

- Showcase your products and services to a highly captive audience
- Position and promote your brand alongside your competitors
- Generate publicity and increase brand awareness



● Expand your network and reach key operators from the UK and Ireland

● Close deals and strengthen relationships with existing customers

● Maximise efficiency with invaluable facetime opportunities

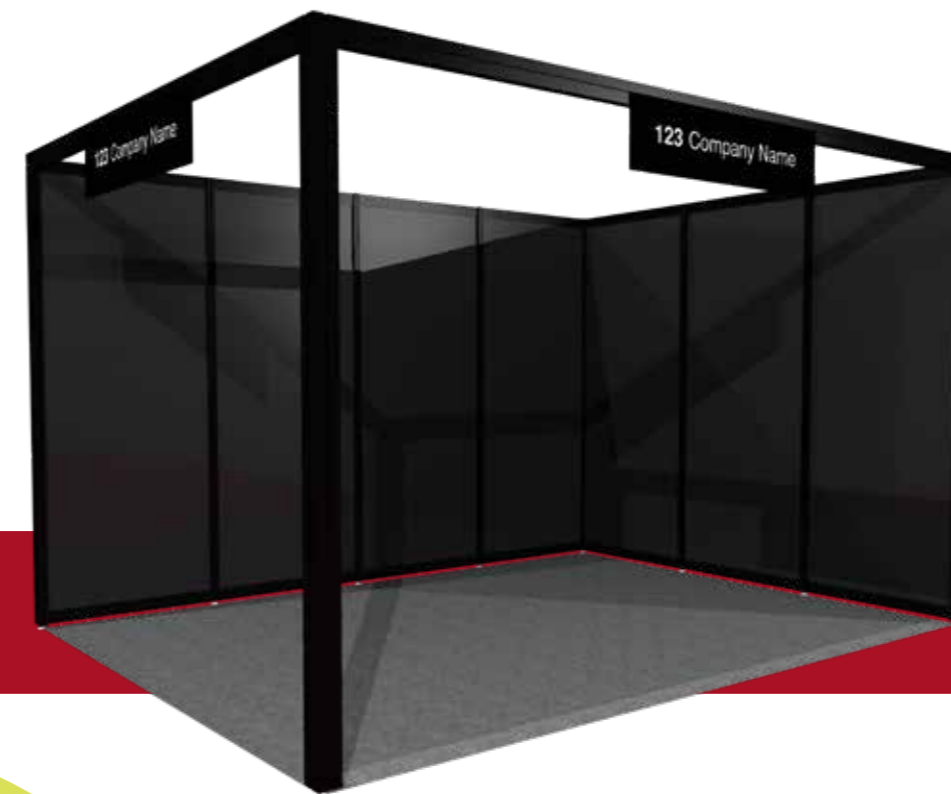


BEST TRADE SHOW
OVER 8,000 SQM

STAND PACKAGES AND RATES

	VEHICLE SITES	MINI/MIDI SITES	OPEN SITES	SHELL SCHEME
Early Bird Rate* Cost per square metre excluding VAT	£54	£99	£134	£203
Standard rate Cost per square metre excluding VAT	£58	£103	£140	£214
Minimum space requirement	250 sqm	80 sqm	30 sqm	
Full shell scheme package (includes carpet, walling, fascia, company name board and fluorescent lighting)				.
Choice of carpet colours	.	.	.	
Show Guide entry
Company listing on website and all visitor collateral
Allocation of outside vehicle display space (One per exhibiting company)	.	.		

*Early bird rates applicable up to 31st January 2019



SECURE YOUR STAND TODAY

Contact Martin Laverton
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E: mlaverton@divcom.co.uk

SPONSORSHIP OPPORTUNITIES

Enhance your presence before, during and after the show with a tailored sponsorship package aligned to your business objectives.

Contact Martin today to discuss the opportunities available.

Organised by Diversified Communications, Unit 4, Minerva Business Park, Lynch Wood, Peterborough PE2 6FT
WWW.COACHANDBUSUK.COM

Imagine what we could do for you...

Member of
AEO
MEMBER



2-3 OCTOBER 2019
NEC BIRMINGHAM

WHERE UK
OPERATORS
DO BUSINESS

Organised by
diversified
COMMUNICATIONS UK

Show Partner
cpt

WWW.COACHANDBUSUK.COM

Join the conversation @coachandbusuk #coachandbusuk



THE ULTIMATE DOMESTIC INDUSTRY SHOWCASE

Following a hugely successful show in 2017, which saw Coach & Bus UK shortlisted for Best Trade Show at the AEO Awards, the event returns to the NEC for its 7th edition on 2 – 3 October 2019 at the NEC, Birmingham.

