham and Luton airports provide options for international exhibitors and visitors.

PLENTY OF PLACES TO STAY

Bicester and the surrounding Oxfordshire countryside offer accommodation for a range of budgets, from familiar hotel brands to country hotels and spa resorts. Local options include the 149-room Holiday Inn Express Bicester and the 52-room Bicester Hotel Golf & Spa, with further choice around Oxford.

MORE TO EXPLORE

Historic Oxford, countryside pubs and Bicester Village provide plenty of options for dining, shopping and extending a visit beyond the event.

FULL ADDRESS

Bicester Motion, Buckingham Rd, Launton, Bicester OX27 8AL

BICESTER MOTION


tele radio
wireless solutions
AFE INDUSTRIAL REMOTE
CONTROLS

EARLY BIRD RATE UNTIL 31.01.27

OUTDOOR STANDS.

SPACE ONLY:

Start with the space and create a stand that works for your display.

Space Only provides the ground space for exhibitors bringing their own gazebo/trailer.

All gazebos must be secured with appropriate weights. You can order gazebos, pagodas, furniture and AV equipment using the Stand Extras form at a later date.

Exhibition trailers: All trailers must be delivered to site on Monday September 13th. They must be single storey only and cannot be used for food catering.

FULLY INCLUSIVE:

Your inclusive stand includes the following elements per stand to get exhibitors show-ready from the start, with all delivered conveniently directly to the stand.

One 3m x 3m standard gazebo with flooring, one 6' by 2' Trestle Table and one set of aluminium table & four chairs and an eLead App.

STAND TYPE	SPACE ONLY	FULLY INCLUSIVE
10m x 6m	£ 3,695 (Full Price £3,895)	£ 3,995 (Full Price £4,195)
15m x 8m	£ 6,495 (Full Price £6,795)	£ 6,895 (Full Price £7,195)
15m x 15m	£ 9,095 (Full Price £9,595)	£ 9,495 (Full Price £9,995)
15m x 8m Entrance Island	£ 9,095 (Full Price £9,595)	£ 9,495 (Full Price £9,995)
20m x 15m	£ 9,995 (Full Price £10,495)	£ 10,395 (Full Price £10,895)
15m x 15m Island	£ 11,495 (Full Price £11,995)	£ 11,895 (Full Price £12,395)


CELEBRATING
20 Vertical days
15-16 September 2027
BICESTER MOTION
OUTDOOR SITE PLAN
NORTHSIDE CATERING
STAR SHADE
VISITOR PARKING
NORTH
CENTRAL
SOUTH
MARKETPLACE CAFE
IPAF
ENTRANCE
Organisers Office
SOUTHSIDE CATERING
KEY
20m x 15m
15m x 15m
15m x 15m Island
15m x 8m
10m x 6m
Trackway

EARLY BIRD RATE UNTIL 31.01.27

MARKETPLACE STANDS.

