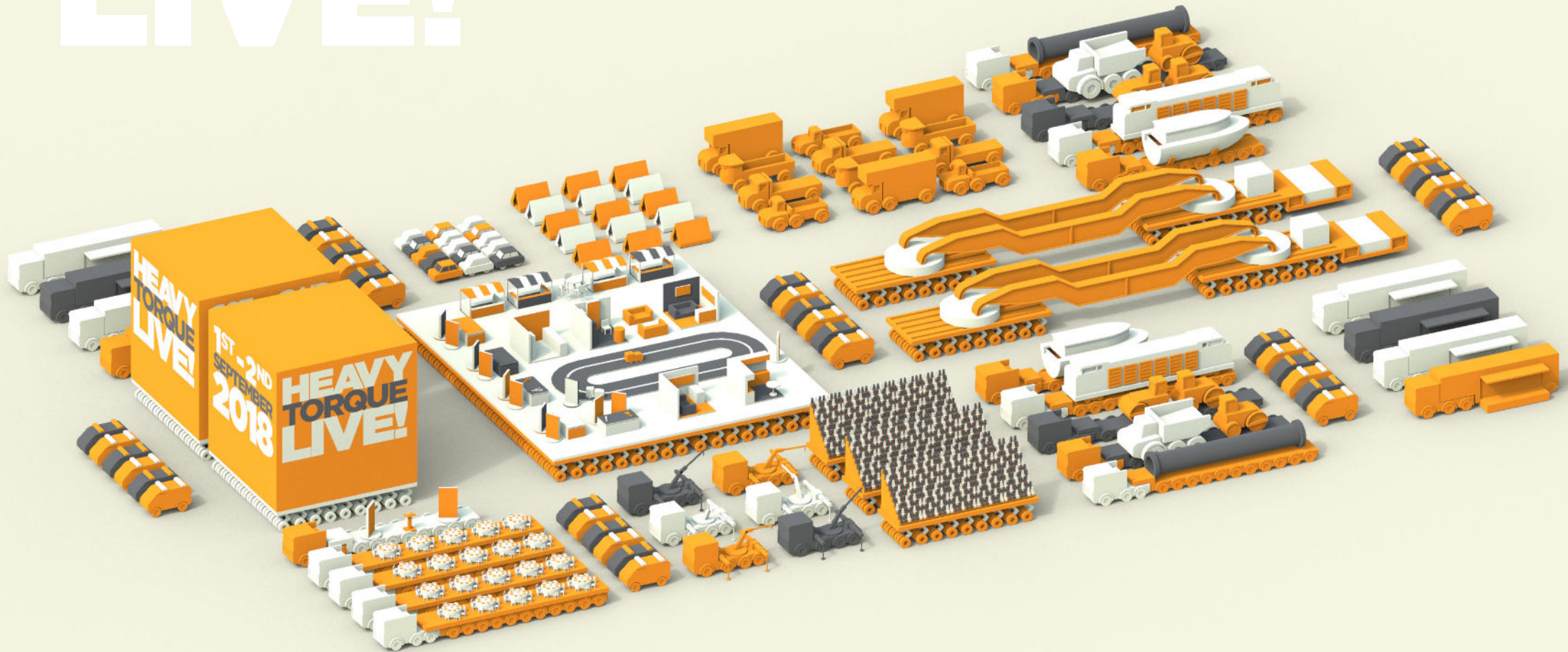


# HEAVY TORQUE LIVE!



**the specialist transport event**



In just over three years HeavyTorque magazine has established itself as essential reading for anyone associated with the abnormal load industry. Delivering news, technical information, operator profiles and project features, as well as providing a historical insight into the equipment and ingenuity employed by previous generations of operators, drivers, crews and equipment suppliers, to achieve near impossible tasks.

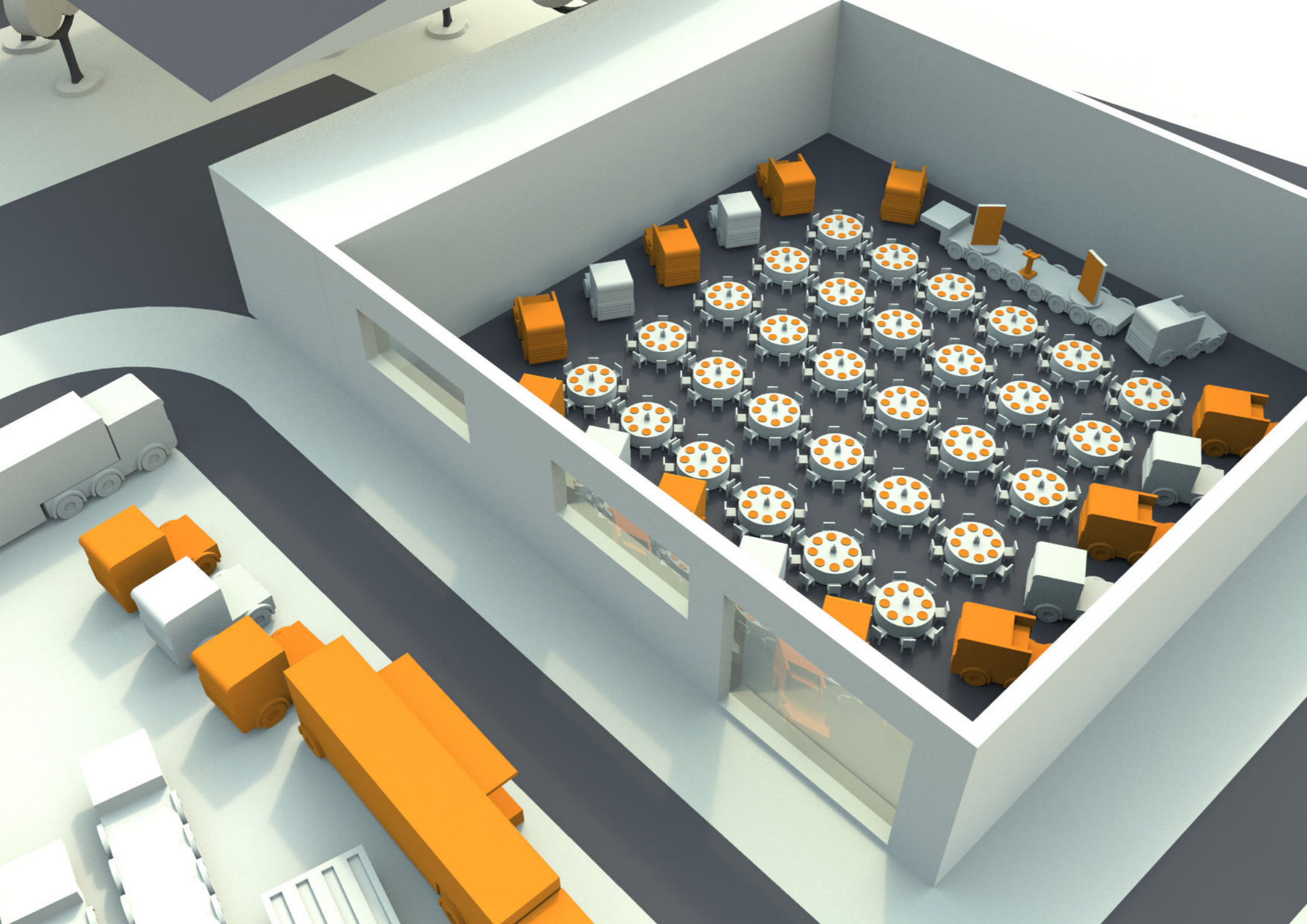
All of these features are produced and presented to the highest possible standard, using top quality photography, combined with detailed and insightful text written by journalists with a clear understanding of the industry and the ability to convey the key facts to the reader in a concise and entertaining fashion. The publication is now essential reading for individuals throughout the industry, from chief executives of major companies to transport enthusiasts and virtually everybody in between. Also, The Heavies annual awards has become a regular opportunity for the great and good to come

