

# Exhibitor information



**technology environment vehicles**  
solutions showcase

6-8 November 2012  
NEC Birmingham, United Kingdom

**EURO BUS**  
expo 2012

Expo Management, Olympus Avenue, Leamington Spa, Warwickshire CV34 6BF, United Kingdom  
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[www.eurobusexpo.com](http://www.eurobusexpo.com)

Organised by

**expo**

**cpt**

# Europe's premier bus and coach exhibition in 2012

Euro Bus Expo returns to the NEC, Birmingham from Tuesday 6 November to Thursday 8 November 2012. Exhibitors will have the opportunity to meet with thousands of visitors looking to source vehicles, products and services for every aspect of bus and coach operation.

Euro Bus Expo 2012 comes to the NEC for the fourth time, and builds on the strength and development of the previous three exhibitions with an estimated attendance of 10,000 industry professionals. Euro Bus Expo 2012 will provide its exhibitors with the chance to meet international decision makers from a range of operator, supplier, local authority and community transport organisations. All of this takes place in a high quality, yet relaxed environment, perfect for doing business with the many thousands of trade visitors.

Representing companies operating from 1 vehicle through to some of Europe's most prestigious fleets well in excess of 100 vehicles, visitors will come to Euro Bus Expo eager to meet your organisation and to find out more about the latest products, services and technologies that your company can offer.

The drive towards cleaner, safer and more efficient methods for passenger transport means that the industry is constantly striving to meet new standards of excellence. Never has there been a better time to participate at the premier bus and coach exhibition in 2012 for the

UK and Europe. Make sure your company is part of Euro Bus Expo 2012 and share in the success.

## Proven solutions showcase

- » Over 250 exhibition stands displaying the widest range of vehicles, products and services available from the UK and across Europe
- » **Technology Zone** with an extensive array of IT equipment, software, mobile technology, ticketing information and revenue collection services.
- » **Training and Development Zone** with a range of companies, agencies and colleges on hand offering the very latest thinking in career advice, support and development.
- » **Environmental Zone** showcasing products and services leading the industry in cleaner and more efficient technologies
- » **Accessibility Zone**, bringing together vehicles, products and services designed to offer accessible transport solutions to local authorities, community service and commercial operators.
- » FREE Master Class programme designed to help you help your company through the ever advancing technological advancements within the industry

To make certain you get the stand location of your choice and make the most of your company's investment then complete your booking form and contact the sales team today on **+44 (0) 1926 834790** or email [info@eurobusxpo.com](mailto:info@eurobusxpo.com)



## Dates and times for your diary

<b>Show Dates:</b>	6 – 8 November 2012
<b>Opening Times:</b>	Tuesday 0930hrs – 1700hrs Wednesday 0930hrs – 1700 hrs Thursday 0930hrs – 1700hrs
<b>Location:</b>	Hall 5, The NEC, Birmingham, UK
<b>Edition:</b>	Four
<b>Frequency:</b>	Biennial
<b>Open to:</b>	Trade Visitors and Press only

# Why exhibit?

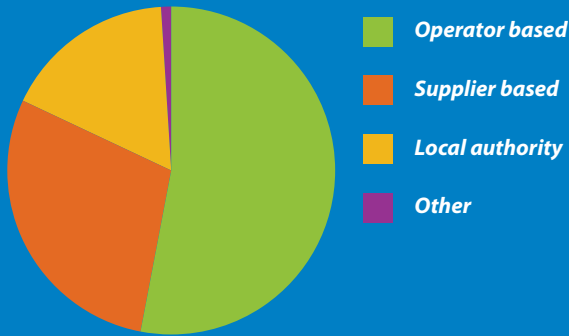
Whatever your product or service, Euro Bus Expo 2012 offers you the opportunity to meet thousands of highly targeted buyers in a unique environment where you can:

- » Generate new sales leads
- » Network with industry peers
- » Build brand awareness
- » Meet existing clients
- » Launch new products
- » Monitor industry trends

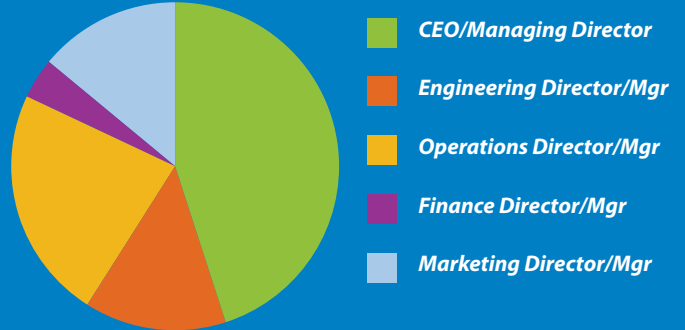
Visitors to the show are business professionals who represent all areas of the bus, coach and accessible community.

