

12-13 MAY 2021
itthub
INNOVATION & TECHNOLOGY IN TRANSPORT

INCORPORATING
**FUTURE LOGISTICS
CONFERENCE**

fta Leading UK
Logistics

**INNOVATION
TECHNOLOGY
TRANSPORT**

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YOU'LL
BE IN GOOD
COMPANY.**

12-13 MAY 2021
FARNBOROUGH INTERNATIONAL
EXHIBITION & CONFERENCE CENTRE

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COMMERCIAL PARTNERS

centrica



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nationalgrid

A NEW AND DYNAMIC EVENT FOR THE TRANSPORT & LOGISTICS SECTOR

ITT Hub 2021 has already attracted over 100 leading names drawn from right across the transport and related energy, data and finance sectors.

All share the desire to be an active participant in a new and dynamic exhibition and conference that will take place at Farnborough in May 2021. An event that will bring fresh thinking and collaboration, as freight and passenger transport continues to make important strides long the road to net zero.

Taking place at Farnborough International Conference and Exhibition Centre, 12-13th May 2021, ITT Hub will provide over 45,000m² of space and experiential opportunities to highlight emerging innovation and technology.

The event will also play host to more than 60 high quality thought leadership conference and seminar sessions, aiming to provoke ideas and help to shape the future of transport provision.

Farnborough International Exhibition & Conference Centre was the site of the first powered flight back in 1908. Today, it offers attractive, flexible and cost-effective exhibition and demonstration space indoors and outside.

Uniquely-placed to deliver a new look-event in a modern and exciting environment with free car parking, it is also easily accessible – just over 30 minutes from London by train, with excellent road connections too.

“The challenges affecting the road-based transport sector require new ways of thinking and new ways of working. That’s why Innovation & Technology in Transport Hub (ITT Hub) has been launched to bring fresh ideas and forward thinking in a new event format, at a world-class venue, by encouraging collaboration and knowledge-sharing in this very dynamic sector. ”

“With over 6,000 industry professionals, over 100 exhibitors and over 100 speakers expected to attend, this is a forward thinking proposition that has struck a real chord in the market place. ”

ALREADY
80%
OF
SPACE
SOLD OR RESERVED
AS AT MARCH 2020

WHAT IS ITT HUB?

ITT Hub 2021 will bring together all the latest thinking and technological developments which are already reshaping the transport and logistics landscape. A conference space, indoor exhibition and outdoor experiential areas, all in one place, for the very first time.

ITT Hub will incorporate:

- **The exhibition** – room for more than 150 exhibitors in over 45,000m² of exhibition space both indoor and outdoors. Visitors will have the opportunity to experience a range of 'ride and drive' vehicles on-site and on an adjoining two-mile-long demonstration route
 - **A significant display** of the latest low and zero emission vehicles of all types (from vans, trucks, buses, coaches, right through to off-highway equipment) from leading brands and OEMs
- **A high profile conference programme** – The Future Logistics conference from the FTA will deliver a comprehensive programme over both days of the event with over 100 speakers and a keynote address from astronaut Major Tim Peake CMG
 - **An audience drawn** right across the road-based freight and public transport sectors
 - **Structured around four themes:** Future Data, Future Vehicles, Future Strategies and Future Communities
 - **This free to attend programme** will be delivered by thought leaders, innovators and experts representing a wide range of businesses and stakeholders
- **Keynote speakers** – as a new event in a strategically important part of the economy, ITT Hub 2021 will provide an important platform for national and regional government and other stakeholder groups
- **Networking opportunities** – many areas to interact and network throughout the two-day event, including an exhibitors' welcome reception on the first evening
- **A new Content Channel** – www.itthub.net provides a free to access online channel, 365 days a year. It operates in parallel to the annual ITT Hub exhibition, providing news, opinion and insight across all relevant transport and logistics sectors, providing all year round brand visibility and value
- **Other opportunities** – supported by well-known and respected Strategic, Commercial and Event partners, working in tandem with a well-connected Advisory Board, ITT Hub 2021 will act as a springboard for many other opportunities to be developed alongside/in parallel
- **Along the 'Road to Zero'** – working with Event Partner the Low Carbon Vehicle Partnership to show how the Government's 'Road to Zero' strategy is not just for cars and how it can stimulate a much broader portfolio of technology to de-carbonise these complex transport systems



www.itthub.net



KEY REASONS FOR EXHIBITING

Here's just some of the reasons why you should consider exhibiting at ITT Hub 2021.



