

MEDIA PACK

“We are shattered but a good type of shattered.

Great show
RWM Exhibition!”

Dsposal



RWM

IN PARTNERSHIP WITH



UK'S LARGEST RECYCLING & WASTE MANAGEMENT EXHIBITION

11 & 12 SEPT 2019 | NEC BIRMINGHAM

“RWM Exhibition continues to be the major showcase for the resources and waste sector”

CIWM



“A rejuvenated RWM”

Bunting Magnetics



“More footfall than I ever expected”

UK Plant Operators



RUNNING ALONGSIDE



“We have come back to so many inquiries we couldn't believe it”

Northern Gas & Power



“The best show ever for the Waste & Recycling”

Zappshelter



THE TEAM



THE AWARD WINNING TEAM

Behind the new RWM Exhibition

Enquire Now!

ahmed.pearce@prysmgroup.co.uk



MULTI -AWARD
WINNING
ORGANISER



**PRYSM Group - PRYSM Group, The Multi-Award
Winning Team Behind The New RWM Exhibition**

PRYSM
GROUP



12,536 VISITORS

51% NEW UNIQUE VISITORS IN 2018

Enquire Now!
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£1.9bn
 Estimated Total Money Spent as a result of RWM18

70% Were Ultimate Decision Makers

91% spent 5h on average at the show

65% of visitors had **£5M+** turnover

295 Councils Represented (1K+ Individuals)

62% said they will return in 2019

83% of exhibitors rebooked on-site



80% Senior Management

70% would recommend RWM to a colleague



ATTENDEES OVERVIEW

RWM targets 4 types of attendees.

Type 1

Recycling & Waste Management Professionals

These can be from anywhere on the circular economy journey:



1. Production: **Manufacturing Companies**
2. Production: **Retailers**
3. Consumption: **Users**
4. Waste Management: **Re-use / Repairs**
5. From waste to resources: **Recycling**
6. From waste to resources: **Design**

2



Type 2

High Waste Companies

Few of the sectors* that we target as part of our marketing campaign are:

- Construction
- Automotive Industry
- Machinery and Equipment
- Food and drink manufacturers
- Retail
- Manufacture of materials
- Packaging Manufacturers
- Waste collection, treatment and disposal

3



Type 3

These are broken down as follows:

*for a full breakdown of sectors with percentages please enquire

- SMEs with High-Waste
- SMEs working in the Recycling & Waste Management Sector
- Others

4

Type 4

Local Authorities and Government Bodies

RWM 2018 had an astonishing **300** Councils in attendance with over **1,000** individual visitors. The statistical breakdown of this is as follows:

Few of the sectors* that we target as part of our marketing campaign are:

- District Council: **32%**
- County Council: **29%**
- Unitary Council: **24%**
- London Borough: **7%**
- Metropolitan district: **8%**



*for a full breakdown of sectors with percentages please enquire



SNAPSHOT OF OUR ATTENDEES

Snapshot of Commercial

Amazon UK
BBC
Birmingham Airport
British Bins
Bristol Waste Company
Biffa
Costa Coffee
Coca Cola Enterprises Ltd
Heineken UK
IKEA Group
Jaguar Land Rover
Volvo Group UK Ltd
Wilko
London Luton Airport
Marks and Spencer
Mitsubishi Electric
Mercedes-Benz (UK) Ltd
MITIE Waste & Environmental
Northern Rail
Premier Foods Ltd
Rolls-Royce plc
Skanska
Suez Recycling & Recovery
Tesco

Snapshot of Local Authorities

Avon District Council
Bournemouth Borough Council
Bristol City Council
Birmingham City Council
Coventry City Council
City of London
City of Bradford Metropolitan District Council
City of Cardiff Council
Dover District Council
East Devon District Council
East Hampshire District Council
East Devon District Council
North Lincolnshire Council
Liverpool City Council
South Gloucestershire Council
South Kesteven District Council



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DON'T JUST TAKE OUR WORD FOR IT

Here's what the 2018 Exhibitors had to say about the show

"I've not stopped talking for 2 1/2 hours! We're not finding time wasters, everyone is genuinely interested in our product"

Comput.r -
Exhibitor for RWM 2018

"RWM Exhibition thank you for the last few days it has been a brilliant experience!"