Coach & Bus UK is the domestic showcase dedicated to the coach, bus and mini-vehicle industry. Having a presence at the show will give you exposure to 6,000 coach and bus professionals and the opportunity to promote your products and services to an audience with real buying power.

“Coach & Bus UK 2017 was a phenomenal success for Irizar UK and was, by far, the busiest exhibition we’ve ever exhibited at.”

Steve O’Neill,
Director, Irizar UK

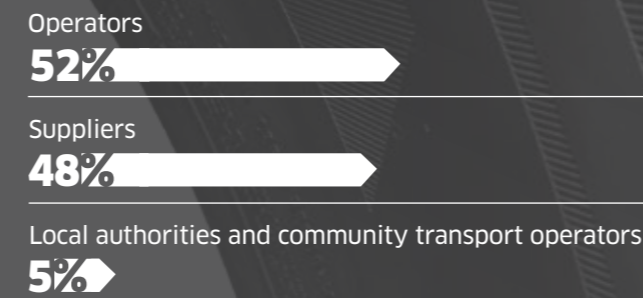
WHO EXHIBITS?

Up to 200 exhibitors, representing every link of the supply chain, will showcase everything needed to run a successful PCV operation:

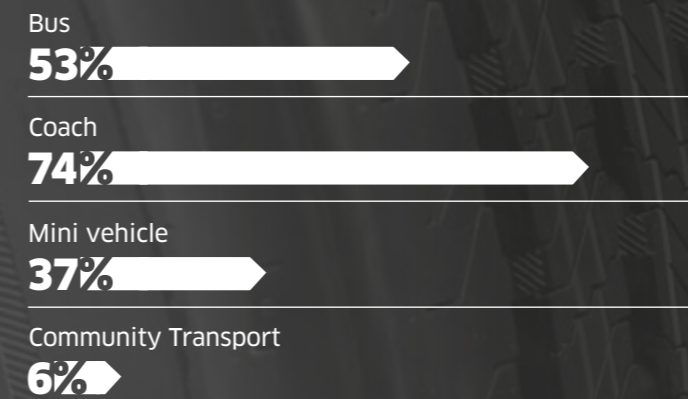
Buses | coaches | mini and midi vehicles | accessible and safety solutions | alternative power solutions | audio visual equipment | insurance | legal and financial services | engineering | information technology | fleet management | passenger information systems | telematics | fuel management | ticket and fare collection | washing systems | workshop equipment | vehicle interiors | parts and accessories and more...

THE FACTS THAT LEAD TO BUSINESS

VISITOR BREAKDOWN



OPERATOR PROFILE (VEHICLES IN FLEET)



5,908
attendees
in 2017

90%
of operators
had purchasing
responsibility

80%
of exhibitors
re-book
year on year

79% of visitors rated Coach & Bus UK as excellent or good for finding new suppliers*

81% of exhibitors generated sales leads from new prospects*

89% of visitors would recommend the show to a friend or colleague*

91% of visitors discovered new products*

94% of visitors achieved their goal of meeting existing suppliers*

95% of visitors rated the show as excellent or good for comparing products*

*of survey respondents

“Exhibiting at Coach & Bus UK was a great success for us. The quality of leads was excellent over the two days and we would highly recommend the show.”

Richard Thomas, Head of Commercial Affairs, Alcolock UK Ltd



ATTRACTING VISITORS WITH REAL BUYING POWER

Exhibiting is one of the most efficient and effective marketing activities available to you. Coach & Bus UK’s dedicated marketing and PR teams are committed to helping you gain maximum growth by developing an unprecedented, highly targeted marketing campaign delivered to thousands of industry professionals.

We offer a wealth of free marketing opportunities including; a one-day exhibitor masterclass, personalised banners and e-invitations, Show Guide exposure, and more.

“Coach & Bus UK enables me to keep up-to-date with new products and ideas, plus it gives me the opportunity to network. There is always something new and exciting to see.”

Matt Evans,
MD, Centrebus

WHO VISITS?

Exhibitors at the 2017 show met and did business with senior buyers from:

Abellio Bus | Alfa Travel | Arriva Bus UK | Bakers Dolphin Coach Travel | Birmingham International Coaches | Brighton & Hove | Bus Eireann | Centrebus | Clarkes of London | Edinburgh Coach Lines Ltd | FirstGroup | Go Ahead London | Golden Boy Coaches | Greys of Ely | Halton Borough Transport Ltd | Johnsons Coach & Bus Travel | London United Busways | Lothian Buses | Lucketts Travel | Maynes Coaches | McGills Buses | Metrobus | National Express | Network Warrington | Nottingham City Transport | Pulham & Sons (Coaches) | Reading Buses | Southdown PSV | Stagecoach | The Go Ahead Group | trentbarton | Ulsterbus | York Pullman