

# Media Kit 2023

Making the most of your presence

**12 October 2023**

Etihad Stadium, Manchester



# #1 WHO WE ARE

**PR**  **JECT**  
**CHALLENGE**

Project Challenge is the UK's leading show for portfolio, programme and project management professionals.

The twice-yearly show attracts exhibitors from across the project management domain including training organisations and educators; software and tool providers; careers and recruitment specialists and professional associations.

The show also features the latest developments in project management including presentations and seminars covering every aspect of project, programme and portfolio management.

- ♦ Masterclasses on all aspects of managing projects, programmes and portfolios.
- ♦ Case studies and insights from leading project management organisations.
- ♦ Focus on learning and development – latest training and practical advice on development.
- ♦ Software and tool solutions to help organisations manage projects better.

## Previous exhibitors



# Previous delegates



## Visitor type

Widely acknowledged as the leading UK event for organisations working with projects, programmes, process and resource, the last Project Challenge show included 40 exhibiting organisations, plus 18 high-quality seminar sessions delivered from open zones within the exhibition hall. It is designed to provide delegates with considerable practical benefits and a very valuable learning experience.

### Project Challenge delegates:

Project Challenge delegates: A qualified senior audience spanning dedicated project, programme, portfolio, PMO, change, transformation and business management job roles.

The majority of our visitor type are of senior level, comprising:

- ♦ C-suite personnel
- ♦ Business change director
- ♦ Head of planning, PMO, change and project controls
- ♦ Head of portfolio, programme, implementation, project and quality
- ♦ Head of risk
- ♦ Managing director
- ♦ Operations excellence lead
- ♦ Vice-president project delivery

“

This is our 20th year exhibiting at Project Challenge which has worked very well for us. We're very pleased with the way the show was organised in terms of the quality of the delegates and the great people we have met and talked to. We can't praise it enough!

John Lewis, Commercial Director at Ninth Wave

”

