

All NEW for 2017
Dynamic Test Track



Standard
Bank



Co - Located Events:



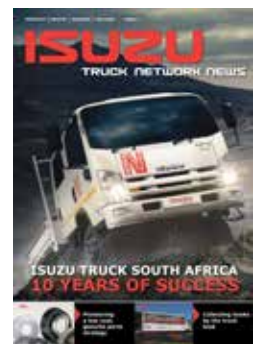
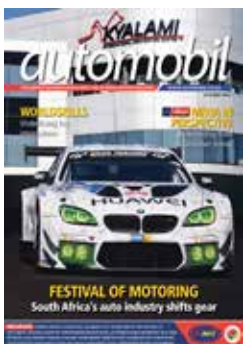
South Africa's Premium Fleet &
Light Commercial Expo



South Africa's International
Materials Handling Exhibition & Workshop

12 & 13 July 2017
Kyalami Grand Prix Circuit

Publicity powered by



12 & 13 July 2017 Kyalami Grand Prix Circuit,

Midrand, Johannesburg

Exhibition Information

Exhibition Hours: **09:00 - 17:00**

Business Visitors Only

Not open to the public. Admission by invitation, business card or delegate pass only.

Publicity and Promotion

The organisers will implement a powerful publicity package which will incorporate a mix of marketing elements designed to stimulate visitor and delegate attendance. These elements will include press releases, paid advertising, direct mail, electronic mailing and complimentary tickets.

Public Relations & Advertising

TruckX's media partners together with relevant local, regional and international press will carry an ongoing programme of advertising and editorial coverage in the lead up to the event. The exhibition, exhibitor's offerings and conference details will all feature.

Complimentary Tickets & Direct Mail

Complimentary admission tickets will be carried in all media partner publications. They will also be mailed to prospective buyers. Each exhibitor will be issued with e-tickets for distribution to their own prospects or client base.

Technical Infrastructure

Exhibition Services

Exhibitors will receive a complete Services Manual once their participation has been confirmed. This manual allows participants to order extras they may deem essential for the successful design of their stand.

Official Contractors

In the overall interests of efficiency, the organisers have, in certain cases, appointed official contractors. Where designated, the exhibitors and their contractors are obliged to use the services of such appointees. Check the Services Manual for details.

Official Catalogue and Buyers Guide

A full colour A4 publication will catalogue products and services offered. Entries are free to exhibitors. Advertising opportunities exist to enhance your company's standing amongst regional buyers.

Exhibitor profile

- OEMs
- Diagnostics & Gears
- Telematics
- Logistics Software
- Tyres
- Parts & Components
- Financing & Leasing
- Insurance
- Fuel & Fuel Management
- Lubricants
- Repairs & Maintenance
- Staffing, Recruitment & HR
- Refrigeration
- Lighting
- Auctioneers
- Trailers
- Warehousing & Storage
- Aftermarket



Participation Costs

1. Walk on Package

The most cost effective option for stands 9 sqm to 18 sqm.

Contract includes: Space, carpets, shell scheme, single phase 30 amp electrical connection, 1 x 15 amp plug pont, 2 x spotlights, 1 x conference table, 2 x conference chairs, and 1 x fascia name.

R 2 250 per m² ex VAT

2. Floorspace only

For custom built stands of any size.

R 1 800 per m² ex VAT

3. Outdoor exhibition space

Minimum size available 20 sqm

R 250 per m² ex VAT

4. Maximum presence combination stand

If a participant takes indoor space, the outdoor space is reduced

R 125 per m² ex VAT

5. Dynamic Track Time

A unique opportunity exists for exhibitors to drive the purpose built dynamic track for test drives and truck / LDV launches. Limited time slots are available on a "first come first served" basis.

Cost per hour R 13 000 ex VAT

VIP Visitor Promotion

In addition to the organisers and their business partners' unrivalled contacts within the industry, exhibitors are invited to nominate their own VIP guests. The nominations are to be forwarded to the organisers who will invite the guests on behalf of the exhibitors, at the same time conferring "VIP visitor" status during their attendance.

Continental Exposure

In conjunction with relevant industry bodies in Africa the organisers are developing regional buyer and delegate travel packages to stimulate inbound visitor attendance.

TruckX: The Story so Far

As publishers of *Future Trucking & Logistics* – a well-respected publication within South Africa’s commercial transport sector – we are closely involved with, listen to and value the opinions of role players from the many divergent segments that contribute to making the transport industry the vibrant business that it is.

Through this interaction we have become aware of the benefits that well-structured, pertinent conferences can add to the trucking, fleet and logistics sectors.

The first TruckX was staged in 2014 at Sandton’s Maslow Hotel, drawing 250 delegates. Feedback indicated that an exhibition component would be welcomed and, in 2015, the event moved to the Sandton Convention Centre to accommodate a display of trucks, trailers and products from associated suppliers. About 500 industry representatives attended the conference, with hundreds more visiting the exhibition.

