

Ricoh Arena, Coventry
24th – 25th February 2016

Portable Sanitation & Welfare

EXPO 2016

24 – 25 February 2016 Ricoh Arena, Coventry

EXHIBITOR INFORMATION

The must attend Portable Sanitation and Welfare Expo is the only event dedicated to the portable sanitation, liquid waste, modular buildings and welfare unit industries.

BOOK YOUR STAND TODAY!
Call 01293 854402

"It was a great opportunity to network and discuss new business opportunities with existing clients, and also generated genuine sales leads for potential new customers."

KARL SUTCLIFFE, SALES MANAGER, LEE SANITATION

In association with



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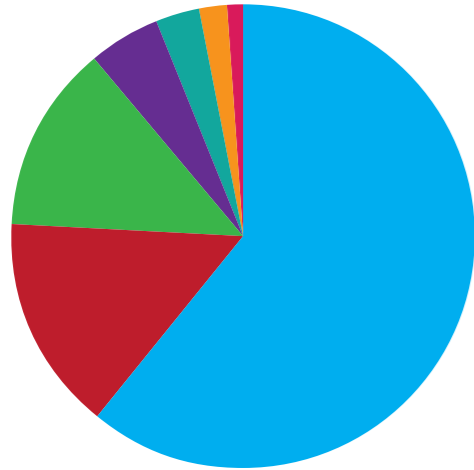
@PSE_Europe #PSEexpo16

www.ps-expo.com



Statistics and Visitor Profile from 2015:

The 2015 event was a huge success, with more than 450 attendees over the two days.



Visitor profile:

- Hire Company
- Construction
- Event/Festival
- Other
- Waste Management
- Logistics/Transport
- Farmer/Landowner

100% of exhibitors completing the questionnaire rated the quality of people visiting their stands either **good or excellent**

At least **90% of exhibitors** are expected to re-book their stand for 2016... **so get your form in today!**

Now in its 10th year the 2016 event will include:

- ✓ Exhibitors representing portable sanitation, liquid waste, toilet cleaning/maintenance products, vehicles, waste management, modular buildings and welfare units
- ✓ A wide selection of seminars, exploring the challenges facing the portable sanitation & welfare sector and the rules and regulations that must be adhered to. Discussing areas such as tracking devices to prevent theft, the welfare requirements on small and transient construction site, tachograph requirements and risk assessment and insurance
- ✓ A VIP lounge to give your VIP guests somewhere to relax in between meetings
- ✓ An Ask-the-Expert Zone in which a team of experts will be on hand to discuss visitors' projects or ideas in a one on one basis
- ✓ PS Expo Live! An external exhibition for large products and displays such as tankards and large cabins

"The volume of visitors was excellent and provided a good atmosphere."
John Bathgate, National Sales and Operations Manager, GigLoo

"We enjoyed exposure to many new companies"
Richard Martin, Commercial Director, Vectair Systems

"It was a really informative event, we even bought toilets!"
Hugh Burham, Manager, Latta Hire Limited

Confirm your stand today

Email the the booking form overleaf to denise@mcculloughmoore.co.uk

To discuss the event further contact Denise on 01293 854402

@PSE_Europe #PSEexpo16

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Reasons to exhibit

- ✓ PS Expo has established itself as an important event in the sector's calendar and continues to grow in size each year
- ✓ A one off opportunity to meet visitors from key industries such as toilet and plant hire companies, construction companies and event and festival organisers from all over the UK, Ireland and Europe
- ✓ Network with more than 500 people expected to attend the event
- ✓ Launch new products and services into the market
- ✓ Build your company's profile and reinforce its position in the market by networking with your existing and new potential customers
- ✓ Allow us to help you invite your existing customers and promote the event to them
- ✓ Two free tickets to the networking party, hosted by PSE before the show on Wednesday 24th February

"Over 80% of all the visitors we talked to were decision makers from rental companies, festival and event organisations and other interesting commercial people. With some direct sales on the exhibition floor and a case filled with new leads, it goes without saying that we will attend next year. If you are in 'the business' make sure that you are there."

Jack Beerens, International Sales Manager, MSS International B.V.

