

COMMERCIAL VEHICLE WORKSHOP EXPO

A major new trade exhibition for
servicing and repair professionals



Date: Tuesday 17th & Wednesday 18th November 2009

Venue: Sandown Park, Esher, Surrey

COMMERCIAL VEHICLE WORKSHOP EXPO

1 the event

Commercial Vehicle Workshop Expo is a unique and dynamic regional tradeshow, specifically dedicated to managers and technicians working in independent and fleet workshops. It offers exhibitors an unrivalled opportunity to meet new customers face to face and to demonstrate the benefits of their products in a targeted and exciting hands on environment.



2 the organisers

Commercial Vehicle Workshop Expo is organised by the publishers of the leading magazine for service and repair professionals working in this sector - *Commercial Vehicle Workshop*. It is this experience that has produced an in-depth understanding of exactly what CV workshops need to be effective and successful in all aspects of business. This same knowledge drives the development of *Commercial Vehicle Workshop Expo*.

The company also organises numerous regional exhibitions in a number of markets and is therefore extremely well versed in delivering highly successful events through focused and relevant show content along with proven marketing campaigns.



3 the visitors

The visitor base of *Commercial Vehicle Workshop Expo* will be made up of managers and technicians operating in all sectors that form the CV service and repair market. Exhibitors will be able to target active professionals in independent workshops, fleet workshops for both trucks and trailers as well as buses and coaches.



4 the promotion

Ensuring the highest level of trade visitors – both in terms of quality and quantity – a high impact advertising campaign is featured extensively in the number one trade magazine Commercial Vehicle Workshop. It uniquely and exclusively targets independent service and repair professionals working in the commercial vehicle sector. Complementing this, there is a targeted direct mail campaign designed to produce the direct response.

Leading factors and buying groups are also proactively involved in the promotion of *Commercial Vehicle Workshop Expo* through their own extensive customer facing activities.

5 the venue

Commercial Vehicle Workshop Expo takes place at Sandown Park Exhibition Hall. Only 15 miles south west of London, it is in the great setting of the racecourse just outside Esher. Access from the motorway and rail networks is simple and well sign-posted and once here, the huge car parks offer visitors ample parking space. Exhibitors have dedicated free parking immediately adjacent to the hall, ensuring stress-free loading and unloading.



the benefits

- **COMMERCIAL VEHICLE WORKSHOP EXPO** enables exhibitors to demonstrate their products first-hand to the key decision makers in the commercial vehicle sector.
- The targeted cost-effective format delivers tangible results for exhibitors.
- **COMMERCIAL VEHICLE WORKSHOP EXPO** is organised by the publishers of the UK's number one trade magazine, providing a great insight into the sector.
- The targeted marketing campaign delivers a key audience of independent service and repair professionals working in the commercial vehicle sector.

**PROFESSIONAL
TRADESHOWS**
Regional

6 the rates

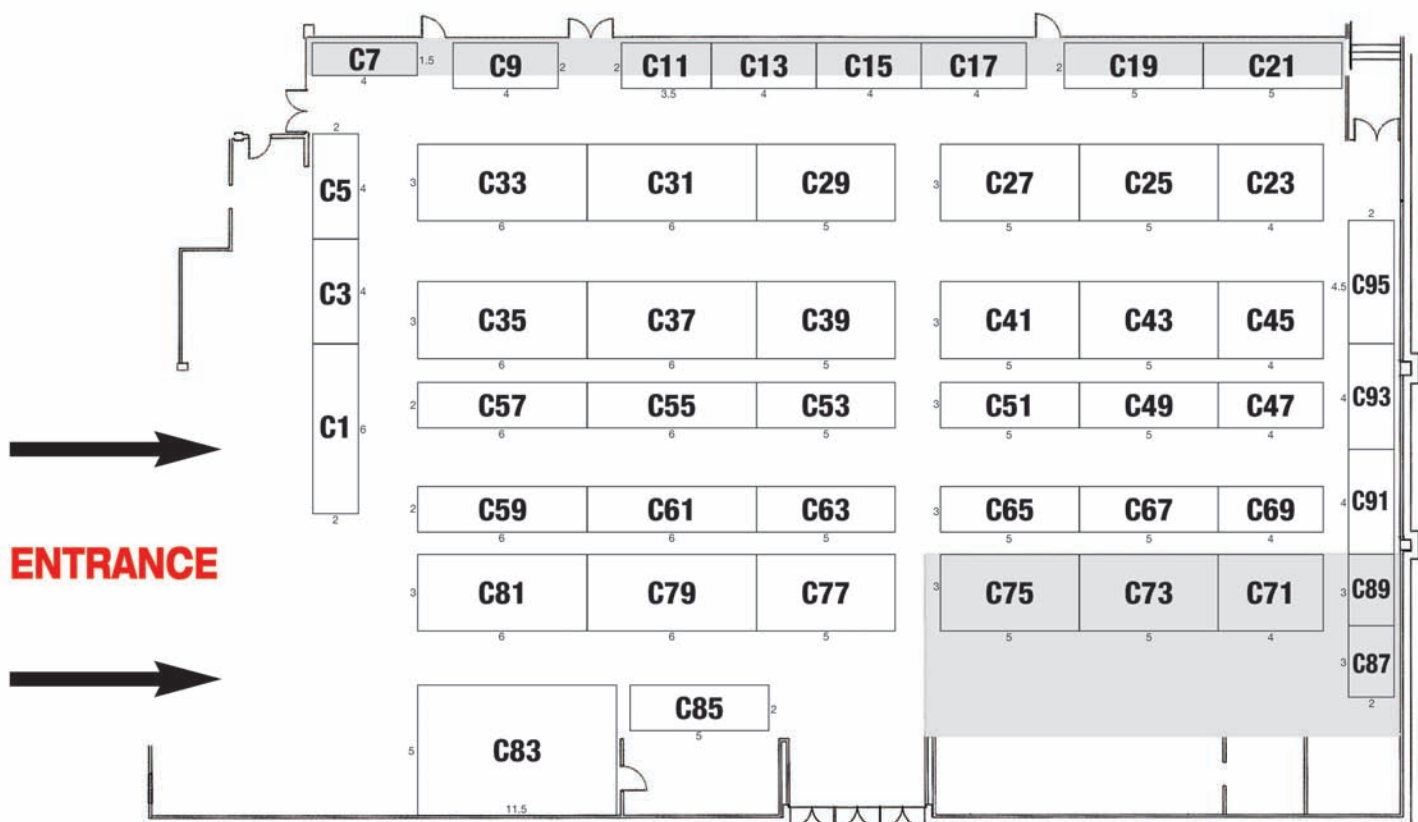
Size	with shell scheme	space only
3 X 2	£1,020	£960
3 X 3	£1,530	£1,440
3 X 4	£2,040	£1,920
3 X 5	£2,550	£2,400
3 X 6	£3,060	£2,880

£170 per square metre for shell scheme
£160 per square metre for space only

Please note all prices are subject to VAT

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WORKSHOP EXPO**

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