



**ADI**  
NATIONAL  
JOINT COUNCIL



*Intelligent*  
**Instructor**

# Events 2020

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JOINT COUNCIL



*Intelligent*  
**Instructor**

## Conference & Expo **South** '20

Kempton Park Racecourse | Middlesex  
Sunday | 29 March 2020

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## Conference & Expo **North** '20

Doncaster Racecourse | South Yorkshire  
Sunday | 7 June 2020

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**Instructor**

## **National** Conference & Expo '20

Heart of England Conference Centre | Coventry  
Sunday | 20 September 2020

..... All sponsorship or exhibition enquiries, please contact: .....

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# Events 2020

## The biggest and best driving instructor events powered by two of the most powerful brands in the industry

The **ADINJC** is one of the leading national driving instructor associations in the UK. Run by ADIs for ADIs on a not-for-profit basis, it works tirelessly to inform, represent and support its 7,000+ instructor members. **Intelligent Instructor** is the market-leading publisher in the driving instructor market providing highly engaging content to driver trainers right across the UK. 18,000 magazines are published monthly, 4,000+ instructors receive a weekly newsletter and **intelligentinstructor.co.uk** attracts 4,000 instructors each month. Together they offer almost complete market reach, a perfect platform to promote and run these events.

In October 2019, the **ADINJC** and **Intelligent Instructor** joined forces to launch a hugely successful conference and expo. Held at the Heart of England Conference and Events Centre, Meriden, nr Coventry, over 700 delegates attended the event. 21 industry expert speakers delivered 31 seminar sessions, whilst 50+ exhibitors showcased their latest products and services tailored for the ADI market. It was an industry event unprecedented in scale and success.

Building on the success of the 2019 event and having conducted extensive market research, three distinct events will run in 2020 to better cater for the needs of ADIs across the UK. The established event held at the Heart of England Conference and Exhibition Centre will continue to be the main national event, 20th September 2020. It will be even bigger and better with additional capacity added to cater for an anticipated growth in delegate numbers (800+), additional space for exhibitors and larger seminar areas to cater for the larger audience wishing to hear from our speakers.



## Two brand-new regional events launching in 2020 with the same proven format

Supplementing the **ADINJC & Intelligent Instructor National Conference & Expo '20** are two brand-new regional events to better cater for the demands of driving instructors in the north and south of the country,.

**ADINJC & Intelligent Instructor Conference & Expo South '20** is held at Kempton Park Racecourse, Sunday, 29th March 2020 and will appeal more to those instructors in the South East, South West and London.

**ADINJC & Intelligent Instructor Conference & Expo North '20** is held at Doncaster Racecourse, Sunday, 7th June 2020 and will better cater for the needs of instructors in Scotland, North West, North East and Yorkshire and the Humber.

We anticipate each event will attract a different mix of instructors due to their geographical location. We'd be very confident of improving on the 700+ who attended the 2019 national conference, so 800 is a modest target. We anticipate 500+ visitors at each of the two regional events.

[Click here to view a short video from our 2019 event.](#)



# Events 2020

## Events not to be missed

We realise how rare but important it is for suppliers in the industry to interact face-to-face with instructors. Our 2019 event was so well received by the trade and instructors alike that we have taken the bold decision to run a total of three similar-style events in 2020. Located strategically around the country (North, South and Midlands) to enable us to widen our catchment area to appeal to ADIs nationwide. We don't want any instructor in the UK to feel precluded to attend our events due to geographical challenges.

These events will follow a similar proven format to our 2019 conference and expo. All will be free-to-attend for instructors to encourage attendance on the day. We'll line up the very best industry experts to deliver informative seminar sessions throughout the day as we know these are a huge attraction for instructors. Each event will have a different set of topics covered by a different mix of speakers. Topics covered will include but not be limited to:

- **Business advice**
- **DVSA updates**
- **Electric vehicles**
- **Marketing**
- **Social media**
- **Standards checks**
- **Teen psychology**
- **Training**

The expo is a big draw on the day too. It offers instructors a unique opportunity to engage with a wide range of industry suppliers, all under one roof, who in turn can help them run their businesses more efficiently and cost-effectively and/or consider doing things differently.