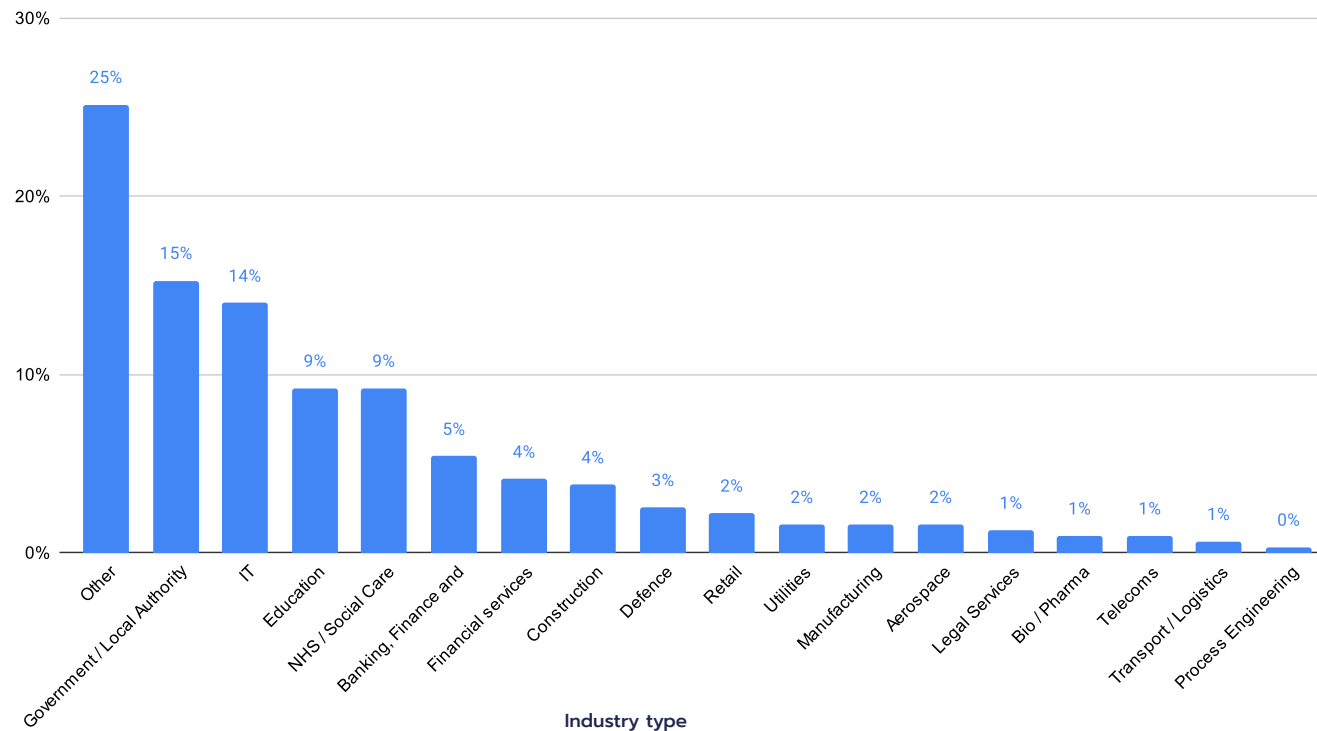


## Our delegates

Our delegates come from a wide range of industries, from government and local authority to telecoms, and many are senior-level decision-makers.

**26%** of delegate attendees are senior-level decision-makers such as owners, founders, directors, partners, CxOs, CEOs, VPs, Heads, Chairs and Chiefs of.

Delegate attendees by industry type



## Email reach

Email subscriber database:

**9,528**

**71%** average  
email click through rate  
(based on 2023 statistics)

## Social media reach

(Twitter, LinkedIn):

We have a total  
reach of

**2,564,782**

followers across all  
our social media  
pages and partner  
pages

LinkedIn Groups  
Access to

**1.18**million

members across 40 dedicated  
project, PMO, IT, change  
and business management  
groups

“

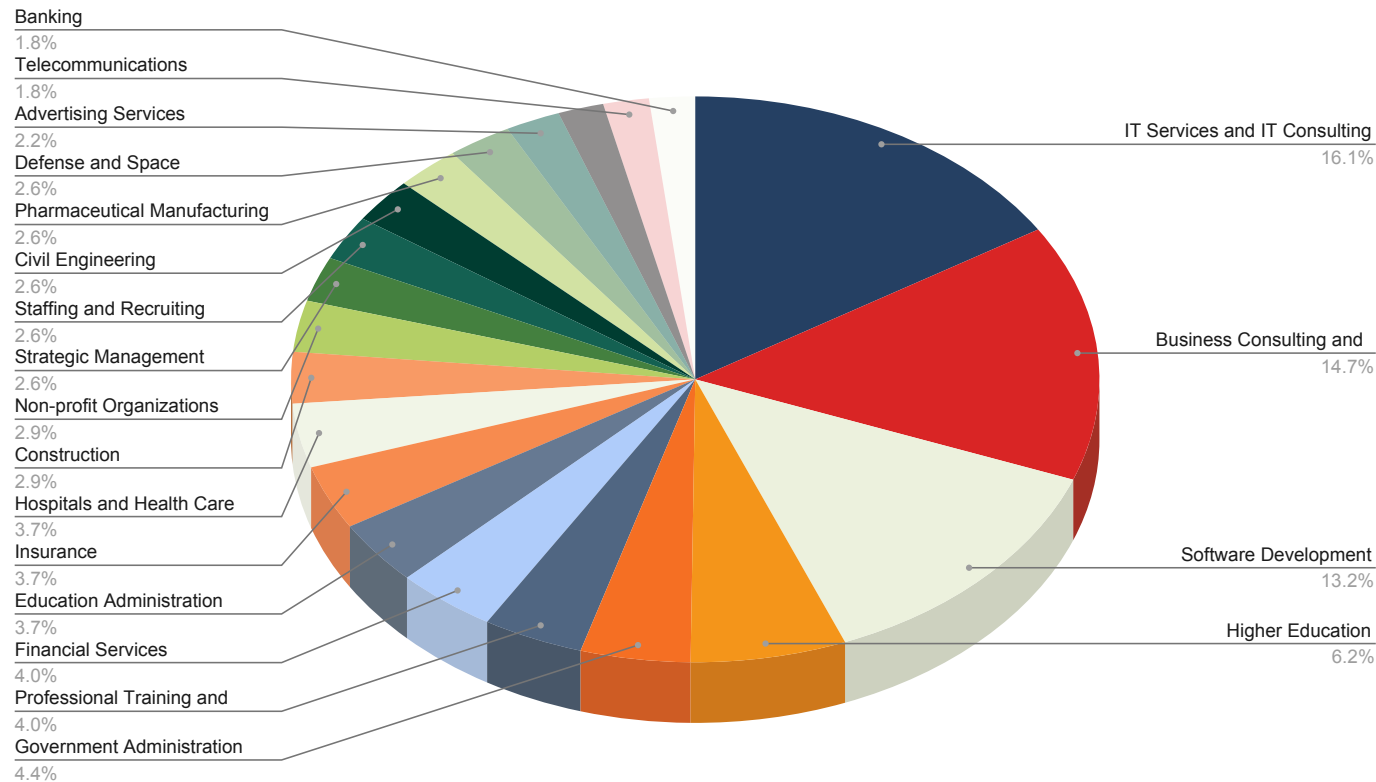
I came to Project Challenge this year to talk to customers and potential customers about the challenges that they might be facing with project portfolio management and business transformation and how tools can help in the optimisation. It's a really great event so far – great footfall and a very impressive set of attendees. I'm looking forward to a lot more great conversations.