## Who can you expect to see?

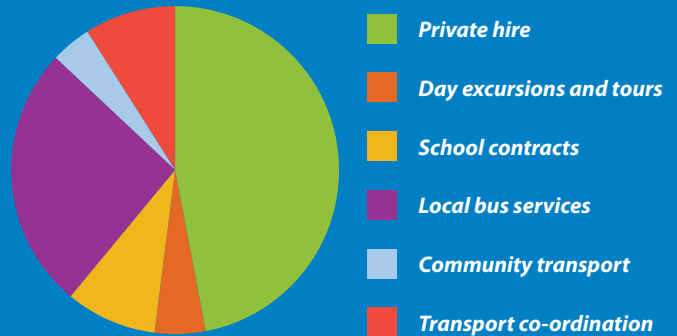
Euro Bus Expo 2010 attracted 8,766 attendees from the UK and overseas



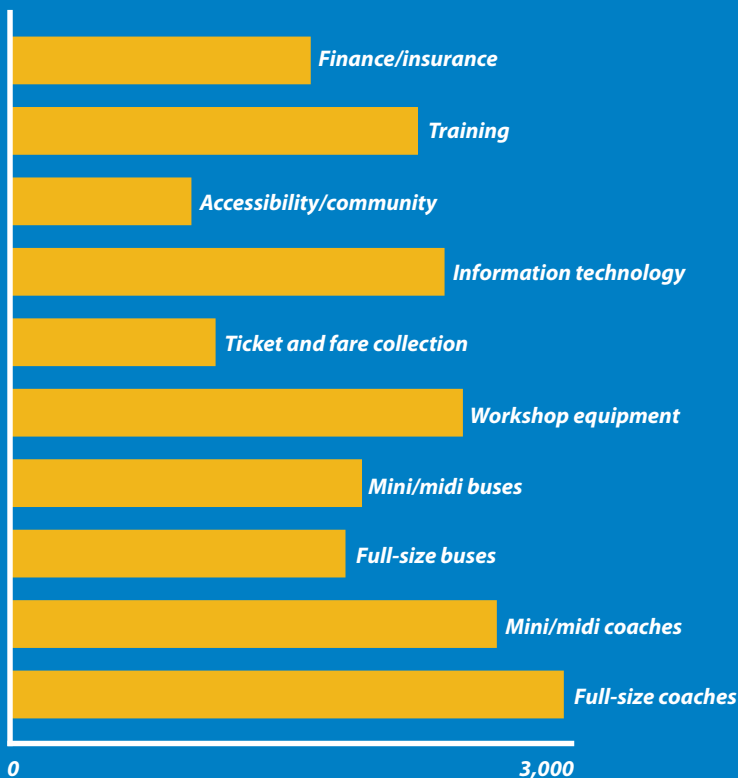
Senior positions representing a broad spectrum of responsibilities accounted for 55% of attendees at Euro Bus Expo 2010



Attendees of Euro Bus Expo 2010 offered a wide portfolio of services to their client base



