

The logo for Euro Bus Expo 2026 is centered in the upper half of the image. It consists of a dark blue rectangle with the words "EURO" and "BUS" in large, white, bold, sans-serif capital letters, stacked vertically. Below this rectangle is a horizontal silver bar with the words "EXPO 2026" in dark blue, bold, sans-serif capital letters. The background of the entire image is a blue-tinted photograph of a crowded exhibition hall with various booths and people.

**EURO
BUS**

EXPO 2026

3-5 November 2026
NEC Birmingham

MAKE THE MOST OF YOUR STAND

Your stand is booked. Now make sure visitors know why to visit you.

Euro Bus Expo offers a range of promotional tools, PR opportunities and paid upgrades to help you increase awareness, attract visitors, generate leads and maximise your return from the show.

How successful exhibitors maximise ROI

The exhibitors who generate the strongest results usually:

- ✓ Complete their exhibitor listing early
- ✓ Promote their presence before the show
- ✓ Share launches, vehicles and product news
- ✓ Book meetings before arriving onsite
- ✓ Capture leads properly onsite
- ✓ Follow up quickly after the event

Bottom line: The earlier you engage with the opportunities in this guide, the more visibility and value you're likely to generate from your stand.

Key deadlines

Deadline	Opportunity	Page
22 September	Exhibitor Listing	3 & 7
22 September	Show Highlights	4
22 September	Vehicle Showcase	4
22 September	Show Guide Advertising	7
22 September	Euro Bus Expo Connect Advertising	8
22 September	Innovation Challenge	10
19 October	Press Diary	4
26 October	Data Capture Apps	11
11 November	Press Releases	4

INCLUDED WITH YOUR STAND

FREE tools to help visitors discover your business

EXHIBITOR LISTING

Best for: Helping visitors find you

In the show guide and online. Your company name and stand number are already live on the website. Complete your profile with logo, description, and contact details so visitors can find you before they arrive.

 **Deadline: 22 September**

MARKETING TOOLKIT

Best for: Promoting your presence

Download and use ready-made social media graphics, logos, email and web banners to promote your presence across your own channels. Let your customers know you're exhibiting and invite them to visit your stand.

 **No deadline**

TRACKING URL

Best for: Registration tracking

Use your unique registration link in your marketing when promoting your exhibition presence. Every registration you generate using this link is a prize draw entry to **win a £2,000 media spend with routeone!**

 **5 November**

SOCIAL MEDIA

Best for: Sharing show updates

Extend your social media reach using the Euro Bus Expo network. Tag **@EuroBusExpo** and use **#EuroBusExpo** in your posts so the show team can see, share and amplify your updates.

 **No deadline**



Access these opportunities in your exhibitor manual
Login details have been sent from eurobusops@divcom.co.uk



Available now

INCLUDED WITH YOUR STAND

FREE PR opportunities to generate media attention

SHOW HIGHLIGHTS

Best for: Launches
& stand activity

Submit 50 words on what visitors can see or do on your stand, from products to competitions, demos and other highlights. Submissions may be used in show PR and marketing to help drive visitors and journalists to your stand.

 **Deadline: 22 September**

VEHICLE SHOWCASE

Best for: Vehicle
promotion

Tell us which vehicles you're bringing so we can promote them before the show. Featured vehicles will appear online, in the Show Guide, in **routeone's** preview issue, in emails, social media and trade PR.

 **Deadline: 22 September**

PRESS DIARY

Best for: Media
briefings

Book a Press Diary slot for launches, announcements or media briefings taking place at the show. The diary helps journalists and photographers plan coverage around your activity.

 **Deadline: 19 October**

PRESS RELEASES

Best for: Sharing
company news

Upload your company news, product updates and launches to the Euro Bus Expo website. Visitors and press contacts can view them before and during the show.

 **Deadline: 11 November**



Access these opportunities in your exhibitor manual

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Available now

**EURO
BUS**

EXPO
Connect

INCLUDED WITH YOUR STAND

FREE Access to the meeting planner



SHOWCASE YOUR PRODUCTS

Best for: Product and service visibility

Update your profile with brochures, product information and promotional materials, so visitors can understand what you offer before they arrive.



CONNECT WITH BUYERS

Best for: Extending your network

Search for relevant pre-registered visitors from a verified buyer audience, and start conversations with potential customers before the show opens.



BOOK MEETINGS

Best for: Securing the right conversations

Schedule meetings at your stand or in the Euro Bus Expo Connect Lounge before diaries fill up onsite.



PLAN YOUR TIME

Best for: Preparing your team

Build your personal itinerary and use email and SMS reminders so your team can make the most of time onsite.



