

TRUCKFEST

Established over 40 years ago

2027 PROSPECTUS

www.truckfest.co.uk

TRUCKFEST

EUROPE'S LARGEST TRUCK FESTIVAL

- **Established over 40 years ago**
- **The benchmark event for the road haulage industry**
- **Brings the industry together in one place**
- **Leading manufacturers showing their latest models**
- **Large number of hauliers and logistics companies represented**
- **8 regional events across England and Scotland**
- **Showcase for hauliers to display the best examples from their fleets**
- **Two day event format**
- **Over 6,000 trucks on show across the portfolio of events**
- **Over 250,000 attendance across all events**



VISITOR DEMOGRAPHICS



- Road haulage & distribution professionals
- Fleet managers
- HGV Drivers
- Owner operators
- 70% Male
- 25% company owners or Director level
- 39% hold purchasing responsibility for their company
- 64% are owner operators
- 65% of visitors are from the haulage industry across all disciplines
- Fleet operators attending with family members
- Core truck and commercial vehicle enthusiasts

BUSINESS & MANUFACTURERS



- **The logistics sector contributes £175 Billion to the UK economy**
- **Many of the major fleet operators and their drivers attend Truckfest**
- **The logistics sector employ over 2.6 million people**
- **82% of all UK freight moved by road**
- **Hundreds of fleet operators including some of the UK's prime movers**
- **Also reaching small / medium operators who often don't have time to attend other shows**
- **Huge combined spending power**
- **Seeing and trying the latest products and services**
- **Keeping up to date with industry and product developments**
- **Truckfest can provide access to this wide ranging and valuable profile of manufacturers and operators and owner drivers**
- **Truckfest is trusted by all the leading truck manufacturers and operators in the sector to provide an environment they can do business in**
- **Over half a million commercial vehicles of over 3.5 tonnes registered in the UK**

