

iINTERNATIONAL
NO•DIG 2022
HELSINKI
THE 38th INTERNATIONAL NO-DIG

Sales Prospectus
International No-Dig 2022

3-5 October 2022
Helsinki, Finland

Messukekus Helsinki Expo and Convention Centre



Organised by



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NO DIG HELSINKI 2022

3-5 OCTOBER 2022

ISTT's 38th annual No-Dig Conference and Exhibition is to be held 3-5 October 2022 at the Messukeskus Helsinki Expo and Convention Centre, Finland.

Across Finland and Northern Europe trenchless projects are completed every day, proving that trenchless techniques provide economic solutions and reduced environmental impact, during the installation and refurbishment of underground services. No-Dig Helsinki is well placed to be an important component of the country's infrastructure development programme in a sustainable manner.

The ISTT International No-Dig, provides a multi-track conference program featuring a mix of technical sessions and a platform for the international community to come together to meet, exchange ideas and network with likeminded people.

WHY EXHIBIT?

No-Dig Helsinki provides an International gathering for trenchless technologists to meet and discuss the latest industry developments.

- Reach new markets at this major event targeting influential audiences to be drawn from the European market, as well as attendees from further afield.
- Ensure your brand has a profile in the presence of the industry's premier decision makers.
- Take a leadership position and play a major role within the Trenchless/No-Dig sector.
- Be seen at the region's only industry specific exhibition and conference with a proven track record that truly demonstrates Trenchless/No-Dig technology and its capabilities.
- Organised by Westrade Group Ltd – the world's longest established specialists in trenchless technology events since the first ever No-Dig event held in the UK in 1985.
- Be seen alongside influential event supporters such as the FiSTT, FIWA, INFRA and SKTY





SPONSORSHIP

Sponsoring No Dig Helsinki 2022 is an excellent opportunity for your company to increase your brand and product viability to the most influential decision makers in Trenchless Technology from around the world.

WHY SPONSOR

- Improve your brand recognition and image
- Generate leads by networking
- Create new partnerships and alliances
- Strengthen your position as a market leader within the industry
- Achieve industry recognition by being associated with this prestigious high profile event
- Differentiate your company from others in the industry

ALL PACKAGES INCLUDE:

- Your company logo on all event marketing and advertising
- Your company logo prominently displayed on event signage
- Priority to those wishing to present a paper in the Conference programme (subject to ISTT approval)
- Your company logo on the cover of the official show guide
- Your company profile on the official event website with logo
- Your company logo on the delegate bags

PLATINUM SPONSORSHIP: €25,000

- 48sq.m of space in preferred location
- Your company logo on the event lanyards & social media campaigns
- Opportunity to insert literature in the delegate bags
- Opportunity to place one 30 second promotional video on the event website
- Opportunity to place pull up banners in the conference hall
- Double page 4-colour advertisement and editorial in the official show guide
- 20 complimentary conference passes
- 20 tickets for the conference delegate lunch/refreshment area

GOLD SPONSORSHIP: €19,000

- 36sq.m of space in preferred location
- Your company logo on the event lanyards & social media campaigns
- Opportunity to insert literature in the delegate bags
- Full page 4-colour advertisement and editorial in the official show guide
- 10 complimentary conference passes
- 10 tickets for the conference delegate lunch/refreshment area

SILVER SPONSORSHIP: €14,000

- 24sq.m of space in preferred location
- Full page 4-colour advertisement and editorial in the official show guide
- Your company logo on social media campaigns
- 5 complimentary conference passes

BRONZE SPONSORSHIP: €10,000

- 18sq.m of space in preferred location
- Half page 4-colour advertisement in the official show guide
- Your company logo on social media campaigns
- 2 complimentary conference passes

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Please contact the organisers for details and prices of these sponsorship opportunities.

DELEGATE LUNCHESES: Sponsoring the Delegate Lunches includes:

- Signage around the lunch buffet area
- Your company logo on social media campaigns
- The opportunity to supply branded napkins
- The opportunity to supply pull up banners around the lunch buffet area
- A table of ten located in the delegate catering area

COFFEE SPONSOR: Price on Application

- Your company logo on social media campaigns
- Banner rigging
- Branding on conference signage
- Branding on pre-event marketing materials
- Branding on conference website and link to website
- Branding on the show guide distributed to all delegates and visitors



COST OF EXHIBITING

SHELL SCHEME

Regular ISTT Member Rate: €425 per sq.m.
Regular ISTT Non-Member Rate: €465 per sq.m.

Shell Scheme Package cost (per 12 sq.m.) includes:

- Walls
- Carpet
- Fascia nameboard
- Electrical package

SPACE ONLY/RAW SPACE (min 18 sq.m.)

Regular ISTT Member Rate: €410 per sq.m.
Regular ISTT Non-Member Rate: €455 per sq.m.

