

**EXCEL**  
LONDON

London —  
Europe's  
technology  
capital



# Why London



**The largest ITC sector in Europe**



**40% of IT companies have chosen London**



**34,400 digital technology business in London**



**Access to 500,000 IT professional technology graduates**

**17m**

**£17 million ITC market**



**700% growth in technology companies**

**40%**

**London attracts over 40% of all FDI projects in the ITC sector**



**19 of the top 25 European software and IT services suppliers have a base in London**

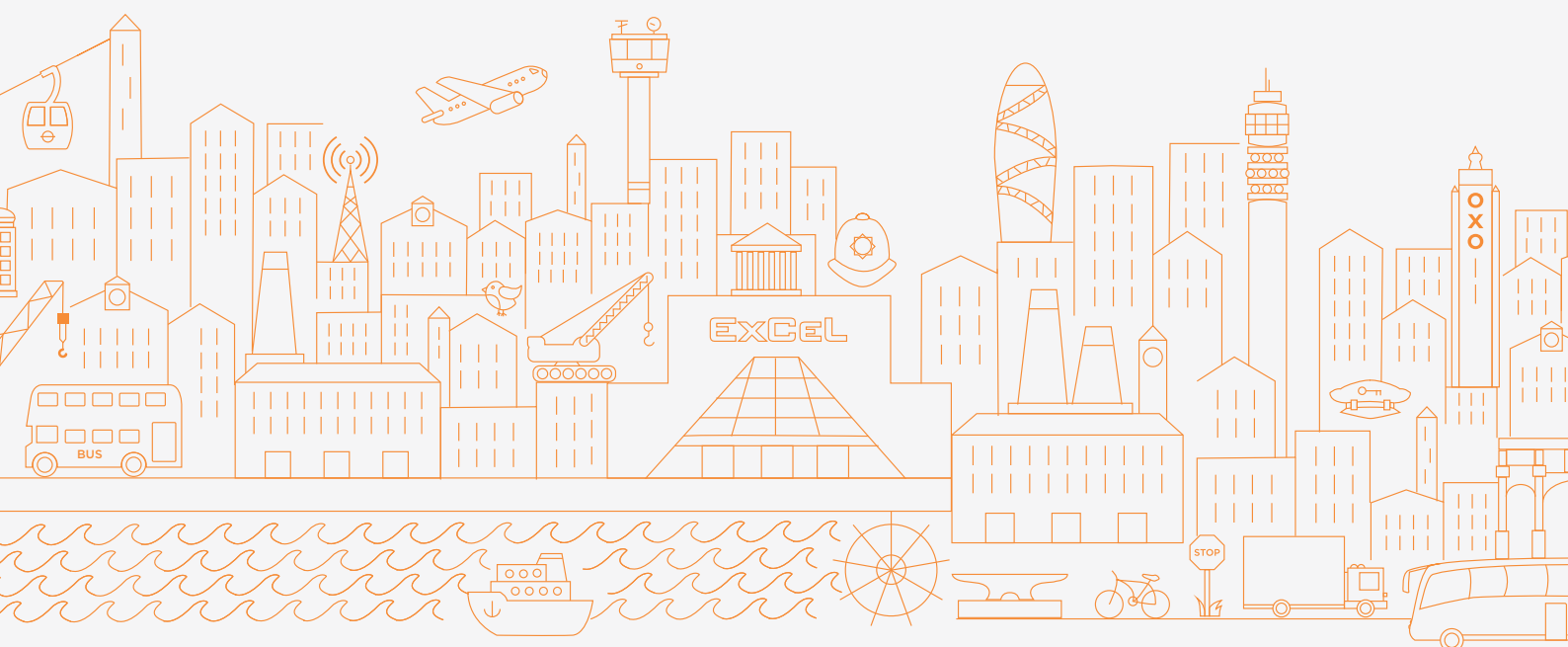


**Access to the fastest growing tech cluster in Europe, Tech City, with over 3,000 companies**

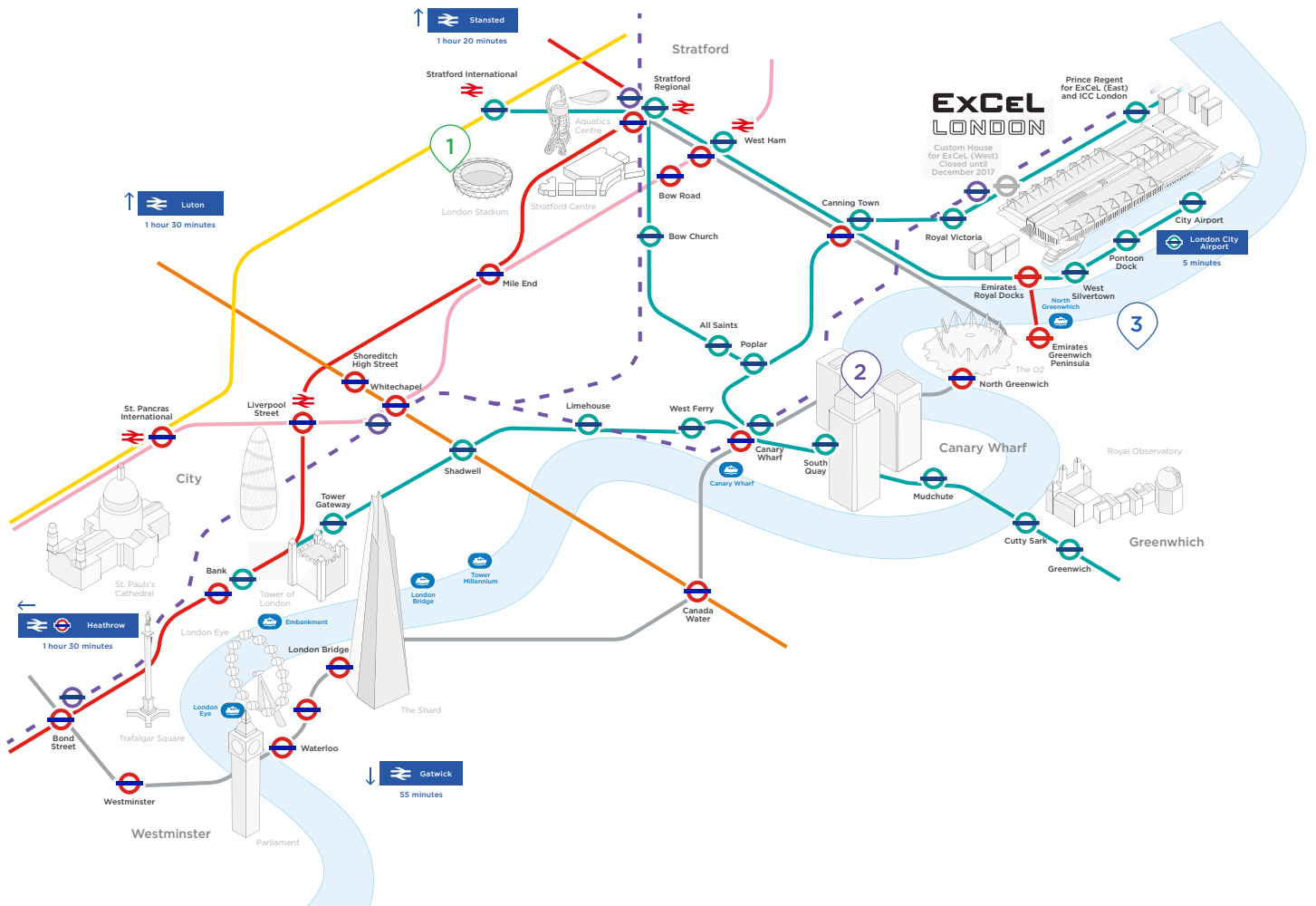
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**40% of IT companies have chosen London**

**700% growth in technology companies**



# ExCeL London — At the heart of the Technology Capital



- |                                      |                   |                                      |
|--------------------------------------|-------------------|--------------------------------------|
| DLR Stations                         | National Rail     | Central line                         |