Lester Lovelock, CPS

”

# Social media reach

## LinkedIn Industry



“

We support the event every year and it's lovely to see so many people and meet some of our new customers here as well.

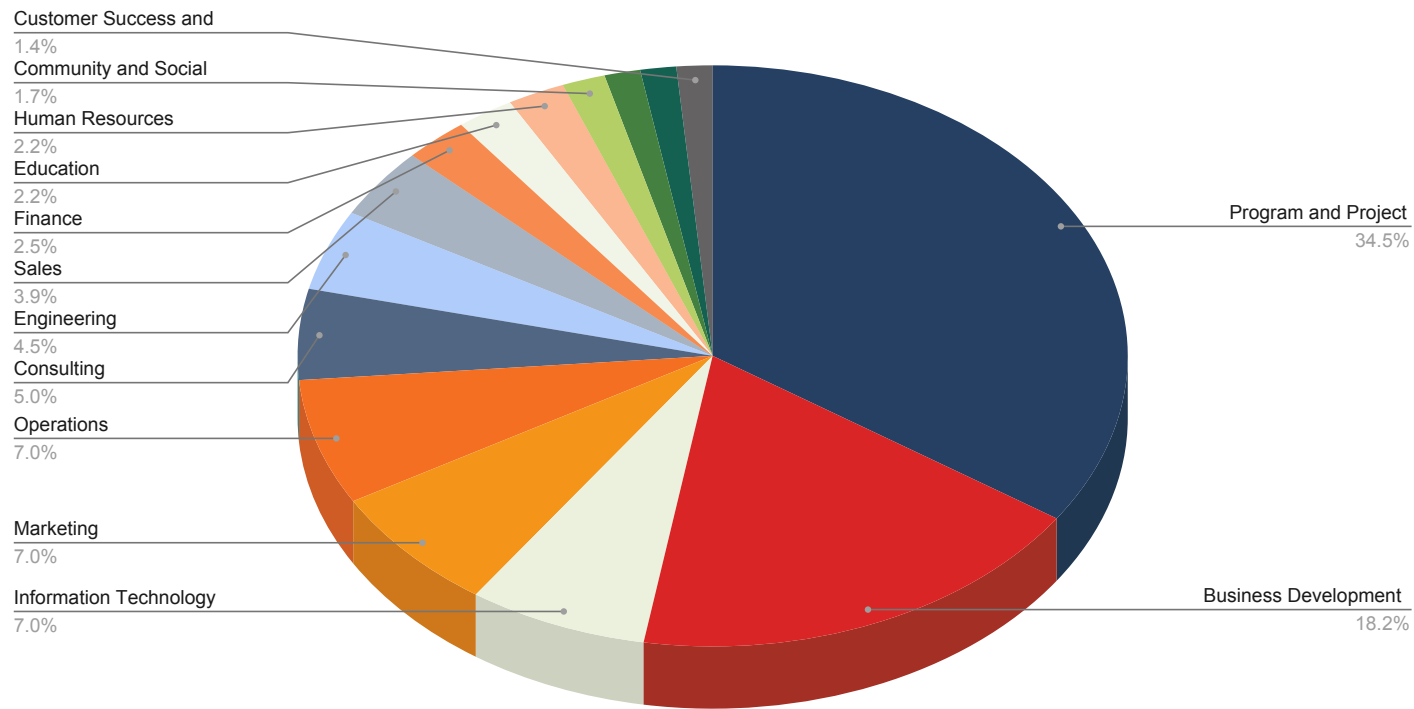
Victoria Graham, Managing Director at Training ByteSize

”