together and celebrate the very best from within the abnormal load industry, recognising excellence in every aspect of this very wide-ranging sector. The evening is supported by major truck manufacturers in conjunction with the world's leading specialist trailer and equipment manufacturers, who compete strongly to win awards for their latest products and services.

Specialist heavy transport companies and associated service providers are given a unique opportunity to showcase their ability to undertake the most difficult of transport tasks, using complex modern equipment in challenging situations and operated by the most skilled operatives in the UK transport industry. The award winners, quite rightly, take great pride in their achievements and the structure of the competition allows even the smallest operations to battle it out with the biggest multi-national transport and heavy-lift specialists. True innovation, flawless planning and all-round excellence are what really count.







Now for 2018 we are proud to announce that The Heavies will be part of a new three-day specialist heavy transport festival; HeavyTorque LIVE!

This will be the UK's only dedicated event for the heavy and specialist transport sector bringing every aspect of this diverse and fascinating industry together in one place. Featuring heavy truck, specialist trailer and equipment manufacturers along with service providers and specialist heavy transport companies of all sizes. It will provide a unique opportunity for the industry to showcase what it does best, with highly skilled crews using modern sophisticated equipment to overcome truly challenging situations. It also allows company owners, managers and the entire workforce to meet and celebrate everything that makes the heavy transport industry so special.

In addition, it's a chance for equipment manufacturers, dealers, trade associations and transport enthusiasts to gather and exchange views, opinions and ideas.

HeavyTorque LIVE! will be an all-action event, featuring fully-loaded heavy haulage and abnormal load outfits, allowing drivers and crews the opportunity to demonstrate the sophisticated equipment that they use to load, lift, transport and install heavy and oversize cargoes on a daily basis. This will include loading/unloading demonstrations, reconfiguring specialist trailers to suit different applications, the use of specialist truck-mounted cranes and other heavy-lift equipment, which will demonstrate the technical complexity and outstanding capabilities of modern heavy transport equipment.



A modern indoor facility that allows equipment suppliers, service providers and other industry bodies to showcase their goods and services, and to meet and entertain their customers in comfort. There will also be a dedicated area for model builders, collectors and transport historians who have amassed fascinating collections of models, photographs and other records of the heavy transport industry.



A spacious area, providing ample room for operators, as well as truck, trailer and equipment manufacturers to demonstrate the technical sophistication of modern equipment throughout the day. The spectator facilities will offer food, drink and plenty of activities for all the family.