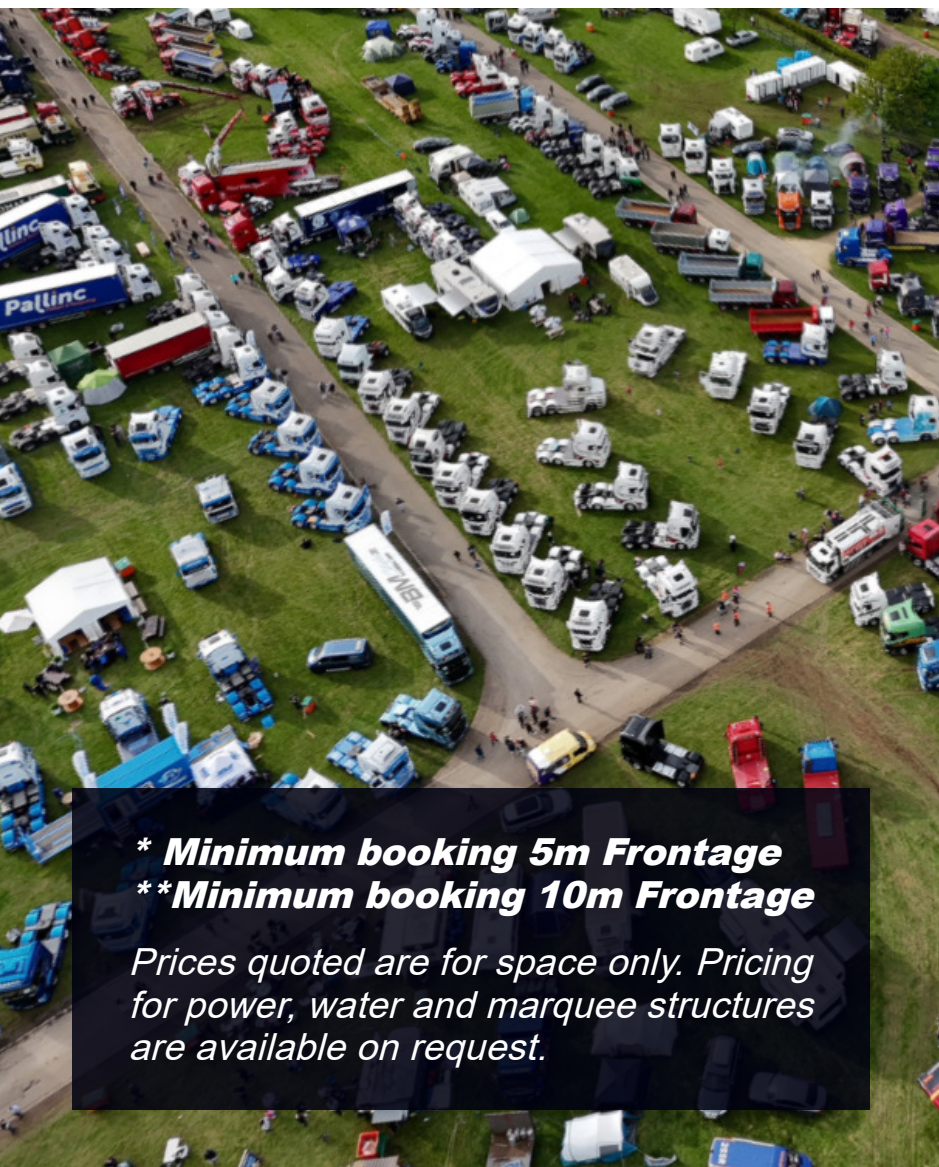
LIGHT COMMERCIAL VEHICLES



- **Launched at Truckfest Peterborough and available at Lincoln** – a zone for Light Commercial vehicles
- **Providing a key opportunity for manufacturers to attend and display latest range**
- **Audience of decision makers within fleet operators and associated industry**
- **Highlight the use and advantages of light commercials as part of their fleet operations**
- **Meet owner drivers and van drivers direct**
- **Some of the UK's largest logistics & transport companies in attendance**
- **This will be a new key & developing feature for the Truckfest series of events**
- **Many opportunities for manufacturers to further integrate into the event;**
 - **Create feature displays or content**
 - **Sponsor individual aspects of the event to align further with operators and owner drivers**
 - **Large scale yet relaxed atmosphere with track record of the place to do business**
 - **Also reach to general consumers for overall brand and product awareness**

STAND SPACE RATECARD

TRUCKFEST 2027



*** Minimum booking 5m Frontage**
**** Minimum booking 10m Frontage**

Prices quoted are for space only. Pricing for power, water and marquee structures are available on request.

Exhibition Space Lincoln

6m Depth	£200 + VAT per metre frontage*
15m Depth	£240 + VAT per metre frontage**
30m Depth	£260 + VAT per metre frontage**

Exhibition Space Scotland

6m Depth	£160 + VAT per metre frontage*
12m Depth	£190 + VAT per metre frontage**
30m Depth	£220 + VAT per metre frontage**

Exhibition Space Shepton Mallet

6m Depth	£140 + VAT per metre frontage*
15m Depth	£170 + VAT per metre frontage**
30m Depth	£200 + VAT per metre frontage**

Exhibition Space North West / Malvern / Newark

6m Depth	£120 + VAT per metre frontage*
15m Depth	£150 + VAT per metre frontage**
30m Depth	£180 + VAT per metre frontage**

Exhibition Space North East / South

6m Depth	£110 + VAT per metre frontage*
15m Depth	£140 + VAT per metre frontage**
30m Depth	£170 + VAT per metre frontage**



CASE STUDY SCANIA



- **SCANIA created the SCANIA EXPERIENCE at Truckfest Peterborough in 2016, 2017 & 2018**
- **Showcasing the new range of vehicles both demonstrators and customer vehicles**
- **Mixture of male interest and family led entertainment**
- **SCANIA Pavilion with children's activities and event activation**
- **Located at the heart of their Truck range display**
- **Tweet Shop encouraging people to tweet to SCANIA during the event**
- **Darts contest with professional player Martin Adams**
- **Family interaction and opportunity to view and learn about product range in one area**

TESTIMONIALS

#1

“Truckfest Scotland is a great showcase event for Renault Trucks Scotland. Every year it gets bigger and we enjoy the opportunity to meet with our customers in an informal and relaxing environment. Undoubtedly, we have increased our customer base due to prospective customers visiting our Stand at this event to view and discuss specifications of some of the fantastic trucks on display at our Stand”

Peter Murray
Dealer Principal
Renault Trucks Scotland

Atlas Cranes UK have supported and sponsored Truckfest over many years, across multiple shows and throughout the country. Truckfest is a great event to both promote our brand and to showcase what we offer as a company including the revolutionary 100% E-Power electric cranes. The shows are the perfect way to network with existing customers but also potential customers and enthusiasts across the board. You can always tell the shows that Atlas attend, everywhere you look there will be smiling faces with orange hats orange glasses and the Atlas UK logo.

