



# Exhibitor Prospectus

26 - 28 SEPTEMBER 2023  
NEC BIRMINGHAM, UK

The UK's  
**No.1**  
Plastics  
Show

#InterplasUK [www.interplasuk.com](http://www.interplasuk.com)



**What we've got from this week is pretty phenomenal. We've been overwhelmed with new contacts –all our business cards have gone! There's been a constant flow of good quality leads with at least 75% brand new prospects with many wanting to buy. Lots of live projects. Anyone who has come has really missed out**

**SIMON JOHNSON,**  
Business Development Director,  
Billion UK Ltd

**We are extremely pleased with the very high numbers of visitors to our stand across the three days. We have many enquiries to follow up from the show. A combination of existing and potential customers made the commitment that our parent company and we put in, more than worthwhile.**

**COLIN TIREL**  
Managing Director  
ARBURG

**Join us at the UK's leading plastics exhibition and conference and celebrate 75 YEARS of innovation at**



It's official! Interplas will be 75 in 2023.

Since Rapid News Group took over running Interplas in 2010, the UK's leading plastics event has been on a considerable journey of rebirth and growth.

On the back of a hugely successful last outing in 2021, the event remains crucial to the plastics industry in the UK, with record exhibitor rebook rates for 2023.

Interplas attracts more than 12,000 attendees, including key buyers from companies such as 3M, Bentley, Jaguar Land Rover, GSK, Delonghi, Honda, Bepak, Thales, Unilever, Nissan, GKN Aerospace, BAE Systems, Boots and Rolls Royce – all with a mission to find the latest plastics technology and materials.

In 2023, the show will be back with new and exciting features, bringing together perspectives from all corners of our amazing industry. This continued development is set to ensure it remains the leading UK event for the international

plastics industry for the short, medium and long term. We've also invested in new website and app technology to make it easier for our exhibitors to capture and connect with leads leading to increased ROI.

The UK is an important market for plastics. The latest figures suggest the UK has a turnover of £27billion with almost 6,000 companies engaged in the plastics industry and over 162,000 people directly employed by the industry.

During its 75-year history, Interplas has presented an unrivalled platform for this community to come together, to connect and to create business opportunities. Interplas is renowned for delivering sales for our exhibitors and those results are the key to its continued success.

I hope you can join us in Birmingham to celebrate and share in that success

**DUNCAN WOOD, CEO**  
Rapid News Group

**Fantastic time at Interplas, really great to be back here seeing old faces and meeting some new. We've been really impressed by the quality of visitors. So, thank you Interplas.**

**STUART JOHNSTON**  
Director  
RUTLAND PLASTICS LIMITED







## BENEFITS of EXHIBITING at Interplas

Interplas has been the ultimate platform for the industry to come together to create business opportunities, network and collaborate face-to-face for 75 years!

After a hugely successful 2021 event, Interplas continues to showcase the crucial plastics industry to the UK and wider markets. It is the platform to discover manufacturing processes, technologies and services essential to the sector.

In 2023, Interplas will host more than 300 exhibitors as they present solutions, products, machines and ideas from across the entire spectrum. More than 12,000 attendees will attend to discover solutions to their challenges, make connections and source the latest technologies and innovations from injection moulding and extrusion to recycling.



“The UK’s No. 1 Plastics Show”

### GENERATE NEW LEADS AND BUSINESS

With 12,000+ relevant attendees, there is no better way to increase leads and sales. What's more, our new app and event hub empowers you to set up meetings with prospects in advance and get instant access to your leads onsite.

### INCREASE MARKET SHARE

Interplas has key buyers and influencers from multiple industrial and manufacturing sectors so make sure your sales team are in position to have conversations with the next generation of customers that will drive your business forward. If you don't speak to them at Interplas, your competitors will!

### INCREASE CUSTOMER RETENTION

Once you've got a customer you need to work hard to keep them. Interplas is a great place to do a year's worth of business in three days, meeting with existing customers face-to-face in one place with your products and solutions on show.

### ACCELERATE YOUR LAUNCH

Launching your product or service at Interplas ensures all eyes are on you, as our portfolio of publications, digital newsletters, podcasts, news sites and social channels provides coverage of the event year-round. No other event has a global media portfolio that can support you in the same way.

### DEMONSTRATE PRODUCTS AND SERVICES LIVE

When evaluating complex, high cost and mission critical technologies and services there is no substitute for getting hands-on with the kit – prospects can only do this at trade shows if you are on the show floor.

### RAISE BRAND AWARENESS

Exhibiting at Interplas can win mindshare and make sure your sales and business development teams have the edge they need when prospecting new business. Being part of Interplas gets you noticed!

### SUPPORT YOUR CHANNEL

If you are an OEM or part of a distribution network, show your channel you are driving business in the UK market by exhibiting to increase opportunities with a wide range of purchasers and influencers.

