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# promotional space

specialists 2025





**Access Point, is a specialist in arranging proven marketing and advertising opportunities for companies wishing to increase their brand awareness, generate leads and drive consumers directly to their business.**

Our extensive experience has helped us to establish and maintain long term successful relationships with many of the UK's top retailers and landlords, offering our clients the greatest choice of venues possible.

# venue marketing | experience



# ONLINE

With over 25 years experience we understand the value promotional events have for businesses of all sizes to increase awareness and drive sales.

By arranging the perfect promotional venue we can place your company within high footfall locations that allows your brand to connect face-to-face with thousands of potential customers. Whether it's for consumer awareness, customer acquisition, experiential marketing, sampling campaigns, driving engagement, product launches, road shows or mall retailing, Access Point has the right location for you.

#### Access Point provides access to:

- Cost effective marketing
- Qualified sales leads
- Data capture
- Instant feedback
- High footfall locations
- Social media opportunities
- Target demographics
- Personalised venue selection
- Simple booking process

*Very efficient team, really good sites to promote your company and the offers they have. We will continue to book with Access Point in the future and look forward to any new sites they have to offer.*

*Jo Barnes - Marketing and Membership Team, Costco*

# venue marketing | retailers



**Morrisons** serves around 11 million shoppers each week across the UK. With c.450 stores participating in commercialisation activity opportunities are available in-store, externally and in the car parking area. As an exclusive partner, booking promotional activity at Morrisons through Access Point, is a highly effective way of engaging the shopping public.

**Booker Wholesale / Makro UK** are the UK's largest wholesale cash-n-carry service, making it the perfect location to target business and domestic users. Contract parking facilities are also available to rent for local businesses at many locations.

**The Co-Operative Group** has over 530 Co-op stores to choose from, exhibition space is available internally at the store entrance or exit or in the car park depending on the store location.

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*"Overall very happy with everyone at Access Point. The venues are performing as expected or better. Russ is a pleasure to work with and I would recommend Access Point to anyone."*

*Oliver Sheil - Marketing Manager, Foamroof*

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**Garden Centres** vary widely in size, ranging from independently operated family businesses to renowned brands such as Dobbies, British Garden Centres, Hillier, Blue Diamond, and Notcutts. These establishments play a crucial role in demographic engagement, particularly with homeowners and individuals over the age of 50. Access Point holds exclusive access to numerous locations across the country, offering extended dwell times and attracting significant foot traffic. The car parks and external areas are particularly popular for product placement by automotive, home improvement, holiday home, and gift companies.

**Wickes** stores provide impactful brand visibility to a less easily reached male audience, as well as catering to small businesses, trade customers, and home DIY enthusiasts across more than 200 locations nationwide. Promotional opportunities within Wickes stores are accessible both internally and in the car park, accommodating larger or external events. Additionally, several locations offer the option to rent contract parking facilities.





## **Shopping Centres & Retail Parks**

can help you connect your message to key demographics and associate with key brands. Thousands of high footfall shopping destinations are available in the UK for a range of sales & marketing activities and excellent brand visibility mall takeovers, brand experience events, creative sampling and live stunts.

**Town & City Centres** are hubs for the local population and can provide high profile back drops for great campaigns. Experiential sampling roadshows within these locations are hugely popular and provide extensive social media potential for further enhancement of the brand message.

**Train Stations** are the nodes of the country, connecting cities, towns and people. Choose from over 400 stations nationwide, each with site locations. Be a part of the conversation with these highly visible promotional spaces.

**Shows and Exhibitions** - From knitting to horse riding and the latest in consumer tech, Britain hosts a variety of shows and exhibitions every year. Regardless of the theme, you'll find passionate individuals to connect with. Promotion spaces vary from small shell schemes to large trailer spaces. Whether it's a weekend food festival or a weekday trade show, there's always an exhibition event for your promotion.

**Something Different...** Sometimes, we crave something beyond the usual – be it a leisure facility or even a motorway service station. Whatever it may be, Access Point can locate and secure the perfect spot for your needs.