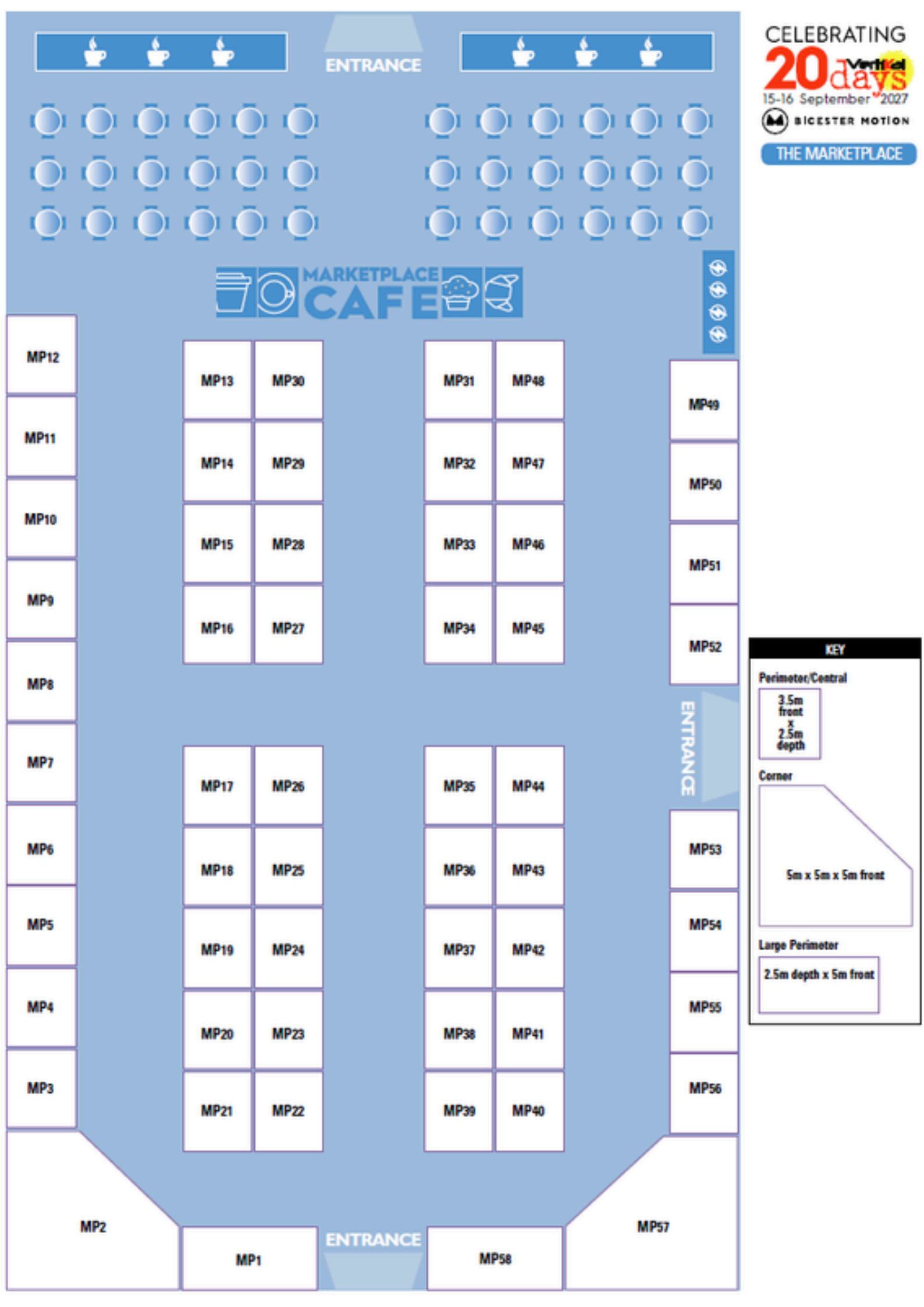
FULLY INCLUSIVE:

All Marketplace stands are offered as Fully Inclusive packages, combining exhibition space with the furniture and essentials needed to get ready for the event.

Each package includes the following items,

- Two aluminium chairs
- Two trestle tables with black cloths
- Carpeted floor
- One literature rack
- Electrical supply with two sockets
- An eLead App

STAND TYPE	STAND SIZE	FULLY INCLUSIVE
Perimeter	3.5m x 2.5m	£ 2,995 (Full Price £3,295)
Central	3.5m x 2.5m	£ 2,995 (Full Price £3,295)
Large Perimeter	5m x 2.5m	£ 3,295 (Full Price £3,595)
Corner	5m x 5m x 3.5m	£ 3,495 (Full Price £3,995)


CELEBRATING
20 Vertical days
15-16 September 2027
BICESTER MOTION
THE MARKETPLACE
ENTRANCE
MARKETPLACE CAFE
MP1
MP2
MP3
MP4
MP5
MP6
MP7
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MP58
ENTRANCE
ENTRANCE
KEY
Perimeter/Central
3.5m front x 2.5m depth
Corner
5m x 5m x 5m front
Large Perimeter
2.5m depth x 5m front

PAYMENT TERMS.

