

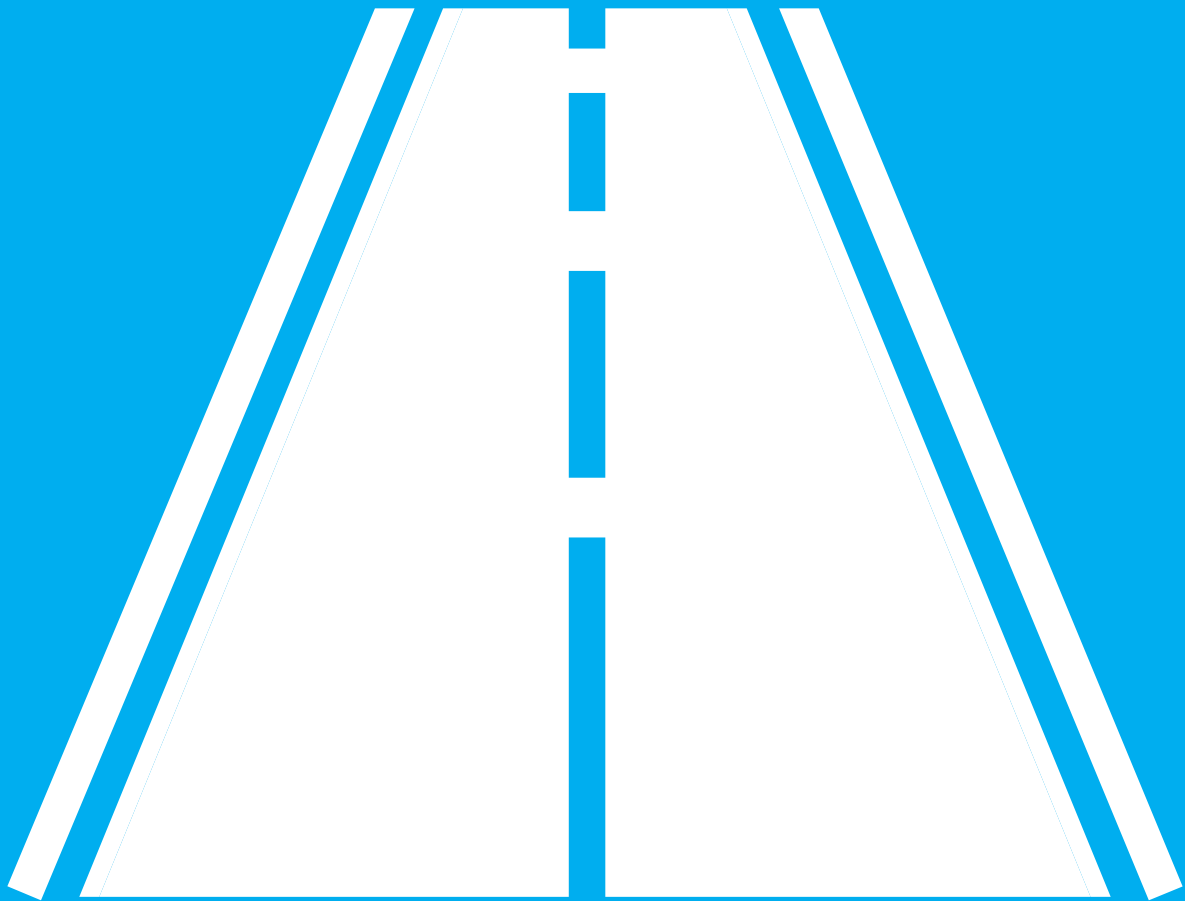
# Highways

# UK

## ROADS FOR A CONNECTED BRITAIN

INNOVATION · SUSTAINABILITY · INVESTMENT

3-4 November 2021, NEC, Birmingham, United Kingdom



## ROADS FOR A CONNECTED BRITAIN

[www.terrapiinn.com/highwaysuk](http://www.terrapiinn.com/highwaysuk)

Created by

SPARK SOMETHING  
**TERRAPINN** 

# Our Story

Highways UK was launched in 2015 at the start of the Government's first five-year road investment strategy (RIS), which committed £15bn between 2015-2020. This marked the end of decades of politically-driven stop-start funding and removed a longstanding barrier to investment and innovation within the sector.

Despite the disruption wrought by Covid-19, the sector embarked in 2020 on the second five-year road investment strategy. This commits an unprecedented investment from Government of £27bn into the strategic road network, covering England's motorways and major trunk roads, between 2020-2025.

