

rci show

ROOFING CLADDING & INSULATION

29/30
SEPTEMBER
2021

**BUILDING
A BETTER
FUTURE**

LARGEST
STAND
NOW
CAPPED
AT 21M²

STADIUM MK MILTON KEYNES

MEDIA PACK 2021



rci show

WELCOME

RCI celebrates its fifth year as the UK's dedicated roofing, cladding and insulation show, supported by the UK's leading roofing publication.

The RCI Show visitors, and your potential customers, will benefit from an immersive experience.

INSPIRATION

Expert keynote speakers from industry associations and leading organisations will educate and enthuse.

INFORMATION

Practical, CPD accredited,

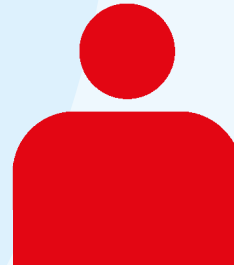
supplier seminars will give our construction decision makers tools and advice to meet their business needs.

INNOVATION

Market leading suppliers provide the products and services visitors need to deliver their projects.

In 2019, 68% of visitors attended the show seeking new products or services, while 70% of exhibitors said that attending the RCI Show is important to their business.

“It's a great way to network and meet customers old and new, and good for brand awareness”



*Karen Pedersen, Marketing Consultant,
Sundolitt*



With a proven history of delivering roofing, cladding and insulation buyers, not browsers, the RCI Show is a must attend event for anyone wanting to access this hard-to-reach audience, and help to build for a better future.

The RCI team is looking forward to welcoming you to the Stadium MK on the 29-30 September, 2021.

Tony Brown

Tony Brown, Sales Director.

BUILDING A BETTER FUTURE  **@RCI_SHOW**

WWW.RCISHOW.CO.UK

“The RCI Show has pulled together all the market leaders into one place, which is not an easy task. The high quality of the exhibitors and visitors allowed for excellent networking with relevant professionals, opening up plenty of opportunities for us. Since the show, enquiries have been constant and we are already seeing an upturn in sales”

Temı Kucuk, Business Development Manager, Evergreens UK

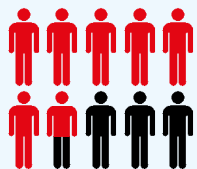
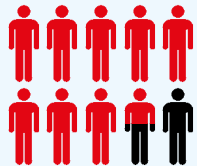
CONNECTING WITH YOUR CUSTOMERS

The RCI Show is the UK's largest show entirely dedicated to the roofing, cladding and insulation sectors.

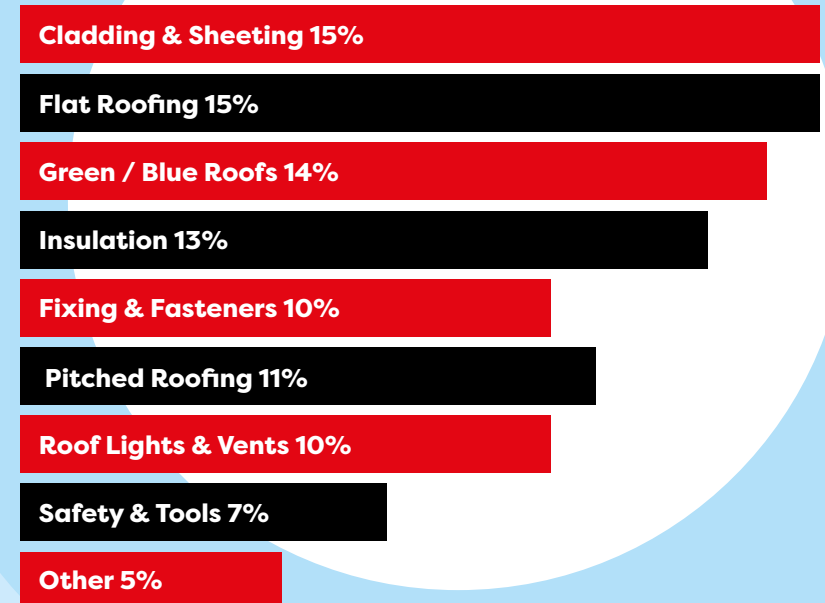
With 77% of attendees expecting to place orders upwards of £100,000 because of their visit to the RCI Show, the event puts your company's products and services directly in front of an audience with the authority, budget and desire to spend.

Can you afford to miss out?

TYPE OF VISITORS



AREA OF PURCHASING FOCUS



CONTACT TONY BROWN ON 07979506896 OR EMAIL: TONY.BROWN@MARKALLEGROUP.COM

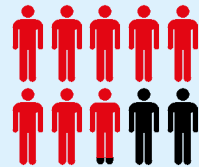


VISITOR EXPERIENCE

The RCI Show is visited by a high-quality audience with budget responsibility. They attend the show to discover the latest products and innovations in the sector, ahead of making informed purchasing choices.

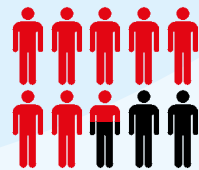
Free to attend conference and CPD seminar streams provide best practice learning and discussion on a wide range of topics that are currently affecting the sector.

TYPE OF VISITORS



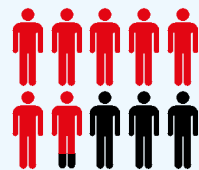
79%

of visitors feel that attending is important to their business



73%

of visitors attend to network amongst the industry



68%

of visitors attend to see new products and innovations

“I had never been to the RCI Show before and would highly recommend it to a friend or colleague, as it was a very productive way to see a lot of the products on the market, and to gain fresh ideas for products to use in the future”

*James Blake, Roofer,
Flat Roofing Solutions Ltd*



“The RCI Show produced a significant number of quality leads. We were kept well updated leading up to the show, and those at the show were very helpful and supportive. We would definitely look to take part in this event again”

Keziah Biggs, Marketing Executive, ANS Global

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HOW TO EXHIBIT

Exhibiting at the RCI Show is a cost effective way of maximising your company's exposure to the whole roofing, cladding and insulation community.

The show provides exhibitors with a range of options to meet all budgets and requirements.

NEW STAND FORMAT

After extensive research, we have decided to change the format of the stands that are available for the event going forward.

We are extremely pleased to now offer shell scheme only stands, with the maximum stand size being capped at 21m².

This new model eliminates costly space only stand builds, and also the huge strain it has on marketing personnel to facilitate the design, health and safety issues, on-site build and many other timely challenges to operate a self-build stand.

Having one of our largest 21m² shell scheme stands still provides a fantastic platform

for any manufacturer and supplier, no matter how big or small to achieve a high level of brand awareness. It also provides them with more than enough space to present their products and services, as well as the ability to host live demonstrations on their stand.

The ultimate aim of this new model is to allow the exhibitor to successfully achieve the above but within a more cost effective approach, while enhancing their return on investment.

STAND COSTS (shell scheme only)

9m- 12m² @ £375.00 per m²

15-21m² @ £350.00 per m²



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ADDITIONAL OPPORTUNITIES



Floor tiles
£250 per tile

Catering & networking bar sponsor
£3,000



Pocket show guide
£2,000



Delegate bag sponsorship
£5,000

CPD seminar or Live Demo Theatre session, along with pre-registration and on-the-day scanning data share

£1,500 per session

Promotional literature inserted into the delegate bag
£1,500 per item

Lanyard and badge sponsorship
£5,000



Branded t-shirt worn by all registration and scanning staff
£2,500

E-shot to RCI Show, opt-in database of 8,000 names
£1,200

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MARKETING OPPORTUNITIES

As an exhibitor at the RCI Show, you will benefit from an extensive and vibrant industry-wide marketing campaign, which will increase your organisation's exposure to the entire roofing, cladding and insulation community.

Once you book your stand, you become our partner and the RCI Show marketing team will remain in touch with you throughout the course of the journey.

PRE-SHOW EXHIBITOR PROMOTION

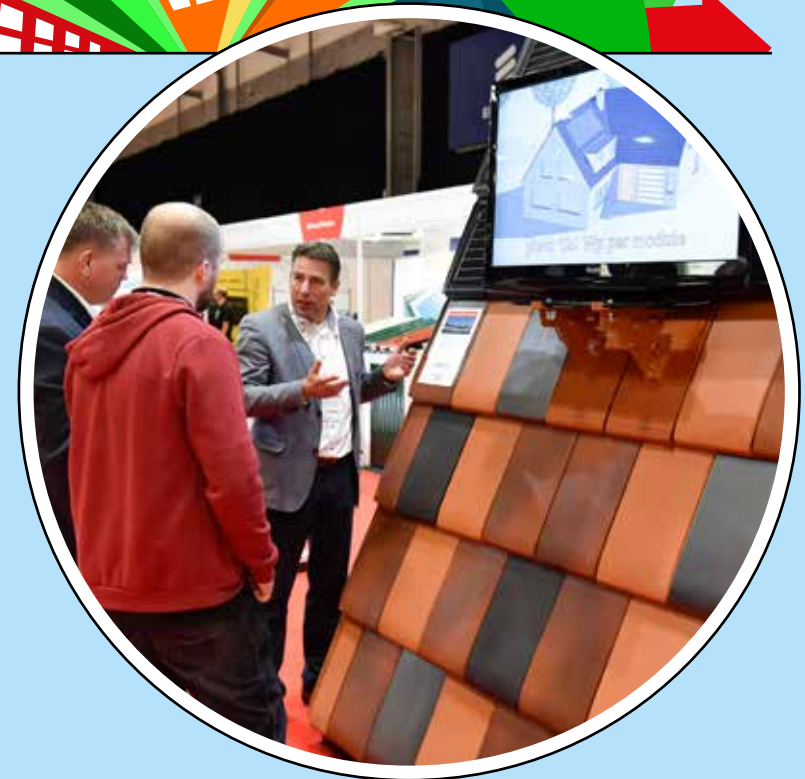
- Your exhibitor profile on our website will include your company branding, links and 70-word description
- Your presence at the show announced via social media
- Your news included on monthly e-newsletter
- A portfolio of media assets for you to promote your presence at the show

AT THE SHOW PROMOTION

- Tweets promoting your products, services and stand number on the official RCI Show Twitter account
- Opportunity to be interviewed for the highlights video
- Profile listing in the show guide

POST SHOW PROMOTION

- Continued brand presence on the website
- Your show experience shared through print and digital media



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