



Shaping the future of work

Exhibition opportunities

CIPD Annual Exhibition

8-9 November 2017 | Manchester Central

The UK's leading HR event

Running for its **70th year**, the CIPD Annual Exhibition is the UK's leading HR event. With an ABC-audited attendance of more than 4,100 senior decision-makers*, it's the one event in the year that you and your organisation can't afford to miss if you want to do business with the HR profession.

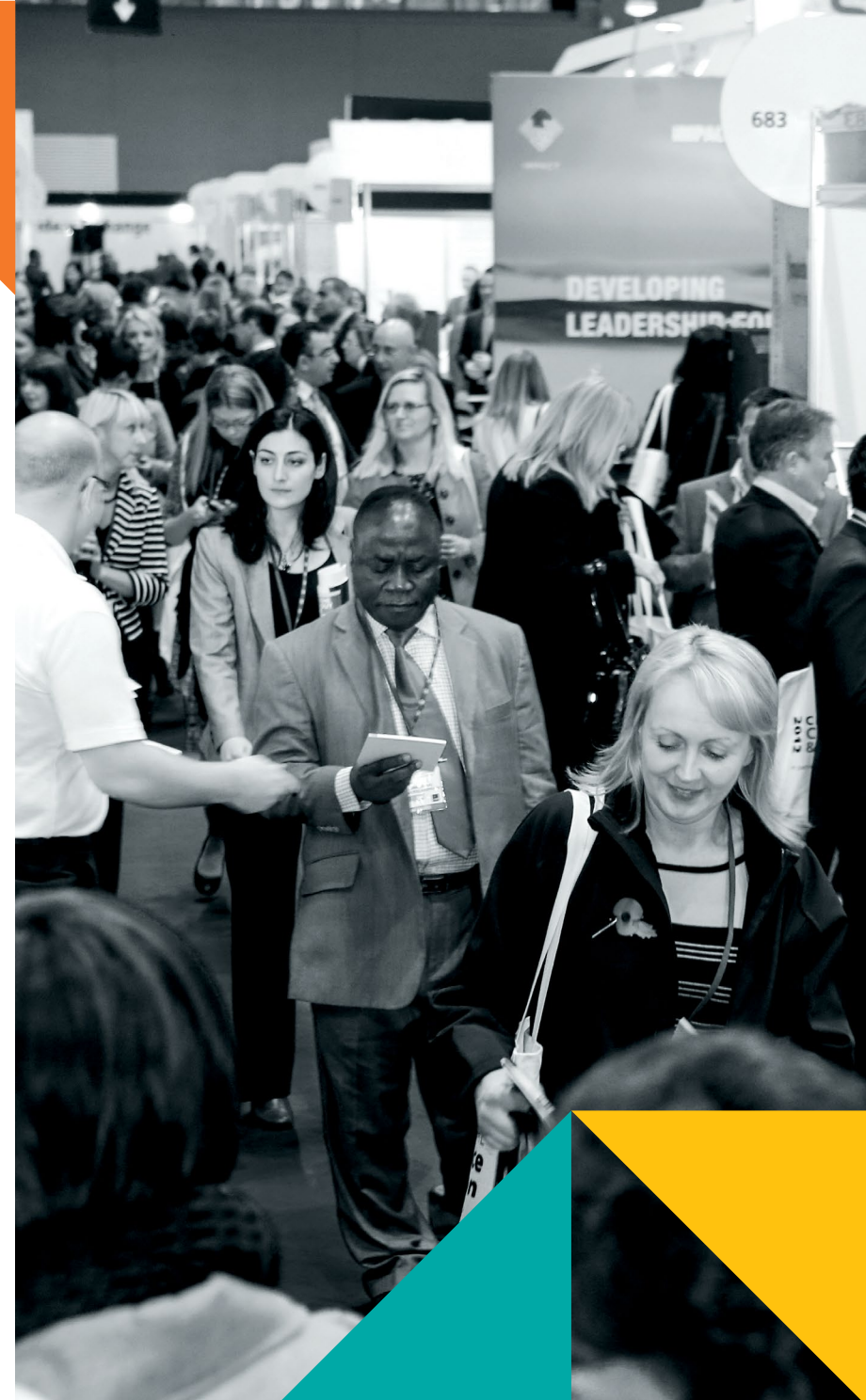
We attract visitors from all sectors and all types of organisations making this the ideal platform for you to showcase your products and services. Visitors come looking for solutions, whether that's in L&D, employee benefits and reward, talent management, coaching or HR software, you can be sure you'll be having conversations with people who want to buy!

