

eurobusxpo.com

**EURO
BUS**

**EXPO
2026**

3-5 NOVEMBER 2026
NEC BIRMINGHAM, UK



**SPONSORSHIP
OPPORTUNITIES**

**The definitive
coach and bus
exhibition**



Organised by
diversified
EVENTS



EURO BUS

EXPO
2026

3-5 NOVEMBER 2026
NEC BIRMINGHAM, UK

Amplify your presence at the show

Sponsorship at Euro Bus Expo is a powerful way to boost your brand visibility, drive more traffic to your stand, and build valuable connections across the coach, bus and minibus industry.

Our sponsorship packages are designed to deliver maximum exposure before, during, and after the event – helping you achieve greater impact and a

stronger return on investment. With options starting from just **£1,050 + VAT**, there's a solution to suit every goal and budget.



// Euro Bus Expo is an excellent platform for doing business. It is great to be able to catch up with **customers from the UK and around the world** //

Birol Ozturk, Sales Director,
Vogelsitze & Brusa



MEETING PLANNER **£7,750 + VAT** 1 AVAILABLE

Maximise your visibility while visitors plan their meetings at the show. Your leaderboard banner will appear prominently on the platform, and your logo will feature in every promotional email about the service. Your sponsorship will also be highlighted whenever the Meeting Planner is mentioned.

VISITOR BADGES & LANYARDS **£7,750 + VAT** 1 AVAILABLE

Achieve constant visibility by featuring your logo on every visitor badge and lanyard – ensuring your brand is seen during every interaction throughout the event.

MASTERCLASS THEATRE **£4,050 + VAT** 1 AVAILABLE

Position your brand alongside industry leaders by sponsoring the Theatre – the hub for innovative and insightful keynote sessions throughout the show. Your sponsorship will be mentioned with every reference to the Masterclass Theatre in the marketing campaign, as well as featured on the Theatre webpage. Onsite, your logo will appear on the floorplan and presentation timetable, and your corporate video (up to 60 seconds), or your branded power point slides, will be played before each session, ensuring maximum exposure.



VISITOR BAGS **£5,500 + VAT** 1 AVAILABLE **SOLD**

Extend your brand's reach onsite and after the event by sponsoring the visitor bags available to every attendee on arrival.

- Natural cotton bags: **£4,995 + VAT**
- Paper bags with rope handles: **£5,395 + VAT**

REGISTRATION **£4,675 + VAT** 1 AVAILABLE

Put your brand front and centre from the moment visitors register. Your logo will be featured on the registration webpage, confirmation emails, and e-ticket-ticket reminders. It will also be prominently displayed at the onsite registration area. You will also have the opportunity for a sponsored registration question - an excellent opportunity to gather insights from the industry.

SHOW GUIDE **£3,650 + VAT** 1 AVAILABLE

Stand out in the official Show Guide, distributed to thousands of attendees and referred to long after the event. Your sponsorship includes your logo on the cover, a full-page advertisement, and an enhanced exhibitor listing in the Guide.

MOBILE CHARGING **£1,995 + VAT** 1 AVAILABLE

Keep visitors connected by sponsoring a branded mobile charging unit located in a key area at the show.

FLOORPLAN **£1,650 + VAT** 1 AVAILABLE

Make it easy for visitors to find you. Your logo and highlighted stand will feature on the online floorplan, in the printed Show Guide, and on the onsite "You Are Here" boards.

FLOOR TILES **OPTIONS AVAILABLE**

Guide visitors directly to your stand with three branded floor tiles featuring your own design.

- Three 0.5m tiles - **£POA**
- Three 1m tiles - **£POA**

WEBSITE POP UP **£1,545 + VAT** 1 AVAILABLE

Capture visitor attention online with a pop-up advert on the Euro Bus Expo website, linking directly to your exhibitor listing for enhanced visibility.

BESPOKE E-SHOT **£1,050 + VAT** 3 AVAILABLE

Reach your target audience after the event with a dedicated email sent to our opted-in visitor database, extending your brand's impact beyond the show floor.





Be Seen. Be Remembered. Be the Brand They Talk About.

Most options are exclusive - once they're gone, they're gone!
Secure your sponsorship today to guarantee visibility at the industry's most important event.

For further details on any of the options detailed or to discuss a bespoke package tailored to suit your needs, contact: **Martin Laverton**

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Imagine what we could do for you...

Organised by
diversified
EVENTS

The team behind
ROUTE ONE



Show Partner
cpt

Member of
AEO
MEMBER
ufi
Member

Diversified UK & Europe, Ground Floor, The Brinell Building,
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#EuroBusExpo