Our wealth of experience has enabled us to forge and sustain enduring, successful partnerships with numerous leading retailers and landlords in the UK. This ensures that our clients have access to the widest array of venue options available.



# sampling | brand engagement



Imagine thousands of people discovering your product for the first time (or rediscovering it), sharing it, talking about it, Snap-chatting it and buying it. That is what sampling can achieve.

Sampling provides an unrivalled opportunity to educate potential customers about your product while increasing brand awareness. It can also provide the 'face' for consumers to identify the business with.

Sampling provides the immediate feedback that can drive other elements of the marketing activity and the valuable information to help shape product development.

At Tesco for instance, In-aisle sampling allows you to place your products in the heart of the store. Using Tesco's nominated brand ambassadors is an effective way of encouraging consumers to switch from competitor brands during their shopping trip or to make an impulse purchase on the back of their sample.



Schwarzkopf sampling at Walkden Shopping Centre, Manchester

Tesco can accommodate larger sampling campaigns in their foyers or car parks. If you're really looking to make an impact with a product launch through a roadshow, Tesco's event spaces at large stores are purposely designed for this.

With internal and external sampling opportunities available at a wide choice of venues, don't hesitate, give us a call or email and secure your spot today. **Call Access Point at 01704 544999 or email [hello@apuk.net](mailto:hello@apuk.net).**



With hundreds of car parks available nationwide, Access Point can offer commercial space for contract parking services or as land for storage facilities.

As the space management company for hundreds of Booker, Makro and Wickes stores throughout the UK, we can offer thousands of sq.ft. of unused space to clients for a variety of purposes that include:

- Local storage depots for companies wanting to avoid expensive regional distribution centres
- Fleet storage for ambulances, coaches and car dealerships
- Off-road driving school, HGV, motorcycles and young driver training
- Overflow car parking for offices, universities and work sites
- Land for storage containers or portable cabins

Our knowledgeable team will work with you to identify a site and the amount of space required as well as the most suitable location for your needs. Contracts are available monthly, quarterly and annually.

#### **Film unit base and crew parking solutions**

Access Point has helped film crews over the years with their unit base/parking conundrum. As the commercialisation agent for numerous retailers and venues with large car parks, especially in the towns and cities, Access Point can provide film crew parking solutions that allow production companies to operate close to their chosen set.



# venue locator | @apuk.net



Access Point's Venue Locator allows you to search for venue options in your target location. It is a great tool that is easy to use and allows you to quickly search through thousands of venue options, even in several different catchment areas at once.