Exhibiting at the CIPD's Annual Exhibition will give your organisation the opportunity to:

- have a presence at the UK's leading and largest HR exhibition
- increase awareness of your organisation and its products and services
- reach and engage with senior HR decision-makers
- benefit from a comprehensive multi-channel marketing campaign that reaches beyond the CIPD's 140,000 members
- join more than 200 leading HR suppliers over two days.

attended by
more than 4,100
professionals*

*2016 ABC audit



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over
one million
personalised
emails

Reaching the right audience

Our marketing campaign takes a multi-channel approach, targeting mid- to senior-level HR professionals. This includes HR generalists and specialists in disciplines such as employee benefits and payroll, recruitment, talent, L&D, employment law and more. The campaign is predominately UK-focused with some international scope, and reaches all sectors. The 2016 campaign included:

- a comprehensive direct mail campaign across four waves, targeting 180,000 top prospects
- more than one million targeted emails sent to 250,000 individuals across nine waves
- extensive use of digital and social media, including targeted PPC campaigns
- print and digital advertising (including inserts) in leading trade magazines and e-bulletins, as well as extensive coverage in *People Management* magazine.

Marketing reach

- Direct mail and email – more than 180,000 individuals targeted, including the exclusive CIPD database of 140,000 contacts
- CIPD website – receives in excess of 2,800,000 unique visitors each year
- CIPD Update (CIPD's weekly newsletter) – reaches more than 260,000 professionals
- PM Daily – sent to a readership of over 143,000
- Social media – 87,000 LinkedIn members, 86,500 Twitter followers and 15,000 Facebook members.

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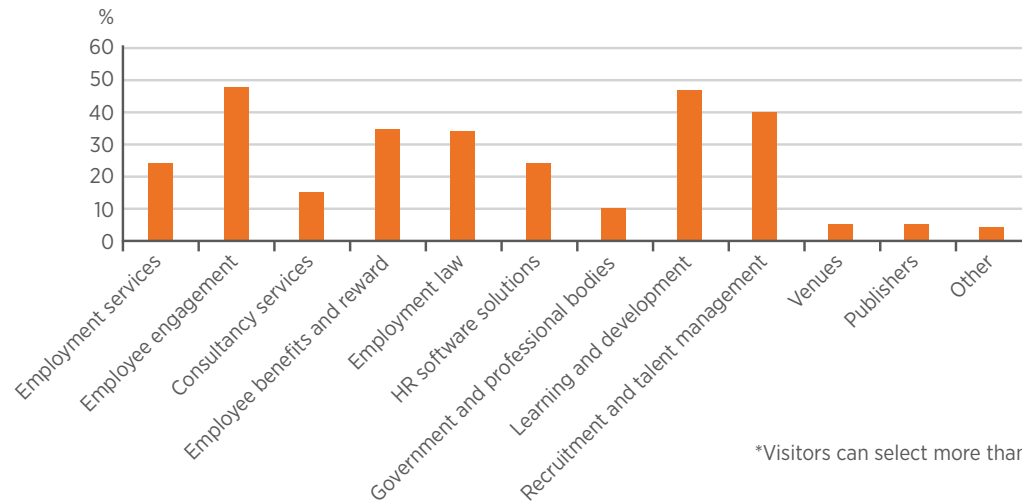
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Visitor profile

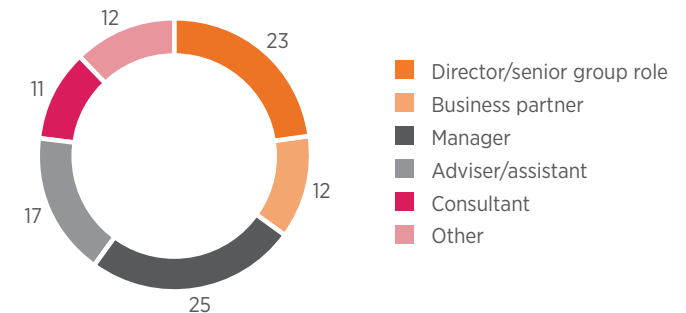
Our exhibition visitors are serious about making purchasing decisions. You'll meet senior HR and L&D professionals who don't visit any other exhibition, and who are looking for solutions to help tackle the challenges they face at work.

What visitors were interested in sourcing in 2016*

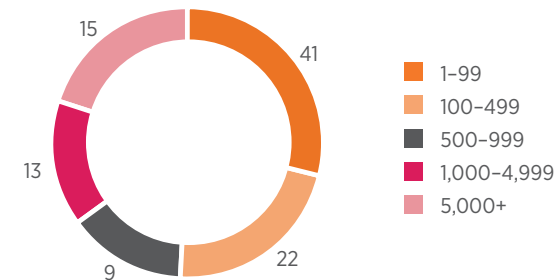


*Visitors can select more than one area.

Visitors by job-level (%)



Visitors by size of organisation (%)



74% of visitors

don't attend any other show

All figures quoted are based on the 2016 Annual Exhibition.

