



SELF STORAGE **BACK TO THE FUTURE** UK CONFERENCE **2025** 30TH APRIL - 1ST MAY

TELFORD INTERNATIONAL CENTRE, TELFORD

Sponsorship Packages Trade Show & External Storage Park

All bookings must be completed at:

ssauk.com/sponsor2025



OVERVIEW

The Self Storage Association UK is delighted to announce its next two-day members' conference, dedicated specifically to the UK's self storage industry. Conference content is tailored for internal and external operators and covers industry issues and solutions to overcome these challenges. It also offers members tangible ways to improve their self storage operations and support the growth of their businesses.

The UK self storage industry has a turnover of over 1 billion a year, consists of over 2,750 stores nationwide, and offers 5.7 million square feet of rentable space. The SSA UK has around 650 members, representing around 85% of the self storage space, from the largest publicly listed companies to small external storage sites in rural areas.

Spanning two days, the event also features the launch of the Annual UK Industry Report 2025 and the much-anticipated annual Industry Awards Dinner that will be held on the evening of Wednesday, 30 April.

Over 630 attendees attended the 2024 conference, including owners, operators, investors, and others interested in this rapidly expanding sector. With growth in the industry and increased promotion of the event, we expect a record attendance for the 2025 event.



WHY SPONSOR OR EXHIBIT?

Establish or build your brand within the growing UK self storage industry

This is the only dedicated self storage event in the UK where you can promote and showcase your products or services to a captive audience of hundreds of self storage businesses. We have a range of sponsorship packages available to suit all types and budgets, along with the Trade Show which is an important part of the conference and a key driver of delegate attendance, enabling delegates to meet a wide and diverse range of industry suppliers, all in one place. This year, we also have a special trade show only package to allow people to access just the trade show at a discounted price, attracting more delegates.

The on-site External Storage Park (held indoors connected to the trade show hall) is popular with attendees, particularly container operators, who can view a selection of pop-up storage options, containers, and accessories for their facilities.

Throughout the two days, there will be plenty of networking opportunities to mix with potential and existing customers including refreshment breaks, lunch held in the Trade Show both days, Trade Show only time, and the Annual Industry Awards Dinner, preceded by a Drinks Reception.

Benefit from the exposure this event offers you to source new customers, meet with existing clients, and launch new products.

VENUE

The Telford International Centre (TIC) is a family-owned, modern, and versatile venue that offers great space to hold the UK Conference 2025, all on the ground level. The plenary sessions will be held in the Ludlow Suite, the Trade Show in Hall 1 opposite, and the External Storage Park in Hall 2, which is adjacent to Hall 1 (see the floor plan at the end of this brochure).



ADDRESS

Telford International Centre (TIC)
International Way
Telford
TF3 4JH

LOCATION

The TIC is centrally located and easily accessible by road and rail. Telford Central Station is located less than a mile away and is walkable in around 15 minutes or just a few minutes in a taxi. The nearest airport is Birmingham International, one hour away by road or via rail connections from Birmingham International Station at the airport. One of the reasons we have chosen this venue is that it is easily accessible from anywhere in the UK.

ACCOMMODATION

Over 400 bedrooms are available across multiple hotels on-site or within a minute's walk of the venue. We have secured discounted rates at the Holiday Inn Telford Ironbridge and the International Hotel.

Please use the links on the SSA UK website UK Conference webpage to book your accommodation directly with the hotel of your choice. However, the number of bedrooms are limited so we suggest you book these as soon as possible.

PARKING

There is plenty of secure, on-site parking at the Telford International Centre, complimentary to all attendees along with four fast-charging EV points.



MAIN SPONSORSHIP PACKAGES

Platinum - £8,000 + VAT

The Platinum package is the top tier of conference sponsorship and provides plenty of branding opportunities, trade stand space, and conference tickets. Multiple Platinum packages are available, and each includes:

- 6 x full delegate tickets to the conference
- 2 x trade show-only tickets
- An 18 sqm custom space in the trade show
- Priority choice of trade show stand location
- 5-minute address to delegates during the conference
- Sponsor logo included on all promotional materials and the website
- On-stage branding
- Sponsor name and/or logo included on all lanyards for the delegate badges
- A full-page advert in the pre-event conference brochure
- A full-page advert in the Conference Guide given to all attendees on-site
- Logo included on the conference email signature banner on all SSA UK emails

Diamond - £6,000 + VAT

Our Diamond package sponsorship is the next tier down from the Platinum package but still offers sponsors a range of great benefits and promotional opportunities as follows:

- 4 x full delegate tickets to the conference
- Priority choice of trade show stand location following first pick by the Platinum sponsors
- A double exhibition stand space in the trade show
- Sponsor logo included on all promotional material, website, and emails
- Opportunity to sponsor a speaker included
- A half-page advert in the pre-event conference brochure

