

X ROAD TRANSPORT EXPO 2025

The **one-stop industry event** that's all about the truck and everything related to it

24 - 26 June 2025
NAEC Stoneleigh
Warwickshire



EXHIBITOR INFORMATION

IN ASSOCIATION WITH



MotorTransport



INTRODUCTION



In just three years, Road Transport Expo has firmly established itself as the premier event for the road haulage and logistics industry. The 2024 show was an outstanding success, attracting 10,568 attendees – a 24% increase from the previous year – and showcasing more than 280 exhibitors. This made it our largest and most diverse gathering of industry experts and innovators to date.

We are committed to making Road Transport Expo even better. In response to your feedback, we're introducing several exciting enhancements for 2025. These include creating more spaces within our current footprint to accommodate more exhibitors and broadening our marketing reach to more sectors of the market. Our extensive marketing campaign will continue across our leading titles and will expand further across the industry through enhanced media partnerships with other publishers.

Looking ahead, we're planning a special 'open day' event in February 2025 at NAEC Stoneleigh, where exhibitors and potential exhibitors can join us on-site. This event offers a unique opportunity to connect with fellow exhibitors, suppliers, our editorial and marketing teams, and other logistics media to ensure you get the most out of the biggest three days in the road haulage and logistics calendar.

Please take the time to review this brochure and explore the insights and statistics from Road Transport Expo 2024. For further information, Emma Tyrer and her experienced sales team are on hand to assist you in maximising the opportunities the show provides.

Whether you are a returning exhibitor or considering exhibiting for the first time, we're excited to have you join us in making Road Transport Expo 2025 even bigger and better!

I look forward to seeing you at Road Transport Expo 2025.

Vic Bunby

Divisional Director & RTX Show Director
Road Transport Media

“ This show is the new must attend event. It is well organised and easily accessible. If you are considering exhibiting then let me assure you, the calibre of attendees that visited our stand were decision-makers. If you are a visitor this is an absolute must for your calendar. No parking fees, perfect location and a huge amount to see in one day! See you in 2025. ”

Chris Owen - SMUK

WHO VISITED IN 2024?



Record Attendance

In total there were **12,972 visits** over the three days, which was 22% higher than 2023.

In terms of unique visitors, **10,568 people attended this year's show** which represents a 24% increase on the 2023 show.

Wednesday was the busiest day with **6,019 attendees** on site.

Visitor Profile



70% of visitors were owners, directors, or managers from all sectors of the road haulage market.



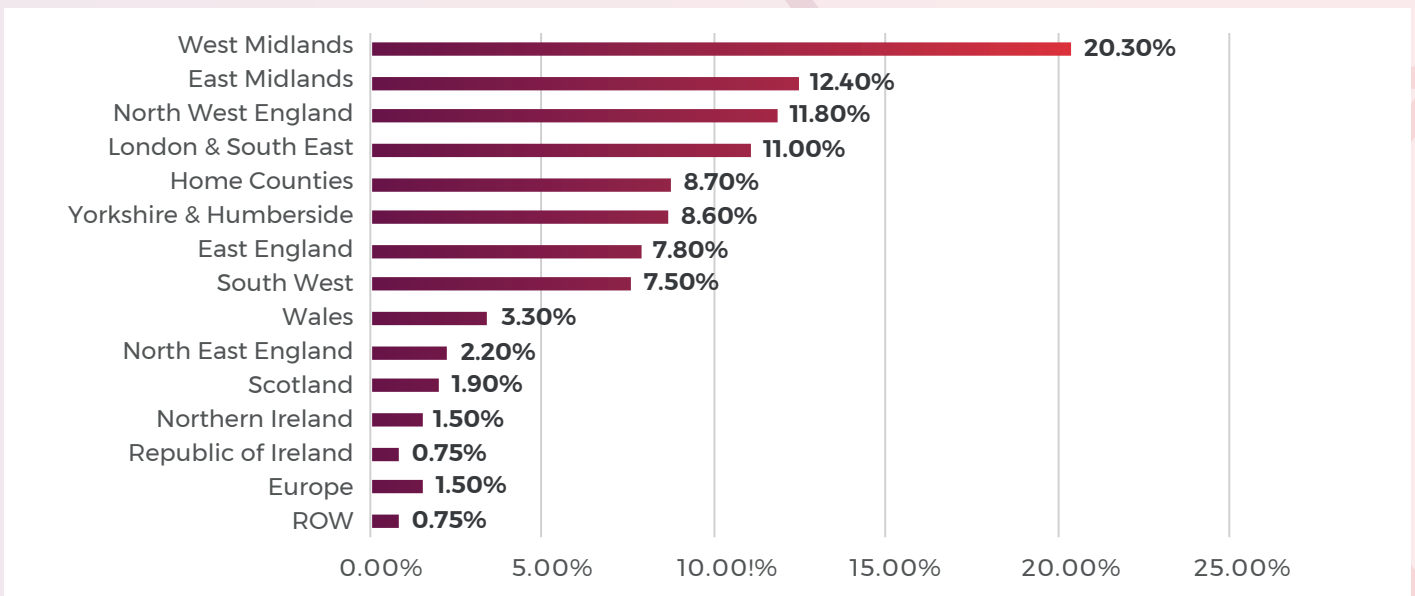
20% of visitors worked for companies with 100+ trucks in their fleet