### MEET LIKE-MINDED COMPANIES

By exhibiting at Interplas you have more than 300 exhibitors who are potential new collaborators to meet and discuss new business opportunities and generate new revenue streams, and that is before the doors open to visitors!

### POSITION YOUR BRAND

Position your company alongside world-class companies and content – recent speakers at Interplas have included Jaguar Land Rover, Nissan, 3M, KPMG, Siemens and P&G. The leading exponents are at Interplas.

### GROW THE INDUSTRY

The adoption of new technology and materials across all industries is something that benefits us all. Taking part in Interplas plays a part in this mission; the bigger the show becomes the more opportunities appear for exhibitors in sales, collaboration and solution provision.

**Whether your measure of success is lead generation, sales conversions, brand awareness or just being part of the original and best show in the UK plastics sector, Interplas has you covered.**

**When you invest in the event, we have a responsibility to ensure you leave with quality leads and business - and we deliver.**

# Sustained Investment = SUSTAINED GROWTH

Interplas continues to demonstrate strong growth, reflecting the investment that Rapid News Group has deployed since taking the show over in 2011.

Our visitor marketing campaigns consistently deliver a high-calibre audience for our exhibitors. After the incredible success of Interplas 2021 and the fantastic return on investment seen by our exhibitors, Interplas 2023 has seen a record rebook rate, with many previous exhibitors eager to return and emulate the triumphs of previous years.

During its 75-year history, Interplas has built an unrivalled platform for the UK plastics community to connect and create business opportunities. It is renowned for hosting new machinery, new product launches, breaking news announcements and exclusive demonstrations.

We have a host of enhancements for Interplas, to ensure the show is relevant for the next 75 years. We will create an experience that is both a celebration of the UK plastics sector and still the primary place to do business.

**We were delighted with the result from the Interplas show last year, and thus we had no hesitation in booking our stand for the next one.**

**TERRY O'REILLY**  
Sales Director  
**BORCHE**

**The event has been very good, the footfall has been quite positive, actually significantly more than we anticipated. We're having a great show.**

**ASH SEDDON**  
General Manager  
**TH PLASTICS**



## Who Should **EXHIBIT?**

**INNOVATION HAPPENS AT INTERPLAS –**

If you provide technology, materials, software, services or ancillaries for the plastics industry then what are you waiting for!



### Software

- CAD/CAM
- DATA PROCESSING
- ERP • FEA/CFD
- INDUSTRY 4.0 / SMART FACTORY
- MOLDFLOW ANALYSIS
- PLM/PDM



### Materials

- ADVANCED MATERIALS
- COATINGS • COMPOSITES
- FILAMENTS • MASTERBATCH & ADDITIVES • PACKAGING
- PLASTIC POWDERS
- POLYMERS & COMPOUNDS
- RECYCLED MATERIALS
- RUBBER



### Machinery

- 3D PRINTING • ANCILLARIES
- AUTOMATION AND ROBOTICS
- BLOW MOULDING • COMPOUNDING
- EXTRUSION • INJECTION MOULDING
- MATERIALS HANDLING • MOULDS AND COMPONENTS • PLASTIC MACHINING
- PARTS, SUPPLIES AND SPARES
- PRINTING AND DECORATING
- RECYCLING • ROTATIONAL MOULDING
- RUBBER PROCESSING
- SURFACE TREATMENT
- TEMPERATURE CONTROL
- TESTING AND INSPECTION
- THERMOFORMING
- WELDING AND MARKING