# Events 2020

## Unrivalled marketing

The combined marketing forces of the **ADINJC** and **Intelligent Instructor** will make this event a huge success. Heavyweight marketing will take place in the months before the events, during and after the events via the full suite of **Intelligent Instructor** market-leading brands and **ADINJC** channels. Sponsors will receive unique and unprecedented exposure to the ADI market over a long and sustained period.

### ADINJC (7,000+ members)

- [adinjc.org.uk](http://adinjc.org.uk)
- E-shots to member database

- Monthly newsletter
- Association meetings

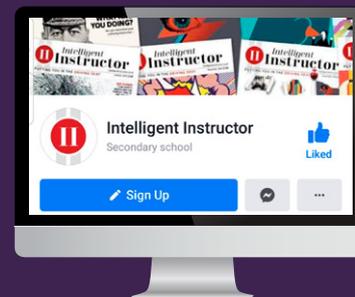
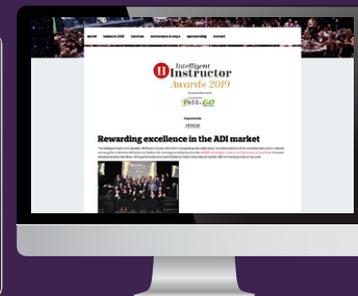
### Intelligent Instructor

- Intelligent Instructor magazine (18,000 copies/month)
- [intelligentinstructor.co.uk](http://intelligentinstructor.co.uk) (4,000 unique users/month)
- **iiNews** weekly newsletter (4,000+ ADIs)

- E-shots to member database (4,000+ ADIs)
- Social media (2,500+ followers)

### Other

- Dedicated events.[intelligentinstructor.co.uk](http://intelligentinstructor.co.uk) website
- Wider engagement with ADI groups/influencers/local associations
- Promotion via trade exhibitors and sponsors
- Posters in driving test centres
- Promotional flyers



# Events 2020

## Target market

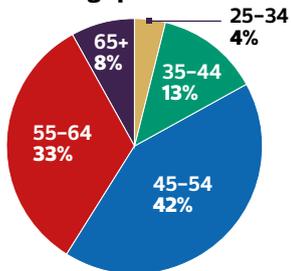
We anticipate 800+ visitors attending the National Conference & Expo with 500+ at each of the North and South events.

94% of those who attended our 2019 rated the conference content as 'good' or 'excellent', 90% rated the expo as 'good' or 'excellent' and 83% of visitors would attend next year.

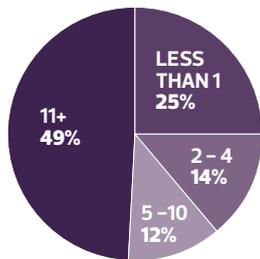
Whilst there is a fairly even spread of ages of ADIs who attended our event, a quarter had less than one years experience within the industry with almost three quarters being independent.

There was good engagement with exhibitors on the day with almost half talking to 6-10 exhibitors and a fifth talking to 11-20. Over half the delegates came for the full day, spending over six hours at the event.

