



2022

# MULTIMODAL

NEC BIRMINGHAM UK 14-16 June



# The Logistics Solution for Cargo Owners

Multimodal is the UK, Ireland and Northern Europe's acclaimed event for the freight transport, logistics and supply management industry. 2022 will once again see an extensive exhibition, shipper-focused seminars and the industry's major Awards ceremony. A bespoke live and virtual match-making service connects shippers to each other and to our exhibitors, making Multimodal 2022 a must attend event.

Supported by



[MULTIMODAL.ORG.UK](http://MULTIMODAL.ORG.UK)



# Join the success of Multimodal

Multimodal 2022 celebrates 15 years of placing shippers, retailers, wholesalers, importers and exporters in front of exhibitors who offer the latest logistics and supply chain solutions. Whether you are a forwarder, 3PL, shipping line, haulier, port or equipment supplier, Multimodal offers a unique opportunity to make valuable face to face contact with new prospects and existing companies.

With recruitment and the skills gap being one of the major threats to the success of many companies, Multimodal 2022 has teamed up with education charity the Career Colleges Trust to help build a talent pipeline of future logistics leaders and close the skills gap in the supply chain industry, further building on the Day 3 theme of education, upskilling and careers.



Multimodal 2021 was well-attended with a great buzz and importantly, Covid-safe too. We're already looking forward to Multimodal 2022!

**Clare Bottle, CEO**



# Our Audience



**Year: 2021**  
**Exhibitors: 162**  
**Visitors: 7236**

**93%**  
of exhibitors surveyed were Very or Fairly Satisfied with Multimodal 2021



**86%**  
of exhibitors surveyed stated the Quality of Visitors at Multimodal 2021 was Very Good/Excellent



## Company Description

Cargo Owner/Shipper	32.2%
3PL/BCO/LSP/NVO	28.7%
Carrier/Haulier/Rail	21.8%
Port/Airport/Inland Terminal	17.3%



## Cargo Owner Type

Manufacturer	30.6%
Retailer	13.5%
Importer	31.3%
Exporter	17.9%
Wholesaler	6.3%
Other	0.4%



## Industry Type

Retail/Fashion	10.2%
Automotive	7.2%
Food & Drink	9.1%
Agribusiness	1.4%
Pharmaceuticals	2.3%
Energy	1.6%
Electronics	3%
Construction	6%
Minerals/Metals	1.8%
FMCG	6.2%
Property	1.2%
Aerospace/Aviation	2%
Paper/Print	1.9%
Transport/Logistics	35%
Chemicals	2.3%
Consulting	0.9%
Financial Services	0.5%
Insurance	0.6%
IT/Software	3.9%
Legal Services	0.5%
Recycling	2.4%



## Job Function

Chairman/CEO/Managing Director	32%
Sales/Marketing	16.5%
Procurement	13.7%
Finance	0.5%
Logistics	33.3%
Production	0.7%
Warehousing	3.3%



# Sponsorship And Exhibiting Opportunities

## Packages Include

### Shell Scheme Plus:

**£595 per m<sup>2</sup>**

Shell scheme plus packages will provide you with a fully functional stand to include lights and sockets in addition to walls, fascia, name board and carpet

### Space Only:

**£495 per m<sup>2</sup>**

Build your own custom designed stand

## Floor Plan



[Click here](#)



We were delighted to attend the Multimodal 2021 exhibition. The show provided us the opportunity to meet with a number of existing customers and also look to build relationships with potential customers. Howard Tenens has met some of its largest customers over the years at Multimodal which is why we continue to exhibit each year. We are already counting down to the 2022 show!

