



**LOGISTICS UK**

**Future Logistics 2020  
Conference and Expo**

**13 November 2020 8:30am – 4:30pm**

**FUTURE LOGISTICS**

CONFERENCE & EXPO **2020** 13 November

brought to you by

**LOGISTICS UK**  
THE NEW NAME FOR FTA



From zero-emission vehicles to self-driving trucks, 5G to smart cities, the shape of logistics in the UK is set to transform dramatically in the coming decades. To give delegates an opportunity to hear from thought leaders and experts on some of these critical topics, before the main ITT Hub event and conference next year, the organisation is launching Future Logistics 2020, a virtual conference and exhibition which is free to attend for all.

To be held on 13 November 2020 on a state of the art, immersive live events platform, the one-day event will feature leading voices from across the logistics and transport sectors, who will explore the forces set to shape the industry of tomorrow, covering topics as wide ranging as data, vehicles, fuels, Brexit, communities and business strategies. As with a physical event, there will also be an extensive exhibition space for attendees to visit as well as opportunities for 1-1 networking with other delegates, sponsors and exhibitors.

Future Logistics will offer delegates the opportunity to engage with leading logistics industry suppliers online in the Exhibition Hall. Visitors will be able to download brochures, thought leadership content and whitepapers showcasing the latest technical innovations; they are also free to ask exhibitors questions via text or video chat.

## Future Communities

Changes in demography, technology, how we organise our lives and business activities, all impact on the type of infrastructure we will need in the future. Our panel will discuss our future infrastructure needs and what will make these investments possible

## Future Business Strategies

The business models of top logistics companies have traditionally been built around speed, reliability, customer service and shaving margins. But what business models will be essential in the future with new types of customers and services? Will logistics companies need to redesign their strategies and innovate to survive?

## Future Data

Data is changing the way we live, work and manage our businesses, but what role does data play in the freight, passenger and energy sectors? In our first “Future Data” session, our panellists will share their expertise spanning a range of sectors

## Future Vehicles and future fuels – sponsored by Brigade Electronics

There are many options for new vehicles being developed, particularly around alternate fuels. This practical session will look at what you need to factor into your decision making before you procure the next set of vehicles that is right for your operation

## Future Borders

With EU Exit around the corner and the government finalising it's Future Borders Strategy, now is the perfect time to discuss and develop the borders of the future. This session will hear from leaders in this space from government and industry, to let you know what the next phase of borders will deliver for business

## Why a virtual event?

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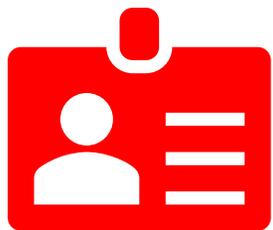
Reach larger audience –  
logging in from anywhere



Interactive stand with  
opportunity to engage  
with delegates



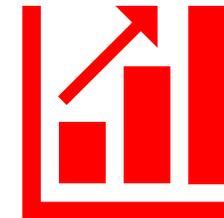
Branding promotion  
across the platform