With this impetus, it's no surprise that over the last five years highways have consistently been the most buoyant and innovative sector within infrastructure and construction. And as we embrace the major disruptors in the sector – connected, autonomous, shared and electric, overlain by the need to decarbonise rapidly – we are just at the start of this transformational journey.

Highways UK sets out to bring together the people responsible for planning, developing, managing, maintaining, and future-proofing the nation's roads networks, by combining a high-level multi-stream conference together with a major services and suppliers-led exhibition.

It rapidly established itself as the sector's must-attend event and the highlight of the highways industry's annual calendar. Attendance increased from just over a thousand in 2015 to nearly six thousand in 2019.

Highways UK today enjoys an impressive level of support from a diverse range of both public and private sector organisations, including all the road client authorities and Tier 1s, cascading through the entire highways sector supply chain.









Its influential advisory board includes senior and active representation from Highways England, Department for Transport, Transport for London, ADEPT, Transport Focus, CIHT, Civil Engineering Contractors Association, Campaign for Better Transport, LGTAG, LCRIG, Connected Places Catapult, Zenzic, ITS UK, along with leading private sector organisations. All are there to ensure that Highways UK covers the things that matter to the entire sector.

Highways UK's success is built upon bringing together, at scale, the influencers and decision makers across the sector to identify how to deliver the roads infrastructure the country needs, while at the same time, achieving positive outcomes for the economy, society and the environment



# Highways UK features

Highways UK is the must attend for the highways and road infrastructure sector in the United Kingdom. It is the place for market knowledge, innovation and new business, for the entire value-chain.

	<b>200+</b> Expert presenters		<b>ONE</b> Keynote theatre		<b>12</b> Themed theatres		<b>200+</b> Exhibitors
	<b>50+</b> Start-ups		<b>6,000+</b> Attendees		Road Owner Hubs		Highways UK Laureates

*And a whole lot more*

## SUSTAINABILITY FOCUS

As the whole world and the transport sector faces up to the challenges of a zero-carbon future, Highways UK provides insight and leadership not available from any other source – sustainability is a key theme across all elements of our show.

## INDUSTRY LEADING PRESENTERS

The hallmark of Highways UK is the genuine thought leadership from those making it happen and those with a considered view of the future. Led by key executives from Highways England our conference is the one event you need to attend in 2021.

## WORLD-CLASS EXHIBITION

Highways UK Exhibition is the one venue guaranteed to bring world-leading solutions providers together with their customers and prospects. It is where the value-chain creates new partnerships, demonstrates new capability and unveils exciting new technology. We expect over 200 exhibitors in 2021.

We emphasise innovation and disruptive technology in everything that we do: innovation zones, innovation competitions and a thriving start-up zone.

## HIGHWAYS UK LAUREATES

The Laureates is the night of nights, where we celebrate achievement and honour those who have made stellar contributions. If you would like to participate or partner, please contact [Farihah](mailto:farihah.chowdhury@terrapinn.com) at [farihah.chowdhury@terrapinn.com](mailto:farihah.chowdhury@terrapinn.com)

Highways UK unites leading stakeholders from across the entire highways and roads eco-system to create insight and to promote collaboration. We guarantee to give you an experience that is engaging, collaborative and global.

And high-value Sponsorship packages that embrace a curated community.

Please contact us now to secure your position.



# INNOVATION - SUSTAINABILITY - INVESTMENT



## WORLD CLASS CONFERENCES

Our conferences have a reputation for insight, innovation, and authority. In 2021 we feature the following themes

- Big Picture Thinking
- Innovation in Design & Construction
- Asset Management & Maintenance
- Net Zero and Sustainability
- Digital Roads & Digital Twins
- Construction Tech & Automation
- Tunnels, Bridges & Structures
- Parking & Tolling
- Infrastructure Investment
- Connectivity and Future Mobility
- EV Charging & Charging Infrastructure
- Safety and Zero Harm

4 For Sponsorship and Exhibition Opportunities: [fariyah.chowdhury@terrapinn.com](mailto:fariyah.chowdhury@terrapinn.com)  
For Speaking Opportunities: [paul.wheeler@terrapinn.com](mailto:paul.wheeler@terrapinn.com)



