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A show delivered by Passionate Industry People,  
for Passionate Industry People.

Established Magazine > Daily News > Weekly Newsletter > Social Media

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# Exciting Industry News from UKPO Magazine.



“We are delighted to announce that we will be launching a new B2B ‘great outdoors’ plant event, **UK Plant Expo**, staged in the heart of the Warwickshire countryside over 11<sup>th</sup> & 12<sup>th</sup> June 2027”.

***A Brand-New Industry Event - Two Days of Digging, Live Demos & Active Displays.***

Brian Coogan & Jeff Schofield – Owners, UK Plant Operators Magazine.

# A New Outdoor Live Construction Event

- Where the Best of the Industry unite to help make the industry even **Safer**, **Smarter** and more **Sustainable**.
- A B2B Trade Event showing the latest **Technology**, **Innovation & Digitalisation**
- Operator challenges to remain part of the event
- **A show delivered...  
by Passionate Industry People,  
for Passionate Industry People**

A 'Glastonbury' for the sector, two days of Live Digging, Live Demo's and Active Displays. Live commentary – Live Music – Evening Bar – On Site Accommodation.



# Partner Packages: UK Plant Expo 2027

An event that comes with no uncertainty. (UKPOOTY proof of concept – 5 years).

Delivered by an experienced ground crew – no fuss, no drama.

An event that won't bust the budget, an event that your customers and more importantly prospects, (our audience) like and look forward to attending.

## For your consideration, here are the Exhibitor Options:

- 1. Operator Challenge Sponsor** (Outdoor Stands of various sizes + Competition Space)
- 2. Outdoor Exhibitor** (Outdoor Stand Space - various size options)
- 3. Indoor Exhibitor** (Indoor Shell Scheme - two size options)

# Option 1: Operator Challenge Sponsor

## On The Day:

Sponsorship of your dedicated Plant Operator of the Year Challenge.  
Stand & Challenge Space at 2-day UK Plant Expo 2027  
A Table at the day-one evening event.  
Award presentation to your Operator of the Year Challenge Winner.

## All Year Round:

4 x Full-page ads in UKPO magazine from Sept 2026 to June 2027.  
Monthly Leaderboard banner and MPU Ads on UKPO website.  
Ads in weekly e-newsletters from Sept 2026 to June 2027.  
Your latest news items, shared on all UKPO platforms.  
Video interviews from your stand.



Rate Card Value of  
advertising package:  
£21,568

**ALL THIS FROM ONLY £11,880**

# The Challenges for UK Plant Expo 2027

Select your option from:



**360° Excavator  
Challenge**



**ADT  
Challenge**



**Grab Attachment  
Challenge**



**Mini Excavator  
Challenge**



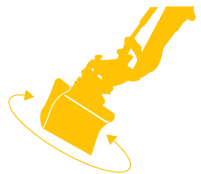
**Backhoe Loader  
Challenge**



**Bulldozer  
Challenge**



**Site Dumper  
Challenge**



**Tilt-rotator  
Challenge**



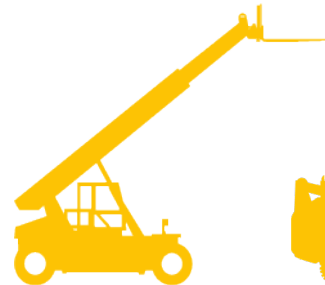
**Wheeled Excavator  
Challenge**



**Tracked Dumper  
Challenge**



**Collision Avoidance  
Tech Challenge**



**Telehandler  
Challenge**



**Compact Loader  
Challenge**



**Wheeled Loader  
Challenge**



**Simulator  
Challenge**

# Option 2: Outdoor Exhibitor

## On The Day:

Outdoor Stand at 2-Day UK Plant Expo 2027 to showcase and demonstrate your products (choose from a range of stand sizes)  
A Table at the day-one evening event.

## All Year Round:

4 x Half-page advert in UKPO magazine from Sept 2026 to June 2027.  
12 x Ads in weekly e-newsletters from Sept 2026 to June 2027.  
Your latest news items, shared on all UKPO platforms.

Rate Card Value of  
advertising package:  
£7,984

**ALL THIS FROM £28/SqM**

# Option 3: Indoor Exhibitor (Shell Scheme)

## On The Day:

Indoor Shell Scheme 3m x 3m or 3m x 6m at 2-Day UK Plant Expo 2027 to showcase and demonstrate your products.  
Attend day-one evening event.