### Services

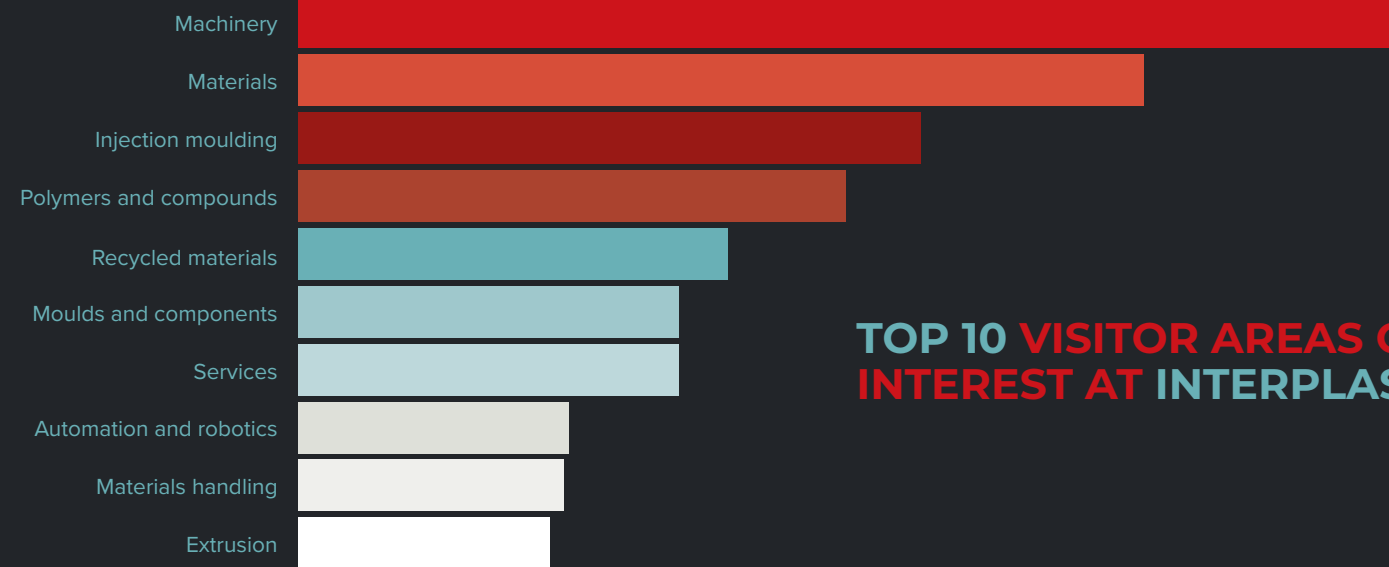
- CONSULTANTS • DESIGN AND PRODUCTION DEVELOPMENT
- EDUCATION PROVIDERS • FINANCE AND LEASING • INTELLECTUAL PROPERTY
- CONSULTANTS • MEDIA • METROLOGY AND INSPECTION • PRINTING AND DECORATING
- SUB-CONTRACT MANUFACTURING • RECRUITMENT
- RECYCLING AND SUSTAINABILITY
- RESEARCH AND DEVELOPMENT
- TRADEMARK AND PATENT ATTORNEYS
- TRADE ORGANISATIONS
- TRAINING



