

NextGen Roadshows 2010 - Final Roadshow Exhibition opportunity 8 September

This is the last in the series of National NextGen Roadshows. Since May we've covered The South West, showing at Bridgwater Somerset, Northern Ireland, at the Titanic Quarter Belfast and the East of England, in Newmarket. Now it's Scotland's turn and we'll be at the Edinburgh Conference Centre at Heriot Watt University

Each RS has attracted around 100 high quality delegates and 10-15 exhibitors.

The Event structure is based on a series of plenary presentations with a two track workshop session during the day that allows for closer development of special interest topics. See draft Agenda below for reference.

The Exhibitor Entitlement at a glance:

- Website positioning and promotion on the INCA website continuing after the Roadshows. **New for 2010**
- Exhibition (table top) facility including an entitlement for three delegates. **New for 2010**
- Delegate bag or folder insert.

Exhibition area and facilities

The Exhibition facility is co-located with the networking and catering area to provide Exhibitors with the greatest possible exposure to the delegates.

Each Exhibitor's space allows for a minimum of 2m width and includes a table, power and sufficient space for displays and product information.

See the pictures opposite taken at the recent East of England Roadshow



Specific Benefits

Benefit:	Details	
Branding	Pre-Publicity	Display of the Exhibitor's logo and acknowledgement: online <ul style="list-style-type: none"> • on the NextGen RS website An option exists to include a reciprocal "NextGen Roadshow" link on the Exhibitor's website.
	At the Roadshow	Opportunity to insert an A4 enclosure into the delegate materials handout. Standard table top stand
Client delegate passes	Each Exhibitor will be allocated 3 delegate places including full access to all sessions without charge. This enables the Exhibitor to bring a client(s) to the event at no extra charge. The Exhibitor can also purchase additional places at standard value.	
Delegate Contact	Delegate lists (which include name, company and job title) are issued as standard at the RS to all those present. The Exhibition areas at each RS are positioned such that there is maximum exposure to Delegates and to enhance opportunities to make direct contact.	

Costs per Roadshow which includes a table, cover and access to power as well as refreshments and three full delegate passes.

£500 plus VAT

The framework Roadshow Agenda for 2010 is shown below and local hosts will include content specific to their area within the programme.

Time	Content
09.30	Registration and refreshments
10.00	Opening and first 'keynote'
10.30	Welcome by the host sponsor
10.45	A vision for the UK - Next Generation Broadband for All - Malcolm Corbett CEO of INCA
11.15	The New Market in Telecoms Services - Presentation by Adrian Wooster CTO CBN
11.45	Refreshments -
12.10	What is a Next Generation Network and why do I need it? (keynote)
12.40	A local case study (specific to each region) - outlining economic benefits
13.15	Lunch
14.15	Breakout into 2 workshop sessions.
15.00	Making a success of Next Generation Networks (NGN) in 2010 - practical answers to the real world challenges.
15.15	Breakout into 2 workshop sessions
15.45	Refreshments -
16.00	Panel discussion: The Way Forward
16.45	Questions from the audience and response to issues raised during the day
17.00	Close
<i>INCA reserves the right to make changes to the scheduled programme</i>	