DELIVERING GREAT VALUE AND ROI

- Join the growing list of leading innovators from right across the wider transport, energy, data and finance sectors that have already committed to ITT Hub 2021 (see the latest A-Z Exhibitor listing at www.itthub.co.uk)
- Range of flexible and cost-effective space options, available both indoors and outdoors
 - Example 1 – 500m² outdoor space with 2 vehicle demonstration slots just £15,000 ex VAT
 - Example 2 – 20m² indoor space at just £1,900 ex VAT
 - Example 3 – an 8m² shell stand for just £1,480 ex VAT
- Outdoor space allows larger exhibitors to present their products and services in a much more cost-effective way than traditional larger exhibition venues
- Indoor exhibitors benefit from competitive shell scheme rates and value-for-money access to other event services such as electrics, furniture, etc.
- Impactful, relevant and free to attend conference programme running along side the exhibition
- Carefully targeted audience profile and mix (50% freight transport, 40% passenger transport, 10% other professional services)
- Free on-site charging for Exhibitors' EVs provided by Zenobe Energy
- Free car parking plus a free shuttle electric bus service from Farnborough Main Station (provided by Yutong)
- Excellent accommodation options nearby

OTHER BENEFITS

Exhibitors taking part in ITT Hub 2021 will also benefit from:

- Support from an experienced and friendly events team to ensure your presence is as productive and hassle-free as possible
- On-line exhibitor portal for all the information you need for exhibiting
- Extensive pre-event marketing campaign to attract quality visitors in conjunction with the FTA, event partners and carefully selected media partners
- Listing in show guides and pre-event publicity to promote your participation
- Comprehensive show coverage through www.itthub.net, a dedicated content channel
- Networking opportunities and meetings to give you the opportunity to engage, build and strengthen business relationships
- Guest passes to the ITT Hub 2021 Networking Reception
- Range of optional brand enhancement and sponsorship opportunities designed to maximise your brand exposure at ITT Hub 2021

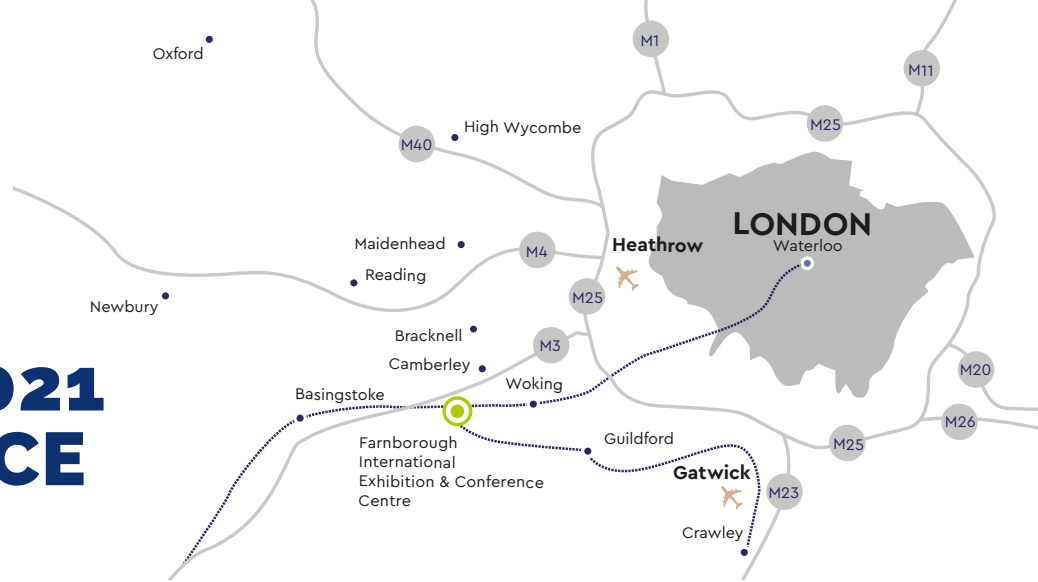
FOR MORE DETAILS & TO BOOK YOUR EXHIBITION SPACE

Visit www.itthub.co.uk or contact ITT Hub 2021 Commercial Director, Peter Thompson

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ITT HUB 2021 AT A GLANCE



Key Dates

Two-day exhibition and conference programme, Wednesday 12th - Thursday 13th May 2021.