**+12,000**

attendees from across  
the plastics sector

## WHAT TO EXPECT IN 2023

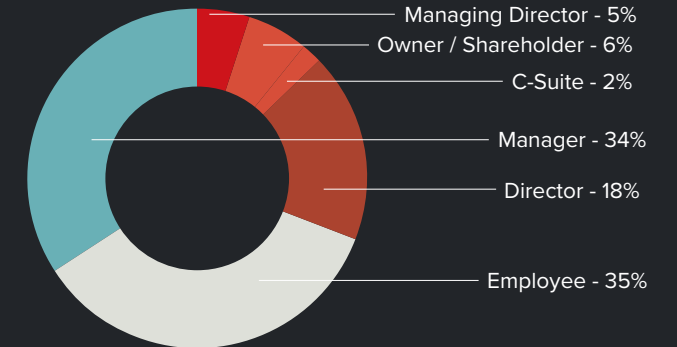


### TOP 10 VISITOR AREAS OF INTEREST AT INTERPLAS



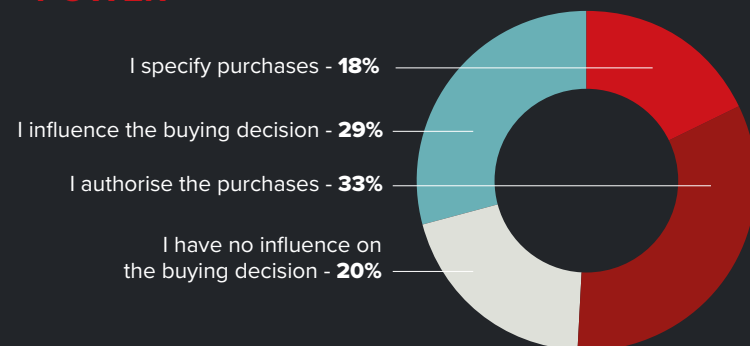
**65%**

of visitors are  
management or above



### LEVEL OF RESPONSIBILITY

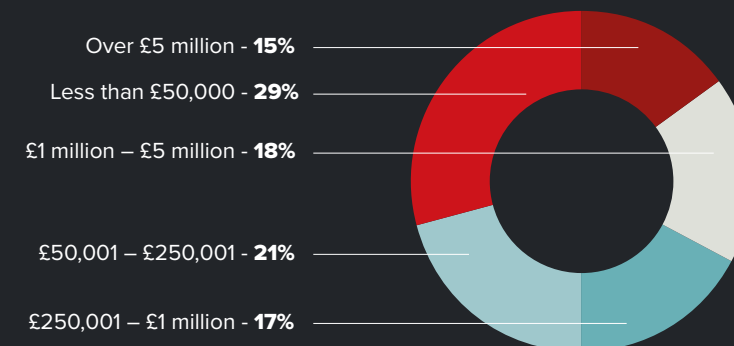
### PURCHASING POWER



**80%**

of attendees have  
purchasing power

### ANNUAL SPEND



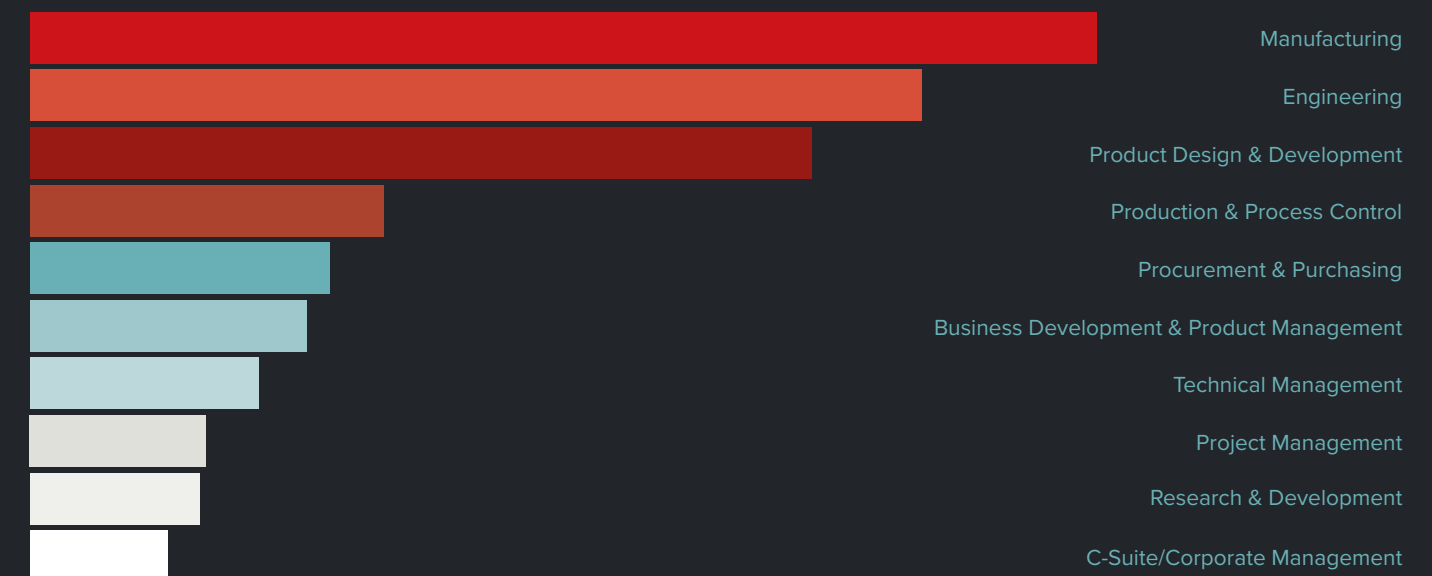
**33%**

of attendees have  
a budget of over  
£1 million.