**Our followers span a range of LinkedIn industry groups**

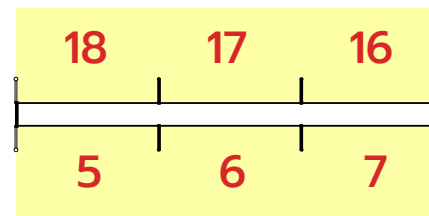
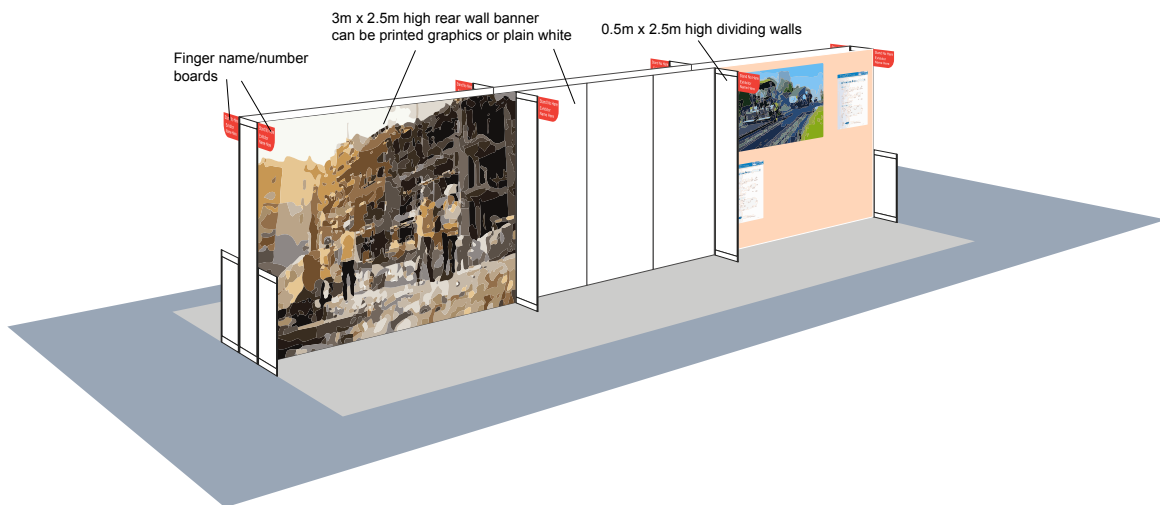


## Social media reach by job title



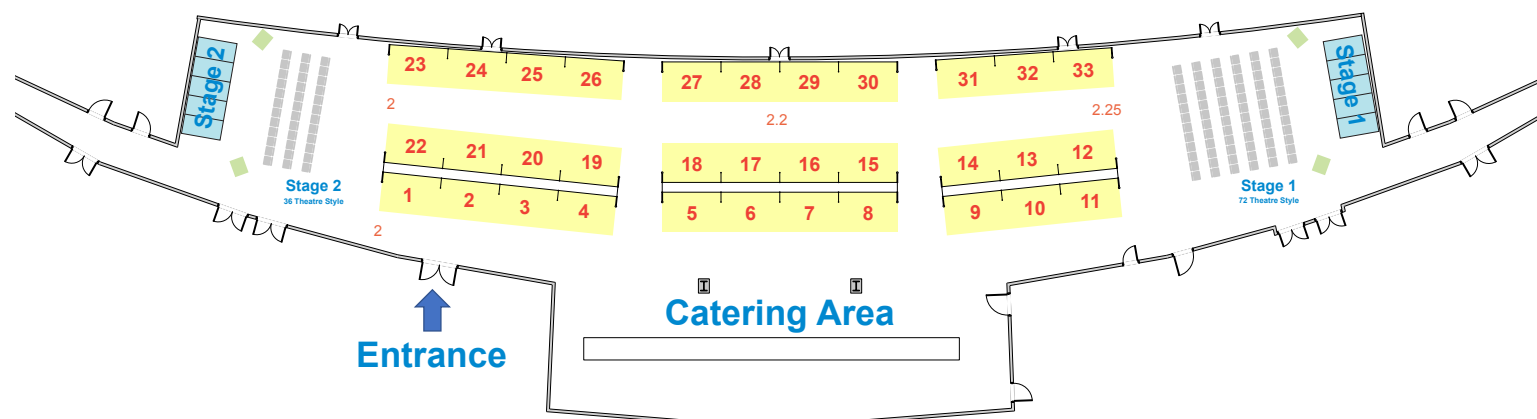
**The majority of our followers work in programme and project management**