**ELLIOTT SHAW**  
Director of Strategy and Planning  
Highways England



**MARTIN TUGWELL**  
Programme Director  
England's Economic Heartland



**PETER MUMFORD**  
Major Projects Director  
Highways England



**ISABEL DEDRING**  
Global Transport Lead  
Arup



**MARIA MACHANCOSE**  
Programme Director  
Midlands Connect



**NIGEL RIGLAR**  
President,  
Association of Directors for the  
Environment,  
Economy, Planning  
and Transport



**SUKHY DUGGAL**  
Client Director  
Atkins



**SUE PERCY**  
Chief Executive  
Chartered Institution  
of Highways and  
Transportation



**ANTHONY SMITH**  
Chief Executive  
Transport Focus



**STEVE GOODING**  
Director  
RAC Foundation



**NICK HARRIS**  
Director of Operations  
Highways England



**GLYNN BARTON**  
Director of Network  
Management  
Transport for  
London



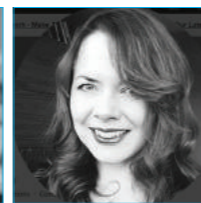
**PAUL CAMPION**  
Chief Executive  
TRL



**KEITH WALLER**  
Programme Director  
Construction  
Innovation Hub



**ALASDAIR REISNER**  
Chief Executive  
Civil Engineering  
Contractors  
Association



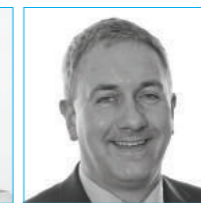
**ANNETTE PASS**  
Head of Innovation  
Highways England



**CHARLIE HENDERSON**  
Global Roads Expert  
PA Consulting



**HANNAH VICKERS**  
Chief Executive  
Association for  
Consultancy and  
Engineering



**PHIL CLIFTON**  
Managing Director –  
Highways  
Balfour Beatty



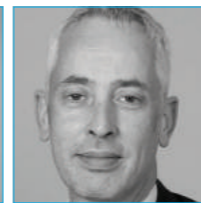
**JOHN LARKINSON**  
Chief Executive  
Office of Road and  
Rail



**STEPHEN FIDLER**  
Director of Local  
Transport  
Department  
for Transport



**ROSIE HUGHES**  
Innovation and  
Continuous  
Improvement Lead  
AECOM



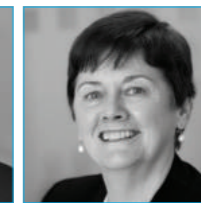
**RUPERT CLUBB**  
Programme Director  
Transport for the  
South East



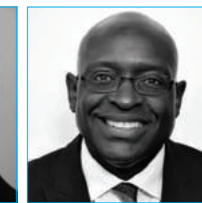
**RACHEL SKINNER**  
President  
Institution of Civil  
Engineers



**DAVE STONES**  
Network Planning  
Director  
Highways England



**SUE KERSHAW**  
Managing Director  
Transportation  
Costain



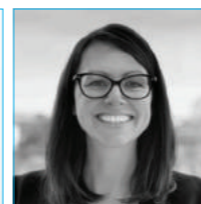
**DAVID INNIS**  
Executive Director,  
Strategic Accounts  
AECOM



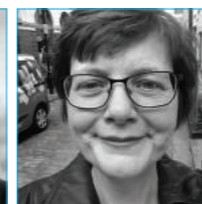
**WILL BRITAIN**  
President  
Local Council Roads  
Innovation Group



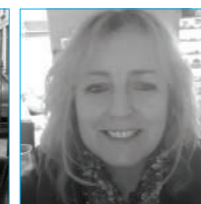
**MARK OLLERTON**  
Commercial Director  
Highways England



**LIZI STEWART**  
Managing Director,  
UK Transportation  
Atkins



**KATE BULL**  
Managing Director  
Royal British Legion  
Industries



**LORRAINE BUTLER**  
Delivery Director  
Highways England



**SONYA BYERS**  
Chief Executive  
Officer  
Women in Transport



**DARREN CAPES**  
Intelligent Transport  
Systems Policy Lead  
Department for  
Transport



**TINA CATLING**  
Innovation Director  
Morgan Sindall



# ATTENDEES FROM ACROSS THE VALUE CHAIN

## Sectors

- Government, Local Government, Government Agencies
- Road Agencies, Transport Operators
- Engineering, Construction, Contractors
- Consultants, Lawyers, Finance
- World-class Solutions Providers

## Job Titles

- Chief Executive
- Managing Director
- Strategy and Business Development Directors
- Project Directors
- Programme Directors and Managers
- Asset Management Directors and Engineers
- Chief Information Officer
- Chief Technology Officer
- Environmental and Carbon Directors
- Sustainability Directors
- Client Directors
- Chief Engineers, Engineering Directors
- Directors of Innovation and Continuous Improvement
- Traffic Systems Engineers and Managers
- Finance Managers and Directors
- Legal Managers and Counsel