This year’s event – again held at the Sandton Convention Centre – drew 722 delegates to the conference and recorded a notable increase in the number of visitors to an enlarged exhibition of vehicles and products, including those representing OEMs, transport operators, the telematics industry, the fuels and lubricants sector, the aftermarket, road safety and driver training organisations, the recovery sector, tanker and trailer services, and the financial sector, among others.

Again, feedback from those who attended, coupled with the statistics reproduced below, indicate that TruckX 2016 was very well received, so

much so that it has become evident to us that, with the growth in the exhibition side of the event, the Sandton Convention Centre will no longer be suitable as a host venue.

Accordingly, we have decided to move TruckX 2017 to the International Convention Centre at the Kyalami Grand Prix Circuit, which has ample space both inside and out to accommodate conference and exhibitor needs. Importantly, we have secured the use of the facility’s dynamic handling track to allow for demonstrations or test drives of vehicles.

We have also joined forces with John Thomson, one of the most experienced exhibition organisers in South Africa, to run the event and it’s his team which will be handling all of TruckX 2017’s logistics.

Further, with the extra space available, the new skills input and the backing of other motoring titles and websites within the Future Group’s stable, we will be co-locating two new transportation sectors within TruckX – each with its own targeted publicity, promotion, exhibition space and conferences.

If you represent the fleet industry or the material handling industry, you may be interested in taking part in the event which, for the first time, will be held over two days instead of one – July 12 and 13.

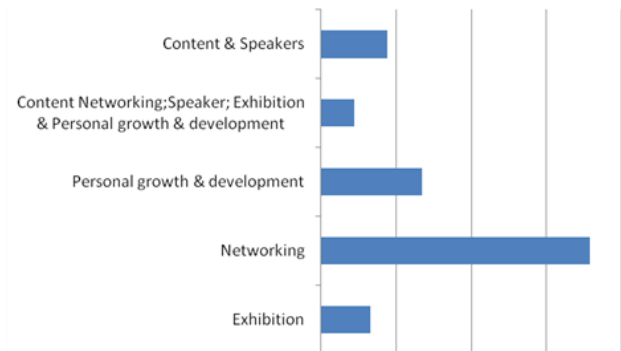
We believe the synergy provided by the new format will be of immense benefit to all participants. We invite YOU to take advantage of the opportunity.

Richard Lendrum - Publisher

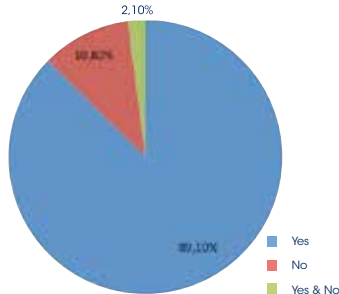


FEEDBACK FROM 2016

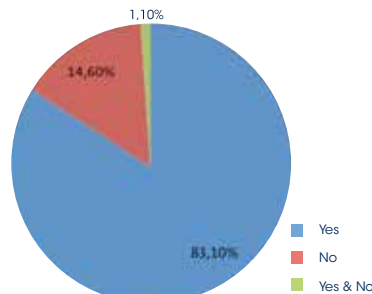
Main reasons for attending:



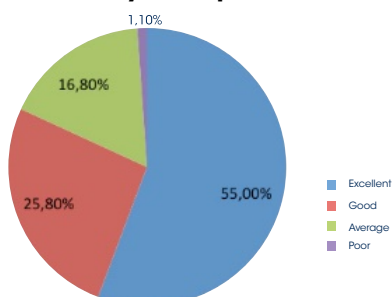
Would you consider attending in 2017?



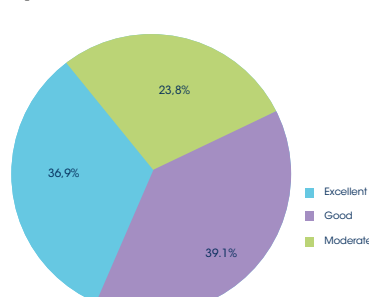
Did you find the exhibition displays useful & informative?



What was your impression of the expo?



Speakers & Presentations



The **ONLY** event that offers **LIVE** demonstrations



Get the competitive edge, book your time slot **NOW**



POWERFULL

PUBLICITY, PROMOTION AND SUPPORT PLUS

A PROVEN TRACK RECORD EQUALS SUCCESS



Partnering with



Scott Byers

A long established research and information company, with the most comprehensive database in trucking and its associated industries.

Supported by these leading organisations



Standard Bank



SAVRALA



RETAIL MOTOR INDUSTRY ORGANISATION



The Chartered Institute of Logistics and Transport



Road Transport Management System (RTMS) and road safety



OUTA
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