



*Intelligent*  
**Instructor**

# Events 2022



*Intelligent*  
**Instructor**

## Conference & Expo **South**'22

Kempton Park Racecourse | Middlesex  
Sunday | 8 May 2022



*Intelligent*  
**Instructor**

## **National** Conference & Expo '22

Heart of England Conference Centre | Coventry  
Sunday | 2 October 2022

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

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# Events 2022

## The two biggest driving instructor conference and expos, powered by two of the most powerful brands in the industry

The **ADINJC** is the leading national driving instructor associations in the UK with over 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. **intelligentinstructor.co.uk** receives over 5,500 unique visitors each month and over 7,500 instructors sit on its email database. The combined force and experience from the **ADINJC** and **Intelligent Instructor** brands offer unrivalled market reach to help promote and run these events.

The **ADINJC & Intelligent Instructor National Conference & Expo** is now a firm fixture in the instructor's calendar having launched in 2019. Held annually every October at the Heart of England Conference and Events Centre, Meriden, nr Coventry it sees the largest gathering of instructors each year. The 2021 event attracted over 750 delegates and saw over 30 industry expert speakers deliver 26 different seminar sessions. Over 50 exhibitors showcased their latest products and services and it was an industry event unprecedented in scale and success.

The **ADINJC & Intelligent Instructor National Conference & Expo '22** will once more be held at the Heart of England Conference and Exhibition Centre, Sunday, 2nd October 2022. Plans are already in place to make it even bigger and better with additional capacity to cater for further growth in delegate numbers, additional space for exhibitors (we sold out of space in '21) and larger seminar areas to cater for the increased delegate demand.

The **ADINJC & Intelligent Instructor Conference & Expo - South '22** will complement the National Conference and be held Sunday, 8th May 2022 at Kempton Park racecourse, Middlesex. The handy location inside the M25 and just off the M3, makes it a more attractive proposition for instructors based around London, South West, South East, Home Counties and on the M3/M4 corridor.



# Events 2022

## Two dates for your diary – not to be missed

We realise how rare but important it is for suppliers in the industry to interact face-to-face with instructors, and vice versa. Despite some people not attending the 2021 event due to Covid worries, it was still a huge success. In reality the two events being staged in 2022 will be even busier as our events grow in stature and Covid concerns dissipate further.

By staging the two events in different parts of the country, one in the spring and one in the autumn, our aim is to encourage a significantly different demographic to attend each event, thus offering a fresh audience for exhibitors to engage with. They'll offer sponsors and exhibitors a unique opportunity to cost-effectively interact with both existing and new clients, be that independent instructors, or those working for regional and/or national driving schools.

The events will follow our proven format. They will be free-to-attend for instructors and we'll line up the very best industry experts to deliver informative seminar sessions throughout the day. We'll have a different variety of informative, well-known speakers at each of the events and both will have a busy expo area. We want visitors to have a positive experience, so will have a variety of additional activities to add interest and enjoyment.

Seminar topics covered will include but not be limited to:

- **DVSA update**
- **Business advice**
- **Driver training techniques**
- **Electric vehicles**
- **Marketing**
- **Road safety**
- **Standards checks**
- **Technology**
- **Teen psychology**

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. Quite simply, the instructors will be there to do business.



# Events 2022

## Unrivalled marketing

The combined marketing forces of the **ADINJC** and **Intelligent Instructor** make the events hugely successful and well-attended. Heavyweight marketing takes place throughout the year via the full suite of **Intelligent Instructor** and **ADINJC** channels, whilst previous attendees are also marketed to. Sponsors receive unique and unprecedented exposure to the ADI market over a long and sustained period.

### Intelligent Instructor

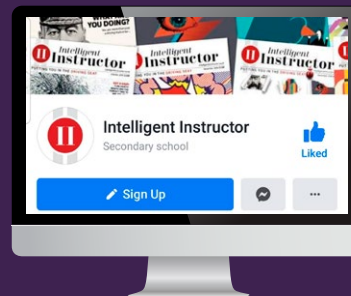
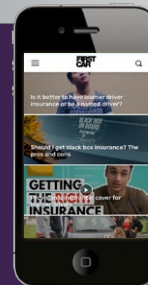
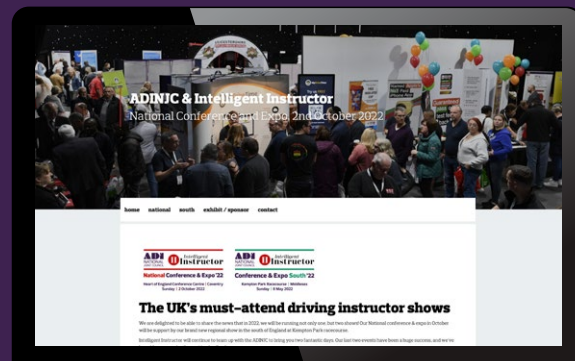
- intelligentinstructor.co.uk – 5,500+ unique users/month
- Intelligent Instructor newsletter – 7,500+ ADIs
- Eshots to email database – 7,500+ ADIs
- Facebook – 4,500+ followers

### ADINJC – 7,000+ members

- adinjc.org.uk
- E-shots to member database
- Monthly newsletter
- Association meetings

### Other

- Wider engagement with ADI groups/influencers/local associations
- Promotion via trade exhibitors and sponsors
- Posters in driving test centres



# Events 2022

## Target market

Over 750 visitors attended the 2021 National Conference & Expo, +7% vs. 2019, which made it the largest gathering of UK instructors ever seen! We conservatively anticipate 850 attendees at the 2022 National Conference & Expo and 650 at the Southern event.

