



Tally Ho Conference & Banqueting Centre | Edgbaston | Birmingham
Wednesday | 18th October 2023

ORGANISED BY **FIRST CAR**

HOSTED BY 



BACKGROUND

FirstCar launched ICE LIVE in 2022, with it being the UK's first conference focused on road and community safety virtual reality (VR) education. It was a huge success welcoming over 150 attendees, from over 80 different organisations.

With VR a rapidly developing technology, the conference's main aim is to improve understanding of its application in an educational setting and help attendees develop robust delivery plans which include the use of VR. Whilst there is huge enthusiasm around VR, with many organisations wanting to embrace and use this technology to aid engagement levels with their target audiences, there remains a huge knowledge gap within the road safety and community safety world. ICE LIVE helps to fill this void and provides a platform for learning and better understanding around this key area.

VR is now more widely used in the road safety sector and the wider community too, to help convey key messages in an engaging and memorable way. This event helps build momentum and encourages greater adoption, but also outlines how best to do this.

FirstCar is an authoritative force with the use of VR in the road safety sector. It was an early adopter of VR technology and back in 2015 produced, in conjunction with Leicestershire Fire & Rescue Service, the world's first road safety VR film. Since then, FirstCar has produced 20+ VR projects with local authority road safety teams, police forces, and fire and rescue services, as well as with other key road safety partners such as Cycling UK and The British Horse Society too. FirstCar is a leading authority within this field.





CONTACT US

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TARGET MARKET

The event is designed to appeal to a wide range of professionals who have a genuine interest in VR. They'll primarily be road and community safety professionals who are key decision makers, spanning both the public and private sector. In our first year we welcomed local authorities, police forces, fire and rescue services and private sector companies.

Delegates may be actively using VR presently and keen to expand their knowledge or wishing to explore the possibilities VR can bring to enhance their educational work. Delegates could be enthusiastic novices and who are

keen but not sure where to start, but also they could be using VR already and simply keen to learn more about this rapidly changing field.

Many of these senior level attendees will be budget holders, and have either embedded virtual reality within their education programmes already and wish to do more, or are at the research stage with a view to actively doing so in the very near future.

Over 150 attendees were welcomed at the first event, in year two we anticipate a growth in numbers, circa 200.

ORGANISATIONS REPRESENTED AT ICE LIVE '22

- AA Driving School
- BCP Council
- Bedfordshire Fire & Rescue Service
- British Horse Society
- Buckinghamshire New University
- Central Bedfordshire Council
- Cheshire West & Chester Council
- Child Seat Safety Ltd
- Class VR
- Cleveland Fire Brigade
- Cycling UK
- Derbyshire County Council
- Devon & Somerset Fire & Rescue Service
- Driving Test Success
- DVSA
- East Riding of Yorkshire Council
- Essex County Fire & Rescue Service
- FirstCar
- Good Egg Safety
- Greater Manchester Fire & Rescue Service
- Heathrow Airport
- Hereford & Worcester Fire & Rescue Service
- IAM RoadSmart
- Intelligent Instructor
- Kent County Council
- Leicestershire Fire & Rescue
- Leicestershire Police
- Let's Instruct Driving Instructor Academy
- Lincolnshire Police
- London Fire Brigade
- Luton Council
- Merseyside Fire & Rescue Service
- Mid & West Wales Fire & Rescue Service
- National Highways & Motorway Police
- Neath Port Talbot Council
- New View Consultants
- Nextbase
- North Yorkshire Fire & Rescue Service
- Nottingham Trent University
- Oasis Studio
- Oxfordshire County Council Fire & Rescue Service
- Perth & Kinross Council
- Plymouth City Council
- RAC Foundation
- Redbox
- Road Angel Group
- Road Safety GB
- Round Midnight
- Royal Borough of Windsor & Maidenhead
- Safer Roads Humber
- Seymour & Lerhn
- Shetland Islands Council
- Shropshire Fire & Rescue
- Slovenian Traffic Safety Agency
- SmartLearner Driving School
- Somerset Passenger Solutions
- Somerset County Council
- South Gloucestershire Council
- Spacefund
- Splink Industries
- Staffordshire County Council
- Surrey Fire & Rescue Service
- Sussex Safer Roads Partnership
- Swindon Borough Council
- System Active
- The Honest Truth
- Transport for Bucks
- UKROED
- University of Warwick
- VIAR Inc.
- VR Therapies
- Walsall Council
- Warwickshire County Council
- Warwickshire Fire & Rescue Services
- West Midlands Fire & Rescue Service
- West Midlands Police
- Wiltshire Council
- Wiltshire Police
- YSS





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MARKETING

The event officially launches in March '23, with consistent promotion in the nine months leading up to the event.

Part of the event's success is due to the market reach and engagement within the VR road safety community that FirstCar has established over the years, but also through the support offered by Road Safety GB (RSGB). This is a highly respected, national organisation representing local authorities, fire and rescue, police forces and road safety partnership and businesses. It utilises its channels to help promote the event to its extensive road safety professional network. The event is regularly promoted via their extensive road safety network, including the hugely popular RSGB newsfeed and website.