Team Atlas

J&M Murdoch & Son Ltd, have been proud exhibitors at Truckfest Scotland for over 25 years. This year our team went above and beyond to ensure we had a spectacular display of both our working vehicles and our vintage fleet. Truckfest always gives us the opportunity to showcase the hard work and dedication put into restoring our vintage vehicles, which would otherwise be lost to history, whilst also letting the enthusiastic public know about our working fleet and catch up with our fellow operators. We had a fantastic weekend, well organised and the weather was kind which was an added bonus.

J & M Murdoch & Son Ltd

Alex Anderson Sawdust and Woodchip Contractor has been supporting Truckfest in both Scotland and England for over 25 years. We like attending with our vehicles – vintage, show and working – to show the history of our company. We also enjoy meeting up with fellow enthusiasts, both old and new. My grandchildren are also very keen on the vehicles and shows and enjoy their weekends at Truckfest.

Alex Anderson
Sawdust and Woodchip contractors

Charles & Dean Finance are a proud supporter and exhibitor at Truckfest - attending this wonderful festival for the third year running. As the events continue to grow and evolve, we continue to relish the opportunity to connect with the wider haulage industry on a personal level. At Charles & Dean we are dedicated to providing individuals with the best finance solutions to suit their needs, support and advice we enjoy bringing to Truckfest each year.

We can't wait to see what's on offer at future shows and how we can help fund ambition for those looking to purchase trucks, expand their fleets and explore finance.

Charles and Dean

TESTIMONIALS

#2

'Driver Hire have been proud supporters of Truckfest in various guises over 20 plus years from Main Sponsor of all events through to our more recent tailored packages to suit each specific show. As part of these packages, our branding has been visible in the arena, on tickets, in magazines and more recently social media posts. The sponsoring of awards allows us to be part of recognising those drivers who go above and beyond, exhibiting their prized vehicles. The show is the perfect opportunity to network with both transport professionals and drivers in a relaxed family friendly environment. We have returned year after year and plan to do this for years and years to come!'

Rachael McWilliams
Operations & Development Director
Driver Hire

'Volvo Trucks have been supporting Truckfest Peterborough for many years, it is a great event for both promoting our brand and networking with contacts from across the logistics industry'

Dawn Stoker
Events Manager
Volvo Trucks UK & Ireland

'Truckfest provides a great opportunity to showcase our fleet and the dedication, time and care our drivers put into looking after their vehicles day-to-day. It also gives us the platform to meet with the public to share the history of the business and our trucks and speak to those who may be interested in career opportunities in our industry.'

Doug Jeffery
Group Operations Director
Owens Group



'Great to network with a different customer base who are interested in Trucks of all shapes and sizes. Will definitely be in our diary for 2025'

Connagh Cassell
Designated Partner
Luna Customs LLP

TESTIMONIALS

#3

“Truckfest has become our go-to exhibition partner for us to engage with new prospective clients, existing customers and suppliers. They have an excellent team who are organised, efficient and supportive, which is why we are back for our 10th year.”

Goodsons Insurance Consultants

“SG Haulage Ltd is a proud supporter of Truckfest and have been showcasing our fleet for a good number of years. Truckfest is a great way to show off the hard work that our drivers put in to looking after the fleet and also it's an opportunity to meet others in the industry. It's a family fun weekend and is enjoyed by all.”

SG Haulage Ltd

Here at Asset Alliance Group, we are proud to support Truckfest as it is a wonderful opportunity for us to showcase our business to a massive audience which helps get our message out to everyone! It is also wonderful to mix with the rest of the industry and see some excellent show trucks too! We will be at Truckfest Scotland, Peterborough & North West this year!