Promotional activity

This will include:

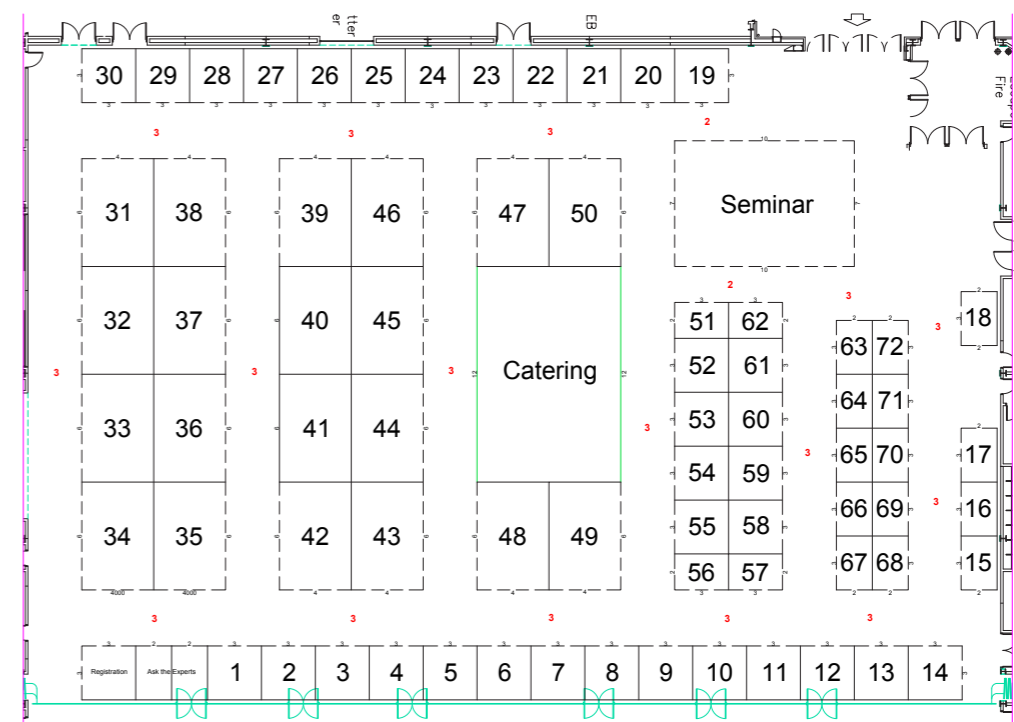
- ✓ PR and advertising in trade press, local press and via local radio stations
- ✓ Direct Mail – over 100,000 delegate tickets mailed to:
 - Members of Portable Sanitation Europe
 - Modular Buildings and Portable Toilet Hire Companies
 - Construction Managers and Site Managers
 - Festival Organisers and Outdoor Event Organisers
- ✓ Thousands of e-mails will be sent out reminding potential visitors to attend the event
- ✓ Text marketing – previous event visitors and new registrants receive reminders via text message
- ✓ Social media marketing campaign – through Twitter and Facebook

"The visitors on the stand were of very good quality"
Peter Thompson, Managing Director, Custodia Systems

"PS Expo 2015 was a great opportunity to network and discuss new business opportunities with existing clients and it also generated genuine sales leads for potential new customers."

Karl Sutcliffe, Sales Manager, Lee Sanitation

Exhibitor Floorplan



Exhibitor Booking Form 2016

Take advantage of flexible exhibition space at very competitive rates, catalogue entry with logo, website directory entry plus two complimentary tickets to the networking party.

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Exhibitor Stand Rates	
Shell Scheme	£160 m ²
Space only	£110 m ²

(Please enter stand number)

1st Choice	2nd Choice	3rd Choice	Dimensions:
(Please tick relevant box)	Shell Scheme <input type="checkbox"/>	Space only <input type="checkbox"/>	Total Stand Cost:

VAT charged at prevailing rate

Shell scheme prices include: name fascia, catalogue entry, booth cleaning, side and rear panels, one conference place and supply of publicity material including a show logo.

Person placing order	Title	First Name	Surname
Job Title		Organisation	
Address			
Postcode			
Tel		Fax	
Email			
Purchase Order No.			

SPONSORSHIP OPPORTUNITIES

ITEM	RATE	TICK
Full page advertisement in conference programme	£500	
Half page advertisement in conference programme	£325	
VIP area	£450	
Registration area	£1,000	
Literature in visitor bags	£250	
Badge lanyards	£1,000	
Event website banner	£500	
E-Shot (to pre-registered visitors)	£500	
Visitor bags	£1,500	
Party sponsorship	£tba	

CUSTOMER SIGNATURE

DATE

BOOKING TERMS AND CONDITIONS:

A non-refundable deposit of 50% of the stand value will be invoiced on receipt of signed contract. Balance of contract will be invoiced on 01/10/15 with standard 30 day payment terms.

All stands must be paid in full prior to event. Failure to do so will result in the loss of the right to exhibit. Cancellation Term: All exhibitors are required to give written notice of intention to cancel their contract subject to the payment of a percentage of the total contract price by the exhibitor to McCullough Moore Ltd as consideration for release from the contract as follows: 50% – between 3 to 6 months prior to the exhibition date. 100% – within 3 months prior to the exhibition date. Data protection: the information you provide may be used for direct marketing purposes by us. If you do not wish it to be used for this purpose please write to us at the administration office at the bottom of this form.

Please fax back to 01293 852375

To discuss the event further call Denise on **01293 854402**
or email denise@mcculloughmoore.co.uk