## TOP 10 COMPANY ACTIVITIES AT INTERPLAS



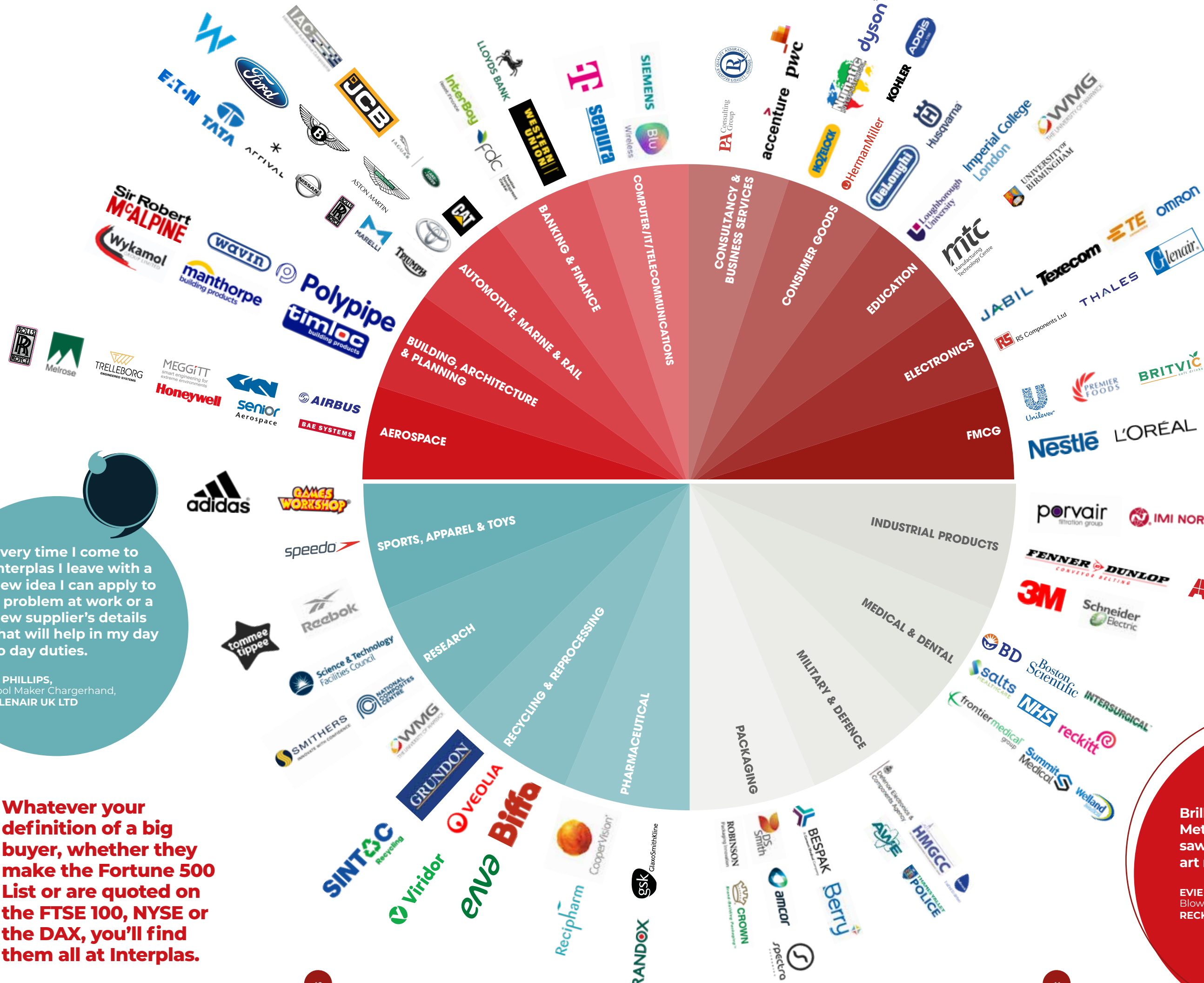
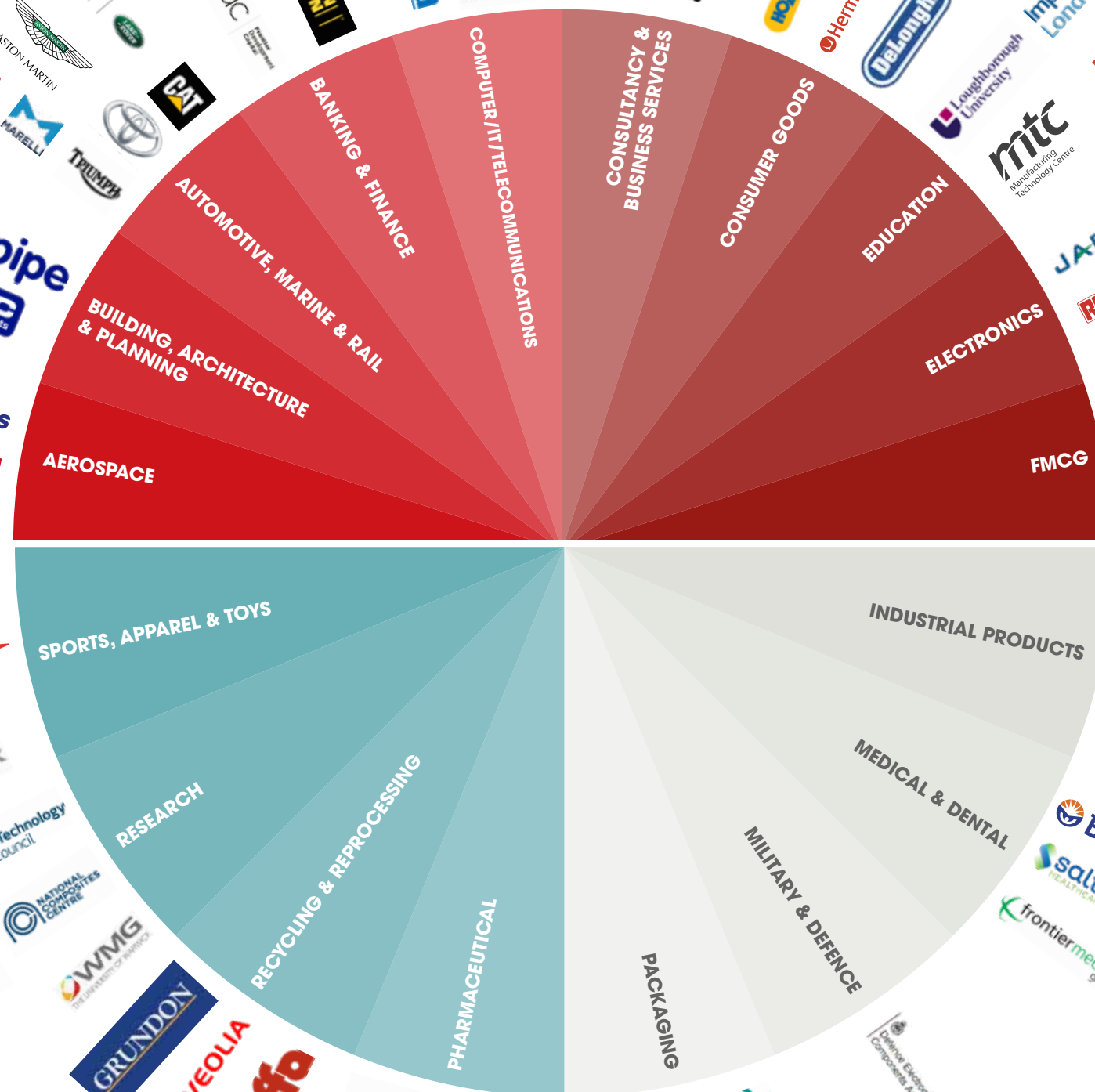
## TOP 10 JOB FUNCTIONS AT INTERPLAS