Gold - £4,000 + VAT

The Gold package is the last of the main conference sponsorship packages and includes:

- 3 x full delegate tickets to the conference
- A single exhibition stand space in the trade show
- Priority choice of trade show stand location following Platinum and Diamond sponsor choices
- Sponsor logo included on all promotional material, website, and emails
- Sponsorship of one of the refreshment/lunch breaks on one day of the conference



STANDARD SPONSORSHIP OPTIONS

Conference App (both days) - £2,500 + VAT

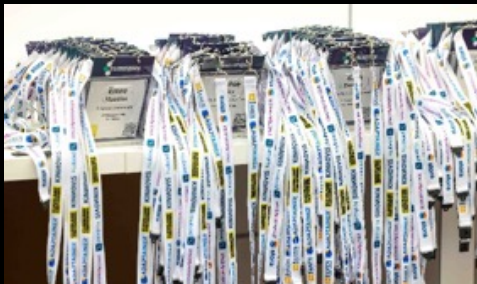
- App is integrated into the programme with many practical features
- Sponsor featured on the opening splash screen
- Sponsor featured on the home page
- Promotional material encouraging delegates to download the App includes the sponsor's logo
- Coverage by the host during the conference

Speaker Sponsorship - £850 + VAT each (multiple available)

- Sponsor a speaker of your choice on either day
- Great branding opportunity to place your company logo alongside the speaker's name in the conference brochures
- Sponsor logo featured on the SSA UK Conference website
- The sponsor's logo is also included on the main conference set when the speaker is presenting

Attendee Badges - £3,250 + VAT

- Exclusive sponsorship of the attendee badges
- Sponsor logo included on all badges
- Full or single-colour



Pre-Awards Dinner Drinks Reception - £1,250 + VAT

Held in the Trade Show before the Annual Industry Awards Dinner, sponsorship includes:

- Opportunity to address the delegates before guests leave to attend the dinner
- Sponsor pop-up banners in the area
- Promotion on the conference website
- Promotion in the pre-event brochure

Awards Dinner & Entertainment - £5,000 + VAT

Held in the main plenary suite, this is a popular social event that also includes the annual UK Industry Awards Ceremony. Package includes:

- Recognition and branding on all promotional materials
- A 3–5-minute address by the sponsor at the start of the dinner
- Sponsor banners on stage – provided by the sponsor
- Promotional items on dinner tables – to be provided by the sponsor

Awards Sponsorship - £1,900 + VAT (each)

- Choose to sponsor one of the Annual Industry UK Awards 2025
- Sponsor logo included on the award winner's trophy
- Sponsor logo included on the winner's certificate
- Promotion on the conference website

Awards Dinner Wine - £500 + VAT

- Logo or message included on wine sleeves for all wine initially placed on the dinner tables

Chair Drop (per day) - £375 + VAT

- Two available – one per day
- Promotional material (leaflet or other item) placed on each chair in the main conference room
- Items to be provided by the sponsor

Pads & Pens (per day) - £450 + VAT

- Two available – one per day
- Pads and pens supplied by the sponsor provided to all attendees



ADVERTISING

Pre-Event Conference Brochure A4 Advert - £750 + VAT

- The Conference Brochure sets the scene for the 2025 UK Conference
- Distributed to over 2,500 owners, operators, and investors across the UK & Europe
- Advertisements must be full page A4 size only

Conference Guide A4 Advert - £550 + VAT

- The Conference Guide is distributed to all attendees on-site
- Valuable resource during the two days
- Advertisements must be full page A4 size only

TRADE SHOW

Held in Hall 1 directly opposite the main plenary room (Ludlow Suite), the area is secured when not open to attendees. Refreshments and lunch during both days will be served in the Trade Show, along with the Pre-Dinner Drinks Reception held on the Wednesday evening before the Annual Industry Awards Dinner.

The Trade Show will open each morning at least 30 minutes before the main plenary room opens. It will remain open for the duration of the event, closing after the Pre-Dinner Drinks Reception on Wednesday evening and at approximately 4:30pm on Thursday afternoon.

New for this year's event, there will be a trade show only option allowing people to book to just attend the trade show at a discounted price on the Thursday afternoon. Hall 1 has ground-level access directly from car park 3 at the Telford International Centre. A forklift truck, pallet truck and trolleys will be available to exhibitors to ensure a smooth and seamless setup. Please note that there will be a small charge for use of the forklift truck, which must be booked in advance.

Bump-in for the Trade Show will commence at 8.00 am on Monday, 28 April, and Tuesday, 29 April. It will be a staged bump-in as follows:



Monday, 28 April

Custom-built stands/standalone constructions and shell scheme set up only.