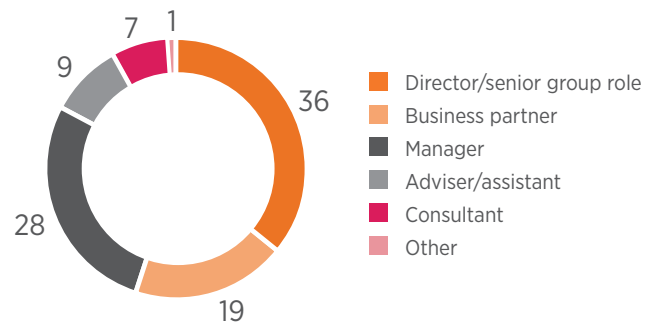
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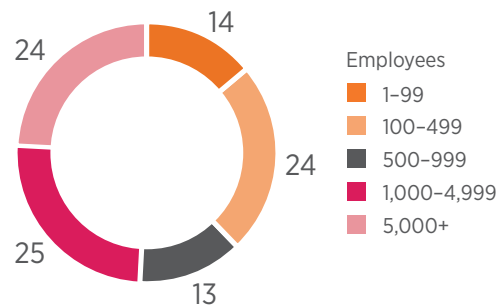
Conference delegates

The co-located Annual Conference attracts more than 1,500 delegates and there's ample time during the conference for delegates to visit the exhibition. The Annual Conference attracts senior HR and L&D professionals looking for the latest tools and techniques, insights and advice on the most up-to-date thinking to help drive their organisation forward.

Conference delegates by job-level (%)



Conference delegates by size of organisation (%)



95% would
recommend the
Annual Exhibition
to a colleague

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Who will you meet?

Visitors in 2016 included professionals from:

Asda • Atkins • Boots • Barclays • British Airways • British Gas • Chartered Bankers • Coca Cola • Co-operative Bank • Comic Relief • Costa Coffee • Direct Line Group • Fujitsu • Google UK Ltd • HM Revenue & Customs • IKEA • Jamie Oliver Restaurant Group • John Lewis Partnership • KPMG • Lloyds Banking Group • Marks & Spencer • Mitsubishi Motors UK • Morrisons • Network Rail • NHS • Ofsted • Open University • RBS • Rolls-Royce Plc • S A B Miller • Santander UK Plc • Sainsbury's • Totaljobs • University of Manchester • Xerox Global Services • Yodel

‘A key target audience and good footfall. Visitors were happy to stop and chat, we met lots of interesting people and generated a good level of potential sales leads.’

Marketing Manager, GBG

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Join other leading suppliers

Suppliers in 2016 included:

2m Employment Solutions • 360 Resourcing Solutions Ltd • Acacia Learning Ltd • Access Group • ADR Group • Apex Training & Development • Appraisal 360 • AVADO • Belbin • Burnham Rosen Group • Brathay Trust • CV-Library • Cascade Human Resources Limited • cHRysos HR Solutions Ltd • Coach in a Box • CoreHR • Courageous Success • Croner • DPG plc • Elas • Eras Ltd • Eversheds • Frontier Software • Galvanic Ltd • getAbstract AG • Glassdoor • HappyOrNot Ltd • Hart Learning & Development • HCML • Henley Business School • ICS Learn • iManage Performance Ltd • Indeed • Interaction Learning & Development • Intercontinental Hotel Group • Jigsaw Cloud • Jobs The Word Ltd • Jobtrain Ltd • Keelys • Kronos Systems Ltd • Macmillan Cancer Support • Midland Software Ltd • MOL • Monster • Moore & Smalley LLP • Natural HR Limited • O C Tanner Ltd • P&MM Employee Benefits • Palgrave Macmillan • People Value Ltd • Perkbox • Potentiallife • Recruitiv • Reed Business School • Roffey Park Institute • Selima Limited • Simplyhealth • Tastecard • Team Academy Ltd • TerraQuest • The Happiness Index • The Open University • Tribal • Vacancy Filler Ltd • Virtual College Ltd • We Thrive Ltd • Workday Ltd • Workguru • and more...

‘We were very pleased with the number of people we met at the exhibition and with the size and scale of the whole event. The organisation of the event was very professional and I had great support from the CIPD team from the start.’

UK Director, Burnham Rosen Group

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Why attend?

Do business with the HR profession

Get your brand in front of 140,000 CIPD members, plus an extensive number of industry contacts you won't get anywhere else! 74% of our visitors don't attend any other show.

Reach and engage decision-makers

The CIPD Annual Exhibition puts your organisation in front of thousands of senior HR, L&D and business decision-makers, who are keen to do business with you.

Increase brand awareness

With the quality and number of visitors the CIPD Annual Exhibition delivers, exhibiting really gives you brand exposure.

It's the UK's leading and largest HR event

The Annual Exhibition runs in conjunction with a world-class conference and together they're renowned for attracting thousands of senior HR professionals with real buying power.

Connect with the profession

We understand the value of face-to-face networking – so over the two days, we've ensured that there will be plenty of social and networking events for exhibitors and conference delegates to attend. The event provides a great opportunity to network – before, during and after the event.

Great platform to launch new products and services

The exhibition provides you with the ideal platform to launch new products and services to your target audience.

'The Annual Conference is the biggest event of the year for us and always provides us with quality leads and a chance to network with other suppliers and existing clients.'

Operations Director, Getfeedback



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Stand packages

We offer an extensive range of flexible stand packages designed to suit your individual budgets and business needs. Call our team on **+44 (0)20 8612 6180** or email **exhibition-sales@cipd.co.uk** to discuss your stand requirements and availability in more detail.

SPACE ONLY (minimum 12sqm)	STANDARD SHELL SCHEME (minimum 6sqm)	ENHANCED SHELL SCHEME (minimum 9sqm)	ENTRY LEVEL PACKAGE (6sqm only)
Includes Open floor space – exhibitor responsible for flooring and walling	Includes White Modular Schell-Scheme, back and side walls as appropriate, ceiling grid Fascia and nameboard with company name and stand number (standard colour) Carpet (standard colour)	Includes White Modular Schell-Scheme, back and side walls as appropriate, ceiling grid Fascia and nameboard with company name and stand number (choice of colour from stock range) Carpet (choice of colour from stock range) 2 fitted posters (artwork to be supplied by client)	Includes White Modular Schell-Scheme, back and side walls as appropriate, ceiling grid Fascia and nameboard with company name and stand number (standard colour) Carpet (standard colour) 1 x 500w socket 2 x 120w spotlights on track 2 x madison chairs 1 x columbia table 1 x literature rack 1 x waste bin

Exhibition packages

To make your exhibiting experience as easy as possible, we have negotiated discounted packages of furniture and electrics.

PACKAGE A (electrical pack)	PACKAGE B (meeting furniture pack)	PACKAGE C (bar furniture pack)
1 x 500w socket 2 x 120w spotlights on track	2 x madison chairs 1 x columbia table 1 x literature rack 1 x waste bin	2 x bar stools 1 x bar table 1 x literature rack 1 x waste bin

Also includes:

- free tea and coffee
- dedicated onsite team
- stand cleaning.

Please note, no amendments can be made to the items included in the packages.

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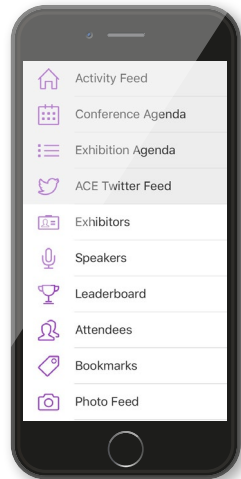
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Access to independently audited visitor data and an unlimited supply of exhibition tickets



Supporting you to get the most out of the event

Along with any stand package, we'll provide marketing and PR support to help you get the most out of exhibiting and help you to generate a great ROI. Here are some of the benefits you'll get:

- 50-word entry and company logo on the event website*
- 50-word entry in the showguide
- inclusion in the online searchable database
- appointment booking facility so visitors can secure meetings with you
- listing in the exhibitor guide (for bookings up to October 2017)
- opportunity to apply for a free exhibitor showcase**
- event logos and web banners to use on marketing collateral so you can shout about your attendance
- unlimited supply of exhibition visitor tickets (e-version also available) for use in your mailings
- PR support up to and during the event
- visitor data***
- preferential advertising rates in People Management magazine
- free tickets to the two-day Annual Conference****
- networking opportunities – before, during and after the event.



*Terms apply | ** Min 9sqm if you book before June 2017 | *** Excludes data protection opt-outs | **** Number of tickets depends on size of stand

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About CIPD

We're the CIPD — the professional body for HR and people development. We are the voice of a worldwide community of 140,000 members committed to championing better work and working lives.

We've been setting the benchmark for excellence in people and organisation development for more than 100 years. Through our expertise and research, we provide a valuable point of view on the rapidly changing world of work. And for our members we're the career partner of choice, setting professional standards and providing the expertise to drive the HR and L&D professions forward.

We're independent and not-for-profit and hold a highly respected Royal Charter. We exist to make work and working lives better. And at a time of unprecedented change, we have the vision, the agility and strength to make a real difference for our members, for businesses, for the economy and for all working people.

cipd.co.uk/events

'The Annual Exhibition was a
huge success for MHR, generating
many, quality leads. We will
be attending next year!'

MHR



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