# PROJECT CHALLENGE | 12th October 2023 Etihad Stadium, Manchester



All stands 3m x 2m

## Legends lounge – All stands 3m x 2m



## Sponsorship options

| PROJECT CHALLENGE   | Platinum (1)             | Gold (3)   | Silver (5)             | Bronze   |
|---|--------------------------|------------|------------------------|----------|
|   | £11,000                  | £7,000     | £5,000                 | £3,500   |
| Exhibition stand  | 6x2                      | 6x2        | 3x2                    | 3x2      |
| Conference speaker slot   | one                      | one option | X                      | X        |
| Commercial Workshop slot  | one                      | one option | one                    | waitlist |
| Opt-in attendee list  | ✓                        | ✓          | ✓                      | X        |
| Stand power supply  | ✓                        | ✓          | ✓                      | ✓        |
| Badge scanner   | ✓                        | one        | one                    | X        |
| Graphic panel   | ✓                        | ✓          | ✓                      | ✓        |
| Furniture pack  | one                      | one        | one                    | X        |
| Logo on all delegate promotion  | ✓                        | ✓          | X                      | X        |
| Delegate e-shot advertisement   | two                      | one        | X                      | X        |
| Logo fixed to footer- All event website pages - Linked to event home page | ✓                        | ✓          | X                      | X        |
| Logo in rotation - Event website home page                                | X                        | X          | ✓                      | ✓        |
| Online exhibitor directory listing  | enhanced                 | enhanced   | standard               | standard |
| Event website feature / advertorial / white paper                         | two                      | one        | X                      | X        |
| Event website news  | pinned                   | ✓          | ✓                      | ✓        |
| Showguide - Front cover - Logo  | ✓                        | ✓          | X                      | X        |
| Showguide - Advertising   | full page [back]         | full page  | half page (one option) |          |
| Showguide - Advertorial   | full page                | half page  | half page (one option) |          |
| Showguide - Directory listing   | enhanced                 | enhanced   | standard               | standard |
| <b>Additional Promotional Opportunities</b>                               |                          |            |                        |          |
| Lanyards  | £500 (plus activation)   |            |                        |          |
| Delegate bags   | £1,000 (plus activation) |            |                        |          |

We offer a range of sponsorship options to cater to most budgets and with a range of benefits

# Show guide advertising

Includes features from Netwrix, NS1, VIPRE, Smarter Technologies and Subzero. [View online version](#)

# PROJECT CHALLENGE

Follow us on Twitter | Follow us on LinkedIn

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Dear Subscriber

Here is just a small selection of some articles featured!

## Latest Features...

**How the Zero Standing Privilege Approach Helps to Keep the IT Environment Safe**

By Dirk Schrader, Resident CISO (EMEA) and VP of Security Research at Netwrix

**With a DEMS, ESG Energy Reduction is as Easy as IoT**

By Matthew Margettas, Group Director of Sales and Marketing at Smarter Technologies

**Going Green: What the Next Year Holds for Data Centres' Sustainability Journey**

By David Watkins, Solutions Director at VIRTUS Data Centres

Follow us on Twitter | Follow us on LinkedIn

The UK's leading independent show for projects, programmes, portfolio and proc including process and resource management.

**Leaderboard Banner:**  
728px (width) x 90px (height)

**Square Banner (MPU):**  
300px (width) x 300px (height)

**In-mail Banner:**  
728px (width) x 90px (height)

PROJECT CHALLENGE | 13th October 2023 | Etihad Stadium, Manchester

Enquire To Exhibit | Register To Attend

## EXHIBITING BENEFITS

Project Challenge continues with the clear objective of providing significant value to attendees. Once again we will deliver real value and practical learning experience to all who attend. This show will be the year's most important event for those working with Projects, Programmes, Process and Resource.

### FREE ENTRY AND FREE SEMINARS WILL DRAW ATTENDEES

Entrance to the show will be FREE. Attendees will have the opportunity to meet face-to-face with around 60 leading exhibiting organisations. Plus 30 high-quality seminars providing significant value for attendees. Project Challenge seminars are rapidly gaining a strong reputation. The mix of high calibre speakers, revealing case study presentations and the sharing of practical experience and expertise will undoubtedly be a significant draw for visitors from across all industry sectors.