64% of visitors had purchasing / specifying influence for their company.



Visitors came from all over the UK making RTX a truly national show.



Source: RTX 2024 visitor registration

WHAT VISITORS CAME TO SEE?



65% of visitors attended RTX to view vehicles, products and the latest technology



54% of visitors came to the show to meet with existing suppliers



45% of visitors came to the show to find out what's new in the industry (for ideas and inspiration)



52% of visitors came to talk to vehicle / product experts



16% came for the show's seminar programme



52% of visitors came to network with peers / other visitors

“ We experienced the very best interaction with attendees and exhibitors alike. We were delighted yet again with the RTX experience and will be back again next year in 2025 which will be our fourth in a row. ”

Keith Banks - Truck Align London

Source: RTX 2024 Visitor Survey

WHAT INFLUENCED VISITORS TO COME TO THE SHOW?



67% - the range of vehicles, products, technologies and services on display



47% - there is no other comparable show in the UK



60% - the quality of exhibitors exhibiting



49%
the show's location



7%
The Ride & Drive



27%
the show's dates



17% - adverts and articles in trade magazines / websites / social media

“ RTX is the industry go to event! The event of the year where all the truck manufacturers, bodybuilders and suppliers all work alongside each other to put on a fantastic show of what the industry is all about. If you didn't visit this year, you need to put it on the top of list for 2025! ”

Isla Gill - Transporter Engineering Ltd

HOW DID VISITORS RATE RTX?

99% of visitors said they would most likely attend the show in 2025

98% of visitors rated the quality and quantity of the exhibitors as excellent / good

96% of visitors met their objectives for attending the show

93% of visitors said the show surpassed / met their expectations

84% of visitors rated the atmosphere and buzz around the show as excellent / good

79% of visitors rated the value of contacts made at the show as excellent / good



“ Don't miss out on attending or exhibiting at RTX 2025. It's a fantastic three-day event filled with everything regarding the commercial vehicle/equipment sector! ”

Dean Miller - Aftercare Response

MARKETING INVESTMENT & INDUSTRY REACH



Multi-channel approach for maximum reach



As owner of the leading brands in the road haulage marketplace, we will be supporting the show again across all of our publishing portfolio with a multi-media marketing campaign with a ratecard value in excess of half-a-million pounds.

We will also be partnering with a significant number of other industry magazines and websites to extend our reach even further in the marketplace.