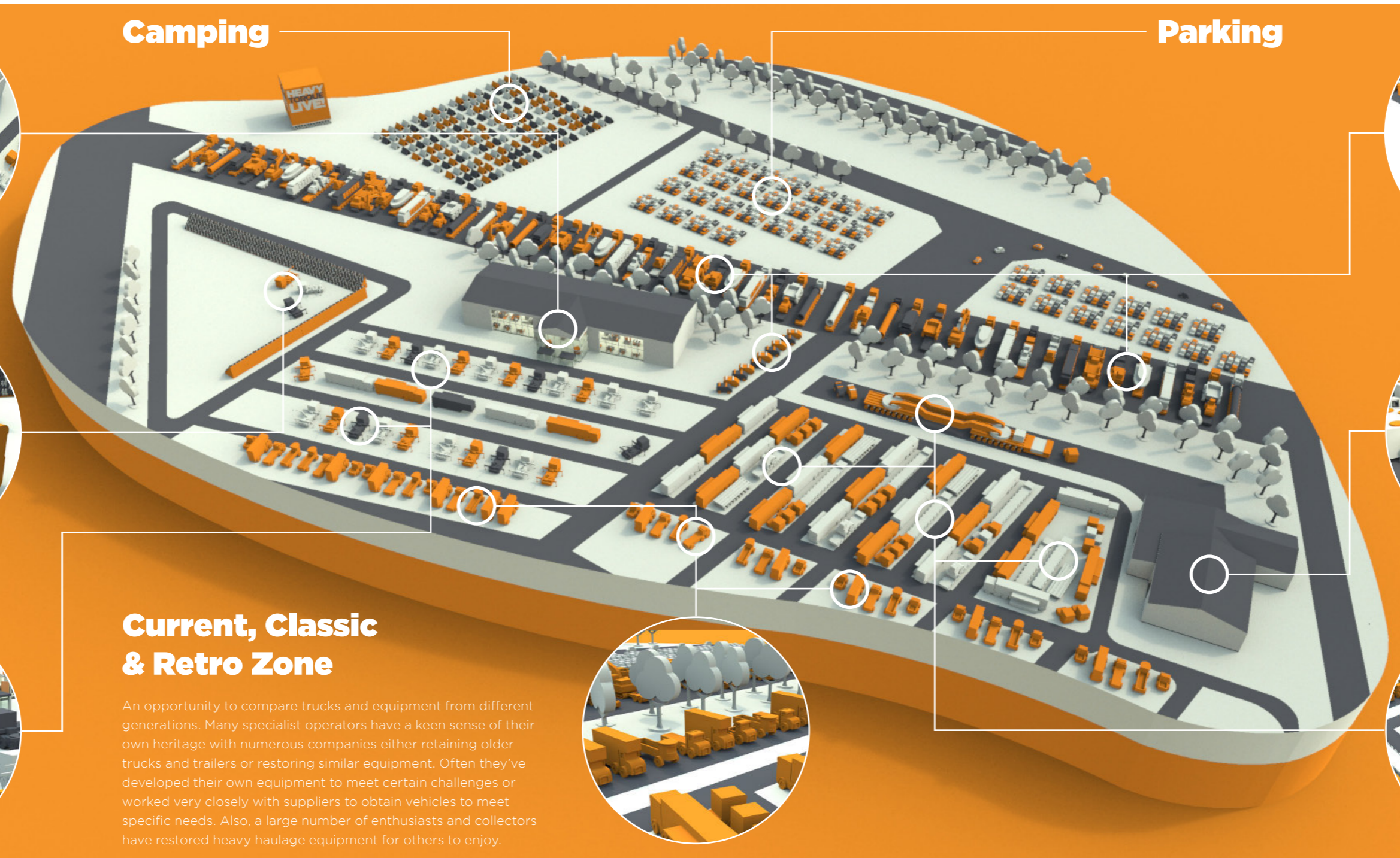


Getting a big load to a site is only part of the job, lifting and installing the cargo to its intended location is a true art form. Truck and trailer mounted cranes are bigger, stronger and more complex than ever, capable of lifting heavy weights over greater distances and to greater heights than ever before. Conventional mobile cranes also play a huge part in this area, along with specialist forklifts, lifting gantries, jacking and skidding systems.



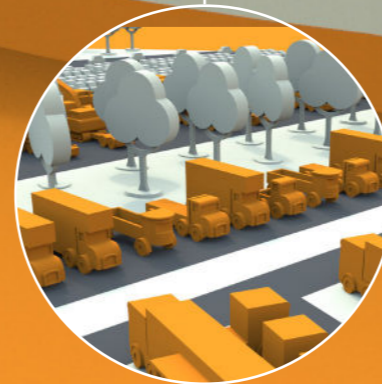
## Camping

## Parking



## Current, Classic & Retro Zone

An opportunity to compare trucks and equipment from different generations. Many specialist operators have a keen sense of their own heritage with numerous companies either retaining older trucks and trailers or restoring similar equipment. Often they've developed their own equipment to meet certain challenges or worked very closely with suppliers to obtain vehicles to meet specific needs. Also, a large number of enthusiasts and collectors have restored heavy haulage equipment for others to enjoy.



This large open area will allow the biggest outfits to be displayed fully laden, with tractor units of up to 250-tonnes along with trailers of all shapes, sizes and configurations. The wide range of specialist skills required to load and secure heavy loads with chains, tensioners, straps, tarpaulins, marker boards/lights and warning beacons will be demonstrated. Also, escort vehicles and their drivers, who provide vital traffic management, guidance and technical assistance to the driver and crew, will be represented.

After accommodating The Heavies on Friday night, this venue (Lady Eastwood Centre) will become the main cafeteria throughout the weekend as well as providing the venue for the Saturday evening entertainment. There will also be dedicated areas for industry seminars and trade association meetings.

A dedicated area for truck, trailer, crane and other equipment manufacturers to display their products and services. An opportunity to meet and entertain both new and existing customers in relative privacy, unlike many other shows and trade events, the whole focus of Heavy Torque LIVE is upon the specialist transport industry, with company owners, managers, technical and other key staff all in one place.



**Includes designated time-slots for live demonstrations, and access to the meeting and seminar rooms**

*A dedicated area for truck, trailer, crane and other equipment manufacturers to display their products and services. An opportunity to meet and entertain both new and existing customers in relative privacy, unlike many other shows and trade events, the whole focus of HeavyTorque LIVE! is upon the specialist transport industry, with company owners, managers, technical and other key staff all in one place.*