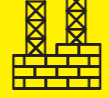






*All who seek insight, professional development and understanding*

*From the United Kingdom and Europe*

## From All These Great Companies



# Our Sponsors and Exhibitors are World-Class Solutions Providers

 Engineering, construction & design	 Asset Management & Maintenance	 Construction Tech & Automation
 Smart Infrastructure & Connectivity	 Low Carbon	 Construction Materials
 Mobility Solutions	 Implementation Partners, Consultants, Lawyers	 Construction Equipment
 Charging Infrastructure	 Traffic Management & Connectivity	 Safety and Control Systems

## START-UPS AND DISRUPTORS

Highways UK will provide a stage for start-ups engineering the future, connecting them to the world's most influential companies, investors and media. Highways UK will be a hotspot for the industry's newest and brightest.

Is your start-up looking to revolutionise highways and roads? Contact us now.w

Cutting edge innovation	New business models	World leading technologies & solutions	Smart technology
Ideas & knowledge	Sustainability & a zero-carbon future	Collaboration & new partnerships	The community of start-ups and disruptive technology

# Position your Company with World Leaders

Some of the Organisations that have Sponsored and Exhibited





# Why Sponsor or Exhibit at a Terrapinn Event



presents annual opportunities across a number of event channels, all designed to deliver business development and leadership opportunities.



## THOUGHT LEADERSHIP PRESENTATIONS

Establish pre-eminence amongst your peers



## USE CASE PRESENTATIONS

Demonstrate best-practice



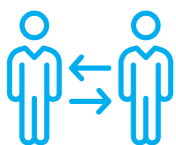
## BRANDING AND SIGNAGE

Multiple opportunities exist before, during and after the event



## SHOWCASE

The exhibition floor is the place to showcase and build new business connections



## NETWORKING AND SOCIAL

Impress the world with your hospitality across a number of options



## LEAD GENERATION

New business opportunities form a highly targeted audience

# Sponsor the Future of Highways and Roads

BENEFITS	TITLE	PLATINUM	GOLD
Physical			
Naming rights	Keynote Theatre	Stream Theatre	
Chair	1		
Keynote	1 x 20 mins		
Opening (theatre) Presentation		1 x 20 mins	
Theatre Presentation	1 x 20 mins	1 x 20 mins	
Hub Sponsor			1
Stand	60sm	30sm	20sm
Price	30	25	15

SECONDARY SPONSORSHIP	PRICE
Café x 2	£10k
Networking Area x 1	£8k
Chair	£2k
Large Banners x 5	£6k
Lanyard Sponsor x 1	£7.5k
Awards Sponsor	£30k
Show Guide Sponsor x 1	£8k
App Sponsor x 1	£5k
Floor Tiles x 1	£3k

# SPARK SOMETHING

## TERRAPINN EVENTS INSPIRE AND TRANSFORM BUSINESS

We've been sparking ideas, innovations and relationships that transform business for over 30 years. Using our global footprint we bring innovators, disruptors and change agents together: discussing and demonstrating the technology, strategies and personalities that are changing the way the world does business.

## OUR WORLD-LEADING TRANSPORT EVENTS

**THE ROADS  
& TRAFFIC**  
WORLD  
INFRASTRUCTURE • TECHNOLOGY • INNOVATION

**THE ROADS  
& TRAFFIC**  
EXPO  
INFRASTRUCTURE • TECHNOLOGY • INNOVATION

**MOVE**  
MODELS • TECHNOLOGY • SUSTAINABILITY

**MOVE**  
AMERICA  
MODELS • TECHNOLOGY • SUSTAINABILITY

**RAILLIVE!**

Asia Pacific  
**RAIL**

Middle East  
**RAIL**

**AVIATION  
FESTIVAL**

## CONTACT US

### GENERAL MANAGEMENT

JAMES PICKARD  
T: +44(0)207 092 1086  
E: james.pickard@terrapinn.com

### MARKETING OPPORTUNITIES

ROOS HOUWER  
T: +44(0)207 092 1218  
E: roos.houwer@terrapinn.com

### CONFERENCE PRODUCTION & PARTNERSHIPS

PAUL WHEELER  
T: +44(0)7985 575 197  
E: paul.wheeler@terrapinn.com

### SPONSORSHIP & EXHIBITION SALES

FARIHAH CHOWDHURY  
T: +44(0)207 092 1043  
E: farihah.chowdhury@terrapinn.com