

# INNOVATION @ UKCW



ENERGY

HVAC

CIVILS  
EXPO

PLANT &  
MACHINERY

BUILDING  
TECH LIVE

SURFACE  
MATERIALS  
SHOW

TIMBER  
EXPO





## **INNOVATION @ UK CONSTRUCTION WEEK**

The construction industry is one of the most innovative industries, full of examples of new ways of working, sustainable products, collaboration and continually evolving technologies. A fundamental aim of UK Construction Week is to be a showcase for these products, services and working practices. The Innovation Trail at UK Construction Week will do just that, as we bring you the very latest products and services to the largest gathering of construction professionals of the year, the innovations that are changing and will change the way we build.

### **Why apply for the Innovation Trail?**

The number one reason visitors come to UKCW is to find innovative products. We know from our visitor and exhibitor surveys that the Innovation Trail drives footfall and interest in your product and service due to the additional marketing and promotion.

### **How to apply:**

- Applications for products and services to be showcased as part of the Innovation Trail will be considered by our UKCW show committee.
- Your innovative product or service must not have been exhibited at a UK Show before.
- Please supply us with 300 words that explain why your product classifies as INNOVATIVE, taking into account how it saves time, money and the environment. Please also detail the uniqueness of the product or service.
- Please supply us with at least three images which could be used within our extensive marketing campaign if successful.

### **What happens next?**

Products submitted will be judged and notified within 14 days of entry. If you are successful , you will begin to receive the marketing benefits immediately.





# Innovation Trail

All stands on the innovation trail are given signage to display somewhere on their stand.



In 2017 we also displayed some innovative products in a dedicated area within the show.



# Marketing Benefits



- Featured within the dedicated Innovation Trail page on the website
- Press release announcing joining the Innovation Trail
- Social media coverage
- Inclusion on the Innovation Trail mailers
- Featured in the Pre Show newspaper and showguide



UK  
CONSTRUCTION  
WEEK | 2018



Tweets **13.8K** Following **3,448** Followers **10.5K** Likes **6,557**

Dear Rachel,

On 10-12 October, UK Construction Week's Innovation Trail will showcase thousands of innovative products and services. We already know the construction industry is one of the most innovative industries, full of examples of new ways of working, sustainable products, collaboration and continually evolving technologies.

Our Innovation Trail will be an interactive and fun way of recognising that fact.

Some of the current highlights are detailed below.

We look forward to welcoming you to the show on Tuesday 10th October.

Kind regards,

Nathan Garnett,  
Event Director

> [Remember to print your badge](#)

