

RHA
FUTURE FORUM
PREPARING FOR THE ROAD AHEAD



**SPONSORSHIP OPTIONS
AND ACTIVATIONS**



On Thursday 11 September, we will host the RHA Future Forum event at The Vox in Birmingham.

We anticipate an audience of 500-600 delegates, who will have the chance to explore business opportunities shaping the future of our sector and connect with partners driving growth.

With a focus on future talent, sustainability, and alternative fuels, the event will feature sessions led by industry experts, showcasing the latest innovations and forward-thinking ideas.

Attendees will also enjoy a forked buffet and ample opportunities to network with industry peers in a relaxed business-focused setting.

The Vox is a cutting-edge venue, easily accessible by road, rail, and air.

We would be delighted to have you join us for this important event. A variety of sponsorship and activation packages are available, offering a unique opportunity to present your business to industry leaders from across the UK.



HEADLINE SPONSOR

As a headline sponsor you will be able to demonstrate your commitment to the industry and the value you bring. It's an opportunity to showcase your business as a market leader; working alongside the RHA to shape, define and celebrate the future of the sector.

- ▶ Billed and marketed as RHA Forum For the Future in association with *your company name*
 - ▷ Showcasing the strategic partnership between the RHA and your brand and making an immersive experience linked to your brand
- ▶ Sponsorship of one of the key sessions featuring product placement, logo and references
 - ▷ Meaning that your brand is front and central and in topic with the RHA
- ▶ Logo placement on all event collateral as headline sponsor
 - ▷ Linking your brand with this fantastic new event, superb brand exposure with the RHA membership
- ▶ Tabletop display in break out exhibition area
 - ▷ Networking opportunities with all delegates that attend the event to demonstrate and show case your products, services and brand
- ▶ Larger logo on presentation screens around venue
 - ▷ Bringing your brand to life around the venue on the large video screens linking the show back to your brand
- ▶ Pull up banners x 6 in event area
 - ▷ Localized branding with key sites around the venue – linking your brand to the event
- ▶ Follow up email to attendees (sent by RHA)
 - ▷ Personalized email sent by the RHA to attendees with links to your website showcasing key items and takeaways from the day
- ▶ Logo on brand wall
 - ▷ Large branding with the event locations linking and showcasing your brand to all delegates that visit
- ▶ Supplied item to be inserted into the delegate bags
 - ▷ Leave the delegates with a lasting branded item that will see and potentially use on a daily basis within their working day
- ▶ Advert within the event guide printed and digital
 - ▷ Handed to all delegates that attend the event and emailed to all members of the RHA, great brand exposure
- ▶ Pre event editorial within Roadway Members Magazine
 - ▷ Promoted content included in the members magazine that will link the show features of the event and also highlighting key topics and information linked to the headline sponsor
- ▶ Follow up DPS editorial content with Roadway Members Magazine
 - ▷ A review of the event with comment from headline sponsor and images from the day
- ▶ Full page display page with Roadway Members Magazine
 - ▷ Display advertisement to be placed in the Members magazine within an issue of your choice to further display your services, products and brand

▶ **COSTING FROM £15,000 PLUS VAT**

ASSOCIATE SPONSORSHIP

Associate sponsorship is a great way to bring your brand, service or product to this new industry-leading event. You'll be able to demonstrate your commitment to the industry and will have the opportunity to network with delegates.

- ▶ Logo placement on collateral as associate sponsor
 - ▷ Linking your brand with this fantastic future-facing event, superb brand exposure with the RHA membership as we look to the challenges and opportunities for the sector in the years to come
- ▶ Tabletop display in break out exhibition area
 - ▷ Opportunity to highlight your offer to all delegates that attend the event to demonstrate and showcase your products, services and brand
- ▶ Logo on presentation screens around venue
 - ▷ Bringing your brand to life around the venue on the large video screens linking the show back to your brand
- ▶ Advert within the event guide printed and digital
 - ▷ Handed to all delegates that attend the event and emailed to all members of the RHA
- ▶ Supplied item to be inserted into the delegate bags
 - ▷ Leave the delegates with a lasting branded item that will see and potentially use on a daily basis within their working day
- ▶ Full page display page with Roadway Members Magazine
 - ▷ Display advertisement to be placed in the Members magazine within an issue of your choice to further display your services, products and brand

▶ **COSTING FROM £5,000 PLUS VAT**

SPONSORSHIP OF SESSION(S)

This is an opportunity to associate your brand with one of the key sessions taking place during the day, which focus on a range of different topics. It includes product and brand placement at the event and in literature, to put your business firmly in the mind of our attendees. Please contact us for more details.

