

INNOVATE | ENGAGE | CONNECT

kitplus SHOW

WHERE PRO-VIDEO, AV & BROADCAST
MEDIA TECHNOLOGY CONVERGE

PITCH
DECK



Why Choose KitPlus Show?

THE UK'S ONLY REGIONAL SHOW SERIES FOR PRO-VIDEO, AV & BROADCAST MEDIA TECHNOLOGY

Experience, integrity, trust

KitPlus Show is now in its 13th year. In that time we've established ourselves as the UK's trusted regional event partner - helping build new business relationships and bring the industry together in a friendly and engaging way. Our reputation has grown from delivering a second-to-none service for our exhibitors, seminar partners and visitors, with this gained knowledge and experience enabling us to consistently build for the future as the shows go from strength to strength.

Return on investment

KitPlus Shows offer one of the most cost-effective ways to optimise ROI on every level. We champion the growth of new business opportunities and building strategic relationships through industry specialist networking and great content. In understanding the importance of your investment we focus on ROI and limit any speculative event/marketing spend.



Hassle-free and helpful

Spend less time and money on set up, limit your at-event staffing costs and even let us take care of your shipping logistics so you can focus on the day job - right up until show day. Packages include all you need to put on the perfect show - with no uncomfortable power or connectivity add-on costs.

Regional focus

KitPlus are committed to serving the regional industry communities, often the only show supporters in these select chosen areas. In doing so, we dig deeper to explore the crucial issues and highlight the positive opportunities that come from this unique more localised focus.

Industry-leading content

Bespoke seminar content programme from broadcast, production and M&E technology specialists covering all the relevant hot topics through industry-leading panel discussion, thought leadership and engaging case studies.

Our sustainability standard

We are an environmentally sustainable show: offsetting our carbon footprint for transport, avoiding single use materials including; show carpeting, unnecessary plastics, wasteful shell scheme booths and prioritising digital signage. In 2024 we will be working even harder to achieve our sustainability goals with less travel for visitors, venues nearer public transports hubs, all exhibitor show freight carried in less lorries.



Dates & Venues

GLASGOW, SEC:
24 JUNE 2025

Glasgow has always been generous to KitPlus Show, with amazing engagement and industry reaction from all Scottish-centric industry partners. Offering limitless potential at the SEC venue, there is nothing like this for the media and broadcast world in Scotland. Support from Broadcasters and Media Technology partners like BBC Scotland, NFTS Scotland, Screen Scotland and QTV has enabled us to increase our profile and start to realise the need and demand of our unique seminar and exhibitor offering. As a result, interest in working with us is already at unprecedented levels.



MANCHESTER, MEDIACITY:
6 NOVEMBER 2025

Set in the broadcast media industry heartland of MediaCity, our KitPlus Show flagship event moves into its 14th year. As ever we engage with top-level broadcast and production industry personnel on our doorstep - from the numerous regional and world-leading facilities, including BBC, ITV, Dock10, Space Studios. Many of these often also featuring across our unique and diverse seminar presence on the day - complimenting the balance of manufacturer, dealer/distributor, rental house or studio who will be exhibiting on the day.



INNOVATE | ENGAGE | CONNECT

Exhibitor Partnership

KitPlus Show is where leading manufacturers, distributors and dealers of pro video, AV and broadcast/corporate media technology innovate, engage and connect with exhibitors, industry partners, and top level visitors at our annual UK-wide show series.

“ I really enjoyed working with KitPlus...it's great to see all the different media and entertainment industry here, we will definitely work with the team again”

Florian Gallier – Mo-Sys



“ There aren't these type of technology shows happening so it's amazing to support...there's lots to follow up on and we'd 100% do this again

Patrick Gooden – Brompton Technology

“ I would definitely work with team again, they've been really welcoming and the show is very well organised, so it's a 10 out of 10!”

Andréanne Tremblay – Ross Video



Seminar Partnership

We showcase a uniquely topical seminar content programme featuring industry-leading film, tv and media and entertainment organisations who focus on all the key discussion areas including; sustainability, virtual production, education and training, esports and gaming, equality and inclusivity within broadcast sectors.