EARLY BIRD PAYMENT TERMS:

Payment terms are 30 days from the invoice date unless otherwise agreed in writing.

- A 25% non-refundable deposit will be invoiced on submission of the Stand Order and is payable within 30 days of the invoice date. Failure to pay may result in the stand being reallocated.
- 25% will be invoiced in March 2027 and must be paid by 30th April 2027.
- The remaining 50% will be invoiced in April 2027 and must be paid by 31 May 2027.
- Stand Orders accepted after 31 May 2027 will be invoiced for 100% of the Total Stand Price, payable within 30 days of the invoice date.

Payment instructions will be provided on the invoice. The Organisers reserve the right to charge interest and recover costs on overdue payments where permitted by law provided on the reverse of the invoice. Payments made in advance of an invoice may be made by credit card.

We reserve the right to charge interest and collection fees if payment is not received within the stated terms.

Please read the full Vertikal Days Exhibitor Terms & Conditions before accepting and signing your Stand Order.

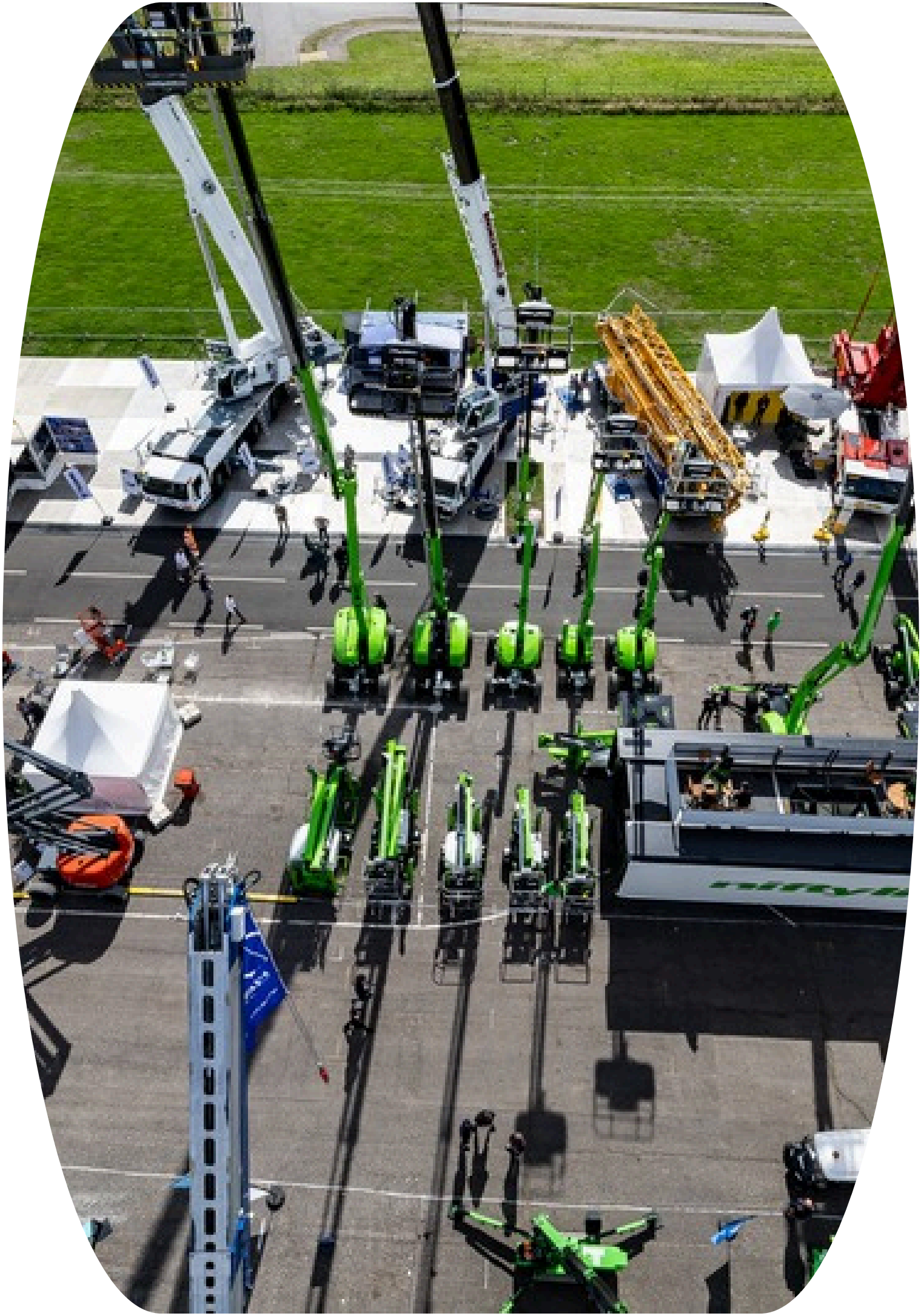
CANCELLATION POLICY

The following cancellation policy applies to all exhibitors.

The deposit is due within 30 days of booking and is non-refundable. Any amount already paid will be credited against the applicable cancellation charge.

The cancellation charge is based on the Total Stand Price shown on the Stand Order.

- Cancellations received more than 12 weeks before the Event: 50% of the Total Stand Price.
- Cancellations received between 8 and 12 weeks before the Event: 75% of the Total Stand Price.
- Cancellations received less than 8 weeks before the Event: 100% of the Total Stand Price.



TERMS & CONDITIONS.

Please read the Vertikal Days Exhibitor Terms & Conditions. They cover bookings, payments, cancellations and the requirements for exhibiting at the event.
If you need to contact a member of the team for more information or assistance please contact contact@vertikaldays.net

1. Definitions: Exhibitor means the company or other organisation named on the accepted stand order and includes its employees, agents and contractors where the context requires.
Organisers means Vertikal Press Ltd, and the employees and contractors assigned to the Vertikal Days team.
Event means Vertikal Days 2027, held at Bicester Motion on 15th and 16th Sept 2027.
