



DAF TRUCKS GETS READY

DAF has been a major exhibitor at The CV Show for many years, and for the 2017 event it is planning big things.

Phil Moon, marketing manager, spoke with us about the significance of the CV Show for the company: "Everyone at DAF is really looking forward to being back at the CV Show. We aim to have a comprehensive and impressive set of stands showcasing our products and services."

In addition to the main DAF stand in Hall 5, the truck manufacturer will have an external display of First Choice used DAF trucks. "As well as a show trailer, we will have a marquee outside for invited guests to enjoy lunch with us," said Phil. "We are expecting to entertain around 2,000 invited guests for lunch throughout the Show."

DAF sees its attendance at the CV Show as a major investment: "One of our strategies for maximising our exposure is to ensure that our social media accounts are constantly promoting the Show. We will have our own video crew on site to create content throughout the event."

For seasoned exhibitors: "The CV Show remains a vital point of communication with customers and a great opportunity to show off new products and services. What makes the event so special is the size of the audience it attracts, allowing companies to access a huge amount of prospective and existing customers."



ROAD TRANSPORT "BIG PICTURE"

We are introducing an innovation workshop to the CV Show for the first time. The space, located in the centre of hall 3, will seek to showcase future thinking and sector developments in an interactive and lively event setting. This should prove to be a major visitor attraction.

The innovation theatre can seat 150 delegates and we plan to have three one-hour sessions per day. We are looking to attract high profile speakers from a variety of sources to talk about modernisation and disruption. Audience participation will be encouraged, using communications technology to ensure delegates are linked-in to the discussion.



We are working alongside Road Transport Media on this project and full outputs from the sessions will be reported in *Commercial Motor* and *Motor Transport* magazines and on the CV Show website.

EXHIBITOR CHECKLIST



FEB
24

Final date for submission of Health & Safety declaration

FEB
24

Final date for submission of Risk Assessment

FEB
24

Final date for submission of Construction Phase Plan

MAR
03

Final date for submission of Show Guide entry and CV Show website listing

MAR
03

Final date for Stand Contractor nominations

MAR
08

Final date to apply for Staff and Car Park tickets

MAR
17

Final date to order a shell scheme Furniture and Electrical package

APR
01

Order Carpet and Furniture by this date to avoid supplier surcharge

APR
01

Order Stand Electrics by this date to avoid supplier surcharge

SOCIAL MEDIA DEVELOPMENTS FOR 2017

We are delighted to announce the introduction of two special Twitter lounges for 2017. Located in Hall 4 and in Hall 5 the dedicated social media zones will allow visitors to review the current social media discussion relating to the show on large TV screens. There will also be seating to allow people to relax and catch up on their own social feeds and interact with the official CV Show accounts.

Another key addition to The CV Show social media portfolio for 2017 is the launch of a new dedicated Instagram profile. We would encourage you to follow our new profile which you can find here: www.instagram.com/TheCVShow.

Please Like our ongoing content and tag your own pictures with #CVShow.

As always, one of the key aspects of The CV Show presence will be the engagement and discussions happening on social media. Therefore, we are asking exhibitors to get involved and interact with us as much as



possible, across multiple networks, including Twitter, Facebook, LinkedIn, Instagram and YouTube. We would also encourage you to use the hashtag #CVShow wherever possible.

For further information about how you can maximise your social media presence at The CV Show 2017 please contact David Leatham (david@nccreativegroup.com).



PUBLICITY OPPORTUNITIES FOR EXHIBITORS

Get more value from your investment in CV Show 2017 by maximising your media coverage potential. There are several opportunities available to you as an exhibitor.

Pre-event news releases and newsletters: The CV Show Newsletter will carry stories related to exhibitors at the event. It will be published regularly to media and your fellow exhibitors. Send your show-specific stories (200 words maximum) for the Newsletter to cvshow@newspress.co.uk

Media Preview Day: There are still a few places left at our annual Media Preview Day, to be held at the NEC on Tuesday 28 February. The event is an excellent way to meet industry media and obtain pre-show publicity with a wide range of publications and outlets. Please contact media facilities manager Claire Balch for details on +44 (0) 20 7344 1636 or claire@cvshow.com

Press releases: If you don't have your own dedicated PR resource, Newspress offers a writing service at £400 per release including distribution (please contact cvshow@newspress.co.uk for further information).

Social media: As we get closer to CV Show 2017, we are ramping up our activity on social media and would encourage you to follow us on Facebook, LinkedIn, Instagram and Twitter.



STAND OUT FROM THE CROWD

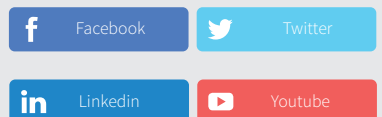


Promotional floor tiles create high profile branding for your organisation and act as a signpost to your stand.

These are 1m² and made from heavy-duty vinyl. They are let into the aisle carpet and can carry your company logo, message and stand number in full colour.

The tiles can be positioned in a location of your choice, as long as they are not in close proximity to the stands of competitor exhibitors. For more information on the opportunities available, please contact David Crawford on +44 (0) 20 7630 2102 or david@cvshow.com

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The COMMERCIAL VEHICLE SHOW 2017
25 - 27 APRIL
NEC · BIRMINGHAM