Josh Langford
Asset Alliance Group

Truckfest Edinburgh was BSP Hydraulics first time exhibiting and it provided a great opportunity to showcase our product range to the truck industry. It was great to network with new customers as well as a great opportunity to catch up with some of our current ones. We will definitely be returning in 2024.

BSP Hydraulics

2023 was the 6th year that Recruitment Alba Ltd have supported Truckfest...basically since we started! They have been part of our journey and part of the growth of the company as we continue to go from strength to strength. It's good to get face to face with candidates and clients (future and present) and is a way we can share what opportunities and services we can provide. Looking forward to Truckfest Scotland 2025!

Recruitment Alba Ltd

TESTIMONIALS

#4

CVA are a proud to sponsor and exhibit at multiple Truckfest events, having done so for a good many years. It is a great place to meet people associated with the industry, both existing and potential customers and to get our brand seen alongside many key players from the transport sector at these flagship industry events.

Jonathan Earp
Operations Director
CVA Auctions

At Kelsa Truck Products we have been attending Truckfest events for over 25 years now. We have found this to be a great way to showcase our latest products straight to the customers who purchase our goods for their beloved trucks. By attending Truckfest we also get chance to meet new and existing customers in person instead of over the phone, often building great relationships that have lasted throughout the years.

Andrew Annison
Office Manager
Kelsa Truck Products Limited

FHS Group are proud to support Truckfest, a fantastic event celebrating the haulage industry and bringing together drivers, businesses and truck enthusiasts from across the country. We always enjoy being part of it and look forward to another great event in 2027.

Jordan McKenna
DIRECTOR
Fenland Haulage Ltd - Part of the FHS Group

When the Unexpected Happens, We're Ready. 24/7.

We know that behind every call-out is someone counting on us. That responsibility drives our commitment to professionalism, reliability and getting the job done.

Truckfest celebrates the power, people and passion behind the road transport industry. We're proud to be part of the wider industry that keeps Britain moving — often behind the scenes, but always ready to answer the call.

WALLS TRUCK SERVICES LTD & KERBKING 247 LTD —
there when you need us, whatever the hour.

WALLS TRUCK SERVICES LTD & KERBKING 247 LTD

TESTIMONIALS

#5

STAS Trailers UK is proud to continue supporting Truckfest in 2027.

Truckfest is always a fantastic opportunity for us to meet customers, drivers and operators from across the UK transport industry, as well as showcase the quality, strength and innovation behind the STAS range.

For STAS UK, it's about much more than simply selling trailers. We have built our business around long-term relationships and providing customers with complete UK support, from new trailer sales and rental through to parts, service and aftersales.

We look forward to another great Truckfest season in 2027 and to welcoming customers old and new throughout the year.

Graham Macmillan
Managing Director
STAS UK

We are proud to be regular exhibitors at this fantastic truck event, securing our place year after year. It provides an excellent opportunity to showcase our business, connect with industry professionals, strengthen existing relationships, and build new connections within the transport and haulage sector.

The event is always a valuable addition to our annual calendar, and the quality of the experience keeps us coming back. We are delighted to be part of such a well-established industry gathering.

Lesley Bain
Marketing Manager
Thomas Hardie Commercials Ltd

We are proud to have been attending Truckfest as an exhibitor for over 20 years. During this time, Truckfest has become a very special part of our journey, giving us the opportunity to showcase what we do as a business, meet like-minded people, build lasting relationships, and be part of an incredible community that shares our passion for the transport industry. Being part of these amazing events year after year allows our business to promote our products direct to the end user.

Lindon Davies
Director
White Diamond Detail Products

TESTIMONIALS

#6

Tyre-Line are proud to have been part of Truckfest for over 10 years. What keeps us coming back is the people. Truckfest gives us the chance to meet our customers in person, hear what matters to them and put faces to names we speak to all year round.

Every year we're amazed by the vehicles on display and the passion and pride that goes into them. It's a real showcase of the industry at its best, and we can't wait to see what 2027 brings.