Stand Order means the exhibitor's order as accepted by the Organisers, including the allocated stand, stand price and any selected furniture packs or additional items.

2. Event dates and opening hours: The Event will be open to visitors on Wednesday 15th September from 10am to 5.30pm and on Thursday 16th September from 10am to 4pm.
Exhibitors must follow the build-up and breakdown timetable issued by the Organisers. Stands must be completed by 7pm on Tuesday 14th September. Exhibits must not be dismantled or removed before 4pm on Thursday 16th September.

3. Stand bookings and allocation: A booking request is made by submitting the 2027 Stand Order form. A stand is allocated when the Organisers accept the order and confirm the allocation to the Exhibitor.
Stand allocation is subject to availability. The Organisers have the right to amend the Event layout or relocate an Exhibitor to a suitable alternative location where necessary. The Organisers will notify the Exhibitor of any changes to its allocated space.
The person submitting and signing the Stand Order confirms that they are authorised to do so on behalf of the Exhibitor.

4. Stand space and optional packs: Outdoor stand space is sold on a Space Only or Inclusive basis. The Stand Order will show the allocated stand, the stand space price, plus items included for the 'Inclusive' stands plus any optional pack selected by the Exhibitor.
The contents and price of a selected pack are those stated on the accepted Stand Extras Order. A pack does not include any item that is not expressly listed.
Additional furniture, power, flooring, equipment or services must be ordered separately where available.
Exhibitors may provide their own furniture, AV equipment and gazebos, subject to the stand rules and safety requirements in these terms and conditions and the Exhibitor Information Pack. Exhibitors supplying their own Gazebos, pagodas and tent type structures must ensure they are safely installed and secured with appropriate weights. The Organisers are unable to provide weights for Exhibitors' own structures.
Any change to a booked pack or additional order must be agreed with the Organisers. Changes may affect price and availability.
Networking Invitations are not included in the stand packs described in the 2027 Stand Order. Any invitation or ticket allocation or purchase will be confirmed separately.

