

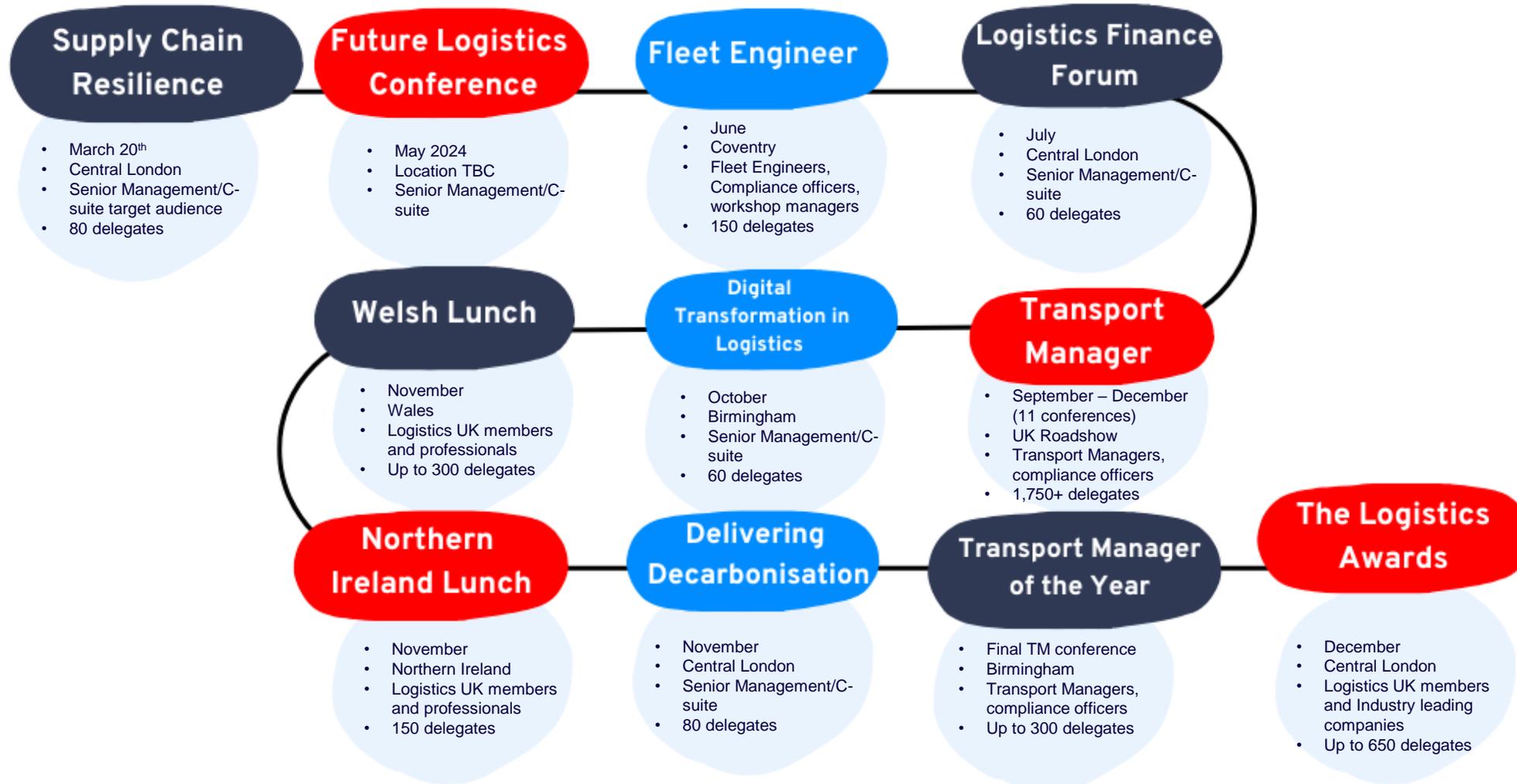


**LOGISTICS UK**

# Sponsorship and Advertising Opportunities at Logistics UK 2024

An overview of events and advertising opportunities for 2024

## A snapshot of Logistics UK events



## Who are we?

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**Logistics UK supports, shapes and stands-up for safe and efficient logistics. Logistics UK is one of the biggest business groups in the UK and are the only organisation in the UK that represents all of logistics.**

As champions and challengers, Logistics UK speaks to Government with one voice on behalf of the whole sector, greatly increasing the impact of our messages and achieving amazing results for members.

- **Representation** – representing the business needs of the logistics industry to government at local, national and European level across road, rail, water and air, as well as the buyers of freight services such as retailers and manufacturers whose businesses depend on the efficient movement of goods.
- **Campaigning** – Logistics UK campaigns are designed to highlight matters of strategic and commercial concern for our members; from climate change to Brexit, from rail freight costs, to issues around the 3rd London airport, from UK fuel duty to HGV driver shortages.
- **Compliance** – Logistics UK inform and prepare members for the latest compliance requirements thus reducing risk and regulatory exposure.
- **Training** – Our training courses improve the skills and knowledge of logistics professionals throughout the industry.
- **Advice** – Logistics UK use the data and knowledge that we accumulate, to counsel and advise members on matters both strategic and operational. Go to Compliance and Advice



Over 20,000 members make us the **UK's largest and most trusted** logistics trade association

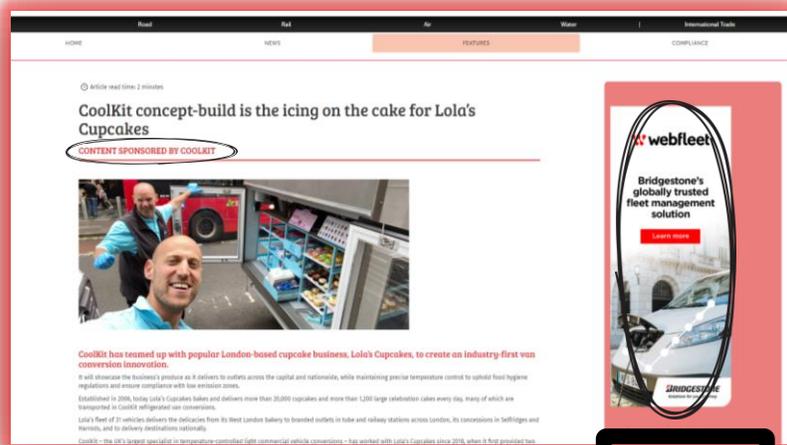


Our members operate over **half of the UK lorry fleet (200K+)** and more than a **third of UK vans (1mil+)**

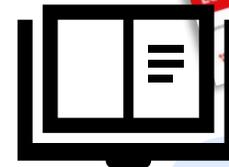
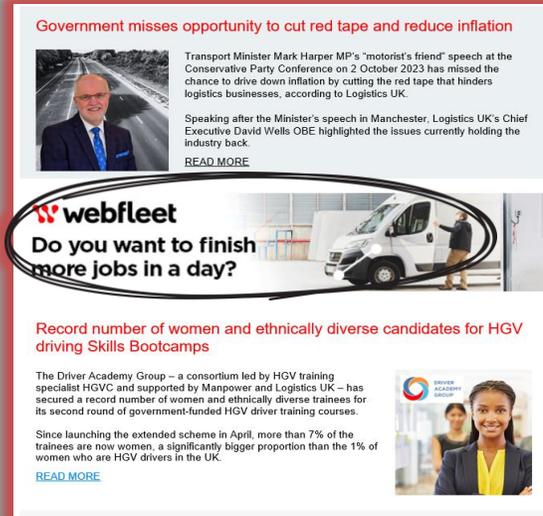


Logistics UK members consign **over 90% of rail freight** and **70% of UK exports by sea and air**

## A snapshot of advertising opportunities



Logistics Magazine is a digital magazine distributed to 23,000 Logistics UK members and senior businesspeople. The weekly magazine is a vital and important aspect of Logistics UK membership.



Logistics Magazine is sent to Logistics UK's membership via an email newsletter, which acts as a summary and CTA to visit the online portal. There are opportunities to host banner adverts and have sponsored editorial on the newsletter and portal. [Click here](#) to view the portal; banners are booked on a weekly basis and sponsored posts remain on the site for up to 18 months.



In addition to the weekly digital magazine, Logistics UK also produces quarterly publications under specific themes. There is the opportunity to become a sponsor of these publications, which includes having a company logo on the front cover, a 'sponsor's message', a full-page advert and a full-page editorial. These publications are also sent to the entire membership, as well as posted on social media and printed between 200 and 2,000 times, depending on the opportunity to distribute.

## Supply Chain Resilience: 20<sup>th</sup> March

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**LOGISTICS UK**

- Britain's supply chain has been threatened with disruption like never before over the past decade, with Brexit, the pandemic, product shortages, border closures and the war in Ukraine. Logistics UK's Supply Chain Resilience conference provides business representatives the opportunity to learn and debate with engaging keynote speakers and high-level panel discussions about how to overcome the challenges posed by global risk and uncertainty.
- Attracting 80-100 Senior management responsible for trade, sustainability, procurement and operations.
- Held at America Square conference centre in Central London.



# Fleet Engineer

- Logistics UK's annual specialist event for motor vehicle engineering.
- Attracting 140 delegates from leading logistics businesses including fleet engineers, workshop managers, transport and compliance managers.
- A unique opportunity for engineers to meet with and hear from experts in the field of commercial vehicle engineering combined with opportunity to demonstrate new technologies, products and solutions in the exhibition area during the event.
- Held at the iconic British Motor Museum, Gaydon, Warwickshire which has the option to display a vehicles and trailers.

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# Transport Manager: September-December

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- Logistics UK's flagship conference series due to be in its 23<sup>rd</sup> year of success and recognition.
- Attracting 1,700+ delegates from across the transport industry. With 80-300 delegates per venue depending on capacity.
- Recognised by the regulators as an essential way for transport professionals to remain up to date on key compliance and legislation issues, with keynotes from regional Traffic Commissioners.
- Hosted at 10 venues across the UK from September to December each year.
- Sponsoring Transport Manager conferences allows you to take part in event extensive marketing programme.

Companies attending:



# Digital Transformation in Logistics: October

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**LOGISTICS UK**

- Digital Transformation in Logistics discusses how to unlock cultures of innovation through the adoption of new skills, process transformation and technology. Discussing all areas that can be digitised in operations to improve efficiency.
- Attracting 60 Senior management business leaders in the Logistics Industry
- Held in Birmingham in October.



# Delivering Decarbonisation: November

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- Delivering Decarbonisation will discuss the steps companies need to take as they transition to net zero operations. The conference brings together some of the most knowledgeable and influential logistics professionals to focus on the conversations worth having.
- Attracting 80-100 Senior management responsible for decarbonisation, sustainability and net zero strategy, procurement and operations.
- Held in Central London in November.



# The Logistics Awards

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- **The Logistics Awards are the go-to event for the industry.**
- Logistics Awards brings together leaders from across the UK logistics industry, including managing directors, directors of operations, commercial directors, heads of logistics, senior level executives representing third-party logistics operators, supply chain operators, retailers and freight forwarders.
- 12 different categories and Headline event sponsorship available.
- 600+ guests, high-profile keynote speaker and top-rated entertainment on the day.
- Held at Park Plaza Westminster Bridge.



For more information...

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