

HCC Hillingdon Chamber of Commerce

c/o Kingston Smith, The Shipping Building, The Old Vinyl Factory, Blyth Road, Hayes, UB3 1HA

☎ +44 (0) 1895 545 940

✉ info@hillingtonchamber.co.uk

🌐 hillingtonchamber.co.uk



**HILLINGDON
BUSINESS
EXPO**



www.hillingdonexpo.com

Championing Hillingdon Business

The brightest free business-to-business networking event in London.

This was the fifth successful year of the Hillingdon Business Expo held on Thursday 30th May 2019 at the Hamilton Building, Brunel University London. The first Expo in 2015 was intended as a one-off occasion but due to popular demand has become the 'must attend' annual business -to- business event both for Hillingdon exhibitors and visitors from across London and surrounding boroughs.

Hillingdon is the second largest London borough with great transport links, set to improve further when Crossrail is in operation. Its economic growth and innovative businesses are reflected by the size and diversity of companies, from micro to headquarters of international corporations; from start ups to shared work spaces to large corporates.

This year, the planning, organization and delivery of Expo, was led by Hillingdon Chamber of Commerce in association with Brunel University London. The University team continued to provide invaluable advice and support as well as their significant sponsorship as hosts of the event.

Our Sponsors

The Expo is the only free business-to-business event in London and would not be possible without the support of our very generous partners and sponsors, who themselves reflect the demographic of Hillingdon's business community.

2019 saw the introduction of a sponsorship package and we were delighted to attract some new sponsors: Advanced UK (Xerox), BM Coaches, Landid The Charter Building, (who also hosted a fantastic Expo pre-launch party), Driving Miss Daisy, Spaces, Stockley Park and the Uxbridge BID.

They joined forces with our existing sponsors, Brunel University London, Chartwells, CNOOC International Ltd, Heathrow Airport, Hillingdon Chamber of Commerce, Intu, Kingston Smith, London Borough of Hillingdon, OneCare IT, Segro, Ward Williams and West Met Skills (Uxbridge College)

We would also like to thank our partners, Minuteman Press Uxbridge, Ruislip Manor Chamber of Commerce and Uxbridge FM and who contributed time, expertise and professional support. We were also fortunate to have Alex from Heston Photographics on site all day taking fantastic photos free of charge.

Company Registration Number: 03781685

Continued...

Hillingdon Business Expo has always welcomed the involvement of the third sector. To celebrate our 5th year we featured H4ALL, an innovative community organization representing five significant

Hillingdon charities. Their aim is to develop collaborative health and well being services across our community. The Expo enabled them to raise their profile and showcase how business can support their services to Hillingdon residents.

Pre-launch party at Landid Charter Building, Uxbridge 5th May 2019

Sponsors and Exhibitors were invited to the pre-launch party, generously hosted by our sponsor Landid Charter Building and formally opened by the Mayor of Hillingdon. The evening gave guests the opportunity to prepare for Expo by meeting and networking with fellow exhibitors in very convivial surroundings. They were also offered the chance to record an interview with Uxbridge FM promoting their business. The evening was a great success and set the scene for Expo 2019.

Exhibitor support workshop

These were offered to all exhibitors before Expo to help them maximize their presence on the day and attract business. We would like to offer this again next year as part of our support for Hillingdon business.

Exhibitors

This year the Expo was again at full capacity, hosting the maximum number of stands both in the main exhibition area (70) and also in the Pop Up Hub (29), a designated area for new and micro businesses. Requests for stands were significantly oversubscribed but we also managed to find room for a few extra pop-ups on an ad hoc basis.

Delegates

The fifth Hillingdon Business Expo welcomed 1500+ attendees. We had 1210 visitors register their details in advance, and welcomed many more for a networking lunch and evening drinks reception. All attendees were offered a 'goodie bag' on arrival, generously sponsored by CNOOC International Ltd. The Expo Guide included a map of the exhibition hall with an index of exhibitors and numbered stands, sponsor information and activities throughout the day.

