



EXHIBITOR CASE STUDY

100+ Leads Over Three Days

Everquip Garage Equipment took two stands at the Commercial Vehicle Show and used them to put inspection pits, brake testers and lifting equipment in front of the operators who buy them.

EXHIBITOR

Everquip Garage Equipment

SECTOR

Commercial vehicle workshop equipment

SHOW

CV Show 2026, NEC Birmingham



The challenge

Everquip has manufactured commercial vehicle workshop equipment in Yorkshire since 1981. The job at CV Show 2026 was to get its full range in front of the operators who specify and sign off that equipment, and to work two separate stands hard for three days.



The solution

Two stands, three product lines on show: inspection pits, brake testers and vehicle lifting equipment. Inspection pits drew the strongest market interest of the three.

What Everquip came to do

OBJECTIVE 01

Reach the operators that matter

Generate leads with the UK's leading transport and haulier operators, the businesses whose workshops Everquip equipment ends up in.

OBJECTIVE 02

Work both stands hard

Put the sales team in front of new and existing customers across both stands, at a high volume of quality leads.

Conversations flowed throughout

The stands stayed busy across all three days, and the quality of the buyer on the other side of the conversation was the story of the show for Everquip.



FLEET MANAGERS

An upsurge in Fleet Managers engaging with technological change in their workshops.

BUS & COACH

Strong engagement from Bus and Coach workshops alongside the haulier audience.

100+ leads generated across three days

VOLUME

A high level of opportunities, up on the year before.

RETURN

A strong return on the investment in both stands.

GROWTH

New customers and partnerships now on board.

The visible energy of the show under new ownership

Everquip pointed to the reinvigorated look and feel of CV Show 2026, and to the quality of the visitors it brought through the doors. Their words for the floor across all three days:

"an amazing buzz."



WHY CV SHOW EARNS ITS PLACE

- 01 Direct access to their ultimate customers, in one place, over three days.
- 02 A platform for product development and innovation, tested against real workshop demand.
- 03 A lead generation environment that produces volume and quality together.

TO ANYONE WEIGHING IT UP

"Don't miss out, this show will only continue to grow."

Everquip Garage Equipment on exhibiting at CV Show

“

The show is the Number 1 show in our event calendar, and we need to continue to assert our leading products in this excellent environment. Thank you team CV Show.

Jack Cox

Managing Director, Everquip Garage Equipment



NEXT SHOW



Exhibit at CV Show 2027

20 to 22 April 2027 NEC Birmingham

[REQUEST FLOORPLAN](#)

[BOOK A STAND](#)

[REQUEST SALES BROCHURE](#)

Everquip Garage Equipment will be back in 2027, on stands 4/B10 and 5/D82.

[CVSHOW.COM](https://cvshow.com)