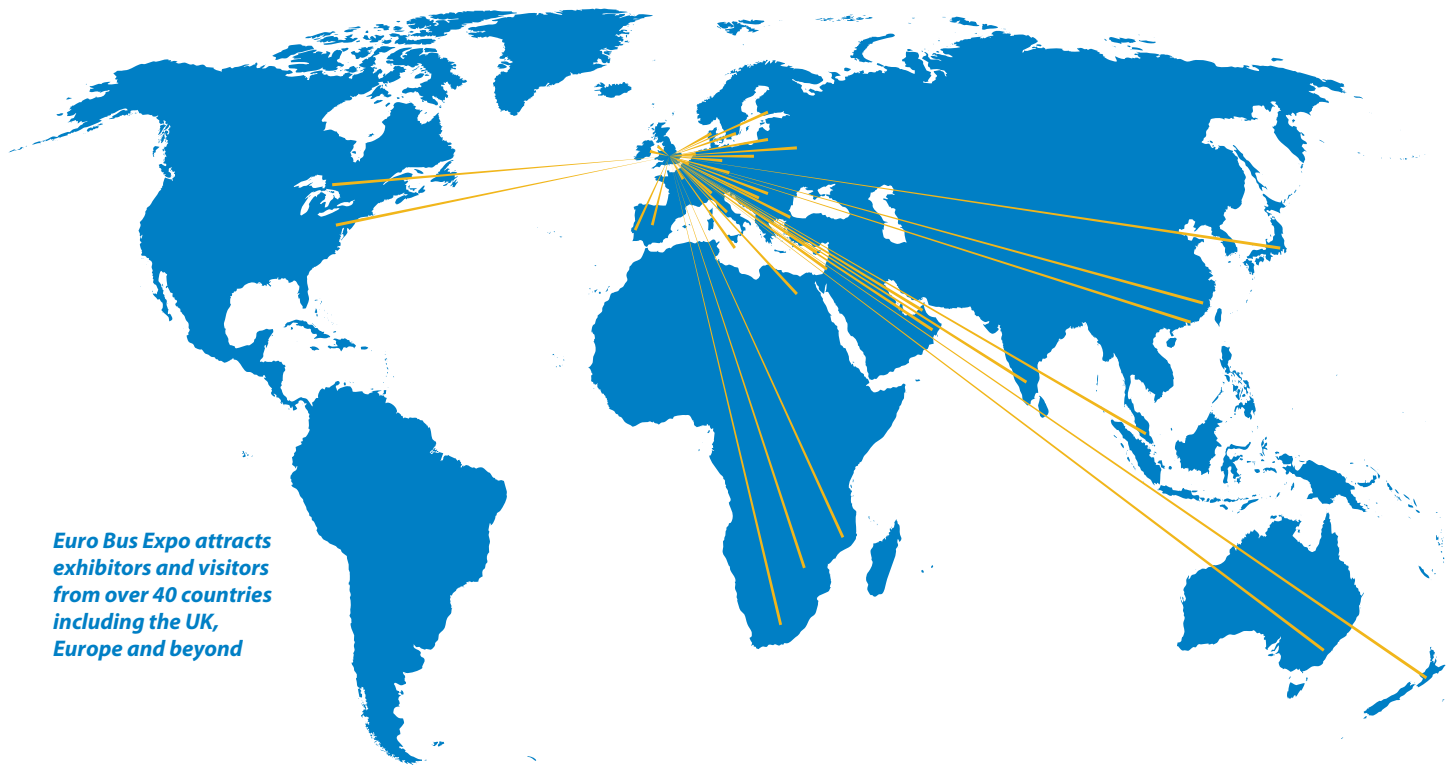
Attendees at Euro Bus Expo 2010 expressed interest in sourcing information on a broad range of products and services at the exhibition



**“ We went to the show in 2010 planning to place an order with one manufacturer. The show gives you the opportunity to look at a number of options. By the time we left we’d placed an order with a completely different manufacturer. We’re very pleased with the decision we made ”**

David Blake, Blakes Coaches, Tiverton

# A truly international experience



*Euro Bus Expo attracts exhibitors and visitors from over 40 countries including the UK, Europe and beyond*

## Getting in the Zone



**technology**



**environment**



**vehicles**

If you offer a specialist product or service, the benefits of exhibiting within a dedicated zone are many, ensuring that your potential customers know exactly where to find you, supported by a specific and targeted marketing campaign.

- » Technology Zone, incorporating the Live Theatre
- » Environmental Zone
- » Accessibility Zone
- » Training and Development Zone

## The exhibitors

Exhibitors at Euro Bus Expo cover the complete range of vehicles, products and services a bus, coach or accessible operator needs including:

- » Full-size buses and coaches
- » Mini and midi buses and coaches
- » Emission control
- » Environmental developments
- » Accessible vehicles and equipment
- » Workshop equipment
- » Ticket and fare collection
- » Information technology
- » Tracking and telematics
- » Security and camera
- » Glass replacement and repair
- » Audio visual
- » Training and development
- » Legal and insurance services
- » Financial services

If you are a supplier of these or any other transport related product or service, then Euro Bus Expo 2012 is the business to business event for you.

# Marketing opportunities

## Sponsorship

With over 250 exhibitors at Euro Bus Expo 2012, creating brand awareness at the show has never been more important to ensure that you are at the forefront of every visitor's mind – before, during and after the event. Our sponsorship packages are designed to:

- » Increase brand awareness
- » Reinforce brand reputation
- » Raise product awareness
- » Increase your return on investment
- » Showcase your products and services
- » Focus your marketing activity
- » Enhance your customer relationship
- » Associate your brand with the success of Euro Bus Expo.

To discuss the full range of packages please contact the sales team on +44 (0) 1926 834790 / info@eurobusexpo.com

## The Visitors

**A targeted message to the right people.**

Euro Bus Expo is the trade event that brings together thousands of leading trade individuals from the bus, coach and accessible community. They all have the express desire to network, be informed on new products and services, and ultimately do business.

One message doesn't always fit all. Using sophisticated demographics generated from previous exhibitions, a targeted marketing campaign can ensure that the right buyer knows the right companies to visit.

