

# se<sup>x</sup>po

Health, Sexuality & Lifestyle Expo

**NATIONAL EXHIBITION CENTRE  
BIRMINGHAM, UNITED KINGDOM  
Friday October 25 – Sunday October 27,  
2019**



## SEXPO® BIRMINGHAM 2019 EXHIBITOR PRICING STRUCTURE

**TO SECURE YOUR BOOKING, A 25% DEPOSIT OF THE TOTAL BOOKING MUST ACCOMPANY YOUR COMPLETED EXHIBITOR APPLICATION FORM**

Number of Stands	Stand Type	Price Ex-VAT	Price Inc-VAT
1-2 stands	3m x 3m corner stand	£2,205 each	£2,646 each
1-2 stands	3m x 3m non-corner stand	£2,025 each	£2,430 each
3-5 stands	3m x 3m non-corner or corner stands	£1,935 each	£2,322 each
6-9 stands	3m x 3m non-corner or corner stands	£1,845 each	£2,214 each
10+ stands	3m x 3m non-corner or corner stands	£1,755 each	£2,106 each
Any quantity	2m x 2m non-corner stand	£1,600 each	£1,920 each
Any quantity	2m x 2m corner stand	£1,800 each	£2,160 each
Space Only	Space Only (min 36m2)	£180 per square metre	£216 per square metre
One	1.5m x 1.5m model signing space	£166.66 each	£200 each

## WHY EXHIBIT:

- Access to the NEC by all modes of transport:

**CAR:**

NEC is at the heart of the UK motorway network  
75% of UK population is within 3 hours' drive  
16,500 car park spaces – all on the one site

**AIR:**

Birmingham Airport – on site  
10 minutes' walk from Arrivals Hall to exhibition space

**TRAIN**

Birmingham International Station – on site  
London in just 69 Minutes

Manchester in just 108 minutes

- Comparative to other consumer events, exhibition space remains competitively priced
- SEXPO® delivers a captive audience of 18+, ready to spend adults
- SEXPO® Birmingham will be supported by a £300k advertising and marketing budget
- Over 55% of patrons find interacting with exhibitors as the most satisfying part of their SEXPO® experience
- 70% of attendees visit with a partner and are aged between 18-35 years
- 52% of visitors are female / 48% male
- Over 30,000 attendees per event