

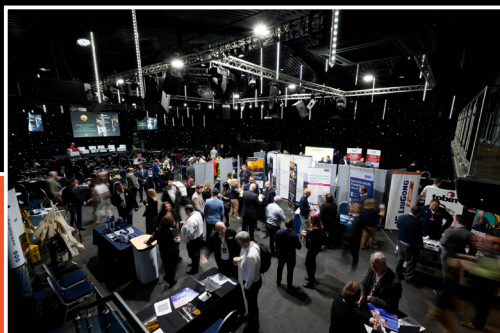
CPA CONFERENCE
07.11.24



**SHAPING
THE FUTURE**
INSIGHTS FOR THE PLANT-HIRE SECTOR

CPA CONFERENCE
**THURSDAY
NOVEMBER
7TH 2024**
Heart of England Conference
and Events Centre, Nr Coventry

**SPONSORSHIP
AND
EXHIBITION
OPPORTUNITIES**



www.cpa.uk.net



THE CPA HAS CIRCA
1,900
MEMBERS

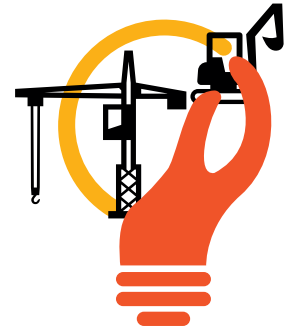


CPA MEMBERS SUPPLY
OVER 85%
OF HIRED PLANT TO
THE CONSTRUCTION
INDUSTRY



THE UK PLANT-HIRE
INDUSTRY IS WORTH
OVER £5 BILLION
TO THE UK ECONOMY

WHAT YOU NEED TO KNOW



WHAT IS THE CPA CONFERENCE?

The CPA Conference is a one-day event organised by the Construction Plant-hire Association (CPA), the leading trade association for the plant-hire sector in the UK. The CPA has circa 1,900 members who supply 85% of hired plant to the construction industry. The sector invests £1.3 billion in new equipment each year. The event forms the principal point of discussion for construction plant issues in the UK.

THE CONSTRUCTION PLANT-HIRE INDUSTRY SECTOR AND THE CPA

The UK plant-hire industry is the most well established and professional in the world, worth over £5 billion to the UK economy. The CPA is the UK's principal point of contact for all issues relating to the use of construction plant, working with government departments and agencies, local authorities, clients, construction and civil engineering contractors, other trade associations and third sector organisations. It frequently leads the debate and sets the standards for the sector.

WHEN IS THE CPA CONFERENCE 2024 BEING HELD?

The CPA Conference is being hosted on **Thursday 7th November 2024**. This will be the ninth year that the CPA Conference has been held and it is rapidly becoming an essential entry in the calendar for senior figures in the plant-hire industry.

WHERE IS THE CPA CONFERENCE 2024 BEING HELD?

The CPA Conference 2024 is being hosted at the **Heart of England Conference and Events Centre**, between Birmingham and Coventry and close to the motorway network, main line rail and Birmingham International Airport. The 2023 CPA Conference was held at the same venue, proving very successful with a large amount of indoor and outdoor exhibition space. Further information on the venue is available at www.heartofengland.co.uk

PRE-CONFERENCE NETWORKING DINNER

The evening before the Conference (Wednesday 6th November 2024) we will be hosting a Pre-Conference Networking Dinner a short distance from the Conference venue at the Best Western Meriden Plus Manor Hotel in Meriden. Key members of the CPA Council are planning to be in attendance, plus the CPA team organising the Conference. We will also be inviting senior figures from across the plant-hire industry, as well as the conference speakers who will be speaking at the event the following day.

Each exhibiting company will be cordially invited to attend the Pre-Conference Networking Dinner where a three course dinner will be served. It will give exhibitors the chance to network with fellow exhibitors and key figures from across the industry. Please note there

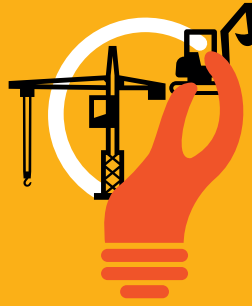
is no obligation to attend the dinner, but two spaces will be available for each exhibiting company.

WHAT IS THE FORMAT OF THE CPA CONFERENCE 2024?

The CPA Conference 2024 will bring together a number of speakers talking about how organisations can shape the future of the plant-hire sector. The CPA Conference 2023 comprised a series of panel speakers and the 2024 event will combine panel debates and interactive discussion. Previous speakers have included representatives from clients such as HS2 and Highways England, contractors such as Skanska and Laing O'Rourke, major plant-hire companies, other bodies such as the Health & Safety Executive (HSE) and senior civil servants such as Fergus Harradence - Deputy Director, Construction.