## Campaign

Exhibitors at Euro Bus Expo will benefit from a pan European marketing campaign aimed at attracting 10,000 attendees from over 40 Countries. This targeted approach, to key groups using multi-media methods includes:

- » **E-Marketing** Using the key visitor information from previous exhibitions a tailored e-marketing campaign will give specific messages on why to attend Euro Bus Expo 2012.
- » **Advertising** In leading trade titles from the UK and across Europe
- » **Website** Search engine optimized website with well over 2,000,000 hits to date.
- » **Social Media** Networking with the ever increasing number of people using Facebook, Twitter and LinkedIn, giving up-to-the minute show developments 24-7.
- » **Public Relations** Extensive PR campaign with the facility available to assist exhibiting companies to promote themselves to the numerous international trade publications and associations.
- » **Networking** The show organisers attend or exhibit at many major international networking events in order to promote Euro Bus Expo face-to-face with key industry contacts.
- » **Show Catalogue** 10,000 FREE catalogues packed with detailed exhibitor information distributed amongst the show's visitors.



**“ We found EuroBus Expo 2010 an excellent platform for promoting our business to transport operators throughout the UK and Europe. We have achieved a significant level of success thanks to leads generated at the Expo ”**

Paul Rogers, Director of Sales & Marketing, 21st Century Technology Solutions Limited

# Book your stand

Plans for 2012 are well advanced with a significant number of vehicle manufacturers having already secured their stands. We offer a range of stand options to suit your particular company requirements, whether you want a vehicle, mini/midi, open site or a full shell scheme package.

## Vehicles sites

CPT members rate: £68 per m<sup>2</sup> plus VAT\*

Non CPT members rate: £80 per m<sup>2</sup> plus VAT

- » Minimum space requirement for this area is 250m<sup>2</sup>
- » Carpeted in a choice of colours
- » Overhead banner with company name and logo
- » Catalogue entry, company listing on website and on all visitor collateral
- » Allocation of two outside display vehicle spaces per exhibiting company

## Mini/midi sites

CPT members rate: £85 per m<sup>2</sup> plus VAT\*

Non CPT members rate: £100 per m<sup>2</sup> plus VAT

- » Minimum space requirement for this area is 60m<sup>2</sup>
- » Carpeted in a choice of colours
- » Catalogue entry, company listing on website and on all visitor collateral
- » Allocation of one outside display vehicle space per exhibiting company

## Open sites

CPT members rate: £108 per m<sup>2</sup> plus VAT\*

Non CPT members rate: £127 per m<sup>2</sup> plus VAT

- » Minimum space requirement for this area is 30m<sup>2</sup>
- » Carpeted in a choice of colours
- » Catalogue entry, company listing on website and on all visitor collateral

## Shell scheme

CPT members rate: £170 per m<sup>2</sup> plus VAT\*

Non CPT members rate: £200 per m<sup>2</sup> plus VAT

- » Full shell scheme package including carpet, walling, fascia, company name board and fluorescent lighting
- » Catalogue entry, company listing on website and on all visitor collateral

## Technology open sites

CPT members rate: £108 per m<sup>2</sup> plus VAT\*

Non CPT members rate: £127 m<sup>2</sup> sqm plus VAT

- » Minimum space requirement for this area is 30m<sup>2</sup>
- » Carpeted in a choice of colours
- » Catalogue entry, company listing on website and on all visitor collateral

## Technology shell scheme

CPT members rate: £170 per m<sup>2</sup> plus VAT\*

Non CPT members rate: £200 per m<sup>2</sup> plus VAT

- » Full shell scheme package including carpet, walling, fascia, company name board and fluorescent lighting
- » Catalogue entry, company listing on website and on all visitor collateral

Enjoy the benefits of working with a dedicated team offering support on every aspect of exhibiting whether it's your first time at a show, or you are an experienced exhibitor. Expo Management can work with you offering assistance and advice to create cost effective stand solutions.

\* 15% discounted rate for CPT members is valid for a limited period only. To qualify for this special discount all booking forms must be returned no later than Friday, 6th January 2012.

## Book your stand today to make sure you are part of Euro Bus Expo 2012

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### Build days

Sunday 4 November 0800hrs – 2200hrs  
Monday 5 November 0700hrs – 2200hrs

### Press preview

Tuesday 6 November 0800hrs – 0930hrs

### Show days

Tuesday 6 November 0930hrs – 1700hrs  
Wednesday 7 November 0930hrs – 1700hrs  
Thursday 8 November 0930hrs – 1700hrs

### Breakdown days

Thursday 8 November 1730hrs – 2200hrs  
Friday 9 November 0700hrs – 1200hrs



The Confederation of Passenger Transport UK (CPT) is recognised by Government as the voice of the UK coach, bus and light rail industries: [www.cpt-uk.org](http://www.cpt-uk.org)