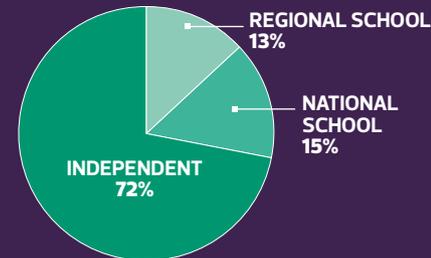
**Age profile\***



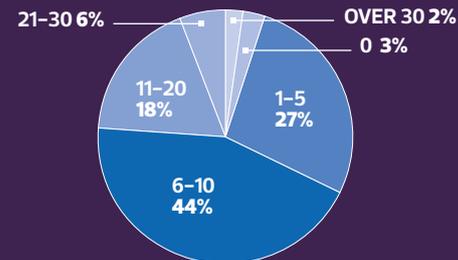
**How many years of being an ADI?\***



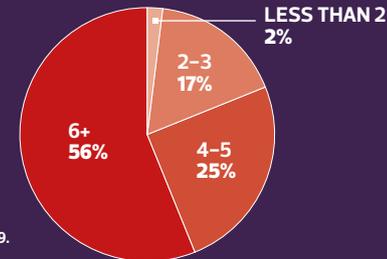
**ADI status\***



**No. of exhibitors engaged with\***



**Hours spent at event\***



\* ADINJC & Intelligent Instructor National Conference & Expo delegate survey 2019. 126 respondents.



# Events 2020

## Location

All three locations chosen to host our events in 2020 are unique and offer first-class facilities to suit instructors' needs. Our venues are easy to access from the main road networks: Kempton Park Racecourse is just off the M25/M3 junction in the south, the Heart of England Conference & Exhibition Centre is only a short drive from the NEC, so only minutes away from the M6, M42 and M40, whilst Doncaster Racecourse in the north can be accessed from the M1, A1 or M62.

All have hundreds of free parking spaces and catering on-site. Each have ample floor space to accommodate a large number of exhibitors and offer the opportunity for cars to be positioned inside the expo area too. Importantly, they all offer excellent conference facilities to run multiple, seminar sessions throughout the day.

### ■ **ADINJC & Intelligent Instructor Conference & Expo South '20**

Kempton Park Racecourse, Middlesex, TW16 5AQ  
**Sunday, 29 March 2020**

### ■ **ADINJC & Intelligent Instructor Conference & Expo North '20**

Doncaster Racecourse, South Yorkshire, DN2 6BB  
**Sunday, 7 June 2020**

### ■ **ADINJC & Intelligent Instructor National Conference & Expo '20**

Heart of England Conference & Events Centre, nr Coventry, CV7 8DX  
**Sunday, 20 September 2020**





# Events 2020

## Sponsorship opportunities

Sponsorship of one, two or all three of the **ADINJC & Intelligent Instructor Conference & Expo** events brings with it powerful exposure offered via the full suite of **ADINJC** and **Intelligent Instructor** channels. Exhibiting offers the opportunity to cost-effectively showcase your products and services to many hundreds of driving instructors, all in one day, under one roof.

Uniquely, packages to the National Conference & Expo include complementary tickets to the **Intelligent Instructor Awards**: a huge gala dinner celebrating and rewarding the very best instructors, schools and suppliers in the industry. These awards are held in the same location the evening of the conference & expo. A not-to-be missed industry event – the 'Oscars' for the ADI industry!



## Sponsorship packages (excl.VAT)

	National	North	South
■ <b>HEADLINE</b> Exclusive, x1 per event	<b>£17,245</b>	<b>£12,895</b>	<b>£12,895</b>
■ <b>GOLD</b> x3 per event	<b>£8,595</b>	<b>£6,495</b>	<b>£6,495</b>
■ <b>SILVER</b> x5 per event	<b>£2,845</b>	<b>£2,145</b>	<b>£2,145</b>

# Events 2020

## Sponsorship packages

<b>COST</b> (all prices subject to VAT)	<b>HEADLINE</b>	<b>GOLD</b>	<b>SILVER</b>
<b>National</b>	<b>£17,245</b>	<b>£8,595</b>	<b>£2,845</b>
<b>North / South</b>	<b>£12,895</b>	<b>£6,495</b>	<b>£2,145</b>
<b>Max no. of sponsors</b>	1	3	5
<b>Sponsor reference</b>	'in association with'	'supported by'	n/a
<b>Exhibition space</b>	7m x 5m	6m x 2m	4m x 2m
<b>Exhibition location</b>	Prime location	Premium location	Good location
<b>Speaking slot</b>	✓	✓	✗
<b>BRANDING</b>	<b>HEADLINE</b>	<b>GOLD</b>	<b>SILVER</b>
Name badges	✓	✗	✗
Generic pull-up banners	✓	✓	✓
Individual pull-up banners (supplied by sponsor)	x6	x4	x2
Display screens	✓	✓	✓
Delegate bag insert	✓	✓	✓
Promotional video*	✓	✓	✓
Photo slideshow*	✓	✓	✓
<b>DELEGATE BROCHURE</b>	<b>HEADLINE</b>	<b>GOLD</b>	<b>SILVER</b>
Cover logo	✓	✓	✗
Welcome message	Full page	✗	✗
Advert	Two full pages, incl. outside back cover	Full page	Half page
Exhibitor listing	100 words	75 words	50 words
<b>DURING DAY</b>	<b>HEADLINE</b>	<b>GOLD</b>	<b>SILVER</b>
Wi-Fi	✓	✓	✓
Electricity	✓	✓	✓
Table and chairs	✓	✓	✓
Lunch bag for stand staff	x10	x5	x3
Digital photograph of staff on stand	✓	✓	✓
Intelligent Instructor Awards tickets* (€75 +VAT per ticket)	x10	x5	x3
<b>PRINT</b>	<b>HEADLINE</b>	<b>GOLD</b>	<b>SILVER</b>
Intelligent Instructor magazine - Conference report	Editorial & branding	Editorial & branding	Branding
<b>DIGITAL</b>	<b>HEADLINE</b>	<b>GOLD</b>	<b>SILVER</b>
intelligentinstructor.co.uk branding	✓	✓	✓
Eshot to Intelligent Instructor database	x3	x2	x1

# Events 2020

## Exhibition space

Showcase your products and services to our large and engaged audience on the day with a variety of stand sizes to choose from to suit your requirements and budget. With no additional hidden costs on the day, these cost-effective packages are designed to make exhibiting at our event an enjoyable experience.

### All exhibition packages include:

- Delegate brochure – exhibitor listing (25-word company description, contact name, phone, email, web address)
- [intelligentinstructor.co.uk](http://intelligentinstructor.co.uk) – exhibitor listing (as above, including links)
- Wi-Fi
- Electricity
- Table and chairs
- Exhibitor lunch bags\*
- Intelligent Instructor Awards tickets – worth £75 +VAT each\*\*
- Digital photograph of staff on stand

\* 3m x 2m exhibitor stand includes two lunch bags  
4m x 2m space includes three lunch bags  
6m x 2m includes four lunch bags  
7m x 5m includes six lunch bags

\*\* Intelligent Instructor Awards tickets only available with National Conference & Expo packages. The number of tickets allocated is the same number of lunch bags as indicated above.



## Exhibitor prices (space only and excl. of VAT)\*\*\*

	National	North	South
■ 3m x 2m	£795	£595	£595
■ 4m x 2m	£1,025	£765	£765
■ 6m x 2m	£1,485	£1,105	£1,105
■ 7m x 5m	£3,445	£2,595	£2,595

A 5% discount will apply when booking two events, 10% when booking all three.

\*\*\* Please note, stand space is allocated on a first come, first served basis, based upon when the booking is made and paid for. Exhibitors will have the option of choosing their stand space once the floorplan is published nearer the event date. No shell schemes are available.



# Events 2020

## Additional marketing opportunities

### Giant Scalextric

ADIs race sponsor-branded cars against one another on the six-lane giant Scalextric track. A live leader board runs throughout the day tracking those posting the fastest laps. Prizes are on offer for podium finishers and a small fee is charged (£2) with the proceeds going to our chosen charity. Sponsor's branding is not limited to the cars themselves as this is replicated around the track too and in the pre and post publicity the giant Scalextric is referenced as 'in association with' the sponsor.

### Live Stage

The Live Stage is the main seminar area where the day's top speakers deliver engaging presentations. It has the biggest seating capacity of all of our seminar areas where the ADIs flock to hear from the likes of DVSA, Lynne Barrie and other top speakers. The sponsor receives naming rights ('The SPONSOR Live Stage') with all promotional materials referencing the sponsor in the lead up to, during and post event. This includes branding on the event website, email communications, delegate brochure, pull-up banners, two sponsor specific banners on the Live Stage and branding on the big screen between seminar sessions too. The sponsor will also have the option of positioning their stand in prime position next to the Live Stage too.

### Delegate Bags

On arrival, each delegate will be handed a sustainably-produced delegate bag. The sponsor will have a branding opportunity on one side and be referenced as 'Kindly provided by SPONSOR' next to the event logo on the reverse side. The sponsor can place an insert in the bag too.



### Directional Arrows

25 directional arrows will be strategically placed on the floor throughout the exhibition area. They will help direct delegates to the key areas on the day: seminar rooms, action areas, refreshment stations, etc. The arrows will carry the sponsor's colours and branding. A further five arrows will point delegates to the sponsor's stand.

### Lanyards

All exhibitors, speakers and organising staff will wear lanyards during the day. These will be in the sponsor's colours, carrying the company name and logo alongside the event name.

### Delegate Brochure

An A5 printed delegate brochure will be handed to all delegates on arrival. The comprehensive show guide helps the delegates maximise their time at the event and also acts as an essential reference tool after the event. A full seminar schedule is listed alongside the exhibitor showcase, including the detailed floorplans. Both full page and half page adverts are available.

### Pricing (all ex VAT)

	National	North	South
■ Giant Scalextric	£1,995	£1,495	£1,495
■ Live Stage	£1,495	£995	£995
■ Delegate Bags	£1,495	£995	£995
■ Directional Arrows	£995	£695	£695
■ Lanyards	£995	£695	£695
■ Delegate Brochure			
Full page	£295	£245	£245
Half page	£175	£125	£125

# Events 2020

## ADINJC & Intelligent Instructor Conference & Expo '19 testimonials

“ It was the best ADI event I personally have ever attended in my 35 years with DSA/DVSA. ”  
**John Sheridan, Driver Training Policy Manager, DVSA**

“ It was an amazing opportunity to be headline sponsor at this first joint ADINJC/ii expo. Such a fantastic day, it was really buzzing and what a great networking opportunity! We'll be there again next year for sure, it's too valuable an event to miss! ”  
**Suzy Walsh, Marmalade Network Manager**

“ It was very worthwhile attending such a well organised event. It is important to let people in the industry know who we are as some people were still unaware what we did but the majority had heard of us and we had some good feedback. Anyone within the industry should definitely attend next year's event as we will be! ”  
**Amy Lawrence, Marketing Manager, Hitachi Capital Vehicle Solutions**

“ The conference and expo was a great success for Dualdrive, helping to start conversations with both individual instructors and major fleets. We were impressed with the number of delegates who attended. The team have delivered a professional, relevant event for this often -overlooked sector and we are delighted that we were able to be part of what is bound to be a successful annual event. ”  
**Sarah Wilton, Marketing Manager, Dualdrive**

“ It's very difficult to fault any part of the day. The UK location of the venue was ideal, central for the majority of people. Overall an excellent exhibition! Credit to you for generating the big audience. ”  
**Tom Wooton, Director, Total Drive**

“ Really good event, loads of presentations to choose from, good tips and great ideas. ”  
**Hardial S Matharu, ADI, A-Star Driving Academy**



“ Perfectly executed event. It's a great step to bring the industry together and innovate. Proud to be a part of this community. ”  
**Shahzad Ali, CEO, Get Licensed**

“ The feedback so far is it has been the best conference /expo by far. The attendance was excellent and there was a real buzz. It was made obviously more exciting for us as we didn't think we would win. Thank you for putting on a great event. ”  
**Graham Hooper, Director, Tri Coaching Partnership**

“ The event far exceeded our expectations. What surprised us the most was the number of attendees and their enthusiasm wanting to talk to us getting to know what we do and can offer, we talked to so many people the networking was excellent. The next week or so I will be really busy contacting all the great people we spoke to via e-mail to continue some great conversations and some amazing partnership possibilities. ”  
**Paul Speight, Watch Manager, Leicestershire Fire & Rescue Service**

“ The Intelligent Instructor Conference & Expo was without a doubt the most well planned and executed trade show that I have attended and it was great to see so many exhibitors and instructors supporting the event. There was such a relaxed, yet professional atmosphere throughout the day and it was great to catch up with so many familiar faces and meet lots of new ones too. For anyone that didn't manage to head along this year, then I'd most definitely recommend you get the date in your diary for next year! ”  
**Emma Bagnall, Head of Brand, Driving Test Success**

“ The ADINJC and Intelligent Instructor Conference which was outstanding in every aspect. A brilliant event well executed and we were busy right throughout the day on our stand. ”  
**Eve Wakeford, Director, Driving Instructor Services**

“ It was a great weekend, good company, a good stomp, best conference I have ever been too. Feeling inspired. ”  
**Rachael Lloyd-Phillips, ADI**

# Events 2020

## ADINJC & Intelligent Instructor Conference & Expo '19 testimonials

“ The whole weekend was amazing. The conference felt like you were surrounded by like-minded forward-thinking people who cared about the industry. ”  
**Complete Driver Training**

“ Best conference I have attended and some great speakers from some industry greats like Lou Walsh, Susan McCormack and Ian Edwards. The electric car presentation with Rob Cooling was a particular high point...I'm totally sold! Nice to catch up with so many familiar faces. ”  
**James Hankins, ADI**

“ Well run, well supported and “Well Done” to you all. Very friendly event. The event surpassed my hopes. Quality presentations and smiling folk all around. I have been doing these events many times in my 19 years as an ADI. This event was probably the very best. So many top speakers and presentations. So many smiles. ”  
**Chris Taylor, ADI**

“ Excellent conference and expo, huge congratulations and high praise for all of you who worked your socks off to make it a success. I thought the new format was great. Being able to choose which seminars to go to and work out your own timetable for the day was really refreshing. In between seminars there was then time to go to the stands, look at the cars and have a go at the activities... or grab a coffee and have a chat with colleagues. Thank you! ”  
**Sara Everett-Skinner, ADI**

“ I would like to say thank you to the whole team responsible for the fantastic day yesterday. The organisation, planning and delivery was outstanding with many brilliant talks, trade stands and EVs to spend time with, it was impossible to do everything but with copious notes to digest and several people to contact over the next few days, I can only be grateful for your dedication. Looking forward to next year... ”  
**Damian Lee RoSPA Dip.**



“ Fantastic event and very well organised. All for FREE too! If you missed it, you missed out! ”  
**Angie Presland, ADI**

“ What an amazing day! Such a well-structured and well delivered expo. We were very privileged to be part of it and we can't wait until next year already! ”  
**Dean Lowes, Head of Operations, Pass N Go Driving School**

“ Really enjoyed yesterday's ADINJC conference and Expo. I have been going to the ADINJC conference since 2011 and have not missed a single one. I liked the old format, but this new format of combining a conference and Expo together seemed to work well. ”  
**Harry William Debling, ADI**

“ Buzzing atmosphere. There was a great variety of service providers present for the typical Instructor to gain knowledge/feedback and think of things maybe they don't currently prioritise. ”  
**Dan Tattersall, Head of Business, Drive Further**

“ Thank you to everyone who organised the conference in Coventry last Sunday. It was excellent, we had a good journey from Surrey, we attended seven workshops, everything was on time. We had a really good day. Thank you very much. ”  
**Ruth Kingsley and Michael Deadman, ADIs**

“ Even their biggest critics would have to admit it worked, it reached a wider audience than any other conference I've visited in my 10+ years, it was engaging, diverse AND buzzed! Yes, there will be things to learn from and improve. Five stars! ”  
**Chris Bensted, ADI**

“ I thoroughly enjoyed the day, we listened to some of the speakers and found the talks very informative. Having attended previous conferences I prefer the experience of the expo, both in terms of the amount of exhibitor stands available, and the variety of speakers. Something for everyone! Well done everyone! A thoroughly well organised and enjoyable day out! I'm looking forward to the next one already. ”  
**Karen Clover, ADI**