Tuesday, 29 April

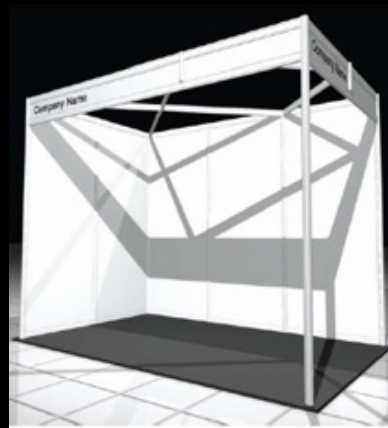
Remaining Trade Show exhibitors set up.

Bump-out of the Trade Show for all exhibitors will from 4.30 pm on the afternoon of Thursday, 1 May. Please note that bump-out must be completed by no later than 10.00 pm.

More information will be provided in the Exhibitor Manual distributed to all exhibitors and sponsors.

Single Stand £1,750 + VAT

- A basic trade stand within the shell scheme
- 3m x 2m in size for exhibitors to add branding and banners
- 1 x sign computer cut vinyl lettering on white laminate infill per booth
- Lighting - three spotlights per booth mounted on a light track inside the fascia
- Power – one 2-amp socket per booth
- Carpet
- Delegate list (excluding opt-outs) provided before the conference
- Listing on the Trade Show page on the website and in the final Conference Guide
- 2 x full delegate tickets, including access to the Awards Dinner
- Access to standard venue wi-fi only



Double Stand Space £3,800 + VAT:

- A basic trade stand within the shell scheme
- 6m x 2m in size for exhibitors to add their own branding and banners
- 1 x sign computer cut vinyl lettering on white laminate infill per booth
- Lighting - three spotlights per booth mounted on a light track inside the fascia
- Power – one 2-amp socket per booth
- Carpet
- Delegate list (excluding opt-outs) provided prior to the conference
- Listing on the Trade Show page on the website and in the final Conference Guide
- 4 x full delegate tickets, including access to the Awards Dinner
- Access to standard venue wi-fi only

Custom Stand Space

There is scope for larger or open stands. Contact Bryony Pearson, bpsauk@ssauk.com or 01270 623150 at the SSA UK, for more details about a bespoke trade stand solution for your business.



THE EXTERNAL STORAGE PARK

We recognise that external storage operators are a growing part of the industry and Association, and play an important role. Conveniently situated in Hall 2 at the Telford International Centre and adjacent to the Trade Show in Hall 1, the Storage Park is for container/external storage unit suppliers who wish to bring along products and chat with external storage operator members about their requirements.

We welcome singles, double-stacked with stairwells, purpose-built drive-up units, flat-packed storage containers, and container accessories. If it is external storage related, this is a great showcase opportunity for your business.



Cost:

Single Container (or equivalent) - £1,850 + VAT

Single Stacked Containers (2 containers total, stacked) - £2,700 + VAT

Double Stacked Containers (side-by-side - 4 containers total) - £4,500 + VAT

Side by Side Flat Packed - £4,500 + VAT

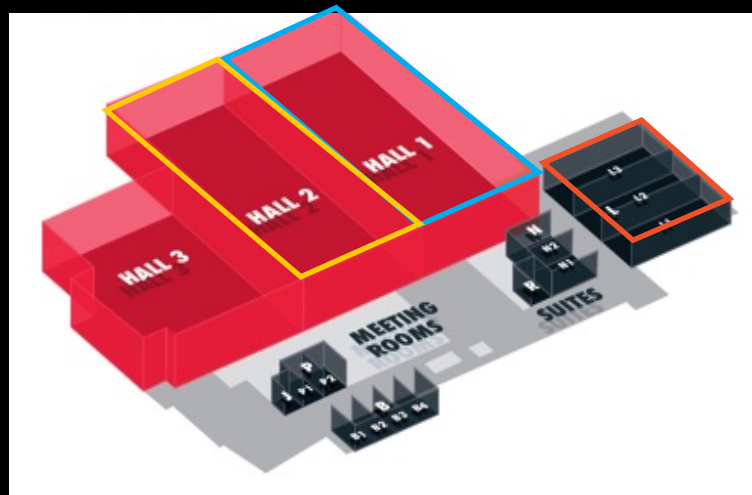
Accessories tent - £1,000

The cost includes one full ticket to the conference for Single Container and Single Stacked Container bookings. Double Stacked and Side by Side Flat Packed bookings include two full tickets to the conference. Note: All sites and prices are based on a container/unit up to 20ft in length. For oversize, please contact us for a custom price.

Set-Up

Drop off and positioning containers and external storage units will be phased over Monday, 28 April, and Tuesday, 29 April. In advance of the event, we will provide a rota based on exhibit size and location within the External Storage Park. The collection of exhibits will commence late Thursday or Friday morning.

VENUE FLOOR PLAN



- Trade Show
- External Storage Park
- Plenary Room