**Elliot Ashton, Development Manager**



# Sponsorship Offers You:

- A direct cost-effective route to your target market
- Strategic brand association leading to new customer acquisition and client retention
- Immediate market exposure to shippers
- A compliant friendly opportunity to entertain clients
- Immediate contact with potential clients from the conference / seminars
- Unrivalled networking opportunities
- Multimedia opportunities with the event web-site and extensive email marketing campaign
- Association with the leading transport and logistics event



There is a wide range of sponsorship opportunities available at Multimodal 2022 which we can tailor to your company's specific needs. To find out how we can help you raise your company profile contact:

**Manjit Sandhu**  
**[manjit.sandhu@clarionevents.com](mailto:manjit.sandhu@clarionevents.com)**  
**+44 207 384 8227 | +44 7702 223 579**  
**today.**

## Multimodal Awards Sponsorship

£7,500  
- £9,500

- 14 Award categories available for sponsorship – reflective of the modes of transport and logistics associated areas of achievement
- A tailored package is offered to the sponsor with highly visible branding before, during and the event, **includes a table for 10 guests** at the awards dinner and **sponsor to present award**
- An evening full of networking whilst recognising logistics excellence starting with a cocktail reception followed by dinner, entertainment, and awards presentation



## Exhibitor and Visitor Reception Sponsorship

£10,000

- Complimentary drinks supplied to all exhibitors, and VIP visitors
- An informal evening with catering all branded with sponsors logos
- Visual branding highlighting sponsor – detail tbc with sponsor
- Drinks reception – highly visible sponsor branding
- Branded full page advert in the event guide with sponsors logos plus details of the reception
- Branded invitations emailed to all exhibitors & VIP guests
- Opportunity for one company to sponsor the reception or co-sponsors welcome





Multimodal is a great place to meet up with customers and find new ones. Our return on investment has been excellent.

Tony Shally



## Multimodal Registration Area Sponsorship

One available

£10,000

Would you like to be the first brand visitors see as they arrive at Multimodal? The registration sponsorship offers this opportunity!

- Your branding to be highly visible across the walls, entrance point, desks, screensavers, signage and banners - tailored according to your needs
- Recognised as registration sponsor on website and in all promotional material including official show guide



## VIP Lounge Sponsorship

£25,000

- The VIP Lounge is the visiting place of the crème de la crème of the transport and logistics industry
- A bespoke package is offered to the sponsor offering highly visible branding before, during and after the event



## Lanyard Sponsorship

£12,500

- Your company branding on the official lanyard
- Handed out to all visitors / exhibitors when they enter the event
- Option to supply your own or we produce with your logo and URL printed on both sides
- Benefits include:
  - o Brand awareness
  - o Create a real impact
  - o High visibility



## Multimodal Bar Sponsorship

£30,000

- The Multimodal bar is a continuous hub of activity and networking - this is branded to the sponsor
- A bespoke design based on sponsor discussion will incorporate a reserved seating exclusively for the sponsor along with the extensive branding



## Bag Sponsorship Sponsor to supply bags

£5,000

Are you looking to maximise your presence at the event? Branding enables your company to benefit from enhanced exposure in front of the whole industry. Bag sponsorship does this on the move

- Your logo to be highly visible on the official Multimodal bag
- Opportunity to insert your company information in the bag
- Recognition on the website and all promotional literature



## Bag Inserts

£2,500

- Inserts into the official Multimodal carrier bag are limited to 5 inserts
- Bags are distributed to all visitors at the show entrance



We have exhibited at every Multimodal Exhibition since its inception in 2008. We feel that the Exhibition is an excellent representation of the multimodal industry. For us, it is the first Show on the list and in our opinion 'unmissable'.

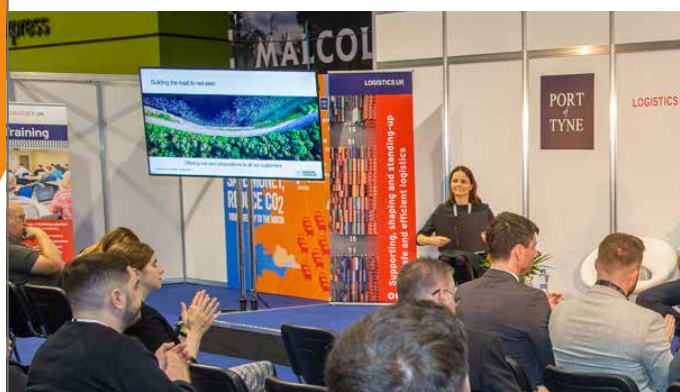
Steve Collins, Director, Fargo Systems



## Main Conference Theatre Graphic Panels

£7,500

- Opportunity to brand a seminar theatre providing a dominate presence on the exhibition floor
- A bespoke package is offered to the sponsor offering effective visible branding before, during and after the event
- Minimum of four panels, two at the entrance and two either side of the front stage