Contact details of any  
visitors to stand



Networking online with  
delegates with text and  
video chat



Post event report with  
stats from stand

## Virtual Lobby

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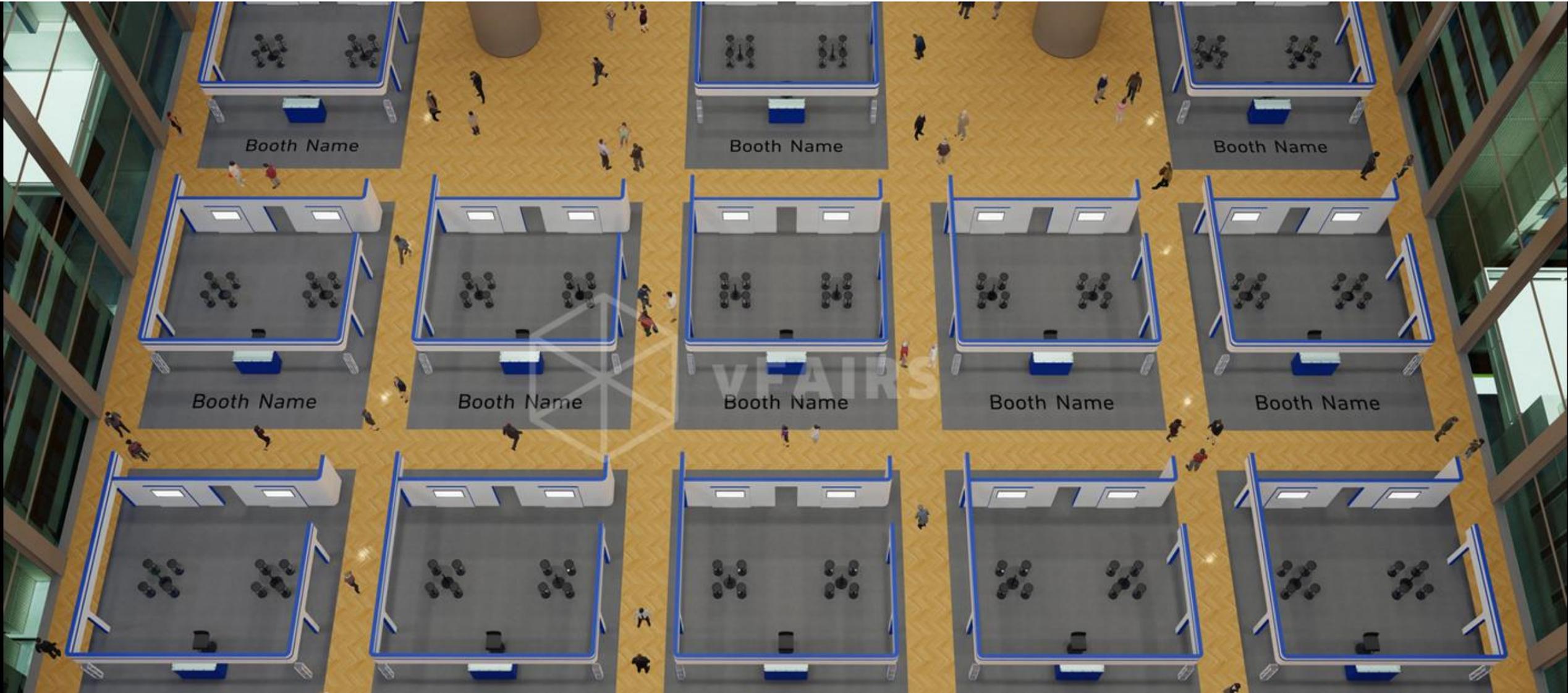
When the delegates arrive, they will enter the virtual lobby

- Gold and Silver sponsors branding appears, click to go direct to your stand
- Enter the Exhibition Hall
- Auditorium to view the agenda
- Resource Centre which will have various downloadable PDF's and videos etc.



# Exhibition Hall

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## Virtual stand

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- Customisable – find the features that work best for you
- Design and brand your stand
- See who's on your stand at any time
- Initiate text, audio or video\* conversation
- Add company profile
- Interactive links to web pages, videos etc\*
- Downloadable documents and presentations
- Opportunity for prize draw\*
- Data capture device
- Stats on who visited after the event

\* certain aspects available for Sponsors only



# Auditorium

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- Gold sponsor branding – clicks direct to exhibition stands
- Presentations running throughout the day with 20 minute intervals between each
- Set lunch break
- Alerts after each session = visit the exhibition zone / networking lounge



# Networking lounge and chatroom

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- 'Meet the speakers' area for engagement after a session
- Initiate conversation with specific delegates in chatroom
- Join group chats
- Direct people to your stand



