

SAFETY & HEALTH EXPO

19-21 JUNE 2018 EXCEL LONDON UK

What does ACRE think makes SHE a must attend event?

Safety & Health Expo continues to be Europe's largest health and safety event and in 2017 attracted **367** exhibitors, **1,275** associations and over **13,000** visitors in total. Find out why Owain Wood, Marketing Manager at Acre thinks Safety & Health Expo is a must attend event.



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The Safety & Health Expo, provides Acre with an opportunity to raise our brand awareness with new and existing customers, as well as to continue to position ourselves further as a thought leader and innovator in Health & Safety, through our various speaking and presentation slots on the keynote theatres over the three days.

OWAIN WOOD

Marketing Manager, Acre

How long have you exhibited at Safety & Health Expo

2017 was our third year.

Why did you choose to exhibit at Safety & Health Expo over other shows?

It provides us the opportunity to showcase our products and services to a relevant industry audience.

In your opinion, what is the biggest benefit of exhibiting?

The large audience – it's a huge target market in one place!

Do you believe exhibiting to those attending the Safety & Health Expo show increases your brand awareness within the industry?

100% - both with our existing customer base and potential.

Does the show cater to your target audience?

Yes

What was your goal of this show, did you achieve it?

We wanted to raise our brand awareness through sponsorship, as well as to continue to position ourselves further as a thought leader, through our business leaders speaking on various stages and theatres over the three days.

Did you meet your financial targets for the event?

We had some instant results, as well as some conversations that are ongoing and may well mature.

Based on the last question, what was key to converting these leads?

Positioning within the Excel, the ability to present on stage and in theatres and a strong audience from customers.

Will you be exhibiting again next year?

Yes

Did you have time to explore, if so what part of the show stood out for you?

Has to be the PPE fashion show – You haven't lived until you've seen models on the catwalk in hi-vis!

How did you prepare, what did you do, pre-show and at the show to really help drive your successful ROI results?

We start thinking about expo, months in advance. We have marketing in running via email and social media way head of the shows. We are involved in the curation of the theatres and push our staff to promote our presence heavily to our client base.



If you want to find out more about the benefits of exhibiting at Safety & Health Expo and available options, [click here](#) to fill in an enquiry form.

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Join Acre and start your Safety & Health Expo 2018 journey today and find out why you should exhibit

A member of our dedicated team can help you to achieve your 2018 objectives, whether that's to:

Expand your market reach and generate new business

13,942

Visitors attended

837

Visitors attended from outside the UK in 2017

Meet visitors with big budgets

48%

Of visitors have a budget of over £100,000

Gain access to these top 10 industry sectors

1. **Construction** 2747 visitors
2. **Manufacturing** 1374 visitors
3. **Consultancy** 946 visitors
4. **Government** 639 visitors
5. **Education** 671 visitors
6. **Health** 606 visitors
7. **Utilities** 551 visitors
8. **Travel, logistics & transportation** ... 846 visitors
9. **Retail** 404 visitors
10. **Training/coaching** 309 visitors

If none of the above, then work with our fantastic team who will help you to realise your own bespoke goals for 2018

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