- ▶ The session will be billed and marketed as, in association with *your company name*
 - ▷ Showcasing the strategic partnership between the RHA and your brand and making an immersive experience linked to your brand
- ▶ Logo placement on screens in session area
 - ▷ Bringing your brand to life around the venue on the video screens in session area linking the show back to your brand
- ▶ Tabletop display in break out exhibition area
 - ▷ Networking opportunities with all delegates that attend the event to demonstrate and show case your products, services and brand
- ▶ Pull up banners in sponsored session area x 4
 - ▷ Localized branding with key sites around the venue – linking your brand to the event
- ▶ Follow up email to attendees (sent by RHA)
 - ▷ Personalized email sent by the RHA to attendees with links to your website showcasing key items and takeaways from the day
- ▶ Logo on brand wall
 - ▷ Large branding with the event locations linking and showcasing your brand to all

▶ **COSTING FROM £10,000 PLUS VAT**

delegates that visit

- ▶ Supplied item to be inserted into the delegate bags
 - ▷ Leave the delegates with a lasting branded item that will see and potentially use on a daily basis within their working day
- ▶ Advert within the event guide printed and digital
 - ▷ Handed to all delegates that attend the event and emailed to all members of the RHA, great brand exposure
- ▶ Pre event editorial within Roadway Members Magazine
 - ▷ Promoted content included in the members magazine that will link the show features of the event and also highlighting key topics and information linked to the headline sponsor
- ▶ Full page display page with Roadway Members Magazine
 - ▷ Display advertisement to be placed in the Members magazine within an issue of your choice to further display your services, products and brand

BREAKFAST SPONSORSHIP

Your brand, product or service will be one of the first things that our delegates see when they enter the welcome area for breakfast. This sponsorship provides the opportunity to engage with delegates as they first enter the venue, putting your brand in their minds for the remainder of the day.

- ▶ Networking area serving tea, coffee, breakfast rolls and pastries.
 - ▷ Networking opportunities with all delegates that attend the event to demonstrate and show case your products, services and brand
- ▶ Pull up banners in breakfast area environment x 4
 - ▷ Localized branding with key sites around the venue – linking your brand to the event
- ▶ Logo on brand wall
 - ▷ Linking your brand with this fantastic new event, superb brand exposure with the RHA membership
- ▶ Advert within the event guide printed and digital
 - ▷ Handed to all delegates that attend the event

and emailed to all members of the RHA, great brand exposure

- ▶ Logo on presentation screens around venue
 - ▷ Bringing your brand to life around the venue on the large video screens linking the show back to your brand
- ▶ Supplied item to be inserted into the delegate bags
 - ▷ Leave the delegates with a lasting branded item that will see and potentially use on a daily basis within their working day
- ▶ Full page display page with Roadway Members Magazine
 - ▷ Display advertisement to be placed in the Members magazine within an issue of your choice to further display your services, products and brand

▶ **COSTING FROM £2,500 PLUS VAT**

BREAK OUT COFFEE AREA SPONSORSHIP

Our coffee area sponsorship gives your team the perfect opportunity to network with delegates during the comfort breaks. This area will be branded, and you will be seen as an integral part of the event.

- ▶ Networking area serving tea, coffee, cookies and pastries
 - ▷ Networking opportunities with all delegates that attend the event to demonstrate and show case your products, services and brand
- ▶ Pull up banners in breakfast area environment x 4
 - ▷ Localized branding with key sites around the venue – linking your brand to the event
- ▶ Logo on brand wall
 - ▷ Linking your brand with this fantastic new event, superb brand exposure with the RHA membership
- ▶ Advert within the event guide printed and digital
 - ▷ Handed to all delegates that attend the event

and emailed to all members of the RHA, great brand exposure

- ▶ Supplied item to be inserted into the delegate bags
 - ▷ Leave the delegates with a lasting branded item that will see and potentially use on a daily basis within their working day
- ▶ Full page display page with Roadway Members Magazine
 - ▷ Display advertisement to be placed in the Members magazine within an issue of your choice to further display your services, products and brand

▶ **COSTING FROM £2,500** PLUS VAT

SOLD OUT

TABLETOP DISPLAY SPACE

Showcase your brand, product or service to delegates during the three networking sessions taking place throughout the day with one of our tabletop display opportunities. This is a chance to speak with key decision makers and to develop new business relationships.

- ▶ Tabletop display in break out exhibition area
 - ▷ Networking opportunities with all delegates that attend the event to demonstrate and show case your products, services and brand
- ▶ Table supplied with tablecloth
 - ▷ Linking your brand with this fantastic new event, superb brand exposure with the RHA membership

- ▶ 3 networking time scales during day
 - ▷ Giving great opportunities to network with delegates.
- ▶ Space for 2 pull up banners behind table
 - ▷ Localized branding with key sites around the venue – linking your brand to the event
- ▶ 2 tickets to the event and lunch
 - ▷ Perfect opportunity to network within current and future customers

▶ **COSTING FROM £2,500** PLUS VAT PER TABLETOP

OPTION TO INCLUDE ITEM IN DELEGATE BAG ADDITIONAL £500 PLUS VAT
 OPTION TO HAVE FULL PAGE ADVERT IN GUIDE ADDITIONAL £500 PLUS VAT

AFTER EVENT NETWORKING AND DRINKS

Take the chance to network and develop business relationships with our delegates. This is a prime opportunity to showcase your brand, meet new connections, continue conversations and leave a lasting impression on attendees.

- ▶ Logo placement on screens in networking area
 - ▷ Bringing your brand to life around the venue on the video screens in networking area linking the show back to your brand
- ▶ Pull up banners in sponsored session area x 4
 - ▷ Localized branding with key sites around the venue – linking your brand to the event
- ▶ Logo on brand wall
 - ▷ Linking your brand with this fantastic new event, superb brand exposure with the RHA membership
- ▶ Supplied item to be inserted into the delegate bags
 - ▷ Leave the delegates with a lasting branded item that will see and potentially use on a daily basis within their working day
- ▶ Advert within the event guide printed and digital

- ▷ Handed to all delegates that attend the event and emailed to all members of the RHA, great brand exposure
- ▶ Pre event editorial within Roadway Members Magazine
 - ▷ Promoted content included in the members magazine that will link the show features of the event and also highlighting key topics and information linked to the headline sponsor
- ▶ Full page display page with Roadway Members Magazine
 - ▷ Display advertisement to be placed in the Members magazine within an issue of your choice to further display your services, products and brand

▶ **COSTING FROM £2,500 PLUS VAT**

EVENT GUIDE ADVERTISING

Appear in the printed event guide handed to all delegates and emailed to all RHA members following the event. Your full-page advertisement will be shown alongside timings and information about the day ahead.

- ▶ Full page display advertisement within event guide
 - ▷ Display advertisement to be placed in the event guide to further display your services, products and brand
- ▶ Distributed to all delegates
 - ▷ Exposure of your brand to all delegates attending the event
- ▶ Emailed to all members post event
 - ▷ Exposure of your brand to all RHA membership

▶ **COSTING FROM £750 PLUS VAT**

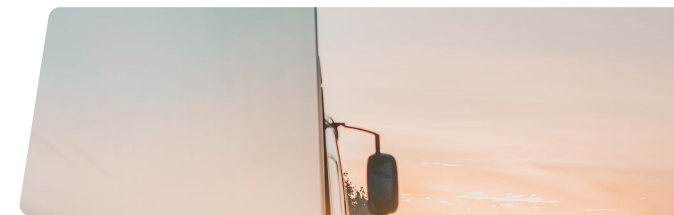
▶ **LOCATION**
The Vox Conference Centre,
Resorts World NEC Birmingham

▶ **TIME**
10.15 – 16.45

▶ **DATE**
11 September 2025

For further information and to discuss these options and look at bespoke opportunities please contact Pete Short on the number and contact information below.

▶ **CONTACT**
Pete Short
Head of Business Development
07824 562530



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