*Plot package: (LA-LG)*

18m x 77m: total floor coverage: 1386 sq m

*Part-plot separation:*

25m x 18m - total floor coverage: 450 sq m

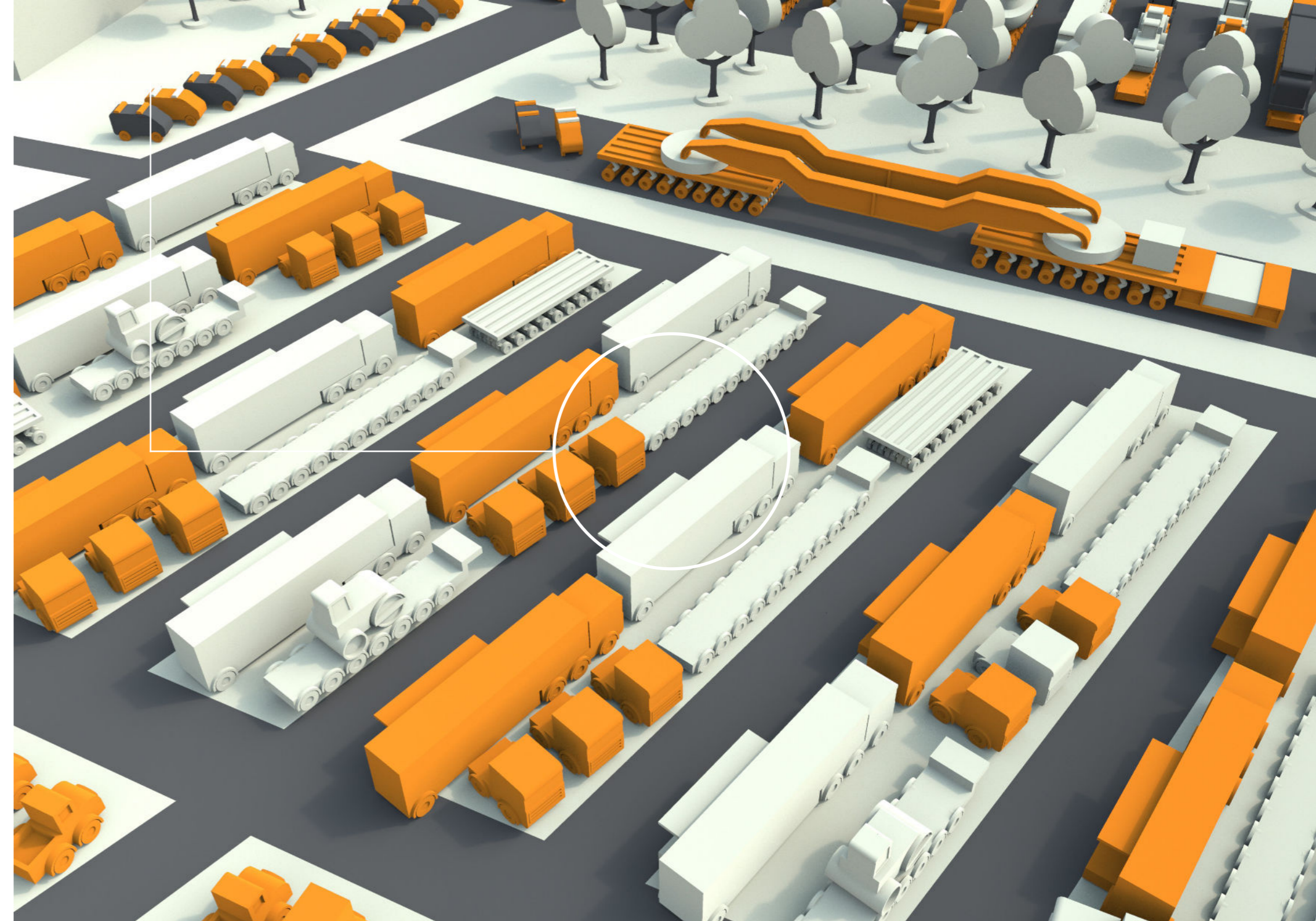
15m x 18m - total floor coverage: 270 sq m

*All exhibitors will receive the following as standard:*

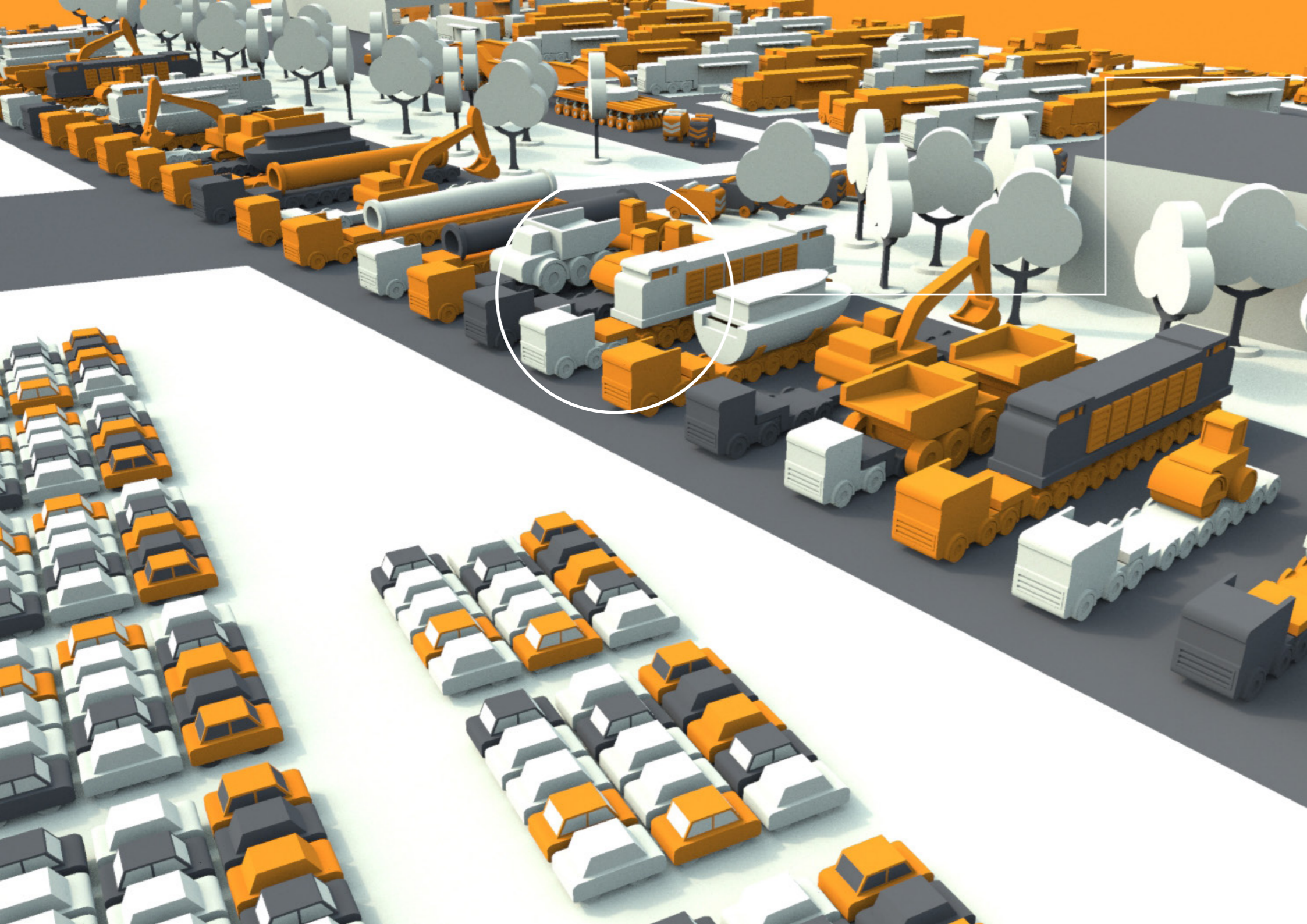
Access to the online exhibitor manual  
E-Marketing pack including banners  
HeavyTorque LIVE! logos and email signatures