interplas



Every time I come to Interplas I leave with a new idea I can apply to a problem at work or a new supplier's details that will help in my day to day duties.

T. PHILLIPS,  
Tool Maker Chargerhand,  
GLENNAIR UK LTD

Whatever your definition of a big buyer, whether they make the Fortune 500 List or are quoted on the FTSE 100, NYSE or the DAX, you'll find them all at Interplas.

Brilliant day at Interplas UK. Met so many new people and saw some brilliant state of the art machinery.

EVIE SMITH  
Blowmoulding Maintenance Engineer  
RECKITT

# Why the **UK market** is **KEY** to **YOUR BUSINESS**

## THE PLASTICS INDUSTRY IS A POWERHOUSE IN THE UK

The industry is of vital importance to the future of the UK economy. Plastics are widely used in most sectors with key beneficial properties. It is a global leader and a key UK strength.

“  
Interplas is the national showcase for the UK plastics industry. If you're serious about doing plastics in the UK, you've got to be here.  
”

**PHILIP LAW**  
Director General  
BRITISH PLASTICS FEDERATION

Plastics Industry  
**turnover =  
over £27  
BILLION**



People  
employed by  
the industry

**= 162,000**



UK produces  
**1.6 million tonnes**  
of plastics raw materials annually

**3.3 million  
TONNES**

of plastic each  
year in the UK



**5,800**  
**COMPANIES**  
in the UK plastics  
industry



**7%**

7% of all  
employees  
in the UK  
manufacturing  
sector are part  
of the plastics  
industry.



**2.5 x  
increase**

in recycling since 2006



## **Birmingham:** The City of a Thousand Trades

The Birmingham spirit of innovation, improvement and renewal is encapsulated in the city's motto: Forward! Since the 18th Century when Birmingham found itself central to the Industrial Revolution that changed the world, the city has become the metropolitan hub of the UK's manufacturing and automotive industries.

Many of the world's largest manufacturers are located in the Birmingham area including Jaguar LandRover, JCB, Toyota, Bombardier, Caterpillar, Alstom, 3M, Boeing, Astra Zeneca and Rolls Royce maintaining the areas reputation as the 'Workshop of the World' and guaranteeing that manufacturing expertise and innovation continues to be found in the region.

Increasing investment in the region can be seen with the development of the Aston Advanced Manufacturing Hub and the Manufacturing Technology Centre in Ansty and the development of the Midlands Engine also adds further fuel to this growth.

The UK Government launched its Midlands Engine Strategy in March of 2017, and It is a powerful and substantial demonstration of commitment to making the Midlands a powerful engine for economic growth with investment in infrastructure, productivity and technology clusters.



The history of manufacturing excellence around Birmingham, combined with world-class air, rail and road links makes the NEC the perfect home for Interplas as increasing numbers of international exhibitors and attendees make their way to the show to see the latest innovations, authoritative speakers and make business happen. Air, road and rail provide a gateway to 400 million people across Europe.

- Home to 4,500 advanced engineering companies.
- 280,000 people employed in manufacturing in the region with 62,000 employed in advanced engineering.

- Over a quarter of the UK's skilled Advanced Engineering workforce based in the area.
- Over 150 destinations are served by Birmingham International Airport (BHX) which is directly connected to the venue. Access to the NEC from BHX is quick and easy and offers international visitors a superb experience on arrival and departure.
- There are 20 universities within an hour of Greater Birmingham including 3 Russell Group institutions, producing 20,000 graduates focused on science, engineering and business per annum.



