

BRISBANE TRUCK SHOW STEPS UP A GEAR

The 2013 Brisbane Truck Show promises to be bigger and better, with strong initial interest from exhibitors putting it on track to set records for exhibitor and attendance numbers

The 2013 Brisbane Truck Show is shaping up as another 'sell out', with organiser the Commercial Vehicle Industry Association of Queensland (CVIAQ) reporting extremely strong interest from exhibitors.

Brisbane Truck Show Manager Noelene Bradley says first-round space applications from 2011 exhibitors have now been completed and achieved a 92 percent "return response rate".

She notes that 72 percent of exhibitors in the ground-level main hall have requested additional space — a demand that the CVIAQ is now working through, alongside enquiries from almost 100 new prospective exhibitors.

In accommodating these demands, the CVIAQ will be helped by the recent opening of the Brisbane Convention and Exhibition Centre expansion on Grey Street.

"The new Grey Street foyer will deliver more than 400 square-metres of premium exhibition space, ideally suited to major component and accessories companies



wanting to create a high-impact presence," Bradley says. "And the Grey Street foyer directly links the Brisbane Truck Show hospitality precinct, the BBQ Bar, to all exhibitor areas on the Plaza level, enabling visitors to easily access all trade displays."

Based on the strong initial interest, Bradley is confident the show will exceed

exhibitor and attendance numbers achieved in 2011 — and, most importantly, deliver strong results for exhibitors.

To be staged on May 16-19, the 2013 Brisbane Truck Show promises to be even bigger and better.

For more information visit www.brisbanetruckshow.com.au. ■

'Warhorse' back in the saddle

Renowned rugby league player, TV presenter and all-round icon Shane Webcke returns

The affectionately nicknamed 'Warhorse', Shane Webcke, is back as the 2013 Brisbane Truck Show Ambassador.

Shane is world-renowned as a rugby league player, TV presenter and all-round Queensland icon. But what many don't know is his passion and understanding of the commercial vehicle industry, as an owner of a Queensland transport company.

In 2011, Shane proved to be an engaging, humorous and knowledgeable Ambassador, winning

over industry representatives and visitors at the show.

He acknowledges the important role the Commercial Vehicle Industry Association of Queensland (CVIAQ) has in delivering 'Australia's premier event' to the Australian transport industry.

On his appointment as the 2013 show Ambassador, Shane says: "Once again, it is my great pleasure to be the face of the premier event for Australia's transport industry, the Brisbane Truck Show.

"I look forward to seeing everyone there again next year."



CVIAQ CEO
Brett Wright

Shane is set to join the Brisbane Truck Show for a number of appearances both before and during the show, so we will keep you up to date on his schedule.

Brett Wright, CEO, CVIAQ ■



BRISBANE TRUCK SHOW

Australia's Premier Event