We received some extremely encouraging delegate feedback via our post-event survey\*.

- 90% rated the exhibition as 'Excellent' or 'Good'
- Two thirds engaged with 6-10 exhibitors and a quarter engaged with 11+
- 87% rated the seminar sessions as 'Excellent' or 'Good'
- 76% attended 1-4 sessions
- Delegates spent much of the day at the event, with a third staying for 4-5 hours and over half staying for 5+ hours.

## Exhibitor feedback\*\*

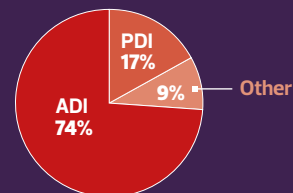
- 100% of exhibitors rated the audience as 'Excellent' or 'Good', 43% rated them 'Excellent'
- 100% were Extremely happy' or 'Happy' with the event, with 72% 'Very happy'
- 100% are either 'Extremely likely' or 'Likely' to recommend the event to others within the industry
- 86% stated they were 'Very happy' or 'Happy' with their objectives from the show been met or exceeded
- 71% of the exhibitors had returned to exhibit from the previous event
- 86% will return in 2022
- 72% would welcome an additional event at a different location and time of year.

\* ADINJC & Intelligent Instructor National Conference & Expo delegate survey 2021. 99 respondents.

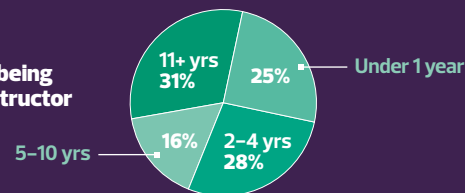
\*\* ADINJC & Intelligent Instructor National Conference & Expo exhibitor survey 2021. 27 respondents.



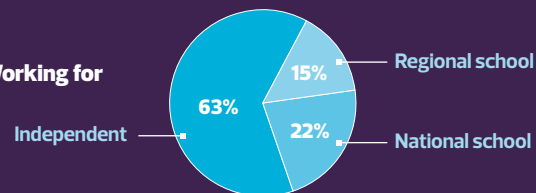
### Instructor status



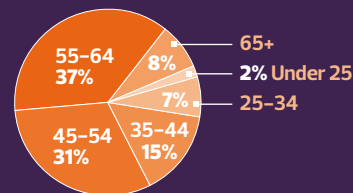
### Time being an instructor



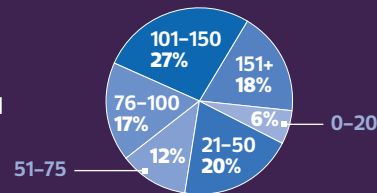
### Working for



### Age profile



### Distance travelled to attend



# Events 2022

## Location

The Heart of England Conference & Events Centre, Meriden, near Coventry is officially the central point in England. This central location makes it easily accessible for instructors throughout the UK. Only a short drive from the NEC, the venue is minutes away from the M6, M42 and M40. Set in 160 acres of rolling Warwickshire countryside, with 25,000+ sq. ft of ground floor space including two huge, connected exhibition areas and a multitude of adjacent modern seminar rooms.

Kempton Park Racecourse is just off the M25/M3 junction in the south of England, making it accessible for those instructors based around London, South West, South East, Home Counties and on the M3/M4 corridor.

Both venues have hundreds of free parking spaces and catering facilities 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. There is an array of cost-effective hotel options in close proximity too, as well as some on site.





# Events 2022

## Sponsorship packages

Sponsorship of one or both of the **ADINJC & Intelligent Instructor Conference & Expo** events brings with it powerful exposure offered via the full suite of **ADINJC** and **Intelligent Instructor** channels.