Coral Products
(Mouldings) LTD

"RWM is really the only exhibition our industry has to pull together"

Ian Wakelin,
Former CEO of Biffa

"This is where everybody is, so if you are in this space of recycling & waste, you need to be here"

David Palmer-Jones, CEO of
Suez

"RWM proved to be one of the best if not the best show we have ever done in the waste and recycling forum. Our stand was extremely busy all the time, the discussion forums were really well attended, we loved it great quality leads one after the other"

Julian Glasspole,
CEO of VWS



Judge: Nick Cliffe from Innovate UK
Winner: Fireward



Judge: Ian Wakelin from Biffa
Winner: Seligo



Judge: Adam Read from SUEZ
Winner: Machinex



Judge: John S Glover from Bywaters
Winner: Geminor

Enquire Now!

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MARKETING STRATEGY

How We Get The Visitors

We Reach Every Corner of the Industry with Our Combination of Traditional And Digital Marketing Campaigns. Ultimate Brand Exposure. Guaranteed.

Introducing Prescription Marketing

Ensuring You Meet the People You Want. We Don't Stop Until You're 100% Happy.

Target Profile 365

Analysing and Profiling The Businesses & Areas You Want. Every Day.

Delegate Acquisition Team

Dedicated Team Ensuring That Only The Most Relevant Individuals From The Industry Attend.



PR

Maximise Exposure Across All Media With Our In-House PR Team.



Press

the guardian

BBC

mrw



Media Partners

Our Specially Selected Media Partners Reach Over 1 Million People



Email Campaigns

Strategic Email Campaigns to Relevant Databases. Accompanied by Tailored Campaigns Designed for Partner, Speaker, and Exhibitors Databases.



Social Media

Ultimate Coverage Across All Social Media Platforms. #RWM18 Number 1 Trending 465,000 Impressions



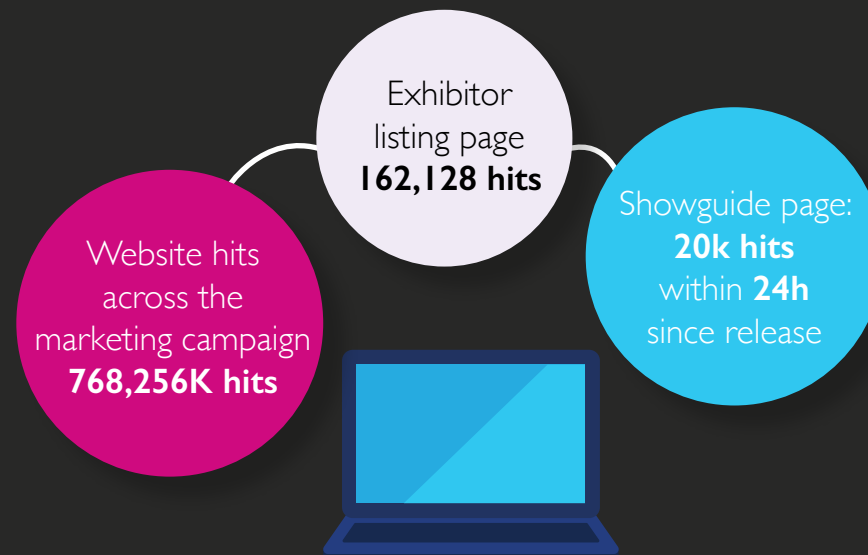
Direct Mail

Flyers and Letters Sent Out Directly To Partners Contacts



Show Guide

Full Exhibitor Listing In Both Physical & Digital Showguide. Sent to Every Single Person That Registers For a Ticket for the Event.



PARTNERS & SPONSORS

Enquire Now!
ahmed.pearce@prysmggroup.co.uk



Mercedes-Benz



Innovate UK



UNMISSABLE CONTENT



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Digital Content

When The Show Comes To An End, Our Digital Campaigns Keep Running Throughout The Year.

Innovative Tech

We Source The Latest Industry Technology and Put It Under One Roof, Making This The Only Place To See The Latest Innovations.

Live Demos

See How The Latest Products Work First Hand. Live Demos Provide Visitors With The Chance To Try Before They Buy.

Panel Discussions

Visitors Can Interact and Watch First Hand As Leaders of The Industry Discuss a Range Of Topics

Keynote

Known Figures and Industry Leaders in Their Sector Provide the Latest Industry Information and Trends That You Won't Get Anywhere Else.

Networking Opportunities

A Whole Years Networking in 2 Days. With The Huge Expanse of Key Decisions Makers, Business Opportunities Are Everywhere. Our 1-2-1 Advice Services Helps You Make the Most Of This Opportunity.

Free CPD Accredds

All Our Seminars Are CPD Accredited. Since The Event Is Free, This Means Free CPD Accreditations For You.

Masterclasses

Masterclass Sessions Provide Visitors With Learning and Networking Opportunities.



EXHIBITOR PACKAGE & PRICES

Enquire Now!

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Exhibiting At This Event Will Provide You With An Unrivaled Opportunity To Promote Your Business and Generate Genuine Business Opportunities.

SPACE ONLY

Space Only Stands Gives You a Blank Canvas To Work With. Allowing You To Create Something Special To Showcase Your Business. £415 plus VAT per square metre

STAND

Showcase Your Business To Thousands Of Key Decision Makers. The Stand Provided Will Be Your Space To Do As You Wish. That Means You Can Promote Your Business The Way You Want To

DIGITAL SHOWGUIDE

You Will Also Be Provided With a 75 Word Exhibitor Listing in the Digital Showguide. This Showguide Will Provide All Those That Registered For a Ticket With Your Contact Details and Stand Location.

WEBSITE

You Will Be Given a Dedicated Page to Promote Your Business On Our Website. Our Website Receives In Excess of 760,000 Views Within the Campaign.

SOCIAL MEDIA

Our Dedicated Social Media Team Will Work With You To Promote Your Business Across All Our Social Platforms.

SHELL SCHEME STANDS

Shell Scheme Stands Are Fully Carpeted and Walled. £435 plus VAT per square Metre

ALTERNATIVE OPPORTUNITIES

Becoming a sponsor at RWM Exhibition will make you stand out against your competitors. Elevating your company amongst the leading brands in the Waste & Recycling industry, will enable you to develop close business relationships with leading decision makers and generate more business for your company.

The types of sponsorships available are:

- Sponsorship of the Keynote Theatre
- Full Show sponsorship
- Show Bag sponsorship
- Seminar Theatre sponsorship



ANNOUNCING RWM 2019

A personal note from Managing Director, Nick Woore

“Wow! What a show!”

I'm still buzzing from RWM. We had our own expectations of what we wanted to do with the show this year I was beyond ecstatic that we did more than that. Hearing the feedback from visitors whose expectations were exceeded was amazing, and seeing exhibitors crowded with busy stands was an absolute joy to watch as an event organiser. Thank you for being an important part of it. There are some very exciting plans for 2019 to raise the bar. Having inherited the show with just 8 months to go for 2018 we did our best, but the team here are absolutely buzzing and working hard to create an unmissable, unforgettable 2019 that dwarfs 2018 in every way...and with a full 12 months ahead this is our opportunity to show you what we really can do!

Thank you!”



ENQUIRE TODAY

For exhibiting and sponsorship opportunities contact **Ahmed Pearce** on: ahmed.pearce@prysmgroup.co.uk or call **0117 929 6083**