5. Payment: All stand and pack prices shown on the Stand Order are exclusive of VAT unless expressly stated otherwise. VAT will be charged where applicable.
The payment schedule is:
Early Bird Offer until 31st January 2027. A 25% non-refundable deposit will be due within 30 days of the invoice date, unless alternative terms are agreed and confirmed. The second 25% will be invoiced in March 2027. Final invoices for the remaining 50% will be issued in May 2027.
From 1st February 2027, a 50% non-refundable deposit will be due within 30 days of the invoice date, unless alternative terms are agreed and confirmed. Final invoices for the remaining 50% will be issued in May 2027.
Bookings accepted after 1st June 2027 are payable in full within 30 days of the invoice date, unless alternative terms are agreed and confirmed.
Invoices are payable in accordance with the due date stated on the invoice. The Organisers reserve the right to charge interest and recover costs on overdue commercial invoices where permitted by UK law and these terms.

6. Cancellation by the Exhibitor: All cancellation requests must be sent in writing to contact@vertikaldays.net. The date the Organisers receive the request determines the applicable charge.
The following cancellation policy applies to all exhibitors.
The Early Bird 25% deposit is due within 30 days of booking and is non-refundable. Any amount already paid will be credited against the applicable cancellation charge.
From 1st February 2027, the 50% deposit is due within 30 days of booking and is non-refundable. Any amount already paid will be credited against the applicable cancellation charge.
• The cancellation charge is based on the Total Stand Price shown on the accepted Stand Order.
• Cancellations received more than 12 weeks before the Event: 50% of the Total Stand Price.
• Cancellations received 12 weeks or less, but more than 8 weeks before the Event: 75% of the Total Stand Price.
• Cancellations received 8 weeks or less before the Event: 100% of the Total Stand Price.

Please read the full Vertikal Days Exhibitor Terms & Conditions before accepting and signing your Stand Order

7. Equipment and products displayed: Vertikal Days is open to cranes, aerial work **p**latforms, telehandlers, hoists, rigging equipment and products, components and services related to the lifting and access industry. Displays are subject to approval by the Organisers.
Exhibitors are responsible for ensuring that equipment displayed, demonstrated or offered for sale complies with the applicable standards.

8. Demonstrations: Live demonstrations are permitted subject to the Event rules and approval where required. Exhibitors must keep demonstrations within their allocated stand area and control risks to staff, contractors, visitors and neighbouring stands. Only equipment that fully complies with European standards may be demonstrated. Protypes are strictly limited to static display.
Exhibitors planning demonstrations that may create excessive noise, dust or other effects beyond their stand must discuss them with the Organisers in advance. Appropriate supervision, protective equipment and safety measures must be provided.

9. Safety documents and site rules: Exhibitors must comply with the 2027 Exhibitor Information Pack, the Event's site safety rules and reasonable instructions issued by the Organisers or their appointed safety team.
Exhibitors must submit the risk assessments, method statements, stand plans and other safety documents required for their activities by the stated deadlines. The Organisers may require changes to a stand or activity where necessary for safety or compliance.

10. Temporary structures and ground protection: Gazebos, pagodas and other temporary structures must be installed and maintained safely. Plans or specifications must be submitted for approval where required by the Exhibitor Information Pack. The Organisers may require a structure to be secured, altered, closed or removed if conditions make its use unsafe.
Exhibitors must not break the ground using stakes, pins, flagpoles, fencing or similar items. Exhibitors will be responsible for any damage caused to the venue, ground or services by their activities and will be liable to charges for costs incurred to repair the venue, ground or services.