## Online Registration Page Sponsorship

£10,000

One available

- All visitors register online, sponsorship of the registration page with your company branding will put your company in the forefront before visitors attend the show
- Includes banner advertisement on the registration page with a hyperlink to your website
- Includes sole sponsorship of one pre-show promotional email to over 45,000 potential visitors with your logo appearing with a link through
- **Opportunity to have your company branded t-shirts worn by the Show Ambassadors who will be working in the front of house, the seminar rooms and generally circulating the show - 15 in total**



### REGISTRATION FORM DEMONSTRATION

Step 1 of 4

Here we will include a welcoming introductory paragraph, to reassure your visitors and let them know what to expect from the registration process.

You'll see our form is clear and easy to use. It uses the latest techniques to simplify and speed-up the process of entering the requested information:

- Pre-filled fields
- Searchable lists for common responses
- A post-code look-up system

PUT YOUR  
LOGO HERE

Description of your company



## Ambassador Sponsorship

£7,500

- Have your company branding all around the show on Ambassador T-shirts
- Multimodal Ambassadors work all around the exhibition from registration and badge scanning to the VIP Lounge, Press Office and Seminar rooms
- Have your branding/message on their T-Shirts and benefit from the moving message



## Badge Sponsorship Exhibitors only

£7,500

- Your company name/logo will be printed on each badge given to each attendees - all exhibitors, visitors, VIP's, must have a badge to enter
- Recognised as badge sponsor on website and in all promotional material

 Put your logo here

 Put your logo here

JAMES SMITH  
VIP  
COMPANY

JAMES SMITH  
VIP  
COMPANY



Multimodal gives you the opportunity to engage and network with a number of stakeholders in a relaxed and friendly environment.

**Alan Thornton, Commercial Director**

**MALCOLM**  
LOGISTICS

## Carpet Tiles x 6 Exhibitors Only

£3,000

- Direct clients to your stand with strategically placed carpet tiles
- The tiles can be any colour and printed with your company logo and stand number



## Sponsorship of the 'You Are Here' Boards Exhibitors Only

£2,500

- Highlight your company on the 'You are Here' boards and have your company logo and stand number strategically placed throughout the show





# Other Sponsorship opportunities

## Conference Seat Drops per day

£3,000

- Your promotional literature placed on the seats before all seminars and workshops begin

## Enhanced Web Listing

£300

- Have your logo and company description at the top of the list on the Multimodal website Exhibitors page
- Option to embed videos, images, press releases

## Multimodal Weekly Newsletter Sponsorship

Various advertising positions available starting from £500 per month

- Established Multimodal Newsletter delivers curated industry news on a weekly basis to a circulation of 35,000 opted-in industry professionals
- Advertise with your message alongside the news and connect with new business with a direct link to your website



Multimodal 2021 brings together the real people at the heart of global supply chains.

**Shipper VIP**



What a great first event after COVID! We have already quoted on several jobs and made some fantastic new contacts. We also met with existing customers and was able to have a face to face conversation for the first time in a long time. We have already rebooked for next year.

**Joanne Gumery, Warehouse Commercial Manager**



**Paul Ponsonby**

# Multimodal 2022 will once again see the BIFA dedicated freight forwarders village

After a successful 2021 the new LogPods attraction will return to Multimodal 2022. Located in the British International Freight Association's (BIFA) Freight Forwarders' Village, the LogPods provide a marketplace for BIFA members and associate members to showcase their products and services in a simple and cost-effective way.