Neil Hitchen
Sales Manager
Tyre-Line OE Ltd

TruckMax have been a proud supporter of Truckfest for more than 10 years. We look forward to exhibiting at Truckfest year after year because it's a fantastic opportunity for us to connect with our customers, meet new faces and showcase our products. We love the atmosphere at events and we're always excited to return!

TruckMax



SHOWCASE EXHIBITION SPACE



Showcase your fleet by booking reserved truck space at all of the Truckfest Events

- **Reserved parking for your fleet and support vehicles**
- **Able to erect marquees and gazebos for staff and visitors**
- **Power and water can be supplied at a hire charge**
- **Perfect opportunity to promote the business for new contracts and to recruit new drivers**
- **100 words and a logo in the official Truckfest Annual (supplied before April)**
- **Take part in the showcase parades at the regional shows (ground & weather conditions permitting)**
- **Use the show as a thank you to the drivers and key staff**
- **Great chance to integrate with the haulage and logistics carriers**
- **All vehicles booked in by the Truckfest Team**
- **Taken to site by the Truckfest team when you arrive at the show**
- **Early arrival (from the Thursday)**
- **Best Showcase Stand Award at all the Truckfest events**

***Contact for sizes and prices available at each event**



BENEFITS

- **Highly targeted access** to hard to reach industry 'moving targets'
- **Face to face contact** with core market
- **Try, buy and demonstrate** – put products and services directly in front of purchase decision makers and budget holders
- **Product launch** – launch your new product direct to the target audience
- **Direct sales** – prime space for partners to conduct direct selling
- **Data Capture** – gather key contacts for your own database
- **Create new and enhance** existing business relationships
- **Bring your brand to life** with focused on event activity

“No other event provides access to the so-called ‘moving targets’ who are inaccessible in day today business. The common denominator is that they all come to Truckfest, whether they be the big players in the industry such as Eddie Stobart, WM Morrisons, or the smaller operator. Truckfest provides that all important contact point for what is happening within their industry.”

**Editor-in-Chief
Commercial Motor and Truck & Driver**

PARTNERSHIPS

2027 Sponsorship Structure

TITLE

TRUCKFEST

Supported By



OFFICIAL PARTNERS

BESPOKE

Truckfest offers cost effective Regional and National marketing with a large commercial and consumer audience guaranteed

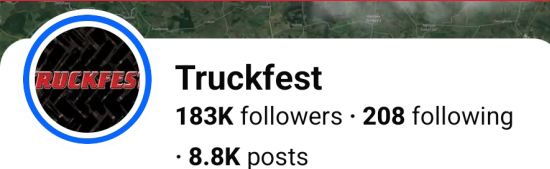
Our experienced event team can assist with activation ideas and the best integration of your brand into the events

For maximum impact, we can offer areas of the Truckfest that partners can 'brand own' during the event including:

- Big Screen
- Feature display in the prime area of the event
- Showcase & Trophy Award Sponsorships
- Live Main Arena Sponsorships
- Drivers Breakfast
- Official Partnerships across a range of categories
- Bespoke activity created specifically to your requirements
- Branding packages around site and in local environs
- Wristband/Ticket sponsorships
- Podium sponsorship
- High vision vest/uniform sponsorship (year long campaign)

***Costs on application**

MEDIA & COMMUNICATIONS



The UK's original and leading truck shows!

Contact info

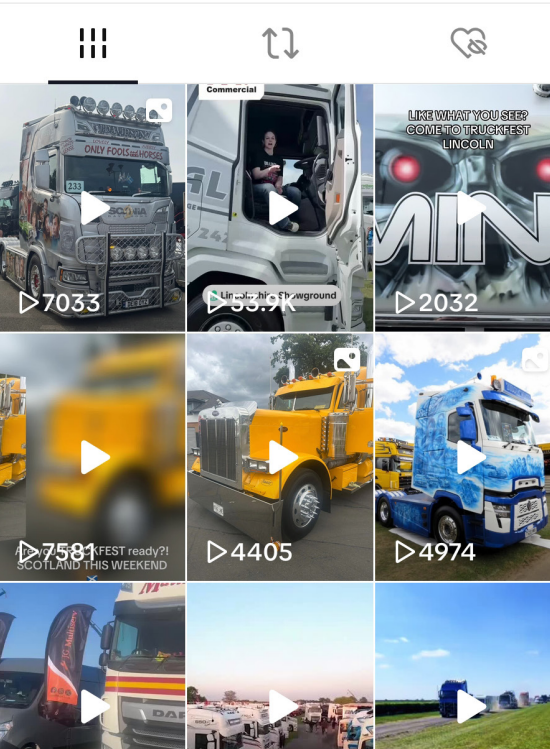
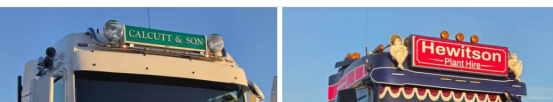
✉ info@livepromotions.co.uk

💬 Truckfest

All posts



Just some of the great trucks that joined us at TRUCKFEST Newark this ye... more



- Over **183k** followers on Facebook
- Over **29k** followers on Instagram
- Over **17.6k** followers on TikTok
- Over **15.9k** followers on X (Twitter)
- Active PR programme

- Specialist media partnerships
- Website with **200,000** views/month
- **860,000** page views
- Database of over **130,000**

HGM1

THE STATION FOR TRUCKERS

THE NEW RADIO STATION DEDICATED
TO THE HAULAGE INDUSTRY
POWERED BY TRUCKFEST

Advertising on radio creates more moments to reach your audience. Audio ads can help you create a personal connection with your audience when they're receptive in a no-swipe, no-scroll environment. The majority of our listeners are within the haulage industry from drivers to head offices & fleet managers. Choosing to advertise with us could mean that recognition of your products or services are reaching a higher percentage of your target audience than other stations could achieve.

ANDROID
1K+
DOWNLOADS

APPLE
1.3K+
DOWNLOADS

- ▶ Average 3000 - 4000 unique listeners per month.
- ▶ 93% of listeners are in the UK.
- ▶ 93% of listeners are male.



We are offering an advertising deal as a bolt on for all Truckfest exhibition customers and commercials will be played for the 2 week period leading up to the event.



PACKAGE	PRICING	TRUCKFEST EXCLUSIVE PRICING
2 Week duration (Pre-show) 6 Commercials a day (30 second duration)	~~£600*~~ + £150 production fee	£395* + £150 production fee

*All in-house created adverts will require a one off £150 production fee.

2027 DATES

Truckfest Lincoln

Lincoln Showground, Lincoln (LN2 2NA)
Saturday 1st & Sunday 2nd May

Truckfest North East

Wolsingham Showground, Wolsingham (DL13 3JF)
Saturday 22nd & Sunday 23rd May

Truckfest South

Newbury Showground, Thatcham (RG18 9QZ)
Saturday 12th & Sunday 13th June

Truckfest West Midlands & Wales

Three Counties Showground, Malvern (WR13 6NW)
Saturday 3rd & Sunday 4th July

Truckfest Scotland

Royal Highland Centre, Ingliston (EH28 8NB)
Saturday 31st July & Sunday 1st August

Truckfest South West

Royal Bath & West Showground, Shepton Mallet (BA4 6QN)
Saturday 28th & Sunday 29th August (**BANK HOLIDAY**)

Truckfest North West

Cheshire Showground, Knutsford (WA16 0HJ)
Saturday 11th & Sunday 12th September

Truckfest Original

Newark & Notts Showground, Newark (NG24 2NY)
Saturday 2nd & Sunday 3rd October





**2027
DATES**

Classic Trucks and Tractors Scotland

Royal Highland Centre, Ingliston (EH28 8NB)

Saturday 6th and Sunday 7th March

NEW EVENT

Classic Trucks and Tractors Norfolk

Norfolk Showground, Norfolk (NR5 0TT)

Saturday 10th and Sunday 11th April

NEW EVENT

Classic Trucks and Tractors Stafford

Staffordshire Showground, Stafford (ST18 0BD)

Saturday 17th and Sunday 18th April



TRUCKFEST

CONTACT

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and showcase
enquiries**

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**Sponsorships,
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**LIVE
PROMOTIONS • EVENTS**

Truckfest is organised and promoted by Live Promotions Events Limited - www.livepromotions.co.uk
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