

MOTOR SHOW EVENTS

**GET YOUR
BUSINESS
INVOLVED**

**FATHERS DAY
MOTOREFEST**

Festival of Wheels





Must-Attend Events

Our events are the perfect place to get your brand or product in front of thousands of visitors. Connecting motoring brands, experts and professionals, our events are great for networking, trading, exploring and marketing unique showpieces. With live-action arenas, expo space, outdoor display areas, a fun fair, stunt shows and so much more, the shows feature an extensive range of contemporary and iconic motors at two great venues. The growth of the shows has also attracted some of the biggest names in the show industry.

Motorfest Chelmsford and Festival of Wheels Ipswich are a complete motor show experience for the whole family. They are a huge day out with thousands of enthusiasts attending every year to see an unmissable line-up of show cars and stunt shows. Featuring a stunning array of exotic, modified, classic, tuned performance cars as well as car clubs, trucks, supercars and displays from top manufacturers within the industry, these events bring together all things motoring in two locations across two trade days.



Introducing you to

**MOTOR SHOW
EVENTS**

Start Your Engines



Why Exhibit or Sponsor

With over 55,000 attendees, our events are a great opportunity to engage with a new audience, secure new business opportunities and meet and connect with prospective customers. On top of this, you can expect to strengthen your relationship with existing customers, increase brand awareness, market your brand and business to a regional audience, generate positive PR stories and increase your editorial coverage while selling your products.

Join our events if you want to network with key trade and industry peers, expand your database, speak directly to your target market and keep up to date with the competition.

Contact us on info@motorshowevents.com



FATHERS DAY

MOTOREFEST

THE BIG FAMILY DAY OUT

About Fathers Day Motorfest

Undoubtedly The Best Family Day Out in Essex

KEY INFORMATION

- OVER 28,000 SHOW VISITORS
- 2 DAY EVENT

The biggest all-action family entertainment event in Essex, Motorfest, is not one to be missed! You'll be amazed from the moment you step into this action-packed event. From adventurous monster truck rides to the opportunity to take to the skies in a helicopter, there's so much to try! The event is created for the whole family from age 2 to 102 and includes the thrills of Two Wheel Magicians on motorcycles and awesome motoring displays. Motorfest is packed with stunt shows, live entertainment, "The Tasty" food fair, live wrestling, main stage with live bands and the Wall of Death. For the kids, there's a huge kids area with entertainers, princess and superhero appearances and have a go experiences. Go wild in our enormous bouncy castle village and full-sized fun fair. For the adults, we have helicopter rides, shopping areas, traders and car dealers plus so much more. Motorfest goers can expect to find those little unexpected touches that truly make it a special day out. Whether it's a display of classic, custom, vintage cars and trucks, or a singalong with the Bombshells and other pop-up performances, we can guarantee there is something to put a smile on the faces of grown-ups and not-so-grown-ups alike! A SHOW FOR ALL THE FAMILY! from 10am-6pm. Motorfest has such a variety of customer demographics, it's a great opportunity for traders to engage with the public. There are several exhibiting options available, all designed to suit every type of company, brand or trader. We work with you to make sure that you get the very most out of your experience at the show and help maximise exposure.



Festival of Wheels

FAMILY FUN WEEKEND WITH CAMPING

About Festival of Wheels

KEY INFORMATION

- OVER 26,000 SHOW VISITORS
- 2 DAY, 3 NIGHT EVENT

One of the best all-action family motoring weekends on the show calendar, Festival of Wheels is one not to be missed!!! Festival of Wheels is a 2-day visitor or 4-day camping spectacle of speed, family entertainment, amazing vehicles, live stunt shows, shopping, live music, artisan food and drink and a whole lot more. It's a fun-filled weekend for the whole family, with an intoxicating mix of motors, bikes and trucks. The largest event of its kind in the South-East, this festival gathers together the East Coast's rarest and most glamorous classic and modern cars, bikes and trucks. The event is created for the whole family from age 2 to 102 and is jam packed with stunt shows, live entertainment, "The Tasty" Food Fair, live wrestling, main stage with live bands, monster truck rides, circus, comedy club, weekend camping and big rig driving. For the kids, there's a huge kids area with entertainers, princess and superhero appearances and have a go experiences. Go wild in our enormous bouncy castle village and full-sized fun fair. For the adults there are shopping areas, traders, car dealers plus so much more! Festival of Wheels is a unique event created for those with a passion for motoring and the festival format enables visitors to enjoy a full day or weekend of motoring and family entertainment. With such a variety of customer demographics it's a great opportunity for traders to engage with the public. There are several exhibiting options available all designed to suit every type of company, brand or trader. We work with you to make sure that you get the very most out of your experience at the show and help maximise exposure.





Festival of Wheels



Driving YOUR Success

**MOTOR SHOW
EVENTS**

At Every Event



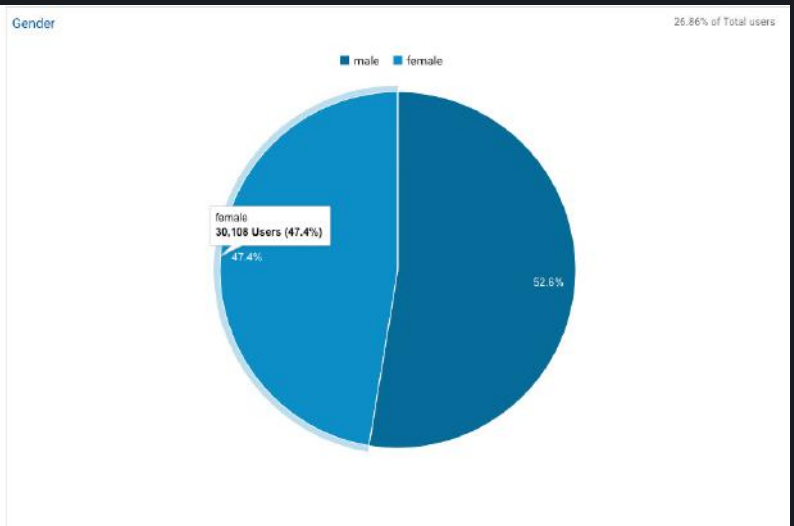
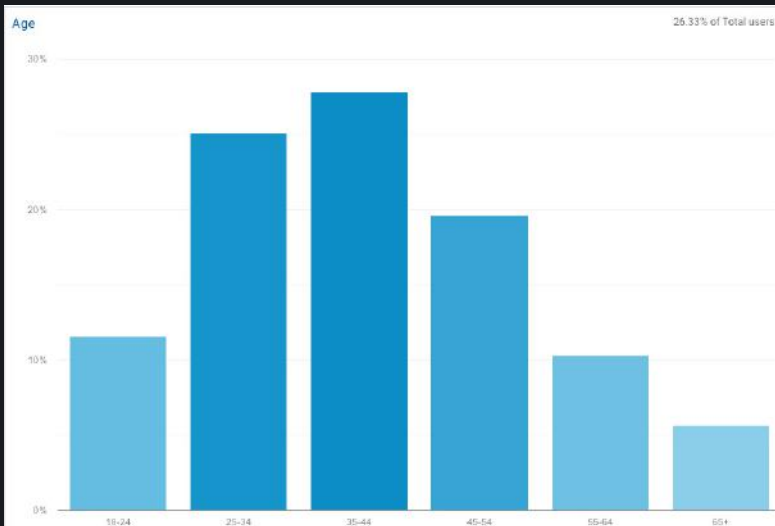
Website / Social Media Statistics

Website

328,000 Sessions to the website

480,000 Page Views

Main target audience 25-44 years old Male & Female



Social Media

Paid reach ⓘ

1,807,681

Facebook Page reach ⓘ

2,762,278

Instagram reach ⓘ

82,199

Data / Subscribers

SMS

33,000
CONTACTS

EMAIL

34,000
CONTACTS



Sponsors, Traders & Partnerships

Must Attend Events

Motor Show Events is extremely proud of the strong relationships it has forged with its commercial traders, partners and sponsors. It's never been more crucial to get the most from your marketing and sponsorship budgets and to identify cost effective programmes that really deliver. With a diverse footfall of around 55,000 visitors to our shows. Motor Show Events provides a valuable platform from which to promote your business with advertising, marketing and sponsorship packages.

Sponsors

Bespoke, tailored made packages

Brand awareness	Adverts in the event brochure	Brand profile page in printed event materials
Internal marketing	Branding on the event website	Zone branding and sponsorship
Generating leads	On site event branding	Onsite Event flags
Brand logo on the cover of all printed event materials and brand profile page	Ticket branding	Radio sponsorship
Social media posts to promote attendance prior to the event	Sole branding of delegate goodie bags	V.I.P area sponsorship
Exhibition stand	Entrance branding	Trophy sponsorship
	SMS text	

Traders

With Gold, Silver and Platinum packages available

Social media posts to promote attendance prior to the event	Branding on the event website	Email campaign
Adverts in the event brochure	On site event branding	

Partners

Brand awareness	Branding on the event website	Zone branding and sponsorship
Brand logo on the cover of all printed event materials and brand profile page	On site event branding	Onsite Event flags
Social media posts to promote attendance prior to the event	Ticket branding	Radio sponsorship
Adverts in the event brochure	Sole branding of delegate goodie bags	V.I.P area sponsorship
	Brand profile page in printed event materials	Trophy sponsorship

Visit Us At MotorShowEvents.com

MOTOR SHOW EVENTS

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