

Connect

**Group
Advertising
Media Pack**



nec

NEC Audience Impact



10.2 million visitors

Birmingham International



14 million visitors (16/17)

nec

6 million campus users



76,6 million web, social media and print impressions



GENTING ARENA

1 million concert goers



Resorts World BIRMINGHAM

4 million visitors

M42

37 million cars pass every year

365

24

7

The Burgandy Restaurant

The NEC Group

Global Management and Venues Brands, bringing the right audience to your business

nec group

nec

the icc


GENTING
ARENA


Arena
BIRMINGHAM


the conference centre


the
ticket
factory®

AMADEUS™

amplify 

The NEC Campus

Global Management and Venues Brands,
Bringing the right audience to your business



At NEC City



Genting Arena
UK largest casino
25 Bars and Restaurants
Over 50 Outlet Store's
IMAX Cineworld
SANTI SPA
Vortex Gaming
The UKs largest exhibition centre
VOX state of art conferencing
Connected via road,
International rail and airport

6 Hotels
Ibis styles
Genting
Hilton
Crowne plaza
Premier Inn
Holiday Inn





Resorts World

4 million
visitors
per year

The entertainment complex in Birmingham, has the largest casino in the United Kingdom with outlet shopping mall, restaurants, spa, cinema and Vox conferencing suite. Vortex gaming, which features leading gaming together with the latest technology and innovations is coming to Resorts World in 2018.



An aerial, isometric view of a city layout. The buildings are represented as 3D blocks in various shades of green and yellow. A prominent red line curves across the city from the left to the right. The text "Future NEC" is overlaid in the center in a large, white, sans-serif font.

Future NEC



Brand new visitor attractions

Boutique hotel space

HS2 -
connecting London in
38 mins

New film production facilities

Attractive restaurant and leisure space

Creating the

UK's number 1

business and leisure destination

Live leisure and entertainment at Resorts World Birmingham

Dinosaurs in the Wild
- The first time an event of this kind has been hosted in the UK

The Genting Arena live music and entertainment

Vortex Gaming
- will feature leading gaming, together with the latest technology and innovation

New Commercial and residential properties

Phase 1 – FY18

1. Birmingham International Landscape Panel: directly targeting the rail users at Birmingham Int train station.
2. Bridgelink Skyline Landscape Panels
3. Bridgelink Wall D4 sheets
4. NEC headline panels (piazza main entrance)
5. Restaurant Point of Purchase panels
6. Dominating Landscape panels in the Piazza and Atrium
7. Small format Ext panels(D4 & D6). Specifically located to target vehicular and pedestrian audiences

Phase 2 - FY 2019



Average quarter

audience

Resorts World
1 million

Birmingham
Airport
2.6 million

NEC Campus
1.5million

**Total
3 month
audience
18 million**

Birmingham Int.
train station
3.5 million

Genting Arena
**0.25
million**

M42 Motorway
9.2 million



80% Bigger

Than next largest Exhibition Centre

75%

of visitors

(450,000) are likely to be a senior decision maker or company director

Over 76.6 million

Impressions through print, digital, social and event marketing activities

Over **1 million**

visitors per year to Genting Arena

37 million

Cars pass the NEC every year on the M42

Average drive time

1hr 40 mins

with 42% travelling over 2hrs

6 million

NEC campus visitors every year

10.2 million

Birmingham Airport visitors per year

14 million

Birmingham International train station visitors

25%

More high net worth individuals than UK population

50:50

Gender split

2.7 million

registered email addresses through the NEC Group's National Ticketing Agency – The Ticket Factory

12 million

Visit an NEC Group venue every year

4 million

Resorts World visitors per year

£100,000

A typical NEC visitor is likely to have an income in excess of

5 hours

Average time spent at each show

Why advertise with us?

Age



32% (25-44)
48% (45-64)
20% (65 plus)

Social Class



ABC1 73%
Other 27%

Region Visitors



West Midlands 29%
South East 20%
Other 51%

NEC key information

Demographics

Lifestyle (% Above UK average)



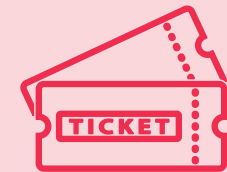
Detached house 38%
Waitrose 11.9%
Director 13%
The Times 11%

Gender



Female 54%
Male 46%

% Ticket Buyers

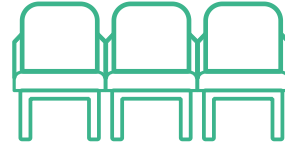


Executive Wealth 20%
Mature Money 13%
Steady Neighbourhoods 11%
Countryside Communities 9%
Other 47%

Over 1 million
Visitors per year



15,500
Capacity



85,000+
Followers
social media



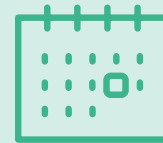
Genting Arena information

Demographics

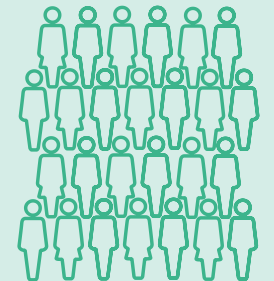
1.5 million
Contacts on database



240
Event days



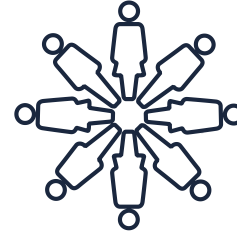
2 million
Annual unique
website visitors
to Genting
Arena



Affluent Achievers 32%
(against UK average 22.5%)



Comfortable Communities 32%
(UK average 27.3%)



54% Female
46% Male



Airport key information

Demographics

Social Class ABC1 63%



Mature Money 12%



Executive wealth 20%



NEC On Site Media

Let us support your campaign



Long term
media



OOH



DOOH



Experiential



Product
placement



Print
media



Web/
internet

We have 40 years experience and we are growing

Bridgeline

The NEC physically connects Birmingham International Train Station and Birmingham Airport. The Bridgeline entrance the connecting point between the two and the only entrance into the NEC, contains 56, 4 sheet posters, printed media stand, and at the entrance of the Piazza and dominating the entrance is the Projector Screen (2018 digital panel).

Bridgeline
56 four sheets
Bridgeline Projector
Printed Media



Internal Piazza and Atrium

- 10 skywalk 4 sheets
- 22 Atrium 4 sheets
- Printed Media solutions
- 70 Illuminated Super Sites
- 50 Experiential and sampling sites



External OOH Roadside

The NEC is the only Exhibition venue with its own road network. Entering the campus from the M42 (37 million cars annually) visiting NEC, Resorts World Birmingham or The Genting Arena you have 4, 6, 48, and 96 sheets and

64 Roadside 6 sheets
70 Roadside 4 sheets
13 Roadside 48 sheets
7 Roadside 96 Sheets





GENTING ARENA

Genting Arena - Forum Live

40 digital panels
3 Skyline projector panels
Experiential Space



INTRODUCING NEW DIGITAL OUT OF HOME MEDIA

at the nation's busiest convention centre



the icc
birmingham

Why choose

MEDIA AT THE ICC?

1



4 Million
Visitors

2



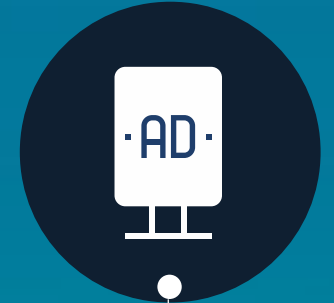
At the Heart
of thriving
Central B'ham

3



Target & Engage
with your audience in
the right mindset, at
the right time

4



State of the art
digital media located
throughout the public mall

the icc
birmingham

UNMISSABLE

Digital communication

Multiple eye catching screens

Unrivalled flexibility helping brands engage with their target audience, delivering impactful media campaigns that drive positive results.

Brands we have worked with:



TESLA



THE CUBE





UNMISSABLE

Digital communication





the icc
birmingham

INSIDE THE ICC

The UK's busiest convention centre

Annual
events



A nationwide
visitor profile



Global business leaders,
National associations,
Birmingham's graduation,
ceremonies, Birmingham
Industry banquets



INSIDE THE ICC

Symphony Hall



800
concerts per annum across
classical, comedy entertainment
and contemporary music



One of the UK's
**Leading concert
venues**



INSIDE THE ICC

The Public Mall

The public mall is utilised daily by consumers visiting Brindley Place, Arena Birmingham, Library of Birmingham and Centenary Square

4 MILLION+ per year



Europe's largest Starbucks

Over 80,000 visitors attracted each week to the ICC by leading retailers Starbucks, Strada & WH Smiths



THE TYPICAL ICC VISITOR

Who you can directly
communicate with...

Unconstrained Affluents



Established Enthusiasts



Mature Explorers



Content Routiners



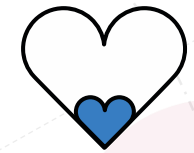


THE TYPICAL ICC VISITOR

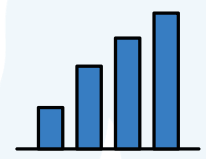
Who you can directly communicate with...



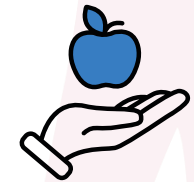
25% are classed as professionals in their occupation



81% are married
36% have kids at home



38% £50k-100k
11% have a household income > £100k



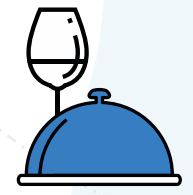
61% do some form of sport or exercise at least once a week



51% Sainsbury's
27% M&S
51% Shop at Waitrose



75% take two or more holidays a year
41% take regular short breaks



91% eat out regularly
18% actively enjoy cooking
10% list wine as a hobby



89% are homeowners with
35% £250-500k
19% having a house worth >£500k



EYE CATCHING

Digital network

Double Sided Digital Screen

Description:

Seen from both ends of the mall. Two back-to-back LED Panel Digital Video Displays. Positioned in the middle of the Mall. Raised to a height which is instantly visible to your target audience when walking through the venue.

Media:

Gross 2 week audience: 160,000

S.O.V: 1:12

Duration: 10 seconds



EYE CATCHING

Digital network

Mall Canopy Digital Screen

Description:

When entering the ICC Mall from the Centenary Square entrance, this is the first digital screen visitors will see. This impressive 6m x 1m screen gives out high quality output, giving the advertiser the opportunity to display key messages to the 80,000 plus people who use the Mall and visit Starbucks every week.

Media:

Gross 2 week audience: 160,000

S.O.V: 1:12

Duration: 10 seconds



EYE CATCHING

Digital network

Centenary Square Digital Screens

Description:

Over looking the entire mall. Two Separate LED Panel Digital Video Displays. Positioned above the Centenary Square exit doors. Suspended to create a lasting branding impact upon leaving the venue. Allows scheduled, targeted messaging with high quality video content

Media:

Gross 2 week audience: 160,000

S.O.V: 1:12

Duration: 10 seconds



EYE CATCHING

Digital network

Monolith Screens

Description:

When entering the ICC Mall from the Brindley Place entrance, this is these are the first screens visitors will see.

Get a view from the canal:

These two conveniently placed 60" portrait screens at the Brindley Place entrance, are visual from the canal and also have passing footfall of over 80,000 visitors who walk through the ICC's Mall every week.

Media:

Gross 2 week audience: 160,000

S.O.V: 1:12

Duration: 10 seconds



EYE CATCHING

Digital network

Experiential Digital Screens

Description

An impressive 32ft long LED wall with a 3 x 3 m experiential space in front, positioned at the centre of the ICC mall. Create a big brand impression with the 80,000 weekly ICC visitors by filling this sizable space with your product and key messages

Media (with experiential space)

Gross 1 week audience: 80,000

S.O.V: 1:1

Duration: 60 seconds

(without experiential space)

Gross 2 week audience: 160,000

S.O.V: 1:12

Duration: 10 seconds



ENGAGING

Digital network

Vehicle placements and experiential opportunities

The city centre location within The ICC mall provides an excellent opportunity to engage with members of the public on a daily basis.

Average weekly footfall 80,000



TYPICAL THREE MONTH CAMPAIGN

Compelling Digital screen advertising at the ICC



1st January – 31st March 2017 – Total of 1 million impacts consisting of:

256,000 delegates attending events

Amazon, Worldpay, Specsavers, Wesleyan Assurance, Deutsche Bank, NFU, DPD Group, Dominos, , University of Oxford, Whitbread, Homeserve, Volvo Group, HS2 Ltd and Travelodge

1st January – 31st March 2017 – Total of 1 million impacts consisting of:

124,999 visitors to Symphony Hall

Johan Strauss Gala, Glen Miller Orchestra, CBSO, Nigel Kennedy & Friends, Pink Floyd World Tour, Mike and the Mechanics, royal Liverpool Philharmonic Orchestra, Saint Petersberg Classic Ballet

1st January – 31st March 2017 – Total of 1 million impacts consisting of:

619,00 visitors/passing through the mall

Starbucks, Strada, Castle Galleries, the Oak Kitchen

the icc
birmingham

FOR MORE INFORMATION CONTACT

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