Euro Bus Expo Connect launches for booked exhibitors in September
Access details will be emailed from eurobus@app.eventware.com



Launches to pre-registered visitors in October

PAID UPGRADES

Increase visibility, promote launches,
capture better leads and extend your impact



STAND OUT

Enhanced Listings
Show Guide
Advertising



REACH BUYERS

Meeting Planner
Advertising
Digital Advertising



GET PROMOTED

Innovation Challenge



CAPTURE LEADS

Data Capture App

STAND OUT IN PRINT & ONLINE

Show Guide advertising and listing upgrades

STANDARD LISTINGS

Help visitors discover your business. Your standard listing includes a 50-word profile published online and in the printed Show Guide, which is given to every visitor on arrival and kept as a useful reference.

EXTRA LISTINGS

£136 + VAT per listing

Exhibiting multiple brands?

Add extra standard listings to promote your full portfolio.

ENHANCED LISTINGS

£330 + VAT per listing

In print and online

- ✓ Extended 100-word company profile
- ✓ Company logo

Online

- ✓ Priority position within your product categories
- ✓ Featured listing banner
- ✓ Website and social media links
- ✓ Photo and video upload

In print

- ✓ Full contact details
- ✓ Enhanced formatting

ADVERTISING

From £510 + VAT

Quarter page: £510

Half page: £660

Full page: £915

Double page spread: £1,665

Inside front / back cover: £1,665

All advert bookings include a **FREE Enhanced Listing**.

★ **Book a full page or larger to receive 10% off an Innovation Challenge entry!** ★ See page 10 for details

Want to make an even bigger impact in the Show Guide? See page 15 for details.



Access these opportunities in your exhibitor manual

Login details have been sent from eurobusops@divcom.co.uk



Deadline: 22 September

GET FOUND IN THE MEETING PLANNER

Be seen where visitors search, connect and plan

WHY ADVERTISE?

Euro Bus Expo Connect is used by visitors to research suppliers, products and services, and plan who to meet.

Advertising keeps your brand visible while visitors are actively building their show schedule.

“Connect helped us to reach out to new contacts we wouldn’t normally speak to, and helped to increase our brand awareness”

Business Development Manager – Axiomtek

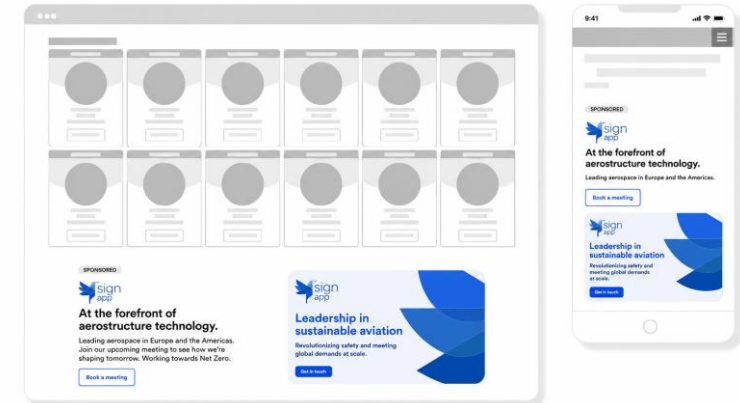
DASHBOARD CAROUSEL

£750 + VAT

5 placements available

A content-led placement for promoting a product, service, launch or reason to visit your stand.

- ✓ Image or logo
- ✓ Headline
- ✓ Description text
- ✓ Call-to-action button
- ✓ 1-month placement



STATIC BANNER

£950 + VAT

1 exclusive placement

Simple, high-impact banner visibility throughout the platform, linking directly to your exhibitor profile.

- ✓ Desktop banner
- ✓ Mobile banner
- ✓ 1-month placement



Access these opportunities in your exhibitor manual
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Launches September

DIGITAL ADVERTISING

Reach the Euro Bus Expo audience beyond the show floor

Put your message in front of visitors while they are researching the show, or reach opted-in attendees directly by email.

13,218 sessions

9,465 users

Avg. September – October 2024

1,349 recipients | 24% open rate

3rd party email opt in rate 2024

WEBSITE POP UP

£1,545 + VAT per month

2 exclusive opportunities

(September & October)

Capture attention while visitors are actively researching Euro Bus Expo. Your pop-up advert appears on the Euro Bus Expo website and links directly to your exhibitor listing.

Best for:

- ✓ Pre-show visibility
- ✓ Product and launch promotion
- ✓ Driving profile views

BESPOKE E-SHOT

£1,050 + VAT

1 exclusive opportunity

(23 November)

Reach the Euro Bus Expo audience directly. A dedicated email sent to visitors that opted in to third party emails when registering will help you extend your campaign beyond the show.