CPA CONFERENCE
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SHAPING THE FUTURE

INSIGHTS FOR THE PLANT-HIRE SECTOR

THURSDAY 7TH NOVEMBER 2024

Heart of England Conference and Events Centre, Fillongley, Coventry CV7 8DX

The theme of the CPA Conference 2024 will be 'Shaping the Future: Insights for the Plant-hire Sector'

Last year's Conference theme was 'Facing the Challenges' and this year, we have moved on to discussing how we can help shape the future of the industry and provide solutions. We're in the process of devising a packed, topical agenda with panel debates to allow delegates to come away with a deeper understanding about how they can help shape the future.

EXCITING NEWS!



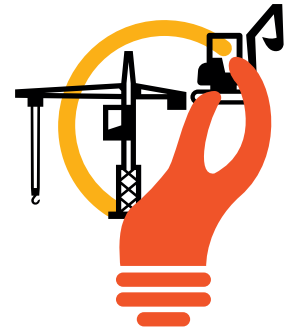
Merryn Myatt

Once again, Merryn Myatt will be hosting the CPA Conference. Merryn - a former television presenter, newsreader and journalist who previously worked with the BBC, ITV and Channel 4 - has hosted the CPA Conference for several years. This year Merryn will have a co-host - Peter Haddock - who is well known throughout the plant-hire industry as a content, social media and PR specialist, journalist and vlogger.



Peter Haddock

WHAT YOU NEED TO KNOW



WHO ATTENDS THE CPA CONFERENCE?

Around 150 senior figures from across the industry typically attend the event. In previous years, there has been excellent representation from many of the major construction companies, national plant hirers and smaller operators. Attendees have included senior figures from the likes of Sunbelt Rentals, BAM Nuttall, JCB, Speedy Services, VolkerFitzpatrick and Wates Group.

WHO SHOULD EXHIBIT AT/SPONSOR THE CPA CONFERENCE?

If you are a manufacturer or service supplier and you are looking to target the construction plant industry, the Conference presents an ideal opportunity to promote your products and services to this vitally important market, including some of the UK's

biggest plant-hire companies. If you are a plant hirer, this event allows you to significantly raise your profile across the sector and puts you in front of some of the largest construction companies in the UK.

You have the opportunity to get your name in front of some of the most senior figures in the industry. Last year's exhibitors/ sponsors included **Point of Rental Software, BigChange, Capja, CESAR Scheme from Datatag, CITB, CPCS/ NOCN, EMS (Equipment & Machinery Supplies), Genquip Groundhog, GO Plant Fleet Services Ltd, MHM Group, National Highways, Nexus Vehicle Rental, Plant Planet, Prolectric, Rouse Services, Spartan Solutions, Scottish Qualifications Authority (SQA), Thomas Group, Tobin Plant/ LuiGong and VIN CHIP.**

This is a highly targeted event and we restrict the exhibition/

sponsorship opportunities to around 15 organisations in the main Conference room, available on a first come, first served basis. Exhibitors/ sponsors have exhibition space leading up to the area where the conference is held, with opportunities for exhibitors to mingle and interact with delegates throughout the day. There are also opportunities to exhibit larger equipment outside and there are cost-effective packages available in the marquee area where delegates have lunch.

There are a range of packages available, including the premium 'Diamond Package', as detailed on page 7.

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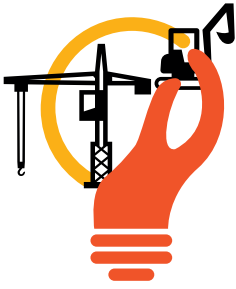


SPONSORSHIP AND EXHIBITION PACKAGES

PLEASE NOTE THAT CPA MEMBERS WILL RECEIVE A 15% DISCOUNT ON THE PRICES QUOTED FOR ALL PACKAGES.

If non CPA members are interested in booking an exhibition package for the CPA Conference, and also becoming a CPA member, the organisation concerned will be eligible for the 15% discount once CPA membership is confirmed.





DIAMOND PACKAGE

AVAILABLE TO ONE COMPANY ONLY.

COST £3,500

- Headline sponsor for the event
- On promotional material the event will be termed **'In association with (diamond sponsor's name)'**
- Prime coverage in the special edition CPA Conference 2024 Brochure – Full page inside front cover advert plus full page editorial¹ or a double page spread advert
- Great opportunity to position your company at the forefront of the UK construction plant sector
- Excellent branding opportunities – Logo on front cover of CPA Conference 2024 Brochure, logo on the PowerPoint presentation and sponsorship acknowledged during event
- Company logo featured on conference web banner on the homepage of the CPA website for a period of at least 3 months
- Opportunity to place 2 x small pull-up banners on either side of the main conference stage during the event
- Opportunity to place up to two items of compact plant in a prominent area outside the conference venue
- Exhibition area within the main conference room – delegates will have access to this area during all breaks and will be invited to network with exhibitors. Space only 3m wide x 3m depth – ideal for table top exhibition and 2 x pull-up banners or similar (table and 2 x chairs to be provided)
- Use of CPA Conference logo for promotional purposes leading up to event
- 6 x tickets to Conference (for your own company and guests e.g. customers)
- 4 x places to the Pre-Conference Networking Dinner at the Best Western Meriden Manor Hotel on Wednesday 6th November 2024

¹ Advert artwork and editorial to be supplied by sponsor, editorial may be subject to editing.