75  
YEARS

## CONFERENCE & FEATURES

Content and features are something Interplas has built its reputation on. In 2023, we will launch the debut Interplas Insights Conference with a world-class programme reaching all levels and types of attendee, from beginners to experts. Alongside the conference the show floor features will bring the industry to life and give visitors a range of education and expert perspectives.

### INTERPLAS INSIGHTS CONFERENCE.

In 2021, we hosted world-class presentations from Jaguar LandRover, Lloyds Bank, Microban, NHS, the BPF, Tesco, Innovate UK, WRAP and PwC and more.

2023 is set to build on this with a new purpose-built theatre within the exhibition halls to address key topics, issues, challenges, innovations and perspectives from across the plastics sector, including recycling, reshoring, digitisation, skills, sustainability and diversity, equity and inclusion.

We're challenging the global plastics industry to propose the best speakers from all backgrounds to present on this prestigious platform. This is your chance to put forward thought leaders, innovators and technology experts to be considered for the opportunity to present on one of the world's most influential platforms. We are now accepting submissions. Go to [www.interplasuk.com](http://www.interplasuk.com) to find out more.

### RECYCLING ZONE

This zone will feature suppliers of recycling machinery such as granulators, shredders, compactors, conveyors, washing and drying equipment, as well as compounders and distributors of recycled plastic materials, and other service providers for post-industrial and post-consumer plastic waste.

### CONTRACT MANUFACTURING ZONE

This zone reflects the increased demand in the UK from brands looking to reshore production from overseas, as a result of global supply chain challenges. We're dedicating this space to showcase the competitiveness and capability of UK trade moulders and contract manufacturers to the audience.

### PLASTIKCITY PAVILION

This pavilion presents eighteen members of PlastikCity in an easy to navigate location. Designed for members that may not normally exhibit at Interplas, those who may not have the resources to occupy a large individual stand or who wish to exhibit at Interplas for the first time. You must be a Plastikcity partner to take advantage of this pavilion.

### KNOWLEDGE PAVILION

The Knowledge Pavilion will return once again in 2023. A bank of highly experienced industry personnel from a cross-section of major institutions, consultancy bodies, trade associations, funding providers and livery companies will be on hand to answer questions and resolve queries in a dedicated and easy-to-find location. With innovation at the heart of the plastics industry, the Knowledge Pavilion enables visitors to accelerate their ideas, find information on suppliers and funding and learn about the trade organisations that can offer support.

## How do we ATTRACT our AUDIENCE?



### Digital Advertising

Our investment and expertise ensure Interplas ads are seen everywhere, across search engines and social channels.



### PR

Our press releases are picked up by leading industry media, blogs and associations to increase our reach and bring fresh attendees to the event.



### Email

Targeted, timely and relevant email communications to our database ensure we bring the right people to the event.



### Media Partners

We are proud to have built an esteemed network of media partners, so Interplas is showcased across the industry with event listings, Q&As and previews.



### Social Media

Our social channels give us a direct line to our community of 15,000+ followers, to share the latest updates, communicate and engage.



### Industry Associations

We work with associations to ensure Interplas stays relevant and useful. They want the best for the industry, and so they encourage members to visit to stay up to date.



### In-House Media

Through Interplas Insights and British Plastics & Rubber, we engage with the industry year-round, building trust in the event.



### Telemarketing

We use telemarketing to contact thousands of visitors to talk about the event and the benefits of attending.



### Interplas Insights Podcast

As well as industry insights, our podcast features exhibitor and speaker interviews, launch news, and exclusive updates about Interplas.



### Wider Group Media

Utilising our extended media portfolio including Medical Plastics News, Packaging Europe and TCT Magazine, we guarantee maximum marketing support across verticals.



### Print Adverts

Print is powerful – especially in a world of digital noise. That's why our adverts feature in key media to ensure consistent brand recognition.







## “ The UK's No. 1 Plastics Show ”

# Your Stand and Sponsorship OPPORTUNITIES

**We have a limited number of stands with additional open sides available.**

The premiums for these are:

- Corner (open to two aisles) – **10% premium**
- Peninsular (open to three aisles) – **15% premium**
- Island (open to four aisles) – **20% premium**

### EXHIBITION PRICING

**You have two options when booking your stand – space only or shell scheme.**

**Space Only** – This will give you raw exhibition floor space, so you must either supply the walls, carpeting and electricity or construct a custom-built stand.

Your stand will need to adhere to the venue and event rules and regulations, which can be found in the exhibitor manual once your stand booking is confirmed.

Prices begin at £315 per sqm.

**Shell Scheme** – This package includes white walls, a company name board, carpet, fluorescent strip lighting and a two amp (500w) electrical socket.