| Underground Stations                 | River Bus (Ferry) | Overground                           |
| Emirates Cable Car                   | DLR line          | High Speed line                      |
| Elizabeth line<br>(Coming soon 2018) | Jubilee line      | Elizabeth line<br>(Coming soon 2018) |

- East Here**  
London's new digital community
- Tech City**  
Fastest growing tech hub in Europe
- Level 39**  
Incubator space for fin-tech start-ups
- Ravensbourne College**  
of Design & Communication



# ExCeL London established as the home of tech content

LinkedIn

CISCO

AC  
ANGULAR  
CONNECT

Adobe

xero

sage

amazon

ORACLE

salesforce

Computacenter  
Enabling Users

Microsoft

3

TERADATA  
CONNECT

LONDON  
TECHNOLOGY  
WEEK™

Strata+  
Hadoop  
WORLD

SAP

Hewlett Packard  
Enterprise

Google







## Our track record: Strata + Hadoop World



Moved to ExCeL in 2016 from Hilton London Metropole



37% increase in delegates



2,200 international delegates



# Our track record: Adobe Summit



Largest digital marketing event  
in Europe



5,000 international delegates  
from 47 countries



Moved to ExCeL in 2013



Trended worldwide on Twitter



78% increase in delegates



[Click here to view our  
case study video](#)