“It's great to bring this technology showcase to Scotland. I congratulate all the KitPlus team, we'd definitely like to participate in the future”

Bill Ward – The Scottish Parliament

“The energy in the room is really exciting, its good to see so many industry colleagues here”

Alison Goring – Head of NFTS Scotland



Engaging video content tailored for you

Each seminar is recorded, edited and sent to supporting partners as well as appearing on our website and YouTube channel. We can also live stream it if required. This is a great post-show promo tool which can be built into your marketing strategy



ROSS



NFTS NATIONAL FILM AND TELEVISION SCHOOL

SCREEN SCOTLAND SGRIN ALBA

Ravensbourne University London

BECTU VISION



BLAZING GRIFFIN
GAMES • PICTURES • POST

ukie ARUP

ScreenSkills

ESPORTS ENGINE



The Scottish Parliament
Pàrlamaid na h-Alba

GARDEN STUDIOS



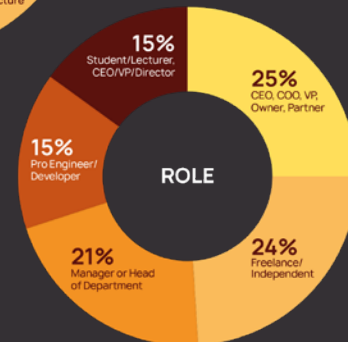
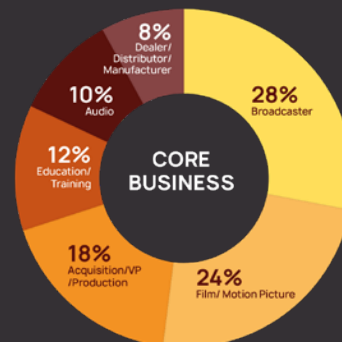
metfilm
DISTRIBUTION

night sky
studios

Rise

Who Visits KitPlus Show?

kit plus SHOW



“It's been amazing to speak with so many different types of people from varied types of industries within the broadcast sector”

May Coughlan -
Creative Technology



85%

Visitors travel less than 40 miles



700

Average per-show registration



85%

Average attendance rate



60/40

Male to female visitor split



Show Rate Card

BOOTH SPACE



PLATINUM

Area: 9m x 2m
Tables: 3
Power: 8 way

£4,750



GOLD

Area: 6m x 2m
Tables: 2
Power: 4 way

£3,500



SILVER

Area: 3m x 2m
Tables: 1
Power: 4 way

£2,500

kit
plus
SHOW

ADDED VALUE

- ✓ Company logo to appear on seminar page of website
- ✓ Logo to appear on all seminar programme promotional content
- ✓ Access to full KitPlus Show creative file for own marketing use
- ✓ Newsletter coverage and PR announcements – web and social (pre/post-show)
- ✓ Advert on eblast - sent to our 19,850+ database
- ✓ MPU Advert & Logo - to appear on KitPlus websites



“ It's really good to network with people and fantastic seeing all the kit on display... I would definitely work with the team in the future”

Mark Lewis - BBC Studioworks

ADDITIONAL COMMERCIAL OPTIONS


- Headline sponsor: from £8,500
- Lanyard sponsor: from £4,500
- Ticketing sponsor: from £2,500
- Seminar sponsor: from £2,500
- Booth videos: from £950


Digital Rate Card

kit
plus
SHOW

DIRECT MARKETING


19,850
Targeted industry
database



46%
Open Rates
Industry Ave = 21.5%
(Campaign Monitor)


5.8%
Ave CTR
Media Ave = 4.6%
(MailChimp)


 Direct Marketing geographic breakdown
EU 31%, UK 27%, USA 21%, ROW 21%

Dedicated Email - **from £1,500 per eshot**
eBlasts sent to over 19,850 opt in subscribers

WEBSITE


74,000
AVE monthly page impressions
(KPS 10,449 / KP 63,343)


19,000
AVE monthly Unique Visitors
(KPS 3,344 / KP 15,354)

 Website geographic breakdown
EU 28%, UK 22%, USA 23%, ROW 27%

MPU (300 x 250px) - **£395 per mth**
to appear site wide

Leaderboard (970 x 90px) - **£750 per mth**
headline banner

SOCIAL MEDIA



16,100
Total Reach

 **YouTube**

1.5M impressions

4,300 watch hours

121,700 views (38% from Google search)

5,339 top video views

58% viewers are 35-54 years old



YouTube geographic breakdown
UK 21%, USA 22%, ROW 57%

LinkedIn

178,000 impressions

55,000 unique impressions



6.5k



2.1k



3k



1k



3.5k

INNOVATE | ENGAGE | CONNECT

 **kitplus**
SHOW

Matt Snow - Event Director

t: +44 (0)7471 116 119

e: mattsnow@kitplus.com

www.kitplusshow.co.uk