

# MOTOR SHOW EVENTS



## GET YOUR BUSINESS INVOLVED

Motorfest Are Proud Supporters of



FAMILY FUN STARTS HERE  
**FATHERS DAY**  
MOTOREFEST

MOTOR SHOW EVENTS  
Presents  
*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.

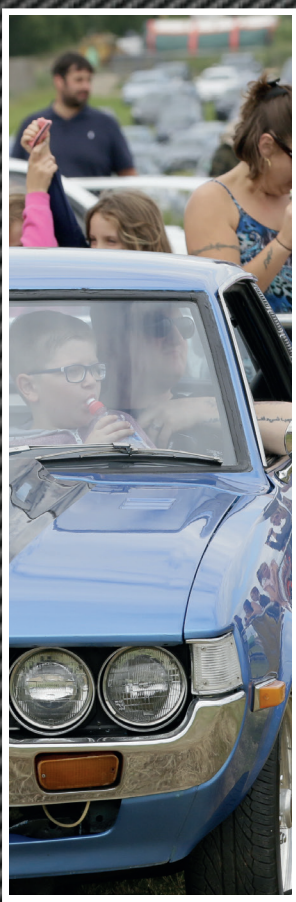
Motorfest Chelmsford and Festival of Wheels Ipswich are a complete motor show experience for the whole family. They are a huge day out with thousands of enthusiasts attending every year to see an unmissable line-up of show cars and stunt shows. Featuring a stunning array of exotic, modified, classic, 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 56,000 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](mailto:info@motorshowevents.com)





**FAMILY FUN STARTS HERE**  
**FATHERS DAY**  
**MOTOREEST**



# FAMILY FUN STARTS HERE **FATHERS DAY** MOTORFEST



## About Fathers Day Motorfest

Undoubtedly The Best Family Day Out in Essex

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.





**MOTOR SHOW EVENTS**

Presents

# *Festival of Wheels*



MOTOR SHOW EVENTS

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# Festival of Wheels

## FAMILY FUN WEEKEND WITH CAMPING

### About Festival of Wheels

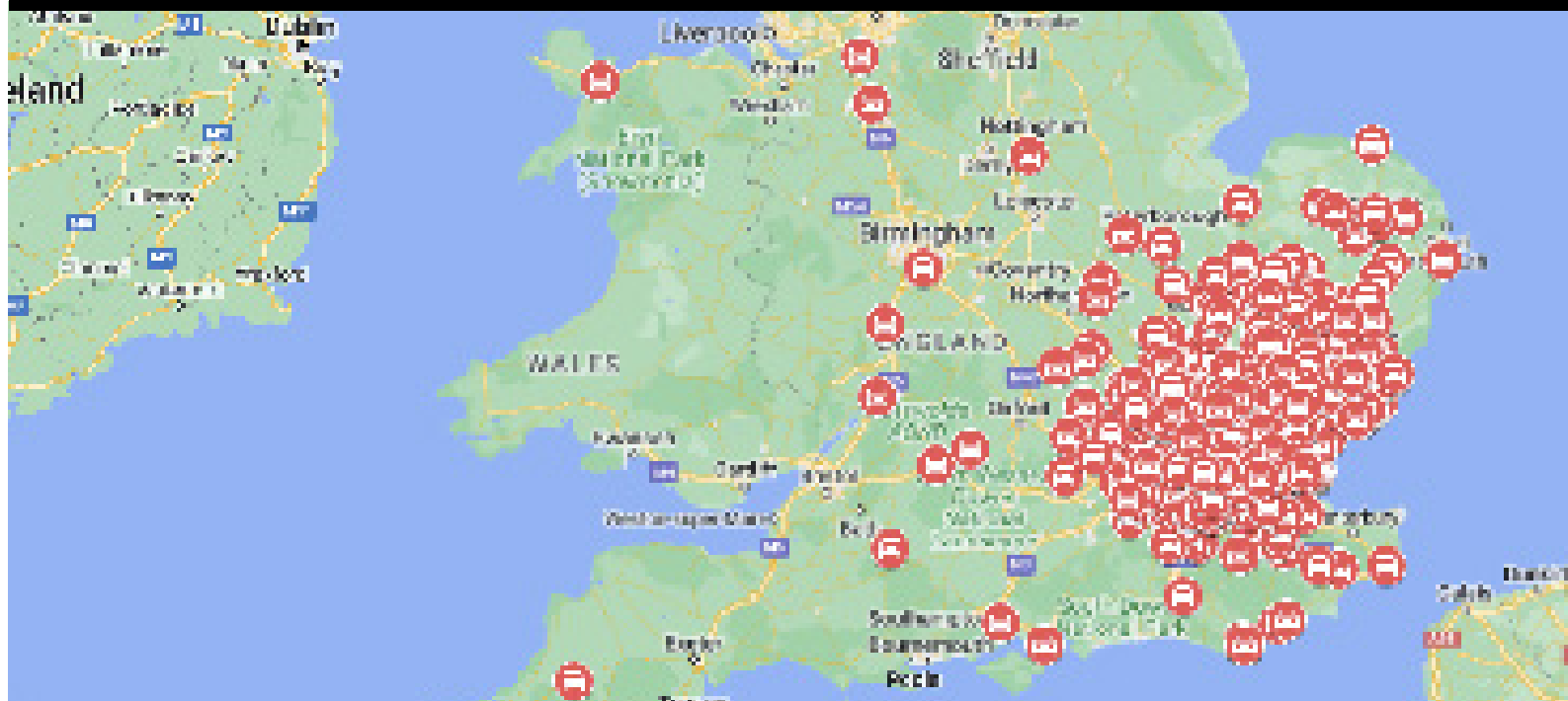
#### Weekend Camping Festival

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.



# ADVANCED TICKET LOCATIONS 2024

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*Festival of Wheels*



Visit Us At [MotorShowEvents.com](http://MotorShowEvents.com)



# Website / Social Media Statistics



**37,200**

EMAIL CONTACTS

**39,245**

SMS CONTACTS

**56,500**

EVENT VISITORS

**87,382**

INSTAGRAM REACH

FACEBOOK PAGE REACH: **2,963,466**

**3,678**

RADIO ADVERTS PLAYED

**42,225**

FACEBOOK FOLLOWERS

**2,900**

SHOW CARS, VANS, BIKES & TRUCKS

**1,103**

CAMPERS

**865,912**

VIDEO VIEWS

**304**

EXHIBITORS

**11,602**

PUBLIC CARS PARKED

AVERAGE DEMOGRAPHIC : **25-44 54% MALE & 46% FEMALE**

**Visit Us At [MotorShowEvents.com](http://MotorShowEvents.com)**



**10<sup>TH</sup>**  
★ ANNIVERSARY ★

Driving YOUR Success

**MOTOR SHOW  
EVENTS**

At Every Event



# 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                              |   |

## Sponsorship Options For Every Budget!



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# MOTOR SHOW EVENTS

## Traders & Vehicle Owners

Karl Rushen

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## Sponsors & Partners

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## General Enquiries

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