Individual company profile on the HT LIVE! website  
An entry in the official HT LIVE! showguide  
Unlimited visitor invitations

**A dedicated area for truck, trailer, crane and other equipment manufacturers**







**Would you like the opportunity to showcase your fleet - or specific units? Well, we have the perfect platform!**

*This large open area will allow the biggest outfits to be displayed fully laden, with tractor units of up to 250-tonnes along with trailers of all shapes, sizes and configurations. The wide range of specialist skills required to load and secure heavy loads with chains, tensioners, straps, tarpaulins, marker boards/lights and warning beacons will be demonstrated. Also, escort vehicles and their drivers, who provide vital traffic management, guidance and technical assistance to the driver and crew, will be represented.*

1 x fully loaded outfit (tractor unit, trailer and load) for the duration of the show  
1 x escort operator vehicle for the duration of the show

*Bolt-on packages*

1 x fully loaded outfit,  
1 x fully loaded outfit,  
1 x fully loaded outfit,  
1 x escort operator vehicle,  
1 x escort operator vehicle,  
1 x escort operator vehicle,

A supplementary discount will be applied when exhibiting more than one vehicle.

*All exhibitors will receive the following as standard:*

Access to the online exhibitor manual  
E-Marketing pack including banners  
HeavyTorque LIVE! logos and email signatures

Individual company profile on the HT LIVE! website  
An entry in the official HT LIVE! showguide  
Unlimited visitor invitations

**Don't forget to book your seat at The Heavies!**



## George Stephenson Exhibition Hall: 3876 sq m

*A modern indoor facility that allows equipment suppliers, service providers and other industry bodies to showcase their goods and services, and to meet and entertain their customers in comfort. There will also be a dedicated area for model builders, collectors and transport historians who have amassed fascinating collections of models, photographs and other records of the heavy transport industry.*

Indoor meterage is being offered at a cost of just GBP10.00 + VAT per square metre, per day. (For example)

