

Compelling  
multi channel  
media solutions



# Who we are.

NEC Group Connect offer media solutions that are tailored to your brand. We own and operate a media network within venues across the UK with a combined footfall of 12m per year and with an average dwell time of 5 hours per visit.

We are a boutique media agency and part of the NEC Group. We are specialists in the live events industry and understand the marketplace we operate in.

We have invested heavily in research, data science and digital display to enable us to provide insight and detailed audience profiles to create bespoke media solutions to meet our clients' requirements.

If you want to understand about advertising during live events, talk to the company who owns media and operates some of the UK's best-in-class venues.



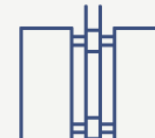
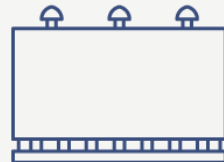
Bringing Brands to Life®

**Connect.**  
group

# nec group

The NEC Group is about Bringing Brands to Life<sup>®</sup>, creating destinations of the future, helping customers make every moment count. Our people and our brands connect each part of the live experience through venues, content, services and data.

We believe brands build fame through highly visible, impactful advertising. Our portfolio of media products provide great stand out at times when people are open to advertising and when their mindset is focused on discovery of new ideas. This is a great time to forge connections.



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# What makes us different.

Our media channels offer great impact – average **DWELL** time of 5 hours



The event visitor typically has a mindset seeking to **DISCOVER** new opportunities



We know events and **UNDERSTAND OUR AUDIENCE**



We can create targeted, bespoke campaigns to meet your needs with **NO WASTAGE**





# Segmentation DELIVERING ACTIONABLE INSIGHTS

For each cluster we have built data rich visitor profiles

This insight can be used to create impactful media campaigns targeting specific audiences

Affluence

Lifestyle

Interests/  
Hobbies

Income

Family  
composition

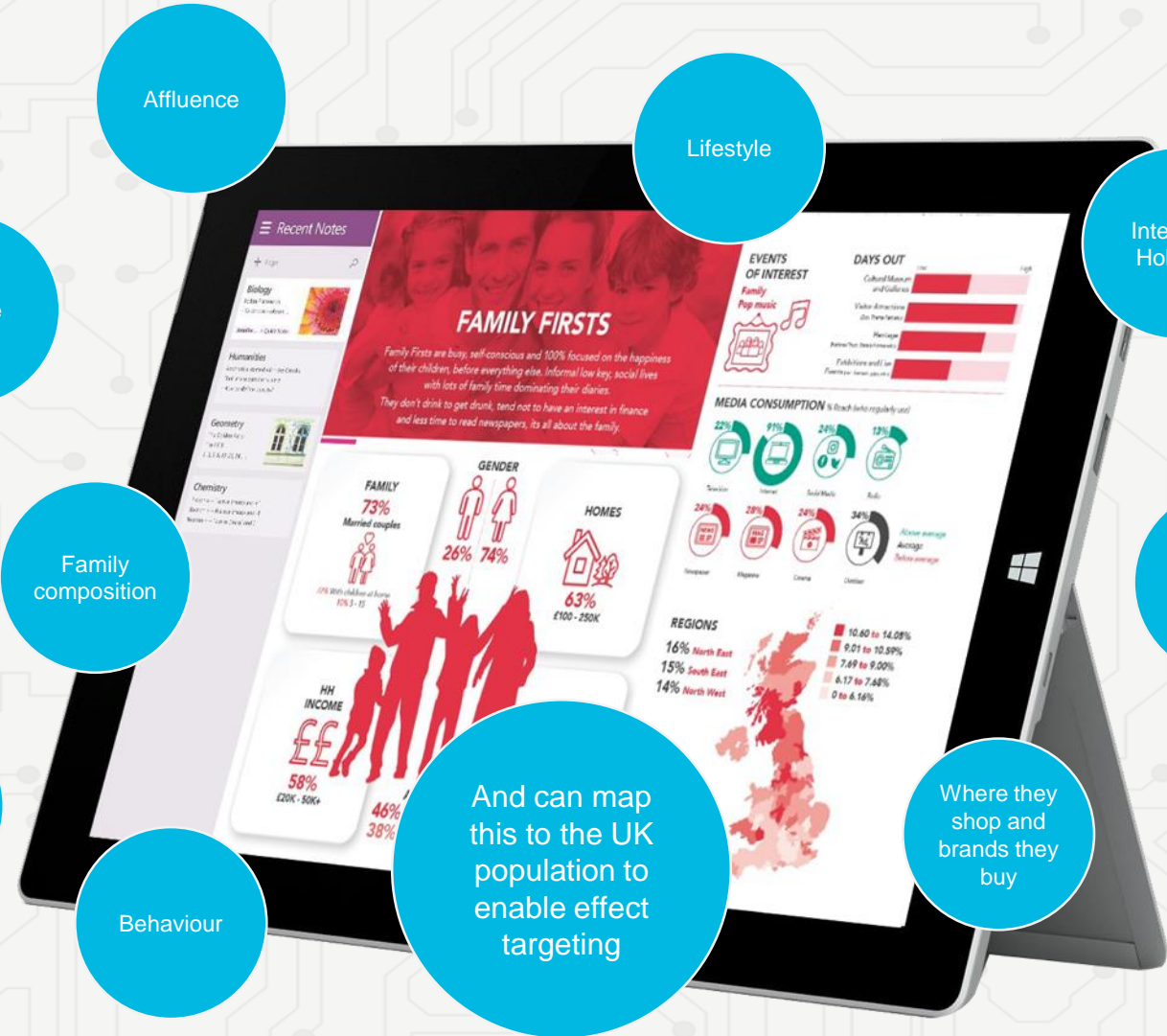
Media  
preferences

Age

Behaviour

And can map this to the UK population to enable effect targeting

Where they shop and brands they buy







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# The National Exhibition Centre

The UK's #1 business & entertainment destination



Over 500 events  
attracting 2.4m event visitors



Part of **Campus NEC**



7 million Campus visitor  
numbers per annum



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# NEC business visitor profile

**40,000** exhibiting companies

**Attracting all of the FTSE 100** and 90% of FTSE 250 companies

**1.5m** or **30%** of all UK SME's visit an NEC Group venue each year

**Dwell time of 5 hours** at shows

**75% (500k)** of visitors are classed as company directors or senior decision makers

**90%** of UK postcodes on ticket database

**SPRINGFAIR**



**MACH**

**glee**





# NEC consumer show visitor profile

Nationwide visitor profile attending the nations biggest shows

Average visitor travel time of 2 hours and show dwell time of 5 hrs

## Typical NEC Consumer Show Visitors

- **Income over £100,000** and owner of 4/5 bedroom home
- Owner of a **luxury car**
- **At least 2 holidays** per year
- **Web literate** of book holidays and purchase goods & services
- The variety of shows at the NEC, attracting a wide range of demographic profiles enables unique customer targeting opportunities



# THE NEC CAMPUS



# INTERNATIONAL TRAIN STATION

## Multiple screens delivering impactful campaigns

- Massive impact for visitors arriving by rail, bus and airport
- Reaching an up market audience of local and international visitors
- Close proximity advertising
- The elevation and positioning of the screens maximizes their exposure to all international hub visitors

- 
- EYE CATCHING FULL MOTION DISPLAY
  - IMPACTFUL STATIC IMAGERY
  - 2 98" PORTRAIT HD SCREENS IN BUSY LOCATIONS
  - ENERGY EFFICIENT TECHNOLOGY
- 





# NEC BRIDGE LINK

- 56 media offerings aligning both walls and the end section's of the Bridge Link
- A truly immersive and engaging area of the NEC
- The ability to implement impactful static imagery with state of the art technology, creates a unique contemporary landscape, offering sequential and area media domination

- 
- 16 D6 HD SCREENS
  - 1 LARGE ICONIC DIGITAL SCREEN WITH AUDIO
  - EYE CATCHING FULL MOTION DISPLAY
  - 40 4 SHEET POSTER SITES
  - IMPACTFUL STATIC IMAGERY
  - ENERGY EFFICIENT TECHNOLOGY
- 



# NEC PIAZZA ENTRANCE

- Multiple screens located at the main entrance of the NEC's Piazza entrance
- Creating an impactful digital display for all visitors arriving by road
- Clearly visible by visitors to the NEC, Genting Arena, Resorts World and Bear Grylls Adventure

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## FEATURES

- **OVERSIZED 3 SIDED MEGA DIGITAL SCREEN**
  - **6 CANOPY SCREENS**
  - **6, 95 " GROUND LEVEL SCREENS**
  - **ICONIC SCREEN WITH SOUND**
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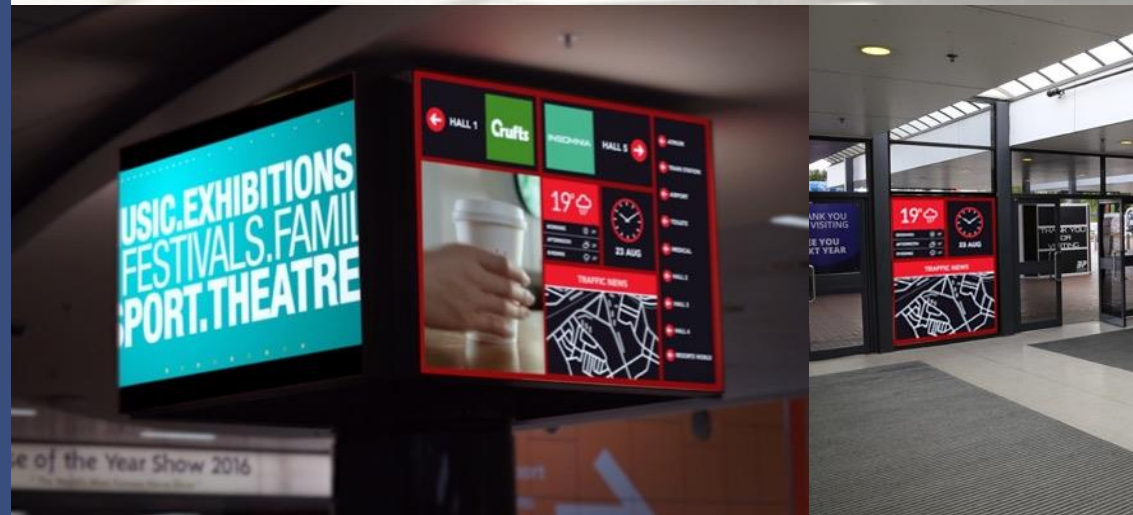




# ATRIUM INTERNAL NETWORK

- The unique horse shoe layout allowing halls to connect exhibitors to their events that are constantly expanding their layouts
- The unique style of the Atrium allow events such as Construction Week, Insomnia and BBC Good Food flexibility to align different elements of their show together in one wing of the NEC
- Including restaurant and fast food outlets with our own Wetherspoons bar creating a relaxed environment to deliver impactful messages through our OOH network

- 
- 3 ICONIC DIGITAL SCREENS
  - 16 MULTI FACETED CUBE SCREENS
  - 64 ILLUMINATED SUPER SITES
  - 20 4 SHEET POSTER SITES
  - 3 CANOPY SCREENS
- 





# PIAZZA INTERNAL NETWORK

- High impact screens located throughout high dwell areas within 'out of hall' locations of the Piazza of the NEC
- Clearly visible by all visitors attending Resorts World, Genting Arena and Bear Grylls Adventure from Birmingham International rail station
- A perfect environment to deliver impactful messaging given the close proximity to restaurants and event registration areas
- Many screens will also incorporate essential visitor wayfinding and visitor messaging thus increasing media impact

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- 4 D6 DIGITAL SCREENS
  - 24 MULTI FACETED CUBE SCREENS
  - 20 ILLUMINATED SUPER SITES
  - 20 4 SHEET POSTER SITES
  - 6 CANOPY SCREENS
- 



# ROADSIDE NETWORK

- All visitors arriving by road to the NEC, Resorts World, Bear Grylls and Genting will pass this unmissable network of roadside media sites.
  - An effective way of communicating a variety of messages to visitors
  - With multiple close proximity sites offering advertisers increased frequency and impact
  - Attracting 90% of the UK's postcodes to our doorstep
  - The UK's largest business and leisure destination
  - A network of over 200 4, 6, 48 and 96 sheet roadside media opportunities
  - Be part of the NEC exclusive roadside network
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- 58 4 SHEET POSTER SITES
  - 62 6 SHEET POSTER SITES
  - 7 96 SHEET POSTER SITES
  - 10 48 SHEET WET POSTED SITES
  - 2 48 SHEET PVC SKIN POSTER SITES
- 







**GENTING  
ARENA**



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# GENTING ARENA

- Located at NEC Campus
- 1m visitors to 100 shows per year
- 15,500 capacity
- The venue for biggest names in music, comedy and entertainment
- Highest pre show dwell time of all UK arenas – 45 mins



- Biggest merchandise spend at all UK arenas
- Large format digital display in pre show holding areas
- Impactful screens in public concourse & hospitality areas
- 40 split across the only two entrances to arena bowl
- 3 projector screens dominating the Forum Live (pre show area)

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## VISITOR PROFILE

**A DIVERSE &  
PASSIONATE AUDIENCE**

**56% AGED 35-54**

**ABOVE NATIONAL AVERAGE  
VISITORS CLASSED AS  
'FLOURISHING FAMILIES'  
& 'WEALTHY EXECUTIVES'**

**28M PEOPLE LIVE WITHIN  
90MIN CATCHMENT ZONE**

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Arena  
BIRMINGHAM



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# ARENA BIRMINGHAM

- Located in the heart of the entertainment district of Birmingham City Centre
- 1m visitors to 100 shows per year
- 15,500 capacity
- Venue for biggest names in music, comedy and entertainment
- 64 digital screens in high footfall concourse locations delivering maximum impact
- High dwell time at shows offering multiple impact potential
- Audience profile at shows enables significant media targeting potential



- Located next to Sealife & Lego Discovery Centre (opening in Summer 2018)
- Impactful screens in public concourse & hospitality areas

## VISITOR PROFILE

**56% AGED 35-54**

**ABOVE NATIONAL AVERAGE VISITORS CLASSED AS 'FLOURISHING FAMILIES' & 'WEALTHY EXECUTIVES'**

**28M PEOPLE LIVE WITHIN 90MIN CATCHMENT ZONE**



**ICC**  
Birmingham



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# ICC

- 9 digital panels delivering dynamic and static adverts
- Located in Birmingham's thriving city centre
- Located in the heart of the business district next to the new HSBC HQ on Centenary Square, Brindley Place and Paradise Forum development
- 4 million annual visitors
- The home to Birmingham's Symphony Hall
- Over 1000 events per year across ICC & Symphony Hall
- Impactful and unmissable digital media solutions

## VISITOR PROFILE

**VISITOR PROFILE DOMINATED BY NATIONAL BUSINESS LEADERS AND INDUSTRY DECISION MAKERS**

**OVER 80% MARRIED**

**OVER 90% EAT OUT REGULARLY AND BUY FOOD & DRINK FROM PREMIUM RETAILERS**

**ALMOST 90% ARE HOMEOWNERS WITH HOUSE VALUE IN EXCESS OF £100K**

## Talk to us



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