PLATINUM PACKAGES

(INDOOR AND OUTDOOR SPACE)

COST £2,000



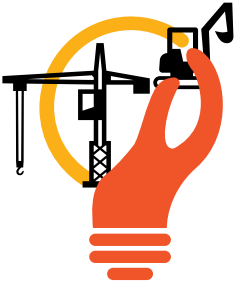
- Exhibition area within the main conference room – delegates will have access to this area during all breaks and will be invited to network with exhibitors. Space only 3m wide x 3m depth – ideal for table top exhibition and 2 x pull-up banners or similar (table and 2 x chairs to be provided)
- Sponsorship acknowledged during the event on PowerPoint company sponsorship page
- Opportunity to place equipment in the Outdoor Exhibit Area (Area of 5m x 5m available)
- Half page advert in the CPA Conference 2024 Brochure¹
- 6 x tickets to Conference (for your own company and guests e.g. customers)
- 2 x places to the Pre-Conference Networking Dinner at the Best Western Meriden Manor Hotel on Wednesday 6th November 2024

¹ Advertising artwork to be supplied by sponsor/exhibitor.



Outdoor Exhibit Area





GOLD PACKAGES

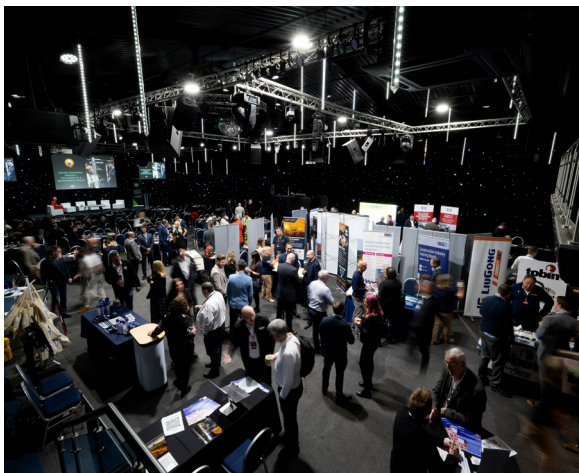
(INDOOR SPACE ONLY)

COST £1,500



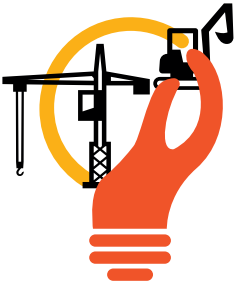
- Exhibition area within the main conference room – delegates will have access to this area during all breaks and will be invited to network with sponsors. Space only 3m wide x 3m depth – ideal for table top exhibition and 2 x pull-up banners or similar (table and 2 x chairs to be provided)
- Sponsorship acknowledged during the event on PowerPoint company sponsorship page
- Quarter page advert in the special edition CPA Conference 2024 Brochure¹
- 4 x tickets to Conference (for your own company and guests e.g. customers)
- 2 x places to the Pre-Conference Networking Dinner at the Best Western Meriden Manor Hotel on Wednesday 6th November 2024

¹Advertising artwork to be supplied by sponsor/exhibitor.



Exhibition Area in the Main Conference Room





SILVER PACKAGES

COST £750



Silver exhibitors will be situated in the marquee area. Although delegates will initially enter the event through the marquee area, please note that delegates will only otherwise visit the marquee area during the lunch break.

- Exhibition area within the marquee - delegates will have access to this area during the lunch break. Space only 3m wide x 3m depth - ideal for table top exhibition and 2 x pull-up banners or similar (table and 2 x chairs to be provided)
- Sponsorship acknowledged during the event on PowerPoint company sponsorship page
- Quarter page advert in the special edition CPA Conference 2024 Brochure¹
- 4 x tickets to Conference (for your own company and guests e.g. customers)
- 2 x places to the Pre-Conference Networking Dinner at the Best Western Meriden Manor Hotel on Wednesday 6th November 2024

¹Advertising artwork to be supplied by sponsor/exhibitor.



Marquee Area

UP
UPGRADE
YOUR PACKAGE

BESPOKE AND UPGRADE PACKAGES ARE ALSO AVAILABLE ON REQUEST

For example, you can upgrade a gold package to include a half page advert in the conference brochure.

For further details or to book a package, please contact
Lisa Collins on **07968 840390** or e-mail:
lisa@lisacollinscommunications.co.uk



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Exhibitor telephone enquiries:

07968 840390

Exhibitor email enquiries

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