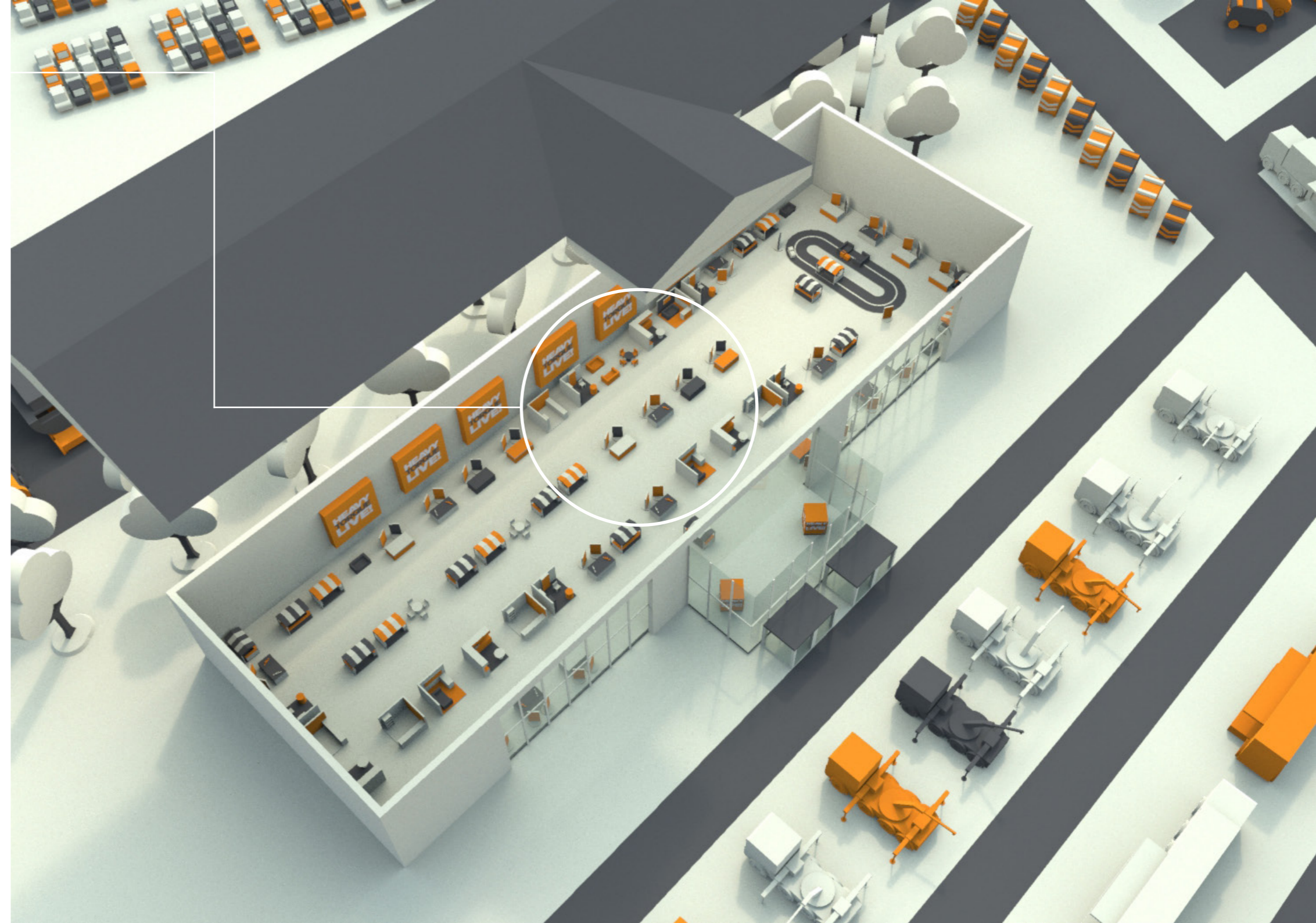
4m x 2m  
4m x 4m  
10m x 2m

Tailored exhibitor packages are available on request.

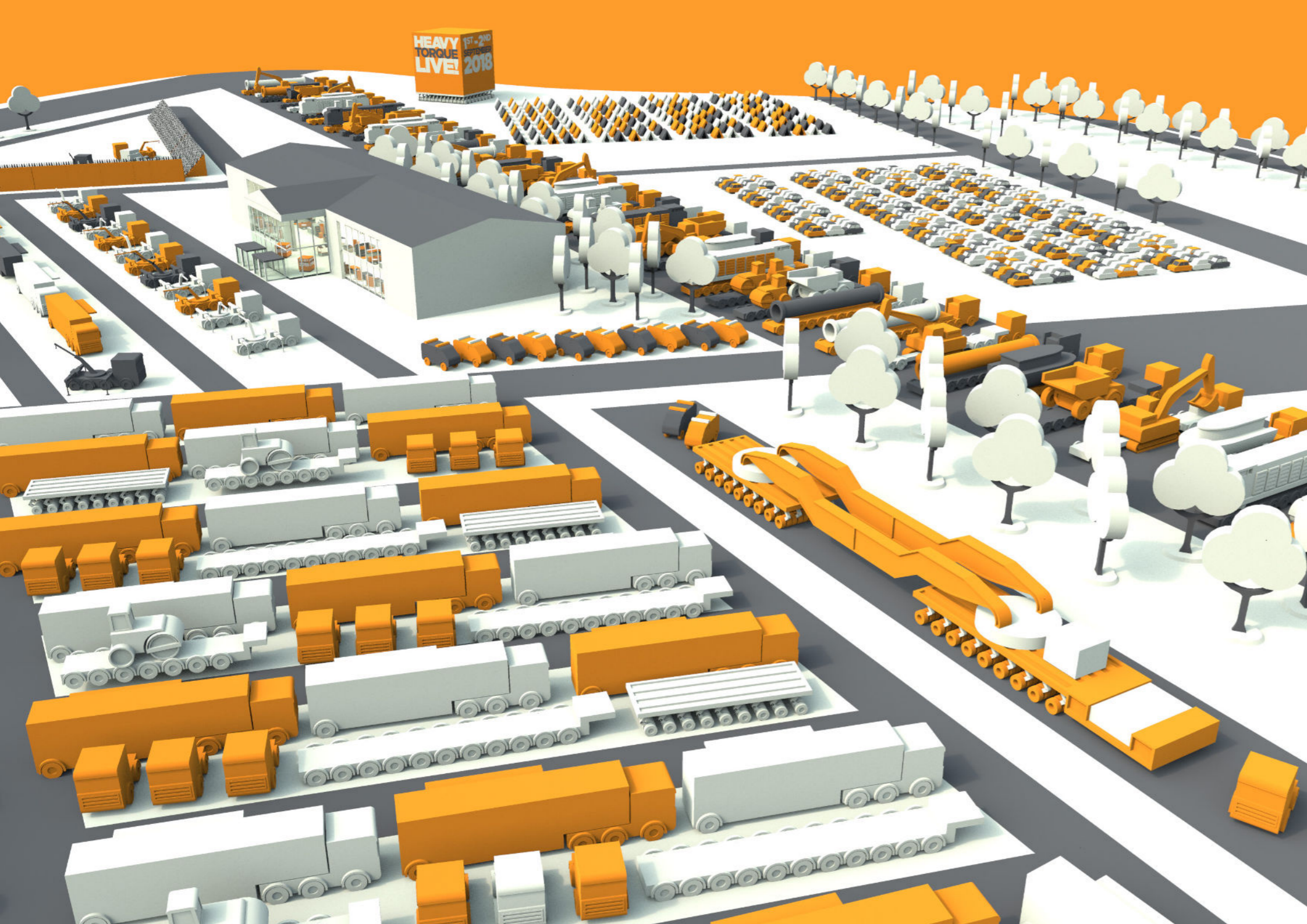
*All exhibitors will receive the following as standard:*

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Unlimited visitor invitations

**GBP10.00 + VAT per square metre, per day**







## An exclusive opportunity for one recognised brand!

*An exclusive opportunity for one recognised brand. As Headline Sponsor you will receive unrivalled promotion and engagement at both events: and HeavyTorque LIVE! This is a comprehensive package of on-the-day, pre and post-event promotions.*