## Gold Sponsorship package – £3,250.00 + VAT limited to 5 available

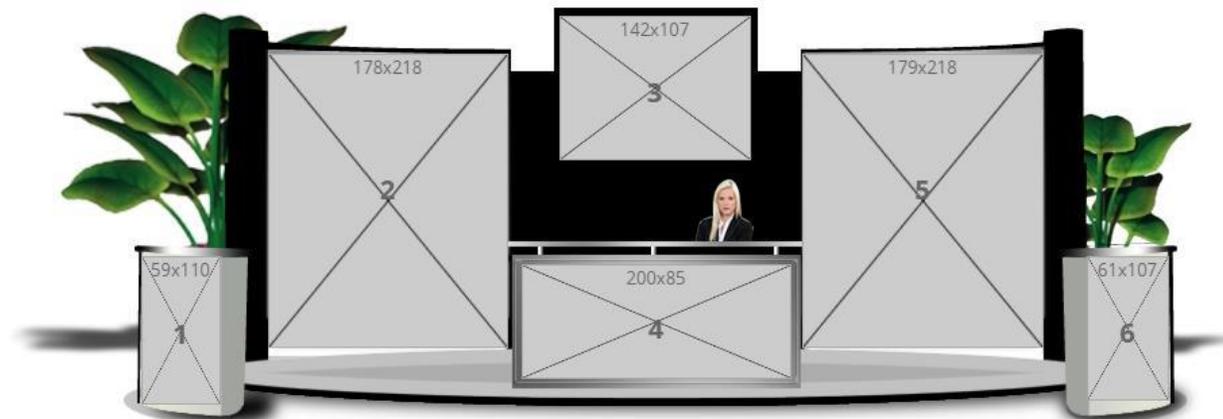
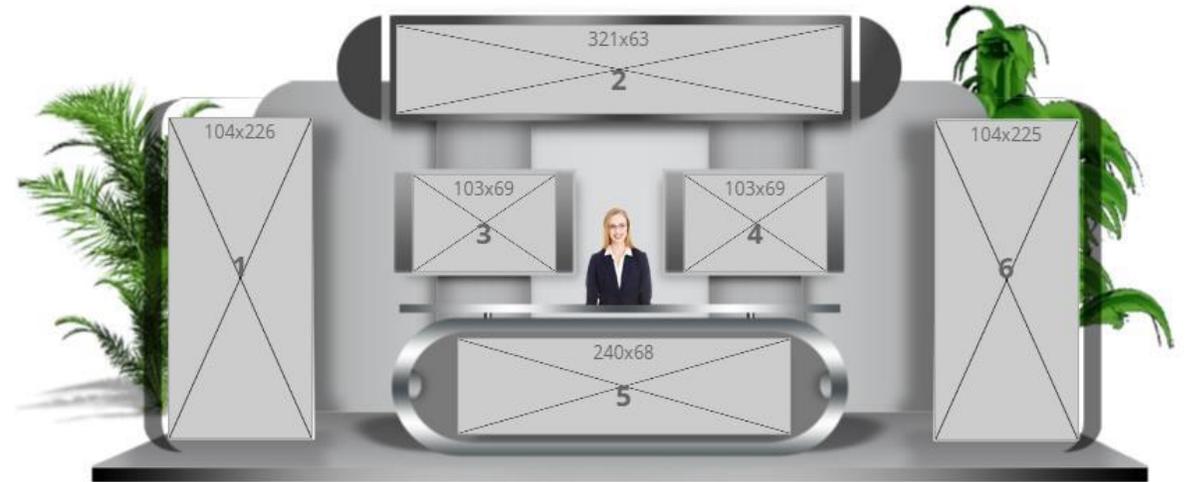
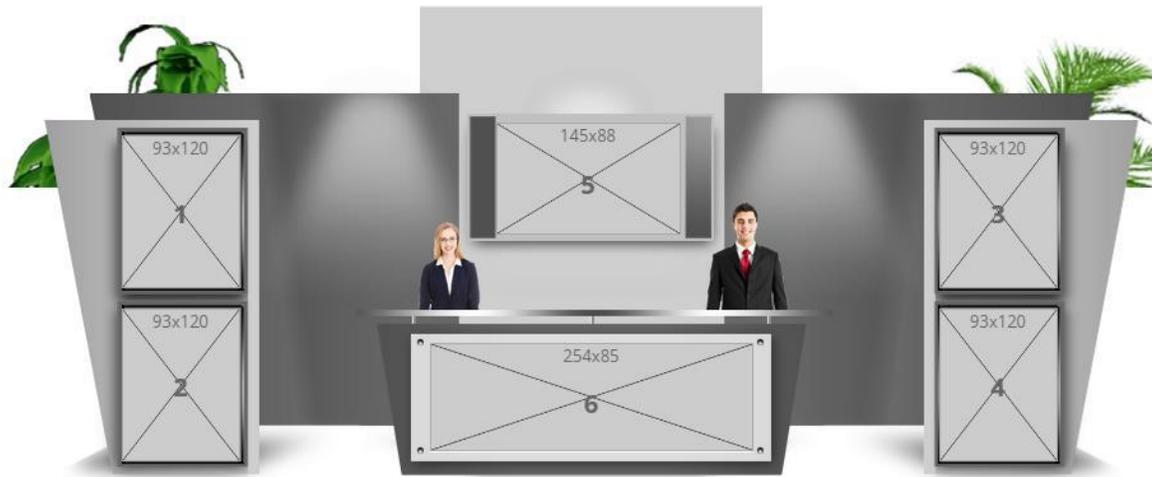
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- *Top tier branding on marketing emails*
- *Listing on Gold Sponsor section of website*
- *Branding on a tab in the Lobby and auditorium*
- *Brand association with session on programme and opportunity to show short film at end of session*
- *Two items in virtual delegate bag (video or PDF)*
- *One alert across screen during day*
- *Large size stand on floorplan*
- *Option of seven different stand designs with 10 content options and up to six editable touch points*
- *Branding on stand*
- *Text facility to engage with delegates in chatroom on stand*
- *Video chat facility with delegates on stand*
- *Resource centre on stand for on-demand Video's and PDF*
- *Product photos and demos*
- *Social media interaction*
- *Opportunity to host prize draw*
- *Access to networking lounge to engage with delegates throughout the day in chatrooms*
- *Full stats report after event*

# Gold Sponsor stand options

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## Silver sponsorship package - £2,250.00 + VAT

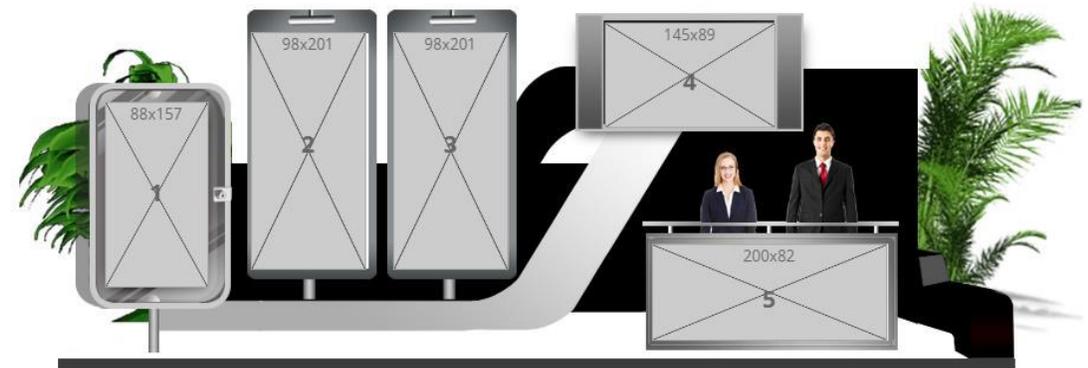
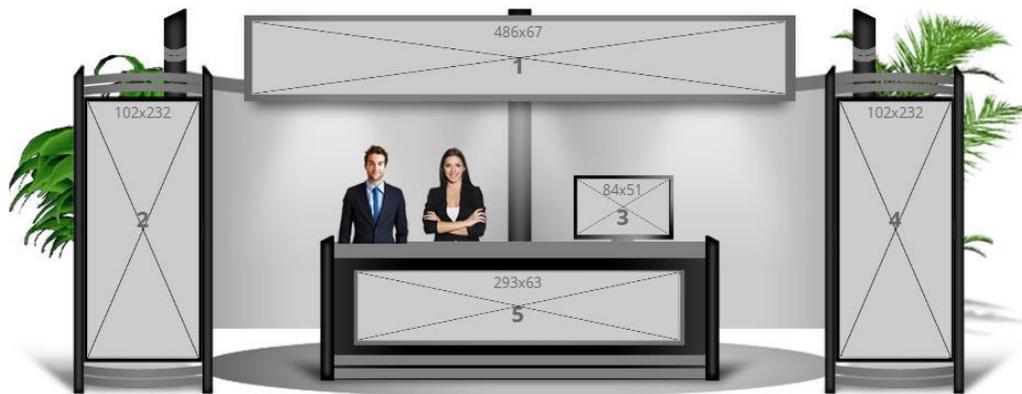
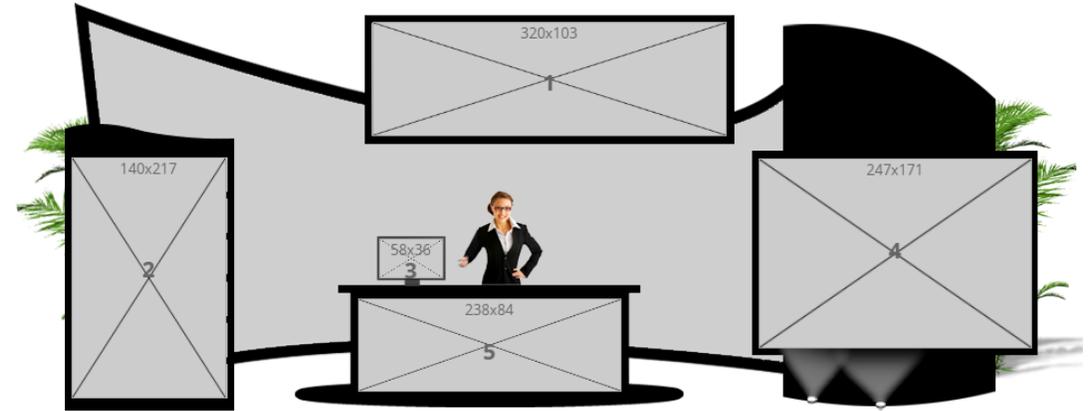
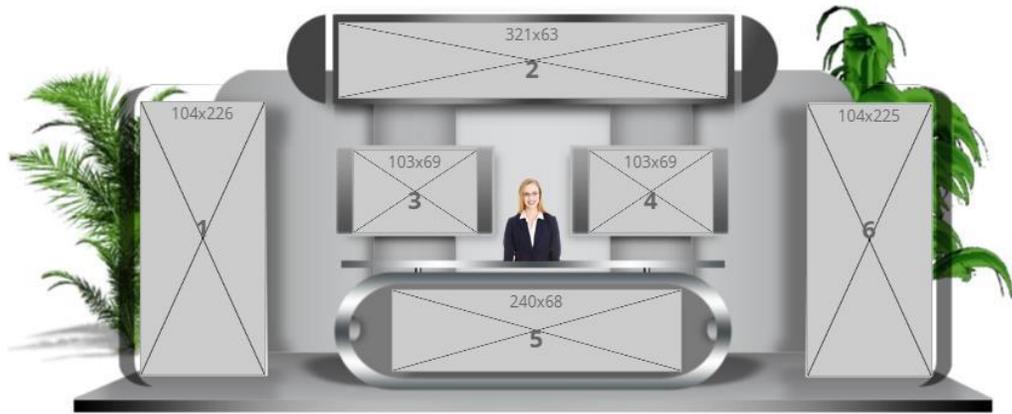
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- *Second tier branding on marketing emails*
- *Listing on Silver Sponsor section of website*
- *Branding on a tab in the Lobby*
- *One item in virtual delegate bag*
- *One alert across screen during day*
- *Medium size stand on floor plan*
- *Option of four different stand designs with eight content options and up to five editable touch points*
- *Branding on stand*
- *Text facility to engage with delegates in chatroom on stand*
- *Video chat facility with delegates on stand*
- *Resource centre on stand for on-demand Video's and PDF*
- *Product photos and demos*
- *Social media interaction*
- *Opportunity to host prize draw*
- *Access to networking lounge to engage with delegates throughout the day in chatrooms*
- *Full stats report after event*

# Gold and Silver stand options

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## Bronze Sponsorship package - £1,250.00 + VAT

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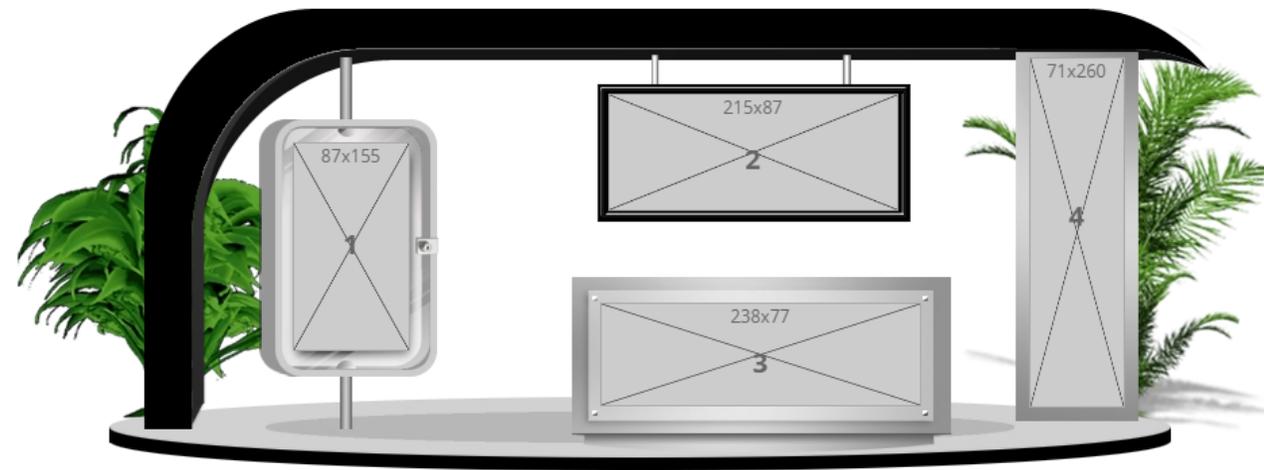
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- *Third tier branding on marketing emails*
- *Listing on Bronze Sponsor section of website*
- *One item in virtual delegate bag*
- *One alert across screen during day*
- *Small size stand on floor plan*
- *Only one option for stand designs with eight content options and up to five editable touch points*
- *Branding on stand*
- *Text facility to engage with delegates in chatroom on stand*
- *Video chat facility with delegates on stand*
- *Resource centre on stand for on-demand Video's and PDF*
- *Product photos and demos*
- *Social media interaction*
- *Opportunity to host prize draw*
- *Opportunity to network with delegates in chatrooms*
- *Full stats report after event*

## Bronze Sponsor stand options

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Following extensive research of a number of virtual platforms Vairs was chosen

We felt that they will provide the best brand exposure for exhibitors and sponsors, engagement on stands in the exhibition hall with delegates and interaction in the networking lounge.

All sponsors and exhibitors will have support from our AV team on the creation of your stand to maximise presence and return on investment

More information on how Vairs works:

<https://www.vairs.com/solutions/virtual-trade-shows/>

For more information contact

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