# Our track record: Salesforce World Tour London



Moved to ExCeL in 2012



1,000,000 virtual delegates



220% increase in delegates



Largest global Salesforce World Tour,  
after Dreamforce



10,000 international delegates





# Our track record: HPE Discover London



Relocated to ExCeL London  
in 2015



13,000 international delegates



6% share price increase



7,500 partners & customers



130 countries in attendance



Double digit growth in Director/VP  
level delegates



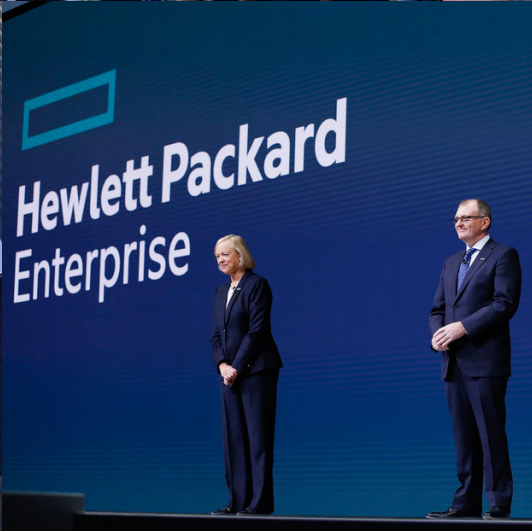
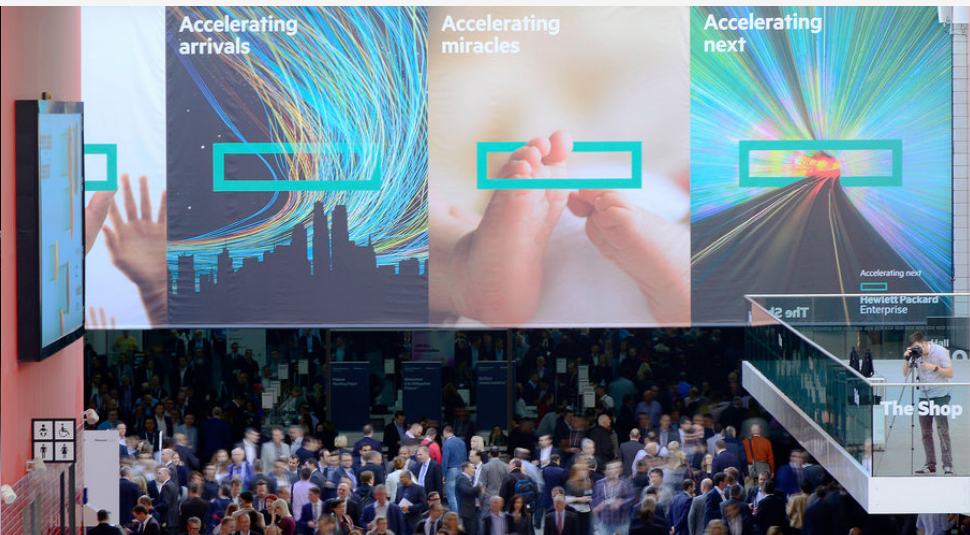
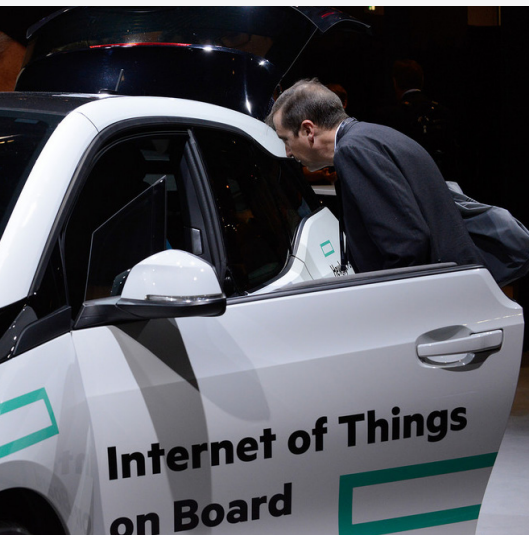
Largest event in Discover's history



2,500 additional delegates  
compared to Barcelona



London opened the Asia Pacific  
Channel for HPE







## Our track record: AWS Summit London



Moved to ExCeL in 2014 from the Business Design Centre



148% increase in delegates



6,200 international delegates



# Our track record: Microsoft Future Decoded



Launched at ExCeL in 2014



10,000 international delegates



Multi-stakeholder event - 100+ breakouts,  
40+ exhibition stands



# Microsoft



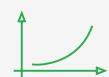




## Our track record: Oracle



Moved to ExCeL in 2017 from the Intercontinental O2



70% increase in delegates



3,750 international delegates





## Our track record: London Tech Week



Launched in 2015 by London & Partners, UBM and ExCeL London



A mega-festival of live events across London, showcasing the best of tech



40,500 attendees across 300 events at over 200 venues



In 2017, the event is set to welcome 50,000+ attendees



New for 2017 - 8 co-located events will form part of the TechXLR8 anchor event



# Taking every event to heart

At ExCeL London, we take every event to heart. Whatever the ambition, we genuinely care about what our clients do and are committed to helping you achieve great things.

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Working in partnership to find the right opportunities for growth.



Using our knowledge and expertise to deliver the best possible event outcome.



Guaranteed venue rates for future years.



Supporting every step of your event planning process.



A premium tech infrastructure, with a specialist service delivery team, capable of handling highly complex events, including 10Gb of bandwidth, A/c access points and up to 40,000 concurrent users.