## All Year Round:

2 x Half-page ads in UKPO magazine from Sept 2026 to June 2027.  
6 x Ads in weekly e-newsletters from Sept 2026 to June 2027.

Rate Card Value of  
advertising package:  
£3,992

**ALL THIS FOR £2,999 (3m x 3m)**

**Double up for £5,750 (6m x 3m)**

# Arena Plan



## STAND AREA & PRICING

### Challenge Stands

Stand	SqM	Cost
A1	540	£11,880.00
A2	567	£12,474.00
A3	680	£14,960.00
A4	850	£18,700.00
A5	703	£15,466.00
A6	570	£12,540.00
A7	570	£12,540.00
A8	648	£14,256.00
A9	648	£14,256.00
A10	567	£12,474.00
A11	567	£12,474.00
A12	702	£15,444.00
A13	570	£12,540.00
A14	570	£12,540.00
A15	588	£12,936.00

### Main Arena Stands

Stand	SqM	Cost
B1	180	£5,040.00
B2	120	£3,360.00
B3	80	£2,240.00
B4	64	£1,792.00
B5	64	£1,792.00
C1	320	£8,960.00
C2	240	£6,720.00
C3	240	£6,720.00
C4	240	£6,720.00
C5	180	£5,040.00
C6	120	£3,360.00
C7	120	£3,360.00
C8	180	£5,040.00
C9	160	£4,480.00
C10	100	£2,800.00

C11	100	£2,800.00
C12	160	£4,480.00
C13	168	£4,704.00
C14	120	£3,360.00
C15	72	£2,016.00
C16	120	£3,360.00
D1	240	£6,720.00
D2	140	£3,920.00
D3	140	£3,920.00
D4	280	£7,840.00
D5	360	£10,080.00
D6	600	£16,800.00
D7	240	£6,720.00
D8	180	£5,040.00
D9	180	£5,040.00
D10	240	£6,720.00
D11	80	£2,240.00
D12	80	£2,240.00
D13	100	£2,800.00
D14	130	£3,640.00
D15	130	£3,640.00
D16	100	£2,800.00
D17	100	£2,800.00
D18	180	£5,040.00
E1	360	£10,080.00
E2	350	£9,800.00
E3	250	£7,000.00
E4	288	£8,064.00
E5	288	£8,064.00
E6	216	£6,048.00
E7	360	£10,080.00
E8	480	£13,440.00
E9	528	£14,784.00
E10	156	£4,368.00
E11	156	£4,368.00

E12	312	£8,736.00
E13	336	£9,408.00
F1	270	£7,560.00

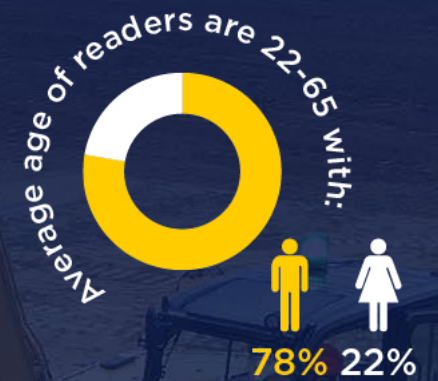
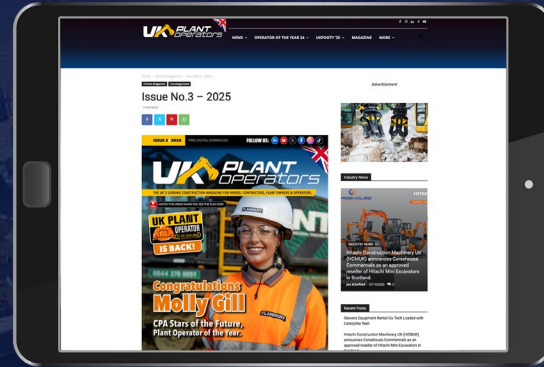
### Overflow Stands

Stand	SqM	Cost
G1	144	£4,032.00
G2	180	£5,040.00
G3	150	£4,200.00
G4	135	£3,780.00
G5	225	£6,300.00
G6	150	£4,200.00
G7	195	£5,460.00
G8	345	£9,660.00
G9	120	£3,360.00
G10	150	£4,200.00
G11	264	£7,392.00
G12	150	£4,200.00
G13	690	£19,320.00
G14	150	£4,200.00
G15	195	£5,460.00
G16	88	£2,464.00
G17	195	£5,460.00
G18	195	£5,460.00
G19	150	£4,200.00
G20	240	£6,720.00
G21	270	£7,560.00
G22	345	£9,660.00
G23	345	£9,660.00
G24	180	£5,040.00
G25	195	£5,460.00
G26	270	£7,560.00
G27	135	£3,780.00
G28	165	£4,620.00
G29	150	£4,200.00

