



insideout
events



FROM THE UK TO THE USA:

Your Event Strategy Guide



INDUSTRY
INSIGHTS



RECOMMENDED
EVENTS

The Landscape

Let's set the scene: Over 91 UK-headquartered companies were listed on U.S. exchanges in Q1 2025, with a combined market capitalisation of USD 2.2 trillion, the highest among EMEA nations.

UK businesses also account for approximately 2,800 overseas subsidiaries in the U.S., representing 12.5% of all foreign subsidiaries operated by UK multinationals. And in 2022, the UK stood as the second-largest foreign investor into the U.S., with direct investment reaching around USD \$34.7 billion.

That means opportunity.

For British brands and businesses, U.S. events aren't just about visibility, they're launchpads. Whether it's export growth, market entry, or forging lasting industry relationships, events offer a gateway into one of the world's most competitive and rewarding markets.



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Expert Guidance

01 LICENSING & COMPLIANCE

When exhibiting in the U.S., getting the paperwork right is non-negotiable. With British companies thriving across the Atlantic, it's essential to make sure your presence is as seamless as your pitch.

CUSTOMS & CLEARANCE: Use an ATA Carnet to simplify the temporary import of your stand materials and samples. Ensure everything is correctly listed with HTS codes and classified under U.S. Customs protocols to avoid unnecessary delays or charges.

LABOUR RULES: Many U.S. venues, particularly in major cities, operate under strict union labour agreements. If you're bringing UK-based crew, make sure you know who can do what on-site—or risk hefty penalties and hold-ups.

PERMITS: Check if temporary import permits are needed based on what you're showcasing.

PRO TIP: Work with experienced freight forwarders who specialise in trade shows to streamline your logistics and compliance.

Expert Guidance

02 LOGISTICS & ON-THE-GROUND SUPPORT

Planning doesn't stop at shipping. On-site delivery, storage, and staffing are just as critical.

Here's what works best:

STORAGE & STAGING:

If you're a repeat U.S. exhibitor, consider using American warehousing partners for cost-efficient staging between shows—especially if you have a U.S. subsidiary.

TRUSTED NETWORKS

Tap into support from the UK Department for Business and Trade (DBT), UK Pavilion operators, and export support networks to ensure smooth access and helpful local contacts.

TIME ZONES MATTER:

Schedule pre-event calls and logistics planning with U.S. time zones in mind to avoid last-minute issues.

INSIDEOUT CAN HELP:

We offer international logistics and venue coordination tailored to UK brands showcasing abroad.

Expert Guidance

03 CULTURAL RELEVANCE & MERCHANDISE

British brands have a special charm in the States, use that to your advantage.

Stand out with thoughtful touches:

BRITISH HERITAGE

U.S. audiences love British quality and storytelling. Think; traditional craftsmanship, classic design, sustainability, and royal-inspired flair.

REGIONAL FIT

Align your giveaways with local vibes, UK tea sets or fine ceramics work beautifully on the East Coast, while tech-savvy gear or eco-conscious items make sense out West.

LESS IS MORE

Choose quality over quantity when it comes to merch. A well-made, branded piece is more memorable than a throwaway freebie.

LESS IS MORE

Host a micro experience or trunk show to showcase your British-made products in a curated, interactive way.



Case Studies

**FROM BRITISH ROOTS
TO U.S. SUCCESS**

Export journey: Joined a Guardian-UPS trade mission to Atlanta in March (year N/A), swiftly became FDA-registered, and adjusted labelling for U.S. compliance.

Results: Within six months, secured their first U.S. order with spa clients in New Jersey and New York. Whole Foods buyer expressed interest. Business size doubled following the trip.

Event insight: The mission included networking sessions that directly connected them with U.S. buyers.

Takeaway: Strategic trade-mission support and regulatory readiness laid the groundwork. Your event execution should mirror this approach: help SMEs align packaging, FDA logistics, and buyer meetings pre-event.

**JOE'S
TEACO**
LONDON'S BEST BLENDS

Business model: Lancashire-based sports marketing agency enabling UK small businesses to sponsor elite sports in the U.S.

Growth: Revenue reached £11.1 million, with 70% of growth now from the U.S. market.

Event relevance: Runs pitch-side and networking events in stadiums, a UK company leveraging U.S. sports culture.

Takeaway: Localised partnerships in U.S. environments and tailored experiences fuel growth; events must reflect local culture and community linkages.

11 eleven
SPORTS MEDIA

Export overview: UK-based creation firm running events for global clients including Red Bull and ASOS. Plans to expand to the U.S., Middle East, and Far East markets.

Growth metrics: £15 million revenue; £1.9 million profit; repeatedly featured in Sunday Times Fast-Track 100 rankings.

Event perspective: Already exhibits at international events and supports overseas logistics.

Takeaway: A UK events company excelling in overseas markets demonstrates the importance of cultural adaptability, local logistics, and agile service models—precisely what Insideout offers U.K. clients entering U.S. shows.

Creation/

Industry-Specific U.S. Events

The United States is a highly segmented market with large-scale trade shows and exhibitions tailored to industry clusters.

For British companies exhibiting in the U.S., aligning your stand design, messaging, and merchandise with the key industries ensures relevance, visibility, and ROI.

