

futurebuild

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DIGITAL IMP@CT

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FuturebuildNow

by **EASYFAIRS**



About Futurebuild 2021

Futurebuild brings together over **20,500** decision-makers from across the building industry, and these forward-thinkers and mobilisers need you to help them make the changes that will shape the future of the built environment.

Across three days, a world-class knowledge programme, alongside

the exhibition of innovative and inspiring brands, combine to create an unmissable experience.

Digital Impact returns in 2021, bigger and better after its inaugural success in 2020, to showcase the future of the built environment.

**Be part of
the future**

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DIGITAL IMPACT PARTNERS





WHAT IS DIGITAL IMPACT?

Digital Impact returns

Digital Impact returns in 2021, offering a spotlight for digital construction and emerging technologies within the digital built environment.

It will be both disruptive and innovative, focusing not just on what is being done, but how and why. Visitors will receive a taster for what digital construction has to offer and what the future may look like, guaranteeing they will leave wanting to embrace it.

This is where our partners, sponsors and exhibitors are critical to the value of Digital Impact – showcasing the advancing technologies for construction and offering the unique opportunity to position your brand as a market leader at the beating heart of the digital construction ecosystem.

Why Digital Impact?

Continual developments in digital construction and technology are disrupting and changing the way all elements of the built environment operate.

Businesses are looking for ways to embrace the latest technologies to achieve a competitive advantage and deliver better products and services.

Digital Impact is the place for innovators to show off the latest advancements and meet those looking to adopt them and learn more from an inspiring knowledge programme.

Digital Impact will impress with its future-thinking and express the need for universal collaboration across all actors within the supply chain.

75% visit for the latest innovations & technologies

24% visit for BIM & digital design solutions



WHO WILL BE @ DIGITAL IMPACT?

Digital Impact will feature a speaker programme of leaders, pioneers and game-changers who are driving the advancement of digital construction. They will tell you about the outstanding results they are achieving and what processes they follow to reach them.

Futurebuild 2020 saw 936 attendees to the first-ever Digital Impact stage,

84% of whom were decision-makers and purchasers, **66%** were managerial level or above. This audience is hungry to discover the impact digital is having on the way we design and build and have the power to invest in it for their business.

Job titles of visitors includes

- BIM Manager
- Senior BIM Manager
- BIM Consultant
- Head of BIM
- BIM Architect
- BIM Engineer
- Digital Construction Consultant
- Digital Lead
- Technology Director
- Head of Information Management
- Director of Information Management
- Head of Innovation
- Director of Innovation



WHO WILL BE @ DIGITAL IMPACT?

Companies visiting in 2020 included:

- Anglian Water / @one Alliance
- Balfour Beatty
- BAM Nuttall
- BDP
- Berkeley Modular Ltd
- Construction Innovation Hub at BRE
- Glider Technology
- Laing O'Rourke
- Royal HaskoningDHV
- Saint-Gobain
- Sir Robert McAlpine
- Tata Steel
- Transport for London
- Travis Perkins PLC
- Willmott Dixon Construction Ltd
- WSP

SPONSORSHIP OF DIGITAL IMPACT

Only one exclusive sponsorship package exists for Digital Impact: stage sponsorship.

As our only stage sponsor, this coveted package is extraordinarily limited. Your brand will be exposed

to every visitor witnessing the future-thinking speakers and their content, directly aligning your business to the inspiring talks, demonstrations and insights flowing from the stage.

Plus, you get to bring your experts to do some of the talking.

Investment:

£10,000 or £14,250
including a Pod stand presence



DIGITAL IMPACT CONTENT DELIVERY STREAMS

Digital construction and BIM go hand in hand, and because of these modern methods of construction, the industry is forever innovating and growing. Digital Impact will showcase this growth through two content areas:

Digital Impact stage

A live speaker programme over the three days of the show, featuring industry big hitters delivering a series of talks, panels and demonstrations.

Talking Digital

The new "Talking Digital" stream will impress with its future-thinking and include innovative virtual pods providing immersive experience talks on high-tech and digital innovations.

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EXHIBITING @ DIGITAL IMPACT



Early-bird rate (book by 30 Sep 2020): £4,250

Standard rate: £4,750

Pod

Our plug and play package – just plug your laptop in and go.

- 3m x 2m stand space
- Grey cord carpet
- 3m rear wall framework, with 1m side return
- 3 x graphic Foamex infills to rear wall
- 1 x 40" screen mounted to rear wall
- Exhibitor logo to external side wall
- 1 x built-in counter unit (1m wide x 0.5m deep)
- 1 x 500w socket
- 2 x silver Tolix stools



Early-bird rate (book by 30 Sep 2020): £490 per sqm

Standard rate: £520 per sqm

Shell Scheme

Let us take care of the set up for you – the shell scheme package gives you everything you need to showcase your brand to the crowds of visitors, ready when you arrive.

Each 12m shell scheme package includes:

- Shell walls, fascia and nameboard
- Carpet
- 2 LED spotlights
- 1 twin electric 500w socket



Early-bird rate (book by 30 Sep 2020): £370 per sqm

Standard rate: £400 per sqm

Space only

Create a custom stand that broadcasts your brand values, attracts customer traffic, and plants your flag in the sustainable built environment landscape.

You can bring your existing stand solution or talk to us and we can recommend a solution provider offering you a fully custom solution.

All bookings require an EasyGo package starting from £550.



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