Included in all participation costs:

- Stand cleaning
- Supplies of promotional material
- Exhibitor service manual
- Editorial entry and logo on Show website
- Editorial entry in official Show guide
- General security

Not included:

- Insurance of exhibits
- Shipping and transportation of goods to venue
- Mechanical/heavy lifting
- Furniture

CONFERENCE

A multi-track conference programme organised by The International Society for Trenchless Technology (ISTT) and Westrade Group and will include local and international speakers. Presentations will focus on the latest innovations and techniques and will provide an exciting platform for delegates to learn from. The programme format is structured to create an educational atmosphere that encourages the exchange of information and experiences, while networking with like-minded industry colleagues.



CALL FOR PAPERS

Prospective authors are invited to submit abstracts for consideration in the conference programme.

The following is a list of headline topics likely to be included in the programme:

- New installation methods (including large diameter tunnelling)
- Rehabilitation and repair methods
- Asset management
- Infrastructure investment
- Environmental issues
- New innovations
- Case histories
- Trenchless research and development

A synopsis (maximum of 200 words) together with the author's biography should be sent to the organiser, via email to trenchless@westrade.co.uk.



STUDENT PROGRAMME

International No-Dig is delighted to announce a Student Programme at this year's event. The highlight of the student programme will be a series of Trenchless Technology masterclasses introducing young engineers to the basic principles and fundamental economic and environmental benefits of key technologies such as Microtunnelling, HDD, Pipe Ramming, Auger Boring and Pipe Bursting as well as more established rehabilitation methods such as Cured in Place Pipe, Spray Lining, Spiral Wound Lining, Fold and Form and Close Fit Lining.

Students will also learn about vital supporting technologies including geotechnical and condition assessment surveys. The programme, based on the ISTT Masterclass concept, will prepare the students for a closing session where they will benefit from a hosted tour of the exhibition to see first-hand the latest innovations in technology and service provision.

Commentating on the programme, Westrade Managing Director, Paul Harwood said: "The Student Programme fits perfectly with the very forward-looking nature that is No-Dig Helsinki. This high growth and innovative sector is an exciting place for the engineers of the future and it is great to be able to support their development and increase their understanding of the opportunities available to them."

WHO WILL VISIT?

A visit to No Dig Helsinki 2022 is a must for all engineers, consultants and contractors involved in any aspect of the installation or refurbishment of underground utilities. The major target areas will include Finland and Northern Europe, as well as other nearby countries in the region.

The organisers, in conjunction with key supporting organisations are committed to ensuring that all relevant sectors are invited, including:

- Ministry personnel
- Utility personnel – water, sewerage, telecoms, electricity,
- Oil and gas
- Contractors
- Government officers
- City planners
- Governors and mayors
- Civil engineering consultants
- Research organisations



THE VENUE

MESSUKESKUS HELSINKI, EXPO AND CONVENTION CENTRE

Messukeskus Helsinki, Expo and Convention Centre is one of the largest venues in the Nordics. It was the first venue in Finland to be granted ISO 14001 and its accomplishments for environmental excellence have been awarded nationally. It has a large solar power plant on its roof, recycles or reuses 99% of its waste and with updated technology tries to minimize the energy and water consumption without compromising the customer experience. In recent years, the work has added more focus on other aspects of sustainability, for example by offering work opportunities for people with limited working capacity.

Messukeskus Helsinki is known for its compact size, easiness to move around and high-end digital solutions. The Wi-Fi is built for 10,000 users. The venue is easily reached by the public transportation: one train stop from the city centre (5 minutes) and 20 minutes by train from the airport.





ORGANISERS

No Dig Helsinki 2022 is organised by Westrade Group Ltd who are internationally renowned as the most experienced promoters of trenchless technology shows. The company organised the very first international No-Dig conference and exhibition in London in 1985 and have subsequently gained more than 34 years experience, successfully promoting TRENCHLESS and No-Dig shows in countries across the Middle East, Far East, Southern Africa, India, Europe and Asia.

ABOUT THE ISTT

The International Society for Trenchless Technology (ISTT) was established in 1986 with the objectives of advancing the science and practice of Trenchless Technology for the public benefit and to promote education, training, study and research in that science and practice.

Visit the ISTT website for more information on the Society's activities and on how to become a member www.istt.com

FISTT – THE FINNISH SOCIETY FOR TRENCHLESS TECHNOLOGY.

The Finnish Society for Trenchless Technology (FISTT) was founded in 1999. Today, it has a very energetic national Board and a strong membership.

FISTT has a very close relationship with The Ministry of Environment and all major cities in Finland.

FISTT also has a very good relationship with other societies associated with the water sector in Finland.

There are 20 local industry companies that are involved in rehab works. There are also manufacturing companies involved, two of which were awarded the Innovated Product Award by ISTT and NaSTT.

FISTT have co-operated with The Finnish Ministry of Environment for a guideline for rehabilitation works of sewers and waterpipes to get a better quality within those works.

THE FINNISH TRANSPORT INFRASTRUCTURE AGENCY

The Finnish Transport Infrastructure Agency (FTIA) enables smooth, efficient and safe travel and transport. We are responsible for Finland's roads, railways and waterways and for the development of Finland's transport system.

The Finnish Transport Infrastructure Agency is responsible for developing and maintaining the state-owned road network, the railways and the waterways.

Through our tasks, which include maintaining the level of service of transport, we promote wellbeing in society and competitiveness of Finnish industry.



CONTACT

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