



> ONWARDS AND UPWARDS FOR THE VEHICLE GROUP

The Vehicle Group has been exhibiting at the CV Show since 2010. Elliott Goff, head of sales and marketing, tells us about his plans for 2017: “We started off seven years ago with a very small 30m² modular stand. Our presence has increased in size and budget with each show, and for 2017 we’re expecting to spend more than £60,000.

“We see this growth as direct investment into our business. For us, this level of investment is quite a statement. We’ve looked at the success of 2016 and decided to take an additional stand, which basically doubles our floor space to over 200m².

“The CV Show is a great platform that puts all the vital people in the the same room at the same time to experience a showcase of new products. We meet prospective clients and also demonstrate to our existing clients how well we are doing as a business.

“We work closely with Show organisers and they’ve always been really helpful. There was lots of handholding at the start, and as we’ve grown our position has improved each year.

“We try to communicate a powerful message of how much we believe in our products. I think you need a very clear marketing strategy to stand out from all the other stands.”

SERIOUS SUPPORT

CV Show 2017 will be supported by a huge promotional campaign designed to deliver new visitors as well as inspiring regular attendees to return.

Impactful print and online advertising will appear across industry magazines and websites from January onwards and run intensively through to Show opening in late April. The adverts focus on the business benefits of attending and can’t be missed, ensuring a Show profile that is second to none.

The above-the-line campaign coordinates with precisely targeted email marketing and a serious social media presence to drive traffic to the Show website where visitors register for their free tickets.



OUTSIDE OPPORTUNITIES



The doors open for CV Show 2017 in just over four months’ time and exhibition space inside the Show halls is almost sold out. However, should you require additional space to display more vehicles or equipment, we are offering the Outside Exhibition Area (OEA), adjacent to Hall 5.

The OEA will be the first point of reference for visitors arriving from the NEC car parks and is also accessible from within the Show halls. In the past it has proven very popular with visitors, particularly on a sunny day. For more details please call us on +44 (0) 20 7630 2102 or email sales@cvshow.com

SOCIAL MEDIA PLANNING

Our social media programme is ramping up ahead of CV Show 2017, and the official Twitter, Facebook and LinkedIn accounts are featuring exhibitors attending the Show.

As in previous years, we aim to interact with the majority of exhibitors prior to the Show opening in April. The more interaction we have with those attending, the better. We want to know what exhibitors are looking forward to and how their preparations are going.

Our team will be at the official media day on Tuesday 28 February, which is an ideal opportunity to speak to them about any launches or events happening on your stand during the Show.

MARSHALL FLEET SOLUTIONS

CV Show 2017 will see the return of Marshall Fleet Solutions after many years' absence, and they are promising a few surprises.

Managing director George Ralph explains: "The company has changed significantly in recent times, adding new products and services to its portfolio. We felt that the time was right for us now to return to the CV Show, as it is an excellent platform for us to highlight our products and services portfolio to the commercial vehicle industry. We think that visitors to our stand will be pleasantly surprised by what we will reveal at the NEC in April."

Marshall Fleet Solutions is the UK's largest independent refrigeration, tail lift and CV fleet service and support organisation, a long-established dealer of 'Thermo King' transport refrigeration equipment, and main dealers for most manufacturers of tail lifts sold in the UK.



"Anyone coming to our new stand in Hall 4 will be able to see the quality and depth of our latest products and services, which have allowed us to become the leading independent supplier in our market sectors," said Ralph.

"The CV Show has undoubtedly become the eyes and ears of the commercial vehicle industry. Networking opportunities are plentiful, visitor numbers continue to increase year-on-year, and we feel that the Show represents a major opportunity for us to demonstrate our expertise to both current and potential new customers over a three-day period."

EXHIBITOR WARNING

We have been advised that exhibitors may have recently received order forms from an organisation calling itself International Fairs Directory. This organisation is based in Uruguay and has no connection with the Commercial Vehicle Show. We advise you to ignore all communications from them.

If you are in any doubt about any organisation or company claiming to be connected to or working on behalf of the CV Show, please call us on +44 (0) 20 7630 2102 or email enquiries@cvshow.com

MAXIMISE EXPOSURE BEFORE AND AT THE SHOW

Every visitor to CV Show 2017 will receive a free Show Guide to help them navigate the show halls and to locate products and services of special interest to them. Thousands take a copy away with them and keep it as useful source of supplier information. The Show website is an ideal way to let potential customers know in advance that your company has an exhibition stand at the CV Show.

Both the CV Show website and the Show Guide feature a product locator with 130 categories to choose from, so you can be very specific about what your company has to offer. As an exhibitor, free editorial space is reserved for you on the website and in the Show Guide to describe your exhibit and/or company in a maximum of 60 words.



The necessary forms can be found in the online exhibitor manual which you can access using the user name and password which you will have received from the operations team. If you have any queries please contact show coordinator Susan Kitchener on tel. +44 (0) 7630 2102 or email susan@cvshow.com

THE CV SHOW IS BROUGHT TO YOU BY:

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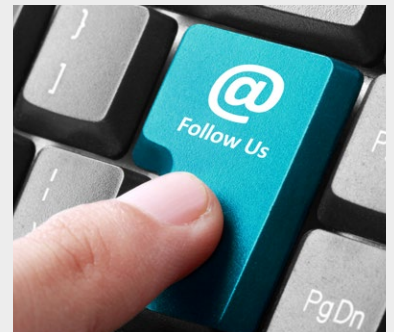
RESORTS WORLD



The new Resorts World development at the NEC proved to be a popular destination for CV Show 2016 exhibitors to enjoy post-event entertainment, networking and dining – and it is likely to be even busier in 2017.

The site offers a number of bars and restaurants, a casino, cinema and shopping outlets, providing opportunities for you and your clients to unwind after a busy day at the Show. For more info, visit www.resortsworldbirmingham.co.uk

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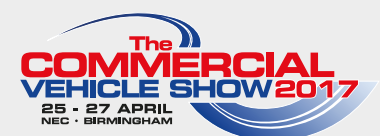
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