



21 YEARS AT THE SHOW

Aquarius IT launched its business at the Commercial Vehicle Show in 2005. Two decades on, the show still fills its stand and its pipeline.

EXHIBITOR

Aquarius IT

SECTOR

Transport compliance software

SHOW

CV Show 2026, NEC





THE CHALLENGE & THE SOLUTION

COMPLIANCE PRESSURE DOESN'T PAUSE FOR A TRADE SHOW

Fleet operators are under constant pressure to prove compliance, cut administrative risk and keep vehicles moving. Aquarius has spent more than two decades building the software that helps them do it - and CV Show is where that story gets told face to face.

At CV Show 2026, the team demonstrated how **ClockWatcher Elite**, **Asset Maintenance** and the **Aquarius App** work together to strengthen compliance, improve efficiency and give operators visibility across drivers, vehicles and wider fleet operations. Visitors also explored the newest addition to the platform: an integrated, DVLA-approved Licence Check solution.





OBJECTIVES

MUCH MORE THAN NEW BUSINESS

1

Reconnect and demonstrate

An opportunity to reconnect with existing customers, strengthen relationships with industry partners, meet new operators and demonstrate the latest developments across an evolving Connected Compliance platform.

2

Listen to the industry

One of the best opportunities each year to hear directly from transport operators about the challenges they face - conversations that help shape the future development of Aquarius' driver and fleet software.



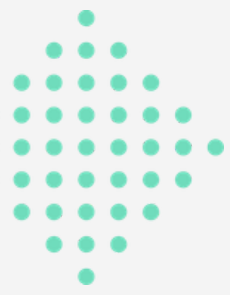
THE EXPERIENCE

ON THE TECHNICAL STAGE

Compliance Manager Marc Caplin delivered a well-attended seminar alongside Paul Eve, Head of Fleet Management at Woodland Logistics:

“Connected Compliance: Using Integrated Systems to Reduce Risk, Save Time and Improve Fleet Performance”

The session combined compliance expertise with real-world operational experience - showing how integrated technology helps operators reduce risk, improve efficiency and strengthen fleet performance.





QUALITY OF CONVERSATIONS

WHO THEY MET

1

Decision-makers

Operators of all sizes, many of them key decision-makers looking for practical solutions to real compliance and operational challenges.

2

Customers and referrals

A high number of existing customers came to the stand, alongside prospective customers who had been recommended to Aquarius by current users.

3

Technology partners

Time with technology partners too, reflecting the increasingly connected nature of transport technology and the value of collaboration.





RESULTS

WHAT THE THREE DAYS RETURNED

1 IN 4

of the high-quality sales opportunities generated at the show have already converted into new customers - with more progressing through the pipeline.

- A constant flow of visitors to the stand across all three days of the show
- Valuable operator feedback that's already shaping the next phase of the Connected Compliance platform



ADVICE TO EXHIBITORS

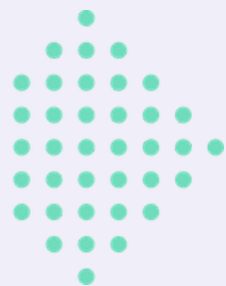
AN INVESTMENT WORTH MAKING

MEET THE RIGHT PEOPLE

If your customers operate within the road transport sector, the show is an opportunity to meet the right people, build meaningful relationships and have conversations that simply aren't possible over email or on the phone.

FOCUS ON THEIR CHALLENGES

The key is to focus on understanding visitors' challenges and demonstrating how you can genuinely help. Do that, and the value of the show extends far beyond the three days at the NEC.



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After exhibiting at the Commercial Vehicle Show for more than two decades, it remains one of the most valuable events in our exhibition calendar. It's where we strengthen relationships, meet new operators, share our expertise and have the conversations that continue to shape the future of Aquarius and the road transport industry.



Liz Haselden

Director of Marketing and Operations, Aquarius IT



EXHIBIT AT CV SHOW 2027

BACK AGAIN.

“Since launching the business at the Commercial Vehicle Show in 2005, we've returned year after year whenever the event has taken place, and it remains one of the UK's most important events for the road transport industry.”

DATES

20-22 April 2027

VENUE

NEC Birmingham

REQUEST FLOORPLAN

BOOK A STAND

REQUEST SALES BROCHURE