Furniture is not included in your package, so you can customise your stand to suit your needs. Once your stand booking is confirmed, you can find the contact details of our official contractor in the exhibitor manual.

Prices start at £355 per sqm

**More Than Exhibition Space** – Once your stand is booked, we'll ensure you are given as much visibility as possible. Your package includes:

- Your company profile listed on the website, in the app and in the show guide
- A social post to promote your company
- Marketing support, templates and guidance
- An invitation to the Interplas networking party
- Exclusive sponsorship boosters

### EXHIBITION SPONSORSHIP OPPORTUNITIES

To stand out from the competition, we have a range of digital sponsorship packages and unique promotional opportunities available to suit your needs and budget.

**Aisle Banners** – North and South halls available. Your logo printed on each side of every aisle banner. Very high visibility and brand awareness. **£10,000 per hall**

**Lanyards** – These are worn by all visitors and increase brand recognition whilst associating sponsors as key to Interplas. **£8,000**

**Event Badge** –  Your logo will be printed on all badges, so everyone attending will see your brand throughout the show. This gives strong visibility and brand recall. **£5,000**

**Show Bags** – Turn visitors into walking adverts for your company both during and after the event with your company branding on the show bags. **£12,500**

**Bag Inserts** – Directly promote your company to every visitor to the show and highlight your product, services and stand number. **£2,000**

**Networking Party Sponsor** – Buy everyone a drink and put your brand in front of key attendees. A fantastic 'informal' opportunity particularly suited companies providing services to the plastics industry. **£15,500**

**Main Stage Sponsor** – Want to be seen as a thought leader? By sponsoring the stage, your logo will be seen on the stage signage, screen and all marketing collateral. Contact us to find out more. **£20,000**

**VIP Connect Lounge** – This is the perfect way to get your brand in front of VIP buyers from the biggest companies. Your logo will be on the signage, as well as the VIP marketing collateral and gift. **£12,000**

**Registration Area** – The first area visitors see upon arrival at Interplas and a unique opportunity to put your brand and stand number in visitor's minds before they even reach the show floor.



To book advertising please contact  
**Mandy O'Brien** –  
[mandy.obrien@rapidnews.com](mailto:mandy.obrien@rapidnews.com)  
or +44 (0) 1244 952 519

**Interplas App** – Available to all attendees, the Interplas app will feature your brand on the opening splash screen with a banner ad throughout the app. Contact us to find out more. **£10,000**

### SHOW GUIDE ADVERTISING

Available to all at the show, this is the indispensable guide to the UK and Ireland's leading plastics event.

Full page **£999**, half page **£595**

**It's a key show in the polymer industry at large, especially in the UK. It gives us an opportunity to launch new products, talk about new technologies and for us catch up with the industry.**

**MARTIN WHEELER**  
Director of Sales  
**TINIUS OLSEN**

# Lead GENERATION made EASY

Making the most of your investment at Interplas just got a lot easier with our new enhanced app.

You simply scan a lead's badge and make notes against their profile, which you can then access through the app or download a full report instantly.

**WHAT'S MORE, IT'S FREE FOR YOU TO USE!**



## Contact the Team

### STAND BOOKINGS, SPONSORSHIP & ADVERTISING

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+44 (0) 1244 255 794



# Trust and Credibility

Interplas Events Ltd, a Rapid News Group Company, is the organisation behind the resurgence of Interplas. With continuing investment in key areas such as marketing, content and infrastructure, we can be rightly proud of the positive impact we've had on the UK and Ireland's plastics industry since acquiring the show ahead of the 2011 edition.

The return to form of Interplas, combined with our market-leading publication British Plastics and Rubber (BP&R) and Interplas Insights digital hub makes Rapid News Group an important resource for the industry – one that reports on the latest news and issues and, of course, enables organisations to do business with one another.

Whether introducing world-class conferences to Interplas, launching the 'Women in Plastics' initiative or leading the conversation on sustainability in plastics on national radio, we are immersed in the plastics industry and see ourselves as an integral part of it.

Our experience and passion mean you are in the hands of experts who care about this sector and who are actively involved every

day in educating and enthusing active purchasers who, in turn, drive adoption and increase business opportunities.

By working with us you will be working with a company that has all events and media independently audited by the BPA in order to let our customers know exactly who they are paying to reach. Ours is a company that abides by the Association of Event Organisers (AEO) code of conduct, ensuring we work with integrity and professionalism.

Our business is one that embraces the entire plastics supply chain, understanding each stage has a part to play in developing this market year after year, creating new opportunities and customers.

Above all else, you will be working with a company that understands that, as an exhibitor, you need to see return on investment. When your company invests money in Interplas we have a responsibility to ensure you leave the event with quality sales enquiries that will lead to business – and we deliver.

## **Interplas is organised by Interplas Events Ltd.**

A Division of Rapid News Group

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