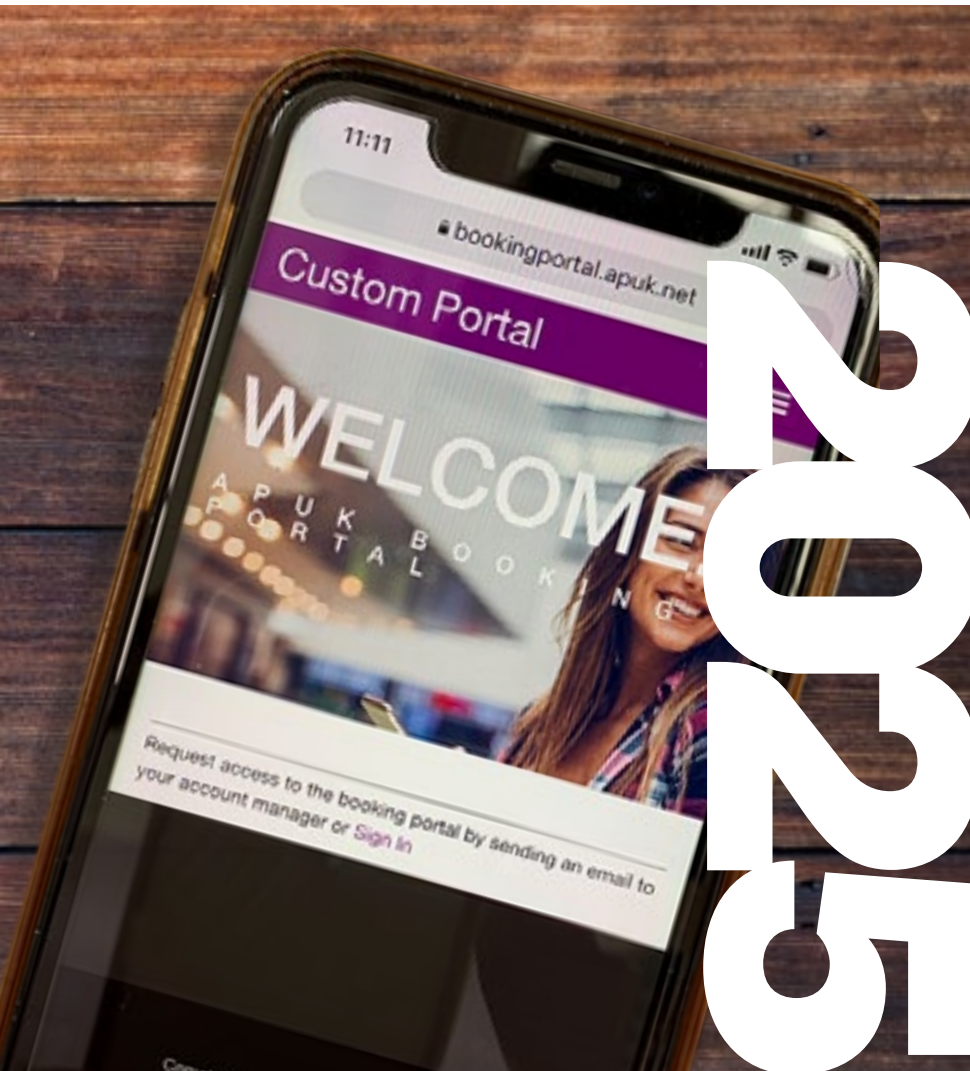
For many, the most beneficial feature is the demographic data available to registered users. As well as accessing demographic information for the venues in your designated area, you can sort the venues by the highest proportion of your target audience. Many of our clients find this service invaluable as they can judge in advance if they are targeting the right locations.

<b>A</b> City Prosperity	Total 789	(0.5%)
<b>B</b> Prestige Positions	Total 2385	(15.1%)
<b>C</b> Country Living	Total 9234	(5.9%)
<b>D</b> Rural Reality	Total 3452	(2.2%)
<b>E</b> Senior Security	Total 11829	(7.5%)
<b>F</b> Suburban Stability	Total 6447	(4.1%)
<b>G</b> Domestic Success	Total 26625	(16.9%)
<b>H</b> Aspiring Homemakers	Total 19026	(12.1%)
<b>I</b> Family Basics	Total 10708	(6.8%)
<b>J</b> Transient Renters	Total 4408	(2.8%)
<b>K</b> Municipal Challenge	Total 1862	(1.2%)
<b>L</b> Vintage Value	Total 6553	(4.2%)
<b>M</b> Modest Traditions	Total 4209	(2.7%)
<b>N</b> Urban Cohesion	Total 7464	(4.7%)
<b>O</b> Rental Hubs	Total 21071	(13.4%)





# booking portal | online booking system



Booking portal, from Access Point, is a new facility that allows you to book venues online; at a time that is most convenient to you.

Just log in, reserve a venue and save it to the portal. Our team will take care of the rest.

All current and previous booking history is stored in the portal and freely accessible when needed.

- Simple and easy to use
- Accessible at any time
- Venue search by location or postcode
- Booking requests online
- Online payment method
- Current and previous booking history accessible

How do I get started? Contact your Access Point Account Manager at 01704 544999, email [hello@apuk.net](mailto:hello@apuk.net) or fill out our **online portal enquire form** to receive login details and everything you need to know to get you up and running.



hello@apuk.net

To find out more details or book a promotional space, drop us an email or phone 01704 544 999



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