### FIGURES THAT SPEAK FOR THEMSELVES

Feedback from previous shows has been excellent. The 'quality' of leads generated has been particularly singled out for praise. The figures from our last shows demonstrate the huge marketing potential of Project Challenge events:

- 28% of attendees were senior-level decision-makers such as owners, directors, department heads, CEOs, VPs and more.
- 70% of attendees were mid-level decision-makers such as managers, analysts, engineers, technicians, consultants, advisors, specialists and more.
- 59% of visitors came from organisations with 500+ employees.
- 30% of visitors were working on projects with a value of £10m and over.
- 36% of visitors came on the recommendation of a colleague.

### Previous Sponsors, Partners & Exhibitors

|                       |
|-----------------------|
| + Previous Sponsors   |
| + Previous Partners   |
| + Previous Exhibitors |
| + Previous Delegates  |

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Show Location: Etihad Stadium, Ashton New Road, Manchester, M11 3FF

- Privacy Policy
- Cookie Policy
- Terms and Conditions
- Admissions Policy
- Exhibitor Code of Conduct
- Visitor Code of Conduct
- Contact

The UK's leading independent show for projects, programmes, portfolio and proc including process and resource management.

PROJECT CHALLENGE

**MPU advert**  
300px (width) x 300/500px (height)

## Show guide advertising

### Magazine specifications: Full page options



**Double page spread:**

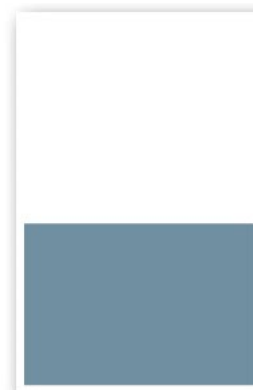
420mm (width) x 297mm (height)  
+ 3mm bleed



**Full page:**

210mm (width) x 297mm (height)  
+3mm bleed

### Magazine specifications: Half page options



**Half Page - landscape:**

184mm (width) x 135mm (height)  
+3mm bleed



**Half Page - vertical:**

96mm (width) x 257mm (height)  
+3mm bleed

“ We’ve found it inspiring to listen to the enthusiasm that people have for their learning and development journey and we look forward to carrying the conversation on.

Tony Flower, Business Development Lead Northern Europe, PeopleCert



## Speaker opportunities

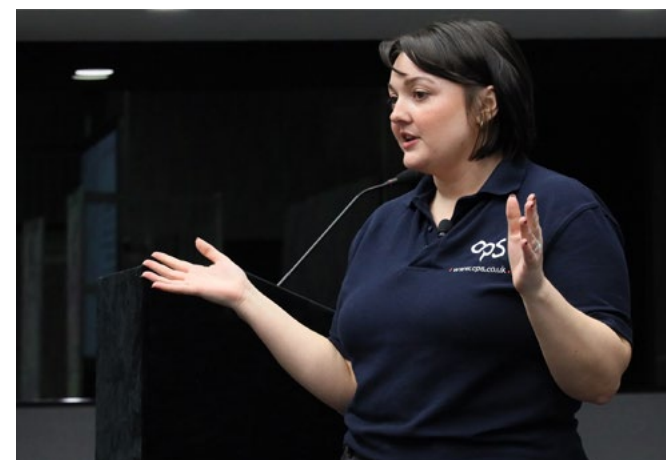
Project Challenge Autumn Show 2023 will have a whole day of informative and engaging seminars on the key themes impacting the project management sector. These will be delivered by industry experts. Alongside the Conference Stage, our new Commercial Workshop stage will be an interactive platform for exhibitors will be able to demonstrate their product/service and engage with the audience.

The agenda will offer exhibitors and attendees a comprehensive picture of the project management landscape faced by a wide range of verticals. Our previous show featured expert speakers sharing their insights on the most pressing topics and challenges facing the industry. Keep an eye out for the 2023 conference programme and speaker information which are constantly being updated.

**We are currently accepting speaking proposals for Project Challenge Autumn Show 2023.**

Speaking sessions can cover technical expertise, products, services, market insights and research, case studies and innovative solutions, or expert opinions on key and emerging issues facing the industry today. Would you be willing to share your knowledge, products, services, or market insights with our highly engaged audience? Or do you know someone that could? Speaking opportunities are also available to Project Challenge sponsors. If you would like to speak at the event please email our events team on:

**enquiries@project-challenge.com** or telephone – **01483 685 055**.



## Terms and conditions

See website for terms and conditions.  
[www.project-challenge.com](http://www.project-challenge.com)