Build up days Monday 10th & Tuesday 11th May, with knock down Friday 14th May.



The Venue

Farnborough International is a unique venue, offering a combination of a superb location, modern facilities, free parking, great access to transport links and a wealth of accommodation options. As a world-class venue, Farnborough makes a very attractive experience for exhibitors and visitors alike and sets it apart from other UK venues.

The venue has over 25,000 m² of outdoor space alongside a new, purpose built, 20,000 m² exhibition and conference building.

It is located just over 30 minutes from London by train. There is also ample free parking on site for all visitors.



Available Space Options

A wide range of outdoor and indoor space is available, with shell scheme options starting at just 4m².

Visit www.itthub.co.uk/exhibition for floorplan and pricing.



Audience Profile

ITT Hub 2021 will attract buyers and influencers from the major freight and passenger operators, transport planners and transport authorities.



ITT Hub 2021 Partners

Strategic Partner

Freight Transport Association (FTA) – the leading business organisation that speaks for the logistics industry – is the Strategic Partner at ITT Hub.

FTA is the only industry body in the UK which represents the whole of the logistics sector.

They will be running the Future Logistics Conference programme structured around four themes: Future Data, Future Vehicles, Future Strategies and Future Communities.

Commercial Partners

A number of leading organisations in the energy, transportation and technology sectors have already given significant support and endorsement to ITT Hub 2021 as Commercial Partners. These include Centrica Business Solutions, Lloyds Banking Group, Lex Autolease and National Grid.

Event Partners

Our Event Partners will also play a key role in supporting and promoting ITT Hub 2021. They include Farnborough International, Highways UK, the Low Carbon Vehicle Partnership, the Renewable Energy Association and Transport for the South East.

Advisory Board

The ITT Hub Advisory Board is a talented and highly experienced group of market-leading advisers tasked with helping to shape a truly forward-thinking event.



The Organiser

Binswood Media brings a track record of success in the road transport sector. Its collective experience and expertise will deliver a new and distinctive opportunity that is in tune with what the market has been asking for.



For Further Information Visit

www.itthub.co.uk and www.itthub.net



ITT HUB 2021 IS A VERY STRONG PROPOSITION FOR EXHIBITORS AND VISITORS ALIKE. BUT DON'T JUST TAKE OUR WORD FOR IT.

“ This will be an event that is just that little bit different. Our industry is undergoing significant changes. The fact that visitors can come along and actually drive some of our vehicles is really exciting. The transport industry is in need of change - such as targets for reducing carbon emissions and safety. Events like ITT Hub are going to help accelerate that change. ”

**Alex Williams, Head of Brand & Communications,
Renault Trucks UK & Ireland**

“ We are not short of ideas or innovation or technology, what we are short of is the collaborative understanding of how we put these together to make business work. ”

**Andy Eastlake, Managing Director
– Low Carbon Vehicle Partnership**

“ We've got government, we've got industry, we've got trade associations, we've got investors and we have thought leadership and a community. It is not an easy answer and just the opportunity to be part of ITT Hub and facilitate a solution for the future is incredibly exciting. ”

Natasha Patel, Baringa Partners

“ If you look at the timescale of what needs to be delivered in transport, we need great collaboration. We support ITT Hub to collaborate with our new customers to help solve the transport decarbonisation journey. ”

**Graeme Cooper, Project Director Electric Vehicles, National Grid
Energy Transmission**

“ ITT Hub brings everybody together from the different sectors and by putting innovation and technology at the front of all this shows what needs to change in order to have a sustainable transport future. ”

**James Courtney-Evans Head of
Transport, Large Corporates –
Lloyds Banking Group**



STRATEGIC PARTNER



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