Features

- Complimentary Business Breakfast for VIPs and exhibitors, with presentation by our sponsor **Spaces**, and showcasing H4ALL.
- Prize draws throughout the day, offering a range of dazzling gifts donated by our exhibitors.
- Our close-up magician, Dippy Magic, amazed guests with his talents throughout the day.
- Uxbridge FM, our local community radio station, was busy all day interviewing exhibitors and visitors in the Box Office studio. Exhibitors were given the opportunity to pre-book their slot on the Uxbridge FM app.
- Complimentary BBQ lunch for all with live music and a separate private dining area for sponsors to entertain their guests.
- Two very popular business speed networking sessions available to pre-register.
- A Business Opportunities Board for delegates to look for and exchange services
- A networking drinks reception sponsored by Kingston Smith
- The Ideas Bus outside the Expo, offering interactive sessions on business innovation.

Continued...

Exhibitor Evaluation

- 1) How did you hear about the Hillingdon Expo?
(Most quoted multiple sources so percentages cannot be disaggregated)
 - Hillingdon Chamber
 - Social media
 - Brunel University London
 - Previous Expos

- 2) Have you exhibited at the Hillingdon Expo before?

Yes = 56%
No = 44%

- 3) How would you rate the range of companies visiting?
Average = 4.76%
Good = 16.67%
Very Good = 52.38%
Excellent = 26.19%

- 4) How many leads did your business generate at the Expo?
448 leads were identified across all the responses

- 5) Would you return to exhibit in 2020?
Yes = 95.45%
No = 4.55%

Additional comments:

- It went very well, I can't think of anything negative!
- One of the best events I have gone to, bbq, music etc. were a nice touch.
- I thought the day was excellent in all aspects. Thank you!
- Speed networking was excellent!
- Great day! Lots of leads to follow up.
- Thought it was well organised and nicely set out.
- The whole event was done to a very high standard
- It's a great event. The location is easy to get to and it's a great venue. The event was very well run.

Innovation for 2020

One of the challenges of the Expo is to balance the inclusivity of the event and keeping it free for all, with the collection of robust attendance and outcome data. While visitors are encouraged to pre-register, no one is turned away. The organising committee is also keen to make the event more environmentally sustainable by reducing paper use. We are therefore introducing the Whova App on the website which will promote the event and sponsor support, capture registration, enable better communication and provide all the event information for sponsors, exhibitors and visitors.

Continued...

Some Testimonials from Sponsors and Exhibitors

“Ward Williams has supported the Hillingdon Business Expo since its first year, and now the Expo is essential to our marketing activities. Not only does it allow us to meet local businesses visiting the show and engage with them, it’s also a great opportunity to catch up with our existing contacts. Excellent exhibition, well organised and well attended. Really looking forward to 28th May 2020.”

Sarena Harwood, Group Marketing Manager, Ward Williams.

“Advanced UK was a first time event sponsor in 2019 and we found that the publicity coverage throughout really enhanced our profile. We had a prime position stand with great opportunities to meet other sponsors and exhibitors and the event generated new business leads. Our role as an event sponsor has further established our company as part of the Hillingdon business network and we look forward to being involved again in 2020.”

Joe Gallagher, Sales Director Advanced UK

“Revo was delighted to be part of Hillingdon Expo 2019. This event has always been a huge success and out does itself year on year. We met many new faces and companies, and exchanged contacts, which have led to successful leads. We think the Expo is a great event, well organised by professionals. We are already preparing for 2020 and looking forward to it.”

Amit Peshave, Revo Vehicle Services Ltd

“BM Coaches & Rental Ltd were delighted to have been once again involved with Hillingdon Expo during 2019. It was extremely useful to meet local business owners and we made many new contacts which we expect to lead to work. The event was a great success for Hillingdon Exhibitors and we will be involved again in 2020.”

Paul Bhatoy, BM Coaches and Rental Ltd.

“Tiger Trophies attended for the first time this year and Hillingdon Expo is a fantastic opportunity for small business to promote themselves and expand their business locally. The event is very well organised and everyone is friendly, welcoming and professional. We had a great day and looking forward to attending again in 2020.”

Tracy Morris Director Tiger Trophies