The Village will be a series of small bespoke Logistics Services Provider Pods (LogPods) which are designed to take away a lot of the work around exhibiting and will include all build costs, lighting and power, enabling exhibitors to literally just turn up and exhibit!

LogPods can be reserved for an all-inclusive cost of £950.

Every company booking a LogPod will receive full marketing support to help them to derive maximum benefits from their participation. They will also have access to the meeting function of the event app so they can arrange meetings with shipper VIPs that attend the event; functionality that won't be available to general visitors and non-shipper VIPs.

The Freight Forwarders Village will provide a networking marketplace for the Freight Forwarding community featuring BIFA's exhibition stand, a workshop arena, as well as a break out and a refreshments zone.

➤ To find out more or to reserve your £950 LogPod contact

[robert.jervis@clarionevents.com](mailto:robert.jervis@clarionevents.com)  
 +44 7785 288879



## UKWA Pavilion

Once again the United Kingdom Warehousing Association will host exhibitors within a pavilion for UKWA members. The dedicated pavilion also features a central networking meeting area enabling exhibitors to host attendees to maximum benefit. Special exhibiting rates are available for UKWA Members.



## RFG Pavilion

Rail Freight Group members can join the RFG Pavilion in an environment especially to bring member companies together in a dedicated area. Special exhibiting rates are available for RFG Members.

# Multimodal Spreads the Word...



Our extensive marketing campaign has global reach

## Stay connected with Multimodal 2022



Make the most of Multimodal and see how your company can benefit through the countless opportunities presented by the Multimodal 2022 marketing campaign. You can engage with your target market in the most cost effective way possible.

### Twitter



Place your brand in front of our highly engaged audience on Twitter, we will repurpose your content across our owned channels such as Twitter.

**7,500+**  
followers

with daily exposure of  
**26,500+**

### The Multimodal Website

Over a 12 month period the new Multimodal website achieved more than 186,000+ in the year leading up to Multimodal 2021 - 22% increase.

### Facebook



An audience of 1,000+ followers who receive regular updates and content from Multimodal and our exhibitors.

### Email Newsletter

A captive audience of over 30,000 subscribers to our weekly e-newsletter provides you with the ideal platform pre show to raise your company profile.

### LinkedIn



Join over 3,300+ members of the Multimodal group, and a growing business community who are fully engaged with the supply chain and logistics industry.

### The Multimodal Showguide

In collaboration with our media sponsors you can reach visitors as well as benefiting from enhanced exhibitor profiles that the digital preview showguide presents.

### You Tube



Click here to watch recent webinar recordings, Multimodal show highlights and selected seminar sessions on the Multimodal translogisticsexpo channel.

### Multimodal App

Live across all digital and live events, with a growing 6,000+ users, the App provides invaluable marketing opportunities.



To further strengthen the value of Multimodal this year, we have secured a partnership with the **Institute of Export and International Trade (IOE&T)**, and also with the **Career Colleges Trust (CCT)**.



The **IOE&T** was established over 85 years ago to support UK businesses in growing their international markets and trade and will host a pavilion for its member companies on the exhibition floor. And as a provider of education and training to professionalise the UK's international traders they will also run two days of CPD accredited free to attend seminars aimed at their membership of small/medium shippers.



The **CCT** collaboration will further enhance our third day focus on the logistics industry **future workforce** addressing recruitment, apprenticeships, training, education and the skills gaps. The CCT support students into great careers by bringing employers and education providers together, to equip students with the knowledge, skills, attributes, behaviours and experience they need to succeed - and specifically to fill the Skills Gaps that exist in their local areas. The Logistics industry as one of the top growing sectors is a major focus of the CCT.

We are excited about these new initiatives and we will continue to work closely with the market on more actionables and improvements to ensure that the show retains its position as the UK and Ireland's leading and foremost transport and logistics event.

## Recent Exhibitors And Sponsors Include:



## Media Partners Include:

