



LOGISTICS UK

Partnership, Sponsorship and Advertising Opportunities at Logistics UK

2023

Logistics UK in numbers

LOGISTICS UK



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 (1mln+)



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



We deliver 50+ leading industry events ranging from **Logistics Awards** to **Transport Manager** conferences to **webinars** and seminars



We welcome over **5,000** delegates to our face-to-face and virtual events every year



300+ staff and associates are here to support you

**Logistics UK is one of the biggest business groups in the UK.
We are the only organisation in the UK that represents all of logistics.**

Embracing change and leading UK logistics

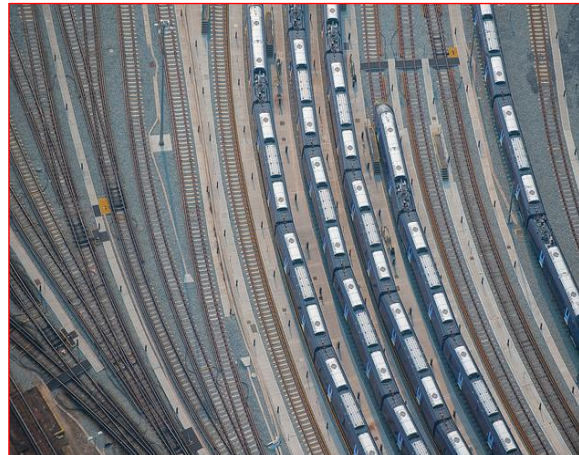
LOGISTICS UK

Our mission

Logistics UK supports, shapes and stands-up for safe and efficient logistics

Efficient logistics is vital to keep Britain trading. With Decarbonisation, COVID-19, Brexit, new technology and other disruptive forces driving change in the way goods move across borders and through the supply chain, logistics has never been more important to the UK.

A champion and challenger, Logistics UK speaks to Government with one voice on behalf of the whole sector, with members from the road, rail, sea and air industries, as well as the buyers of freight services.



Benefits of becoming our commercial partner

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- Strong brand association and positioning as experts/leaders in your field.
- Opportunity to position your messaging and brand in front of Logistics UK members and wider logistics industry community.
- Varied profile of membership base with all key logistics sectors and strategic and operational roles present, allowing targeted approach for optimised impact.
- Rich portfolio of opportunities spanning over face-to-face and virtual events, web, email, online news portal and print publications.



Partnership
opportunities

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We can produce tailored partnership packages to match your KPIs and allow focused targeting to reach your target audiences.




What can be included?

- Sponsored digital activities (webinars and newsletters).
- Branding on regular publications and e-shots.
- Sector-specific event sponsorship:
 - Presentation slots.
 - Branding.
 - Exhibition stands.
 - Awards category sponsorship.
- Member to member portal and Logistics UK Suppliers Directory.
- Engagement in sector-specific conversations.
- More bespoke opportunities available.



Industry or sector partnerships example

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Van Partners	 LOGISTICS UK GOLD VAN PARTNER	 LOGISTICS UK SILVER VAN PARTNER	 LOGISTICS UK BRONZE VAN PARTNER
Website	✓	✓	✓
Events	✓		
Awards	✓		
Print publications	✓	✓	✓
Dedicated e-shots	✓		
Directory of suppliers	✓	✓	✓
Social media support	✓		

Event sponsorship opportunities

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Logistics UK Events 2023

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Event	Job titles	Sectors
	C-suite Board members Senior Executives	<ul style="list-style-type: none"> • Distribution and haulage • Construction • Utilities • Local authorities • Retail • Wholesale • Warehousing • Finance • Courier • Passenger operations • Hire/leasing • Manufacturing • Van sector
	Fleet Engineer Fleet Manager Transport Manager Workshop Manager	
	Transport managers Compliance managers Fleet managers	
	C-suite Board members Senior Executives	
	CEO's Managing Directors Heads of departments Transport managers	

Both our face-to-face and virtual events feature a comprehensive conference programme covering various topics across multiple sessions, as well as extensive exhibition space for attendees to visit plus ample opportunities for networking with other delegates, sponsors and exhibitors.

We are also happy to look at bespoke events, roundtables, webinars to make sure they align with your objectives.

Delegates: Companies & brands

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Transport Manager: September-December



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- Logistics UK's flagship conference series now in its 22nd year of success and recognition (2023).
- Attracting 1,700 delegates from across the transport industry.
- Recognised by the regulators as an essential way for transport professionals to remain up to date on key compliance and legislation issues.
- 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.





Extensive marketing campaign runs from May through to December



On-going email marketing campaign targeting over 20,000 industry contacts.



During event months the event webpage attracted between 1,500 – 2,500 page views per month.



In 2022 over 1,700 full paid delegates attended – representing the very biggest commercial fleets in the UK



The activity over the course of the Transport Manager events in 2022 resulted in over 776,200 impressions along with over 43,600 engagements and just under 16,635 clicks

What our attendees had to say:

"Very informative and enjoyable, all TM's should attend."

"As ever - an excellent event."

"Congratulations to all who helped bringing this together. I was really impressed with the format of the day and the 2-dimension realism brought to the [virtual] conference. This really demonstrates Logistics UK's strive forward to help improve our environment by taking vehicles off the road. Well done!"

92% of delegates said they would attend the event again!

ITT Hub: Key facts

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- Logistics UK has a strategic partnership with Logistics UK.
- Ground-breaking event which supports the government's decarbonisation of transport plan.
- One of the largest road based transport event in the UK.
- Taking place at the world-famous Farnborough International Exhibition and Conference Centre, ITT Hub features a high-profile Future Logistics Conference in association with Logistics UK and extensive exhibition.
- Sponsoring Future Logistics conference allows you to take part in event extensive marketing programme as well as position your brand in front of thousands of industry experts.



Fleet Engineer: 22nd June 2023



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- Logistics UK's annual specialist event for motor vehicle engineering.
- Attracting 120 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.
- The theme this year is 'developments in brakes, steering and suspension'.



Delivering Decarbonisation: Key Facts



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- Delivering Decarbonisation will discuss the steps companies need to take as they transit from ICE set up to 100% net zero. 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 2023.



Logistics Awards: 7th December



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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.
- 500+ guests, high-profile key note speaker and top-rated entertainment on the day.
- Held at Park Plaza Westminster Bridge.



Advertising
opportunities

LOGISTICS UK

Logistics UK's Weekly Digital Magazine

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Logistics Magazine Digital News is distributed via email to 25,600 Logistics UK members who are made up of transport professionals.

Each week the content includes Logistics UK News, Industry News, Features, Key Industry Profiles, Road Compliance Topics and Legislation updates.

There are advertising opportunities within the weekly email for static banners and also sponsored news content (Advertorial).

We have also developed a dedicated and fully searchable online magazine portal, within the Logistics UK website, to deliver news 24/7 to the industry.

The portal host editorial content from the Weekly Digital News including any paid for sponsored posts. Spilt into three sessions: Features, News and Compliance, to help readers navigate the various topics.

Digital publications: Key features and benefits

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Reach larger audience – distributed to all Logistics UK members



Target a wide range of logistics operators



Branding promotion and key message promotion



Readership :
30% Director level
70% Management
(Transport, Ops, Site)



Sponsored post that links to advertorial content



Ability to track engagement rates

Logistics UK's social media channels

In 2022 we recorded
over 27 million impressions
(up from 22 million in 2021)

across our main social media channels, LinkedIn, Twitter and Facebook.

If you take into consideration all interactions, retweets, shares and users interacting with our campaigns, our social media management system estimates

91 million people

saw our social media activity in 2022.



▲ **36%** growth in engagement.



▲ **32%** growth in engagement



▲ **28%** growth in engagement

Get in touch to discuss further!

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