<b>COST</b> (all prices subject to VAT)	<b>HEADLINE</b>	<b>GOLD</b>	<b>SILVER</b>
<b>National</b>	<b>£18,995</b>	<b>£9,495</b>	<b>£3,195</b>
<b>South</b>	<b>£17,245</b>	<b>£8,595</b>	<b>£2,845</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 - company logo and 30sec video	✓	✓	✓
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
<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 2022

## 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](https://intelligentinstructor.co.uk) – exhibitor listing  
(as above, including links)
- Wi-Fi
- Electricity
- Table and chairs
- Exhibitor lunch bags\*

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



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

	National	South
■ 3m x 2m	£895	£795
■ 4m x 2m	£1,175	£1,025
■ 6m x 2m	£1,695	£1,485
■ 7m x 5m	£3,945	£3,445

\*\* 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 2022

## Additional marketing opportunities

### Giant Scalextric

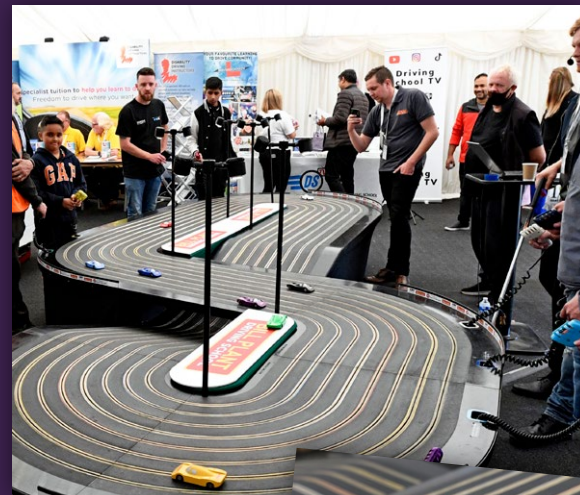
ADIs race sponsor-branded cars against one another on the eight-lane giant Scalextric track. A live leader board runs throughout the day tracking those posting the fastest laps. Prizes are on offer for podium finishers and a small voluntary donation is encouraged with the proceeds going to our chosen 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

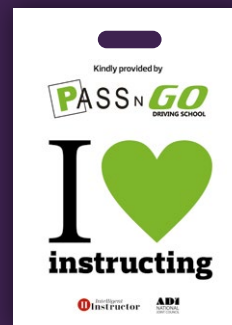
The Live Stage is the main seminar area where the day's top speakers deliver engaging presentations. It has the biggest seating capacity of all of our seminar areas where the ADIs flock to hear from the likes of DVSA, Lynne Barrie and other top speakers. The sponsor receives naming rights ('The SPONSOR Live Stage') with all promotional materials referencing the sponsor in the lead up to, during and post event. The sponsor will also have the option of positioning their stand in prime position next to the Live Stage too and two of their banners will be positioned on the Live Stage throughout the day.

### 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. Or have an insert placed into each bag, an easy way to ensure all delegates receive your marketing materials.



Giant Scalextric



Delegate bag

# Events 2022

## Additional marketing opportunities (continued)

### 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.

### 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.

### 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.



Lanyards



Visit Proximo at  
Stand 19

Bespoke Incident  
Management for the  
driving instructor market



Directional arrows

## Pricing (all ex VAT)

	National	South
■ Delegate Brochure		
Full page	£295	£245
Half page	£175	£145
■ Delegate Bag Sponsorship	£1,495	£1,295
■ Delegate Bags Insert	£295	£245
■ Lanyards	£995	£895
■ Directional Arrows	£995	£895
■ Giant Scalextric	£1,995	£1,745
■ Live Stage	£1,495	n/a

# Events 2022

## ADINJC & Intelligent Instructor Conference & Expo '21 delegate feedback

“ Met interesting people, gained more knowledge about the ADI industry. ” **Sarah H, PDI**

“ Networking opportunity and learning about being an instructor for real as I'm completely new. ”  
**Barney T, ADI**

“ Good to see latest innovations from companies in the industry. ”  
**John B, ADI**

“ I want to keep up to date with everything that happens in the industry and this exhibition makes me feel that I have. ” **Ellie S, ADI**

“ Hearing interesting topics being discussed and a chance to speak to exhibitors about new ideas and products. ” **Henry C, 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! A thoroughly well organised and enjoyable day out! I'm looking forward to the next one already. ”  
**Karen C, ADI**

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

“ As someone starting out, it was useful to have so much information all in one place. ”  
**Gary G, PDI**



“ 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. ” **Ruth K, ADI**

“ Excellent conference and expo, huge congratulations and high praise for all of you who worked your socks off to make it a success. 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 E, ADI**

“ I would like to say thank you to the whole team responsible for the event. 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. ” **Damian L, RoSPA Dip.**

“ 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 T, ADI**

# Events 2022

## ADINJC & Intelligent Instructor Conference & Expo '21 exhibitor feedback

“ Our team had a great day at the Expo. The quality of guest speakers, exhibitors and attendees was excellent. The event was very well-run, and everything went smoothly. The efficient organisation, alongside the communication and guidance received in the leadup to the event was extremely helpful to us. ” **Paul Doherty, CMO, WeDrive**

“ Great day, very busy day, will be back another day, next year. That was exactly how I knew it would be, very well organised friendly and helpful people. ”  
**Paul Speight, Road Safety Lead, Leicestershire Fire & Rescue**

“ 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**

“ It was an amazing opportunity to be headline sponsor once more. 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**



“ 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. ”  
**Sarah Wilton, Marketing Manager, Dualdrive**

“ A great event, well worth visiting & we'll be exhibiting there again over the next few years. ”  
**Andrew Love, Director, Let's Instruct Driving Instructor Academy**

“ 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**

“ 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**