11. Electrical supply: Electrical connections may only be installed or altered by the Organisers' appointed supplier, or another contractor authorised by the Organisers.
A pack that includes standard 3kW power provides that stated supply only. Exhibitors requiring a different capacity must arrange it with the Organisers in advance, subject to availability and any additional charges.
Exhibitors are responsible for the safe condition and use of their own electrical equipment. Only silent generators can be used on site. The official electrical contractors are unable to certify Exhibitors' own electrical supplies.

12. Vehicles, deliveries and trailers: Exhibitors and their contractors must follow the vehicle pass, delivery, unloading, parking and traffic instructions issued for the Event. Vehicle movement may be restricted during build-up, live hours and breakdown.
Exhibition trailers must be single storey and must not be used for catering. All trailers must be brought to site on Monday 13th September. Trailers will not be accepted on site on Tuesday 14th September without prior permission from the Organisers.

13. Build-up and breakdown: All stands must be fully installed by 7pm on Tuesday 14th September. Exhibitors may begin dismantling only at the time stated in the official breakdown schedule and must follow the instructions of the Organisers and venue staff.
Exhibitors must leave their stand space clear and remove their exhibits, packaging and large waste. Reasonable costs incurred by the Organisers because an Exhibitor fails to clear its stand may be charged to that Exhibitor.

14. Sub-letting and third-party products: Exhibitors may not sub-let or license their stand space without prior written consent.
Third-party products may be displayed only with the Organisers' approval and in accordance with the Event's exhibitor and brand listing rules.

15. Insurance: Exhibitors must maintain insurance appropriate to their activities at the Event. Exhibitors must hold public liability insurance of at least £10 million to cover injury or damage to third parties, and employer's liability insurance where required by law.
Exhibitors must provide evidence of cover on request and ensure their contractors maintain appropriate cover for their work.

16. Exhibitor responsibility and liability: Exhibitors are responsible for their stands, exhibits, equipment, personnel and contractors, and for taking reasonable steps to prevent injury or damage arising from their activities.

17. Event cancellation, postponement or interruption: If circumstances occur beyond the Organisers' reasonable control that prevent the Event from taking place as planned, the Organisers will notify Exhibitors at the earliest opportunity while confirming any practical remedies as soon as is possible.

18. Advertising and promotional activity: Promotional materials may be distributed within an Exhibitor's stand. Distribution elsewhere at the Event requires prior approval. Sound, lighting and promotional activities must not unreasonably disturb neighbouring stands or visitors.
Aerial displays, balloons, drones and similar activities require prior written approval from the Organisers and any other permission required by UK law.

19. Services: The Organisers will arrange the Event services described in the accepted Stand Order and Exhibitor Information Pack. Exhibitors must report any problem with a booked service promptly so that the Organisers have an opportunity to address it.

20. Waste and storage: Exhibitors are responsible for removing packaging, large items and non-domestic waste from their stand. Storage of materials is permitted only in approved locations. Waste handling arrangements and any charges will be set out in the Exhibitor Information Pack.

21. Admission, badges and conduct: The Event is intended for trade professionals. Exhibitors must arrange the required badges for their staff and contractors and follow the entry procedures for build-up, live days and breakdown.
Children under 16 or dogs are not normally permitted on site during build-up or breakdown.

22. Failure to comply: If an Exhibitor fails to comply with these terms, the Event rules or a reasonable safety instruction, the Organisers may require corrective action. Where a serious risk or breach is not resolved, the Organisers may suspend an activity or require the Exhibitor to leave the Event.

23. Notices and questions: Booking cancellations and other formal notices must be sent via email to contact@vertikaldays.net. General questions can be sent to contact@vertikaldays.net.

24. Governing law: In the event of any serious unresolvable disputes UK law will apply.