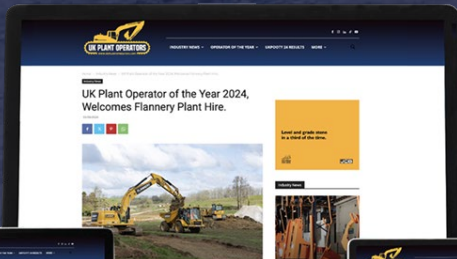
# Social Interactions



The Magazine has  
**13,864**  
Subscribers with a  
regular readership of  
13,000



**2.1** Million  
Website Visitors



**4.4 Million**  
Views across social channels

A weekly e-newsletter to

**8,474**  
Subscribers

**97,685**  
Followers of our managed,  
active Facebook Page

**6,088**

**4,009**

**3,197**

# UK Plant Expo 2027 Daily Schedule.

## Day one: Friday 11<sup>th</sup> June

- > B2B Trade Visitors Only
- > Technology & Innovation Trail
- > Heats of Plant Operator Challenges
- > Live Commentary & Interviews
- > Street Food & Bars
- > Presentation Dinner & Awards
- > After Party Bar & Live Music

## Day two: Saturday 12<sup>th</sup> June

- > B2b Trade & Family Visitors
- > Technology & Innovation Trail
- > Grand Finale of UKPOOTY 27
- > Live Commentary & Interview
- > Presentation of £10,000 & Trophy
- > Street Food & Bars
- > Closing Ceremony

# Extend Your Reach With UKPO Magazine.

## Advertise by Edition - Printed & Digital

Full Page £895 / Half Page £499

Front Cover £2,000

Inside Front Cover £1,000 / Inside Back Cover £1,000

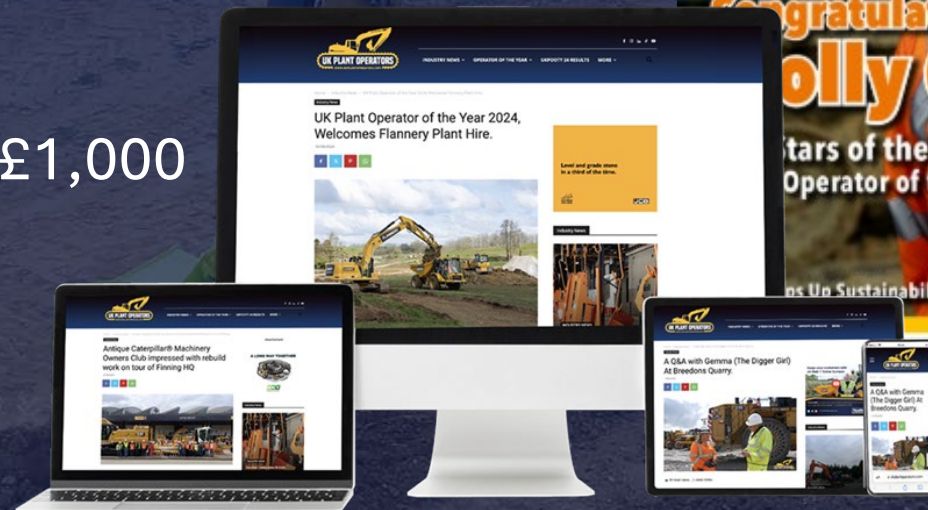
Back Cover £1,500

## Digital Reach:

Website: Leaderboard & MPU 1 month £1,000

Weekly E-Newsletter Banner £499

Solus E-mail £1,000





For more information on booking UK Plant Expo, please email:

[brian@ukplantoperators.com](mailto:brian@ukplantoperators.com) | [jeff@ukplantoperators.com](mailto:jeff@ukplantoperators.com)

**UK Plant Expo 2027**

**Heart of England Events Centre, Meriden Road, Fillongley, Warwickshire, CV7 8DX**

**Friday 11<sup>th</sup> & Saturday 12<sup>th</sup> June**

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