



# kitplus SHOW

INNOVATE  
ENGAGE  
CONNECT

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PITCH  
DECK  
2024



## Why choose KitPlus Show?

### Experience, integrity, trust

KitPlus Show is now in its 13th year. In that time we've established ourselves as the UK's trusted regional event partner - helping build new business relationships and bring the industry together in a friendly and engaging way. Our reputation has grown from delivering a second-to-none service for our exhibitors, seminar partners and visitors, with this gained knowledge and experience enabling us to consistently build for the future as the shows grow from strength to strength.

### Return on investment

KitPlus Shows offer one of the most cost-effective ways to optimise ROI on every level. We champion the growth of new business opportunities and building strategic relationships through industry specialist networking and great content. In understanding the importance of your investment we focus on ROI and limit any speculative event/marketing spend.

### Hassle-free and helpful

Spend less time and money on set up, limit your at-event staffing costs and even let us take care of your shipping logistics so you can focus on the day job - right up until show day. Packages include all you need to put on the perfect show - with no uncomfortable power or connectivity add-on costs.

## Where pro-video, AV, corporate and broadcast media technology converge

### Regional focus

KitPlus are committed to serving the regional industry communities, often the only show supporters in these select chosen areas. In doing so, we dig deeper to explore the crucial issues and highlight the positive opportunities that come from this unique more localised focus.

### Industry-leading content

Bespoke seminar content programme from broadcast, production and M&E technology specialists covering all the relevant hot topics through industry-leading panel discussion, thought leadership and engaging case studies.

### Our sustainability standard

We are an environmentally sustainable show: offsetting our carbon footprint for transport, avoiding single use materials including; show carpeting, unnecessary plastics, wasteful shell scheme booths and prioritising digital signage. In 2024 we will be working even harder to achieve our sustainability goals with less travel for visitors, venues nearer public transports hubs, all exhibitor show freight carried in less lorries.

Carbon  
Neutral  
Britain™





# 2024 Shows

GLASGOW - 18/6/2024

MANCHESTER - 24/10/2024

LONDON - 27/11/2024

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LONDON, OVAL:

27th NOVEMBER 2024

After a fantastic first time at this stunning venue, we can announce The Oval as our new long-term home for KitPlus Show London. In addition, off the back of a successful 2023 event, we're doubling the scale of our show footprint for 2024 by opening up both wings under the stadium for exhibitor and seminar coverage. Once again, we expect great interest from visitors and exhibitors, aligned with unrivalled seminar content from the UK's leading industry organisations located in the nation's capital.



GLASGOW, SEC:

18th JUNE 2024

We'll be doubling the size of our exhibition space and moving into Hall 2 after a well-received first event at the SEC, with amazing engagement and industry reaction from all Scottish-centric partners. There is limitless potential at this venue with nothing like this in Scotland, the industry loving it and with us already having strong backing from local Broadcast/Media Technology partners and uptake for seminar and exhibitor participation already at unprecedented levels.



MANCHESTER, MEDIACITY:

24th OCTOBER 2024

Set in the broadcast media industry heartland of MediaCity, our KitPlus Show flagship event moves into its 13th year, and for 2024 we revert back to our original timing. As ever we engage with top-level industry personnel on our doorstep from the numerous regional and world-leading facilities, plus the BBC, ITV, Dock10 – many of whom feature across varied levels of seminar and exhibitor presence on the day.

# Exhibitor Partnership

KitPlus Show is where leading manufacturers, distributors and dealers of pro video, AV and broadcast/corporate media technology innovate, engage and connect with exhibitors, industry partners, and top level visitors at our annual UK-wide show series.



“I really enjoyed working with KitPlus...it's great to see all the different media and entertainment industry here, we will definitely work with the team again”  
Florian Gallier – Mo-Sys

“There aren't these type of technology shows happening so it's amazing to support... there's lots to follow up on and we'd 100% do this again  
Patrick Gooden – Brompton Technology



“I would definitely work with team again, they've been really welcoming and the show is very well organised, so it's a 10 out of 10!”  
Andréanne Tremblay – Ross Video



**SONY** **mo-sys**  
VISION IN MOTION

Blackmagicdesign

**Canon**

**PELI**  
PRODUCTS UK

**ATOMOS**

**wex**  
business

**GlenSound**  
Keeps Working

**vizrt**

**Godox**  
EssentialPhoto

**MRMC**

**LUMIX**

**HAIVISION**

**BROMPTON**  
TECHNOLOGY

**holdan**

**PIXOTOPÉ**



# Seminar Partnership

We showcase a uniquely topical seminar content programme featuring industry-leading film, tv and media and entertainment organisations who focus on all the key discussion areas including; sustainability, virtual production, education and training, esports and gaming, equality and inclusivity within broadcast sectors.

“It’s great to bring this technology showcase to Scotland. I congratulate all the KitPlus team, we’d definitely like to participate in the future”

**Bill Ward – The Scottish Parliament**

“The energy in the room is really exciting, its good to see so many industry colleagues here”

**Alison Goring – Head of NFTS Scotland**



**Engaging video content tailored for you**

Every one of our seminars are recorded, edited and can be made readily available for supporting partners usually within 24 hours of the show. This can be a great post-show marketing tool built into your annual strategy, also appearing on our website and YouTube channel.



**ROSS**



**NFTS**

NATIONAL  
FILM AND  
TELEVISION  
SCHOOL

**SCREEN SCOTLAND  
SGRìn ALBA**



**Ravensbourne  
University London**

**BECTU  
VISION**



**ukie ARUP**



The Scottish Parliament  
Pàrlamaid na h-Alba

**GARDEN  
STUDIOS**



**metfilm  
DISTRIBUTION**

**n i g h t s k y  
studios**

**Rise**

# 2023 Visitor Data



85%

Visitors travel less than 40 miles



700

Average per-show registration



70%

Average attendance rate



60/40

Male to female visitor split

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## VISITOR PROFILE:

Student/Lecturer, CEO/VP/Director, Manager/Department Head, Social Media Manager, Photographer/Filmmaker, Head of Production, Business Development, Digital Marketing, Creative Director, Account Manager, Developer/Engineer, Freelance

## INDUSTRY SECTORS:

AV, Post-Production, Broadcast, Film & TV, Freelance, Rental Houses, Photography/Video, Education/Training, esports/Gaming, Live Production/Events

“It's been amazing to speak with so many different types of people from varied types of industries within the broadcast sector”

May Coughlan – Creative Technology



GLASGOW | MANCHESTER | LONDON

# Rate Card

## SHOW BOOTH SPACE



### PLATINUM

Area: 9m x 2m  
Tables: 3  
Power: 8 way

**£4,750**



### GOLD

Area: 6m x 2m  
Tables: 2  
Power: 4 way

**£3,500**



### SILVER

Area: 3m x 2m  
Tables: 1  
Power: 4 way

**£2,500**

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## ADDED VALUE



Company logo to appear on seminar page of website



Logo to appear on all seminar programme promotional content



Access to full KitPlus Show creative file for own marketing use



Newsletter coverage and PR announcements – web and social (pre/post-show)



Advert on eblast - sent to our 18,500+ database



MPU Advert & Logo - to appear on KitPlus websites



“It's really good to network with people and fantastic seeing all the kit on display...I would definitely work with the team in the future”

Mark Lewis - BBC Studioworks

## ADDITIONAL COMMERCIAL OPTIONS

Headline Sponsor: from £8,500

Lanyard sponsor: from £4,500

Ticketing sponsor: from £2,500

Seminar Sponsor: from £2,500

Booth Videos: from £950



# Digital Rate Card

## DIRECT MARKETING



**18,500**  
Targeted industry  
database



**46%**  
Open Rates  
Industry Ave = 21.5%  
(Campaign Monitor)



**5.8%**  
Ave CTR  
Media Ave = 4.6%  
(MailChimp)



Direct Marketing geographic breakdown  
**EU 31%, UK 27%, USA 21%, ROW 21%**

**Dedicated Email -** **from £1,500 per eshot**  
eBlasts sent to over 18,500 opt in subscribers

## WEBSITE



**74,000**  
AVE monthly page impressions  
(KPS 10,449 / KP 63,343)



**19,000**  
AVE monthly Unique Visitors  
(KPS 3,344 / KP 15,354)



Website geographic breakdown  
**EU 28%, UK 22%, USA 23%, ROW 27%**

**MPU (300 x 250px) -** **£395 per mth**  
to appear site wide

**Leaderboard (970 x 90px) -** **£750 per mth**  
headline banner

## SOCIAL MEDIA



**15,000**  
Total Reach



**1.5M** impressions  
**4,300** watch hours  
**121,700** views (38% from Google search)  
**5,339** top video views  
**58%** viewers are 35-54 years old



YouTube geographic breakdown  
**UK 21%, USA 22%, ROW 57%**



**178,000** impressions  
**55,000** unique impressions



**6.5k**



**2k**



**2.5k**



**1k**



**3.5k**





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