Commercial Motor

An average of **15,102** readers every week
64,701 users to the **Commercial Motor** website every month

Social media coverage:

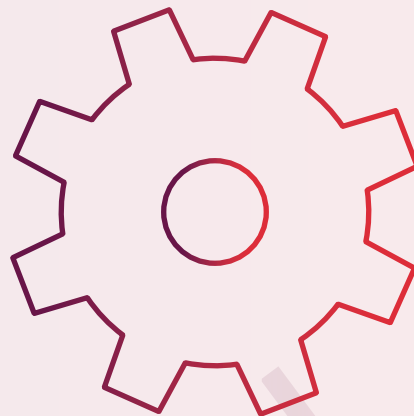
- 48,000** followers
- 25,000** followers
- 13,500** followers
- 16,600** followers

MotorTransport

An average of **43,520** readers per issue
71,577 users to the **Motor Transport** website every month

Social media coverage:

- 7,200** followers
- 19,000** followers
- 14,900** followers



TRUCK & DRIVER

An average of **12,340** readers per issue
11,015 users to the **Truck & Driver** website every month
110,414 users to the TruckNet website every month

Social media coverage:

- 65,000** followers
- 35,500** followers
- 16,000** followers
- 4,800** followers

Transport News

An average of **6,984** readers per issue
5,380 users to the **Transport News** website every month

Social media coverage:

- 3,500** followers
- 6,500** followers
- 3,000** followers
- 1,600** followers

Sources:
Web analytics: Google Analytics averages for Jan-July 2024
Social media: Followers recorded as of August 2024
Print & digital readership: Readers per copy from Commercial Motor, Truck & Driver and Transport News readers surveys plus Motor Transport Fusion survey, multiplied by circulation averages for the period Jan-June 2024.

HELPING YOU GET THE MOST FROM YOUR INVESTMENT



Exhibitor support



Exhibitor Top Tips Guide

There's more to exhibiting than simply booking your space. For the most successful exhibitors, your marketing activity in the lead up to the show is as important as what happens on the day and our Top Tips Guide will help you get the most out of the biggest three days in the road haulage calendar.



Social Media #RTX2025

Integrating social media into your exhibition marketing is a powerful way to promote and enhance your company's presence at a show.

Be sure to explore our social media platforms leading up to the show, and don't forget to tag us in your show-related posts while using the event hashtag #RTX2025.

For guidance on your social media content, our dedicated Social Media and Communications Manager, Katie Jay (katie.jay@roadtransport.com), is readily available to assist you.



Marketing Toolkit

Our suite of free marketing tools will help you promote your presence at the show. These include downloadable show logos, website banners, social media banners, and email signatures.



Press Releases

Share news about your products, services and business by submitting your press releases to our Head of Content hayley.tayler@roadtransport.com.

All press releases will also be featured on our Exhibitor Press Release section on roadtransportexpo.co.uk.



Advertising Packages

Our RTX show packages will enable you to plan your pre and post show promotion to get the most from our market leading brands. Our sales team will be happy to help and ensure your RTX experience is the best it can be.



We're here to help

The whole team is here to help you get the most out of your investment at the show and ensure your RTX experience is the best it can be.

KEY CONTACTS

For enquiries regarding sales and sponsorship



Vic Bunby, Divisional Director & RTX Show Director

T: 07771 812990
E: vic.bunby@roadtransport.com

For exhibitor marketing and social media enquiries



Steve Cox, Head of Marketing

T: 07982 194512
E: steve.cox@roadtransport.com

For editorial, seminar and press release enquiries



Hayley Tayler, Head of Content - RTX

T: 07866 945275
E: hayley.tayler@roadtransport.com

For exhibitor operations enquiries



Katy Court, Event Operations Manager

T: 07812 757618
E: katy.court@roadtransport.com



Emma Tyrer, Commercial Sales Director

T: 07872 468432
E: emma.tyrer@roadtransport.com



Katie Jay, Social Media & Communications Manager

T: 07896 955647
E: katie.jay@roadtransport.com



Will Shiers, Editor, Commercial Motor

T: 0208 8912 2157
E: will.shiers@roadtransport.com



Natalie Brown, Event Operations Support Executive

E: natalie.brown@roadtransport.com