Best for:

- ✓ Direct audience reach
- ✓ Product promotion
- ✓ Post-show follow-up



Access these opportunities in your exhibitor manual

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Deadline: 22 September



GET PROMOTED: INNOVATION CHALLENGE

Put your innovation in the spotlight

WHAT IT IS

The Innovation Challenge is a high-profile showcase for new products and services. It's designed to generate visibility, engagement and recognition before, during and after the event.

Open to non-vehicle exhibitors launching an innovation at the show, or those that have launched one since November 2024.

£380 + VAT per entry

★ **Receive 10% off your first entry when booking a full-page or larger Show Guide advertisement**★

See page 7 for details

HOW IT WORKS

Visitors vote for their favourite innovations on days 1 and 2. Top-voted entries progress to the live final on day 3, where finalists **deliver a 90-second pitch to a live audience** and judging panel.

EVERY ENTRY RECEIVES

- ✓ Website and Show Guide visibility
- ✓ Coverage in **routeone's** show preview
- ✓ A poster in the Innovation Gallery onsite
- ✓ Social media promotion
- ✓ Highlighted stand on the Innovation Trail floorplan (given to visitors on arrival)
- ✓ Inclusion in a show press release

EVERY FINALIST GETS

- ✓ A 90-second live pitch in the Masterclass Theatre
- ✓ Finalist certificate, logo and social media graphics

WINNERS RECEIVE

- ✓ Winner certificate, logo and social media graphics
- ✓ Trade press coverage
- ✓ Hall of Fame inclusion
- ✓ **Gold winners win a £2,000 media spend with routeone!**

AWARDS



Operators' Choice Award

Chosen by visitors



Judges' Choice Awards

Gold, Silver & Bronze



Access this opportunity in your exhibitor manual

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Deadline: 22 September

CAPTURE LEADS

Data collection made easy

BEST FOR: Busy stands, sales teams, multi-person teams and exhibitors who want faster, cleaner lead management.

WHAT IT IS

A lead capture app that lets your team scan visitor badges to collect registration details and custom qualifying information instantly, turning stand conversations into structured follow-up data.

WHAT'S INCLUDED

- ✓ Badge scanning
- ✓ Qualifying questions
- ✓ Notes & voice memos
- ✓ Shared lead tracking
- ✓ Exportable data

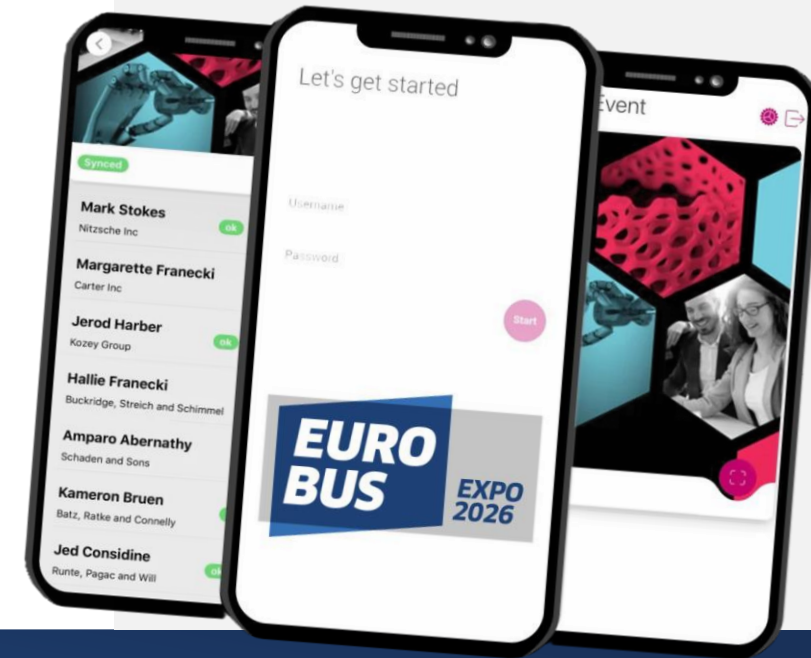
WHY IT'S WORTH IT

ROI depends on the quality of the data you collect onsite. The Lead Capture App saves time by capturing visitor details at the point of conversation, while your team can add notes, questions and context while the discussion is still fresh. After the show, simply export the data for faster, more targeted sales follow up.

PRICE

£155 + VAT for one app user

£80 + VAT for each additional user



Order your lead capture app in your exhibitor manual

Login details have been sent from eurobusops@divcom.co.uk



Deadline: 26 October

AMPLIFY YOUR PRESENCE

Sponsor key moments in the visitor journey

Sponsorship extends your brand beyond your stand, giving you visibility across the moments that shape how visitors experience Euro Bus Expo – from registration and show planning to content, navigation and networking.



**Euro Bus
Expo Connect**



**Badges &
Lanyards**



Registration



**Masterclass
Theatre**



**Show
Guide**



Floorplan



**Floor
Tiles**



**Visitor
Bags**



EURO BUS EXPO CONNECT

Be seen where visitors plan their itinerary

HEADLINE SPONSORSHIP

1 exclusive opportunity

£7,750 + VAT

BEST FOR:

- ✓ Visibility during meeting planning
- ✓ Promoting products to active buyers
- ✓ Profile views and meeting requests
- ✓ Hands-on meeting support
- ✓ Building connections
- ✓ Extending your visibility onsite

WHAT'S INCLUDED:

- ✓ **Platform-wide visibility:** Leaderboard banner across every page of Connect, linked to your exhibitor profile.
- ✓ **Targeted promotion:** Banner advertising within your chosen product category. Your logo across all Connect emails, to both prospect and pre-registered visitors (29,000+ coach and bus professionals).
- ✓ **Headline brand association:** Your brand named as the Connect sponsor across show marketing.
- ✓ **High-impact onsite visibility:** Large-format branding in the Euro Bus Expo Connect Lounge – one of the busiest networking areas at the show.
- ✓ **Managed concierge support:** Help identifying key contacts, building meeting wish lists, recommending connections and managing meeting requests before and during the show.
- ✓ **Performance reporting:** Including impressions, clicks and user tracking.



Contact Martin Laverton to discuss options and availability
+44 (0)1733 405735 | +44 (0)7793 440281 | mlaverton@divcom.co.uk



Launches September

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

Own the moments every visitor notices



BADGES & LANYARDS

£6,500 + VAT (supplied by us)
or £5,500 (supplied by you)

Sold

Give your brand continuous visibility throughout all three show days. As visitors explore stands, network and meet suppliers, your brand goes with them.

What's included:

- ✓ Logo on every visitor badge
- ✓ Logo on every visitor lanyard

Best for: Repeated brand exposure and reaching every visitor



REGISTRATION

£4,675 + VAT

Own the arrival journey

Put your brand in front of visitors from the moment they register through to their arrival onsite, at key registration touchpoints.

What's included:

- ✓ Logo on the registration webpage
- ✓ Logo on ticket confirmation and reminder emails
- ✓ Logo on registration walling onsite
- ✓ Sponsored registration question

Best for: Early brand exposure and gathering audience insight



MASTERCLASS THEATRE

£4,050 + VAT

Align with industry insight

Position your brand alongside the conversations, ideas and industry issues attracting engaged audiences. Gain visibility before, during and after the event.

What's included:

- ✓ Brand mention with all seminar promotion
- ✓ Logo on seminar promotional emails
- ✓ Logo on website, Show Guide and onsite timetables
- ✓ Logo on the stage backdrop
- ✓ 60-second video or slides played before each session
- ✓ Logo on post-show on demand recordings

Best for: Thought leadership association and high-dwell visibility

Contact Martin Laverton to discuss options and availability



+44 (0)1733 405735 | mlaverton@divcom.co.uk

MORE WAYS TO AMPLIFY YOUR PRESENCE

Extend your brand beyond your stand



SHOW GUIDE

£3,650 + VAT

1 exclusive opportunity

Own a prominent position in the Show Guide, available to all visitors on arrival and kept as a useful reference long after the show.

Includes:

- ✓ Logo on the front cover
- ✓ Full-page advert
- ✓ Enhanced exhibitor listing



FLOORPLAN

£1,650 + VAT

1 exclusive opportunity

Stand out as visitors navigate the show. Your logo and stand will be highlighted on the online floorplan, printed Show Guide, and onsite "you are here" boards.

Best for:

- ✓ Repeat visibility
- ✓ Driving stand traffic



FLOOR TILES

£POA

1 exclusive opportunity

Guide visitors towards your stand with branded floor tiles of your own design. Choose from 3 x 0.5m or 3 x 1m tiles.

Best for:

- ✓ Driving stand traffic
- ✓ Onsite navigation



VISITOR BAGS

£POA

Sold

Extend your brand across the show floor and beyond the event with bags available to all visitors on arrival.

Best for:

- ✓ High onsite visibility
- ✓ Post-show brand exposure
- ✓ Practical visitor value



GET IN TOUCH

To discuss opportunities, or for any assistance – we're here to help!

Advertising & Sponsorship

For paid advertising, visibility upgrades, sponsorship and bespoke opportunities.



Martin Laverton

 mlaverton@divcom.co.uk

 +44 (0)1733 405735 | +44 (0)7793 440281

Marketing & PR

For free promotional opportunities, PR submissions, social media and exhibitor marketing support.



James Gale

 jgale@divcom.co.uk

 +44 (0)1273 916790

Exhibitor Manual & Operations Support

For login details, technical support and operational queries.



Pippa Allsop

 eurobusops@divcom.co.uk

 +44 (0)1273 645168