

8-9 December 2020
Ricoh Arena | Coventry

MEDIA PACK 2020

rici show

The Roofing, Cladding and Insulation Show

BUILD BETTER...





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

Temı Kucuk, Business Development Manager, Evergreens UK

rci
show
www.rcishow.co.uk

WELCOME

Now in its 5th year, the RCI Show is the UK's premier roofing, cladding and insulation event and is supported by market-leading publications, RCI and Building Products. The RCI Show visitors, and your potential customers, will benefit from an immersive industry experience.

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

INFORMATION – Practical, CPD accredited, supplier seminars give our construction decision makers tools and advice to meet their business needs

INNOVATION – Market leading suppliers in the exhibition provide the products and services the visitors need to deliver their projects

Last year, **68%** of attendees came to the show seeking new products or services and **70%** of exhibitors said that attending is important to their business.

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.

We look forward to welcoming you.

Nicki Jackson

Nicki Jackson
Event Director

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www.rcishow.co.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 £100k 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



84% of visitors have purchasing influence



65% of visitors are director or manager level



77% of visitors expect to place orders upwards of £100k as a result of their visit to the RCI Show 2019

AREA OF PURCHASING FOCUS

Cladding & Sheeting 15%

Flat Roofing 15%

Green / Blue Roofs 14%

Insulation 13%

Fixing & Fasteners 10%

Pitched Roofing 11%

Roof Lights & Vents 10%

Safety & Tools 7%

Other 5%



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

Karen Pedersen, Marketing Consultant, Sundolitt

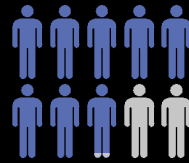
VISITOR EXPERIENCE

The RCI Show is visited by a high-quality audience with budget responsibility. They attend the RCI 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 currently affecting the sector.

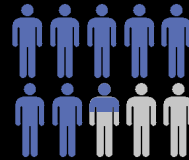


WHY DO PEOPLE VISIT



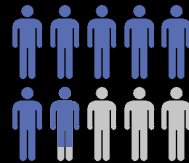
79%

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

“Had never been to the RCI Show before, would be extremely likely to recommend 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”

VISITOR

JAMES BLAKE, ROOFER,
FLAT ROOFING SOLUTIONS LTD

HOW TO EXHIBIT

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

The RCI Show provides exhibitors with a range of options to meet all budgets and requirements. Shell scheme, hub and space only stands are available and there are additional sponsorship opportunities for those companies wanting to increase their impact at the show.

Stands from 9m² are available to book now!

Shell scheme: £350/M²

Space only: £300/M²

Hub space: £1950 each

To discuss
your exhibition
requirements and
sponsorship
opportunities for the
RCI Show 2020:

Tony Brown:

tony.brown@markallengroup.com

01322 221144



The RCI Show produced a good number of quality leads. We were kept well updated leading up to the show, and those there at the show were very helpful and supportive. We would definitely consider taking part in this event again.

*Keziah Biggs, Marketing
Executive, ANS Global*



www.rcishow.co.uk

MARKETING OPPORTUNITIES

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

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

PRE-SHOW EXHIBITOR PROMOTION

- Your exhibitor profile will have the correct branding, links and 70-word profile
- 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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