

EXHIBITOR INFORMATION PACK

TiPEX | TANKEX

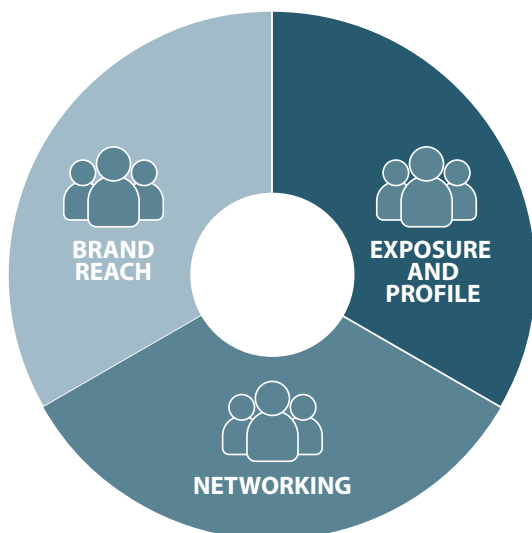


30 September - 2 October 2021 Harrogate Convention Centre

Reasons to attend



For anyone involved in the tipper, tanker and bulk haulage industries, Tip-Ex and Tank-Ex are the only shows dedicated to these markets. With more than 100 leading manufacturers and suppliers on show, many of whom only exhibit at Tip-Ex and Tank-Ex, these have become the must-attend events of the year for operators in the dry bulk and liquid tanker sectors.



Why Exhibit?

The Tip-Ex and Tank-Ex show is unquestionably the main event for bulk haulage, tipping and bulk liquid transportation.

Over **3,086** business visitors attended the 2019 show. The visitor profile was **69%** owners, directors or manager from all sectors.

Who exhibited in 2019

Some of the companies who benefited at our last show



Event marketing

Fully integrated campaigns across multiple channels supporting pre-registration and awareness:



* organic and paid for material



* Facebook, Twitter, Instagram and Linked In

Exhibitor support

Extensively target print and digital channels using our own products including our industry leading publications and extensive database.

Supporting you through...

Commercial Motor

An average of **23,458** readers every week

130,263 unique visitors to the **Commercial Motor** website every month

Social Media coverage:

 **28,726** followers
  **19,900** tweeting
  **8,000** users
 **5,790** networking
  **17,402** views

MotorTransport

An average of **37,240** readers per edition

34,875 unique visitors to the **Motor Transport** website every month

Social Media coverage:

 **1,424** followers
  **16,648** tweeting
  **973** (Director's Club)



TRUCK & DRIVER

An average of **23,458** readers every edition

130,263 unique visitors to the **Truck & Driver** website every month

Social Media coverage:

 **24,956** followers
  **19,867** tweeting
  **4,365** users

Transport News

An average of **6,500** readers every edition

7,298 unique visitors to the **Transport News** website every month

Social Media coverage:

 **101** followers
  **2,308** tweeting
  **158** users

Social Media Key:

 Facebook
  Twitter
  Instagram
  LinkedIn (Including Director's Club)
  YouTube

Editorial coverage

Promoting the event

As owners of the main media outlets in the market-place, the shows and its exhibitors will be support throughout our brands.:



Delivering in print and digitally

Commercial Motor

- In-depth show preview ● Extensive show report
- Exclusive tipper tests and first drives
- Tip-Ex/ Tank-Ex show guide
- Dedicated online area for tipper and tanker news and features
- Monthly E-newsletter ● Social Media campaigns



MotorTransport

- Show preview ● Full show report
- Promotion on Motor Transport E-newsletters
- Promotion of the event through the Motor Transport social media channels

TRUCK & DRIVER

- In-depth show preview ● Extensive show report
- Plus a dedicated driver's day
- Editorial content to feature on the new Truck & Driver website
- Interactive promotion for drivers day through Truck & Driver social media channels
- Plus content on the Truck & Driver Monthly E-newsletter

Transport News

- Tip-Ex and Tank-Ex show review
- Northern Rewards Breakfast - Full preview of this new breakfast celebration programme
- Tip-Ex and Tank-Ex Harrogate Pictorial Report
- Tippers still a major CV sector, the four, six and eight-leg tipper keeps Britain's burgeoning construction industry on the move feature

New for 2021...

Thursday 30th September

For 2021, we'll be expanding our popular seminar programme to include a **Transport Managers Conference** on Thursday 30 September

Focusing on: ● **Innovation** ● **Compliance**
● **Recruitment and Training**

Friday 1st October

Transport News Northern Rewards Breakfast. Taking place in the Royal Hall the awards will recognise and celebrate the achievements of road haulage operators across the North of England.



Saturday 2nd October

Drivers Day in association with **Truck & Driver**.
A chance to inspire the next generation to join this exciting sector, through a fun, action-packed day for all the family.

Key contacts for TiPEX | TaNKEX

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