TECHNOLOGY & SAAS



MAJOR HUBS / LOCATIONS:

- California (Silicon Valley, San Francisco)
- Austin (Texas)
- Seattle
- Boston



KEY EVENTS

- California (Silicon Valley, San Francisco)
- Austin (Texas)
- Seattle
- Boston



STAND ADVICE

- Use modular tech stands with embedded demo stations.
- Prioritise clean, minimalist design with eye-catching AV.
- Offer seamless product demos or gamified app experiences.



MERCH IDEAS

- Branded USB-C chargers, webcam covers, AI-themed notebooks, eco-conscious tech sleeves.
- QR-code embedded giveaways (linked to case studies, demo access).



STATS:

- U.S. tech market is worth \$2 trillion+, comprising 35% of the global tech market
- Tech trade shows represent USD 9 billion in annual U.S. exhibition spend.

✓ MAJOR HUBS / LOCATIONS:

- New York City
- Charlotte,
- Chicago
- San Francisco

✓ KEY EVENTS

- Money20/20
- Finovate
- SIFMA
- LendIt

✓ STAND ADVICE

- Prioritise sophistication and professionalism; bold but elegant branding.
- Integrate live demo screens with real-time simulations or data visualisation.

✓ MERCH IDEAS

- Premium notebooks
- metallic stylus pens
- RFID wallets
- leather cardholders with embossed logos

✓ STATS:

- The U.S. fintech market is projected to reach USD 1.5 trillion by 2030.
- Money20/20 in Las Vegas attracts over 10,000 attendees and 3,000+ companies annually.

FINANCE AND FINTECH

HEALTHCARE, MEDTECH & PHARMA

✓ MAJOR HUBS / LOCATIONS:

- Boston
- San Diego
- New Jersey
- Minneapolis

✓ KEY EVENTS

- HIMSS Global Health
- BIO International
- MedTech Conference

✓ STAND ADVICE

- Highlight certifications and evidence-based claims.
- Use sterile, clean stand design with accessible product displays.
- Include live video case studies or equipment demos.

✓ MERCH IDEAS

- Branded first aid kits, health trackers, antimicrobial pens, pill organisers.
- Wellness-themed giveaways: mini diffusers, blue-light glasses.

✓ STATS:

- U.S. healthcare is valued at USD 4.5 trillion; ~20% of GDP.
- HIMSS hosts 40,000+ attendees from 90+ countries.

✓ **MAJOR HUBS / LOCATIONS:**

- New York
- Los Angeles
- Atlanta
- Dallas

✓ **KEY EVENTS**

- NRF Big Show
- Shoptalk
- MAGIC Las Vegas
- eTail

✓ **STAND ADVICE**

- Use bold graphics and lifestyle-oriented visuals.
- Feature product sampling, tactile engagement, and influencer moments.
- Consider experiential zones e.g. virtual fitting or AR filters.

✓ **MERCH IDEAS**

- Branded tote bags, reusable garment bags, screen cleaners, custom fashion pins.
- Trend-driven items (e.g. sustainable packaging, wellness-themed accessories).

✓ **STATS:**

- U.S. retail sales exceeded USD \$6.2 trillion in 2024.
- NRF Big Show attracts 39,000+ attendees and 800 exhibitors annually.

RETAIL, E-COMMERCE & FASHION

FOOD & BEVERAGE / HOSPITALITY



MAJOR HUBS / LOCATIONS:

- Chicago
- New Orleans
- Napa Valley
- Miami



KEY EVENTS

- National Restaurant Association Show
- Expo East
- SIAL America
- Fancy Food Sho



STAND ADVICE

- Prioritise samples, aromas, and high-touch display.
- Incorporate food theatre or tasting zones.
- Use storytelling focused on provenance, ingredients, and ethical sourcing.



MERCH IDEAS

- Branded spice sets, measuring spoons, custom aprons, reusable utensils.
- Eco drinkware or regional sample packs (e.g. British tea with U.S. honey).



STATS:

- U.S. foodservice industry generated USD \$997 billion in 2023.
- The National Restaurant Association Show hosts 60,000+ professionals from 110 countries.

✓ **MAJOR HUBS / LOCATIONS:**

- Chicago
- Detroit
- Houston
- Pittsburgh

✓ **KEY EVENTS**

- FABTECH
- IMTS
- CONEXPO-CON/AGG
- AHR Expo

✓ **STAND ADVICE**

- Highlight British precision, heritage, and ISO standards.
- Use industrial-style design, durable materials, live machine or model demos.

✓ **MERCH IDEAS**

- Branded safety glasses, tools, technical journals, heavy-duty water bottles.
- Industrial-themed badges or sticker sets with company slogans.

✓ **STATS:**

- U.S. manufacturing output topped USD 2.1 trillion in 2024.
- CONEXPO-CON/AGG is one of the largest shows globally, attracting 139,000+ visitors.

MANUFACTURING, ENGINEERING & CONSTRUCTION





How Insideout Events can support you

About Us:

Insideout Events is a UK-based exhibition design and build agency offering full turn-key services across the globe including; design, fabrication, logistics, project management and on-site delivery.

From initial concept to final breakdown, Insideout provides seamless coordination for trade shows and exhibitions in the UK and internationally.

What we do:

-  **DESIGN & BUILD:**
Bespoke, brand-led exhibition stands with full in-house production.
-  **LOGISTICS & DELIVERY:**
Global shipping, customs (including ATA Carnets), and venue compliance handled end-to-end.
-  **ON-SITE SUPPORT:**
Experienced UK and local teams manage installation, staffing, and breakdown.
-  **CULTURAL STRATEGY:**
Designs and merch that blend British identity with local audience relevance.

Get in touch

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