

IN ASSOCIATION WITH

torque
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CENTRAL UK
LOCATION
TELFORD



UK 2022



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expo

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EXHIBITION • NETWORKING • SEMINARS • AWARDS



The **Exhibition Centre at Telford** will play host to a new-look **Torque-Expo UK**, offering a B2B exhibition, a substantial conference programme, an innovation zone showcasing new and unusual products and a networking awards evening at the World Heritage Site of Ironbridge, which is just a 5 minute shuttle service away. A compact and cost-effective event, maximising time out of the office and return on investment.

Only 30 minutes away from central Birmingham and on the door step of the West Midlands, the venue is easy to get to with ample free parking and puts the show in the heart of Britain, close to the core of the UK industry and within a two hour drive of 75% of England's population.

WEDNESDAY
25 MAY 2022
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www.torque-expo.com



The Telford exhibition centre was designed as a unique exhibition and conference centre and has expanded greatly over the years. Easy to reach by road and only a few minutes walk from the railway station with direct links to Birmingham Airport. The centre boasts hundreds of hotel rooms to suit all budgets within a few minutes walk.

IRONBRIDGE, THE BIRTH PLACE OF THE INDUSTRIAL REVOLUTION

The Engine Shed Museum at Coalbrookdale will host the prestigious Torque Awards



THE IRON BRIDGE

The world's first iron bridge was erected over the River Severn at Coalbrookdale in 1779.

This now world-famous industrial monument gave its name to the town that grew around it and to the spectacular wooded gorge that was the birthplace of the Industrial Revolution.

www.ironbridge.org.uk



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How is Torque-Expo UK 2022 different?

Torque-Expo has taken on board feedback from previous exhibitors who see all the benefits of a one-day national exhibition, and importantly, offers good valuable networking time, where they can freely move around and talk to many of their friends, colleagues and customers. Torque-Expo will provide a 'full on' day for the exhibitor and visitor alike, offering a compelling seminar programme throughout the day, followed by evening awards, food, drink and networking.

INDUSTRY SECTORS

- **Fasteners, Fixings and Adhesives** • **Hand and Power Tools** • **Hardware and Architectural Ironmongery**
- **DIY Products** • **Abrasives and Lubricants** • **Clothing, Safety and Janitorial** • **Consumables**