FirstCar also promote the event via it's own extensive network of road safety professionals, with regular updates via the event website; icelive.org.uk

EXHIBITOR ZONE

The exhibitor zone forms a key part of the day with exhibitors given the opportunity to engage with delegates, face-to-face enabling live demonstrations to take place. The event offers a great platform for companies to cost-effectively communicate to this hard-to-reach and unique audience, who've travelled from all over the UK, all under one roof, on one day.

Exhibitors are located on the same floor as the conference, where delegate registration, mid-morning refreshments, a hot buffet lunch and mid-afternoon refreshments are served.



CONFERENCE CONTENT

FirstCar is adept at running events. It has run Young Driver Focus since 2014, which is a well-established, annual young driver road safety event. ICE LIVE follows the same trusted format.

The day's content is action-packed, with an array of high-level, respected speakers from a wide range of private and public sector backgrounds. A wide variety of different speakers will address the audience in the main conference room. Content will include:

- How immersive education compares to traditional film
- Understanding the hardware options for delivering VR
- Intervention planning around VR film
- Research and evaluation: what we know about VR so far
- Overcoming accessibility issues
- 360 video vs true virtual reality
- Futureproofing
- Expert panel discussion
- Embedding behaviour change science

The presentations form part of a fast-moving agenda and will provide valuable insight into this rapidly evolving technology. Valuable networking opportunities will take place at registration, regular refreshment breaks and during the hot buffet-style lunch.





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SPONSORSHIP PACKAGES

Sponsorship of the event brings with it powerful brand exposure via the heavyweight marketing which FirstCar and RSGB provide in the build-up to the event, on the day and via post-event publicity.

GOLD SPONSOR - £14,995

'ICE LIVE' in association with Headline Sponsor". The sole headline sponsor title will be used alongside the event logo in all references, on all marketing collateral including all branding and the event website.

ADDITIONAL BENEFITS:

- 6m x 2m space, in prime location
- Sponsor thanks in introduction and closing speeches
- Speaking slot
- Delegate brochure
 - full-page welcome message
 - outside back cover advert
 - 100-word exhibitor listing
- Branding
 - on screen during all speaker breaks and intervals
 - event website, including 100-word exhibitor listing
- Access to all delegate names, job title and companies represented
- 4 x pull-up banners - client to supply
- Promotion via all publicity and press releases, both pre and post event
- Six delegate passes - worth £1,200.

SILVER SPONSOR - £4,995 (Max 3)

The event logo will be suffixed with "supported by" the silver sponsor logo, in print, online and on event banner and screen projections at the event.

ADDITIONAL BENEFITS:

- 4m x 2m exhibition space
- Sponsor thanks in opening and closing speeches
- Branding on screen during all speaker breaks and intervals
- Access to all delegate names, job title and companies representing
- 2 x pull-up banners - client to supply
- Delegate brochure
 - Full-page advert/company profile
 - 75-word exhibitor listing
- Branding on event website, including 75-word exhibitor listing
- Electricity, Wi-Fi, table and chairs
- Lunch and refreshments for all staff
- Four delegate passes - worth £800.

LANYARDS - £1,495

All delegates, exhibitors, speakers and organising staff will wear lanyards during the day. These will be in the sponsor's colours, carrying the company name and logo.

ADDITIONAL BENEFITS:

- Two x pull-up banners at the conference - client to supply
- Branding on the event website
- Two delegate passes - worth £400
- Full page advert in delegate brochure - worth £400

EXHIBITION SPACE

	3m x 2m	4m x 2m	6m x 2m
■ Stand space	50 words	50 words	75 words
■ Website listing	50 words	50 words	75 words
■ Delegate brochure listing	50 words	50 words	75 words
■ Electricity	✓	✓	✓
■ Wi-Fi	✓	✓	✓
■ Table and chairs	✓	✓	✓
■ Stand passes	x2	x3	x4
■ Lunch and refreshments	x2	x3	x4
■ Price	£995	£1,195	£1,495

DELEGATE BROCHURE

- Double page spread - £750
- Full page - £400
- Half page - £225



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ICE LIVE '22 DELEGATE FEEDBACK

97% said the conference content was 'good' or 'excellent'

91% said the expo was 'good' or 'excellent'

91% said the event was 'good' or 'excellent' in terms of value for money

97% said the event as a whole was 'good' or 'excellent'

69% would attend our event next year

““ Helped build a business case to back up reasons to deliver VR, it's a good source of technology relevant to the young people of today.

““ Virtual reality offers a great way to connect with people, especially young people.

““ Immersive is normalising, the range of opportunities expanding, the capabilities of hardware & software accelerating & the ROI balance increasing.

““ VR is a fast-developing education tool – get involved or get left behind!

““ We are all on the edge of a new way of learning and processing information. As more investment is made in to the technology it can only get bigger and have a brighter future.

““ VR definitely has a place in training/awareness and continues to develop at pace. Exciting times!

““ VR is the new and most immersive tool for road safety.

““ There is a whole world of training out there that can be delivered via VR headsets!

““ VR is a force to be reckoned with, the opportunities for engagement and training are endless.

““ We need to embrace this technology – particularly for both young people and not so young people who are more engaged using this amazing technology.

““ AR/VR/MR definitely has a part to play in road safety education, to all ages and abilities.

““ We really need to think carefully about how to use VR but it's a powerful tool which we are not using.

