



www.cvshow.com

**COMMERCIAL
VEHICLE SHOW**
13-15 APRIL 2021 NEC BIRMINGHAM

Exhibitor newsletter, October 2020

This Autumn, we're delighted to share all the latest news for the 2021 Commercial Vehicle Show. After the challenges of the last few months, we're well and truly back into countdown mode for what will be the first major commercial vehicle show in more than a year.

Gratitude in spades

What a year it's been! Before we go any further, we'd like to say a great big THANK YOU to all those in the road transport industry who have worked tirelessly to keep the UK moving during these incredibly difficult and uncertain times.

It will be such a pleasure to see you all again in April and praise the contribution your teams have made to help minimise disruption of crucial medical and food supplies.

As we contemplate a future that looks somewhat different to the one we had in mind at the start of this year, the importance of the commercial vehicle sector in continuing to keep the nation open for business can't be underestimated.

The "new normal" looks set to rely even more heavily on our logistics capabilities and navigation technologies, which means your presence at the 2021 Commercial Vehicle Show will be more relevant than ever before.

To date, we're delighted that nearly 200 exhibitors have already been allocated to the 2021 [floorplan](#) and confirmed their attendance. They all recognise the value of live events to generate leads, meet new and existing customers as well as raising brand awareness. Our full list of exhibitors is [here](#) and is updated regularly.

Securing an exhibitor space

If you haven't already secured your space at the 2021 Commercial Vehicle Show, [click here](#) to see the latest floor plan and exhibitor list. Then contact the sales team to discuss your requirements at sales@cvshow.com or +44 (0) 20 7630 2102.

The Commercial Vehicle Show provides the best possible platform for you to:

- Talk directly to your target market –small, medium and large fleet operators
- Showcase your brand and products to a huge audience of prospective customers
- Deliver best practice advice directly to operators, showing them how to get the most out of their business by working with you
- Generate more in-market leads from decision-makers across the road freight transport, distribution and logistics industry
- Network with your peers to share insights and opinions on the future of the industry

As an exhibitor, you'll benefit from digital and print advertising campaigns across leading trade websites and publications, and email marketing to a database of 74,000 previous and prospective visitors. To see who visits the Commercial Vehicle Show, [click here](#).

We provide a wealth of resources to support your planning and help you maximise opportunity creation at the Show. [Here](#) is a checklist to consider the potential outcomes of exhibiting.

"The CV Show is the highlight of the Harris Group (MAXUS) calendar. It is our opportunity to meet with our dealers, media and other manufacturers and suppliers in the automotive industry.

"The Commercial Vehicle team are great to work with and in particular this year with COVID-19 they supported our MAXUS brand when we had to go virtual to launch our new models DELIVER 9 & e DELIVER 3 and our rebrand from LDV to MAXUS.

"We look forward to presenting our brand at next year's Commercial Vehicle Show 2021."

Mark Barrett, General Manager, MAXUS Europe.

"The Commercial Vehicle Show continues to be an important event in our calendar and, as a leading commercial vehicle manufacturer, it's a show that we have always felt important to attend."

Thomas Hemmerich, Managing Director of MAN Truck & Bus

Communications and marketing

A comprehensive marketing campaign for the 2021 Show is planned for launch in January to coincide with when visitor registration goes live on the Show's website.

As part of our rapidly growing online presence, we're keen to support all of our exhibitors with their social media marketing.

Join in the conversation by following us on Facebook, LinkedIn, Instagram and Twitter.



In most instances, we're already following you, but we're keen to amplify the messages you are putting out there, so if you need any guidance, or have something specific to talk about and share, please let us know. If you are able to send us any dates, or assets ahead of time, we can schedule these posts.

In conjunction with the NEC, we will be taking all regulatory health and safety measures, which will obviously include any additional requirements to combat Covid-19. For all the latest details on actions required, visit our regularly updated [information page](#).

What to expect

The 2021 Commercial Vehicle Show is set to be the first major road transport event in more than a year, so it will be the perfect opportunity for you to launch your latest products and services to the widest possible audience.

As part of our planning for the 2021 Show, we'll be considering the value and execution of panel discussions, engaging speakers and live theatre presentation themes. If there's any particular subject you'd like to see on the programme, please let us know.

For more support in social media or with feedback for the themes, please contact Tim Mustin at tim@cvshow.com.

With all the latest vehicles, trailers, equipment and technology on display, next year's Commercial Vehicle Show will be unmissable for thousands of fleet owners, directors, senior managers and engineers and to anyone running commercial vehicles as part of their business.

We're really looking forward to seeing you in April. There have been countless innovations that have taken place in the industry since the last Commercial Vehicle Show in 2019, and we look forward to celebrating them all with you.

Thank you again for your support of the 2021 Commercial Vehicle Show and the industry as a whole.

Commercial Vehicle Show team

Help us share your latest news

We'd love to promote our exhibitors' latest news and success stories through our social media channels. Tag @thecvshow or include the hashtag #CVShow2021 in your posts and we'll share them with our followers.



Commercial Vehicle Show, 22 Greencoat Place, London SW1P 1PR

Please do not reply to this email as this address is not monitored. If you would prefer not to receive further emails regarding the Commercial Vehicle Show 2021 you can opt out or unsubscribe below.

[Unsubscribe from this list or update your preferences](#)