*Just some of the many benefits below:*

- Headline leaderboard, banner or MPU on our dedicated websites (The Heavies & HT LIVE!)
- Lead positioning of your corporate identity within the both programme, and showguide (The Heavies & HT LIVE!)
- Personalised invitations for your guests (The Heavies)
- License to use the 'Headline Sponsor' Logo (The Heavies & HT LIVE!)
- Pre- and post-event branding in HeavyTorque magazine
- Premium branding during the Sparkling Champagne Reception (The Heavies)
- Champagne Reception Sponsorship (The Heavies)
- Your trailer as stage (The Heavies)
- VIP drinks reception area (The Heavies)
- Premium exhibition site/s (including 2000 sq m of external hard standing - The Heavies & HT LIVE!)
- Headline logo placement on the programme, and showguide (The Heavies & HT LIVE!)
- Premium positioned full-page advertisement in the programme, and showguide (The Heavies & HT LIVE!)
- Rolling videography across all AV for the duration of the events (The Heavies & HT LIVE!)
- Premium stage branding during dinner (The Heavies)
- A senior company representative and guest invited to the top table (The Heavies)
- A senior company representative invited to make the welcome address (The Heavies)
- Reserved Gala Seating: Two (2) reserved priority area tables for twenty (20) guests (The Heavies)
- Recognition from the stage during the event, thanking you for your support (The Heavies & HT LIVE!)
- Up to 6 pop-ups, flags or similar displayed in the Champagne Reception (to be supplied - The Heavies)
- Full-page advertisement in the official HeavyTorque winners publication
- Corporate logo within HeavyTorque magazine, and on The Heavies & HT LIVE! websites for a full year!
- Unlimited visitor invitations (HT LIVE!)



**torque**

**This is a comprehensive package of on-the-day, pre and post-event promotions**



**The only limitation is imagination!**

There are a vast number of sponsorship opportunities available during HeavyTorque LIVE! which can really help to boost your presence before, during and after the show. Opportunities include:

- Visitor carrier bags
- Lanyards
- Car parks
- Pocket show guide
- Viewing platforms

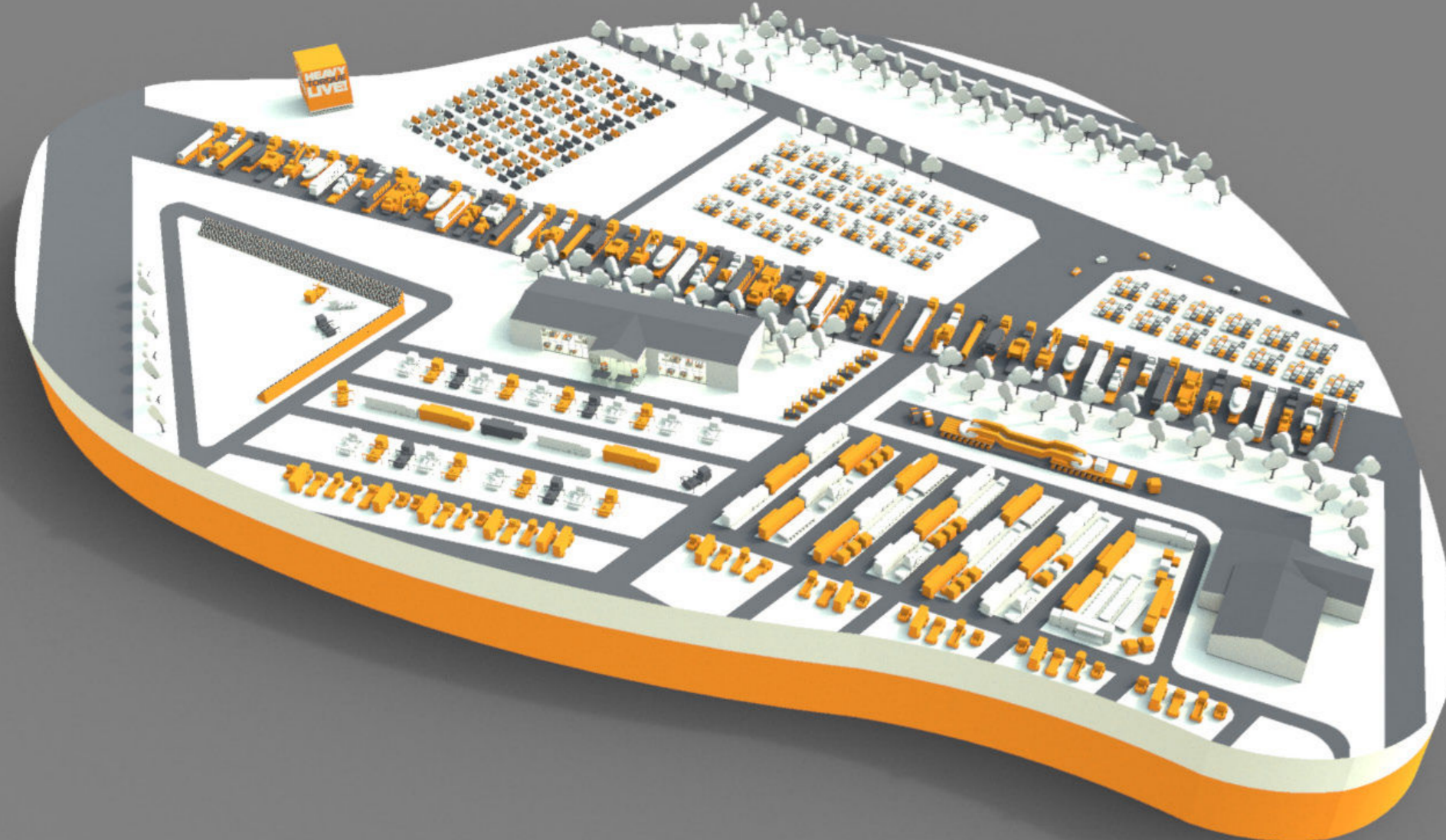
Alongside our popular sponsorship opportunities, there are many other ways you can promote your brand and gain wider exposure during the event.

- Entrance roadside banners
- Enhanced online exhibitor profile
- HeavyTorque LIVE! official showguide advertising
- Digital advertising on HeavyTorque and HeavyTorque LIVE!
- Visitor bag inserts



**Please contact Andy Adams, Event Director, for details and availability**





**Any special requirements Sir?**

- 16A Ceeform Socket
- 32A Ceeform Socket
- 32A Three Phase
- 63A Three Phase

Higher amps are available by request.  
Charging period covers live days only. Any additional requirements will be charged at 33.33% of the listed tariff. In accordance with outdoor electrical regulations, electric is supplied in Ceeform connection.

- 6ft Trestle Table
- Patio type chair

- Heras fencing (3.5m)
- Pedestrian Barrier (2.3m)

**Data Projectors, TV, OHP, Video??**

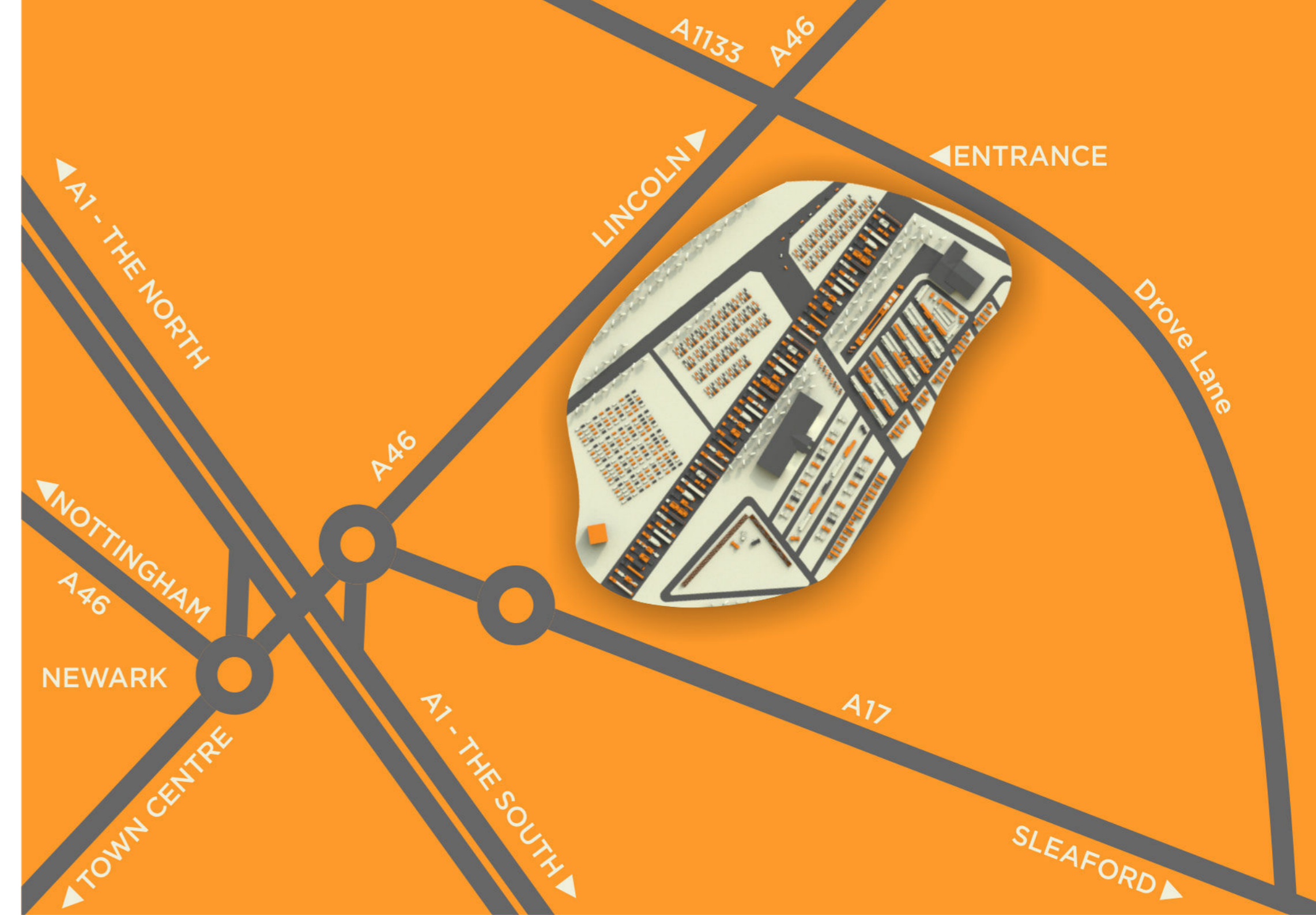


**1 & 2 September 2018**

HeavyTorque LIVE! will take place on Saturday/Sunday, 1-2 September 2018 at the Newark Showground, Nottinghamshire, with ample space for the biggest vehicle and trailer combinations. It's situated close to the A1/A46. The action-packed weekend will kick-off with The Heavies awards dinner and presentation on the evening of Friday 31 August, in the purpose-built indoor facilities on site - a black tie gala event to celebrate the achievements of the abnormal load industry over the previous 18 months.

The Saturday and Sunday will be given over to the show itself: two days of live indoor and outdoor displays, with exhibitions for operators, drivers, workshop staff, equipment manufacturers and dealers, along with transport enthusiasts. On the Saturday evening there will be an informal social event where visitors and exhibitors can relax and share their passion for all things heavy.

**Newark Showground, NG24 2NY**





# TORQUE

Call

today on

to discuss opportunities for exhibiting at  
the show or to find out more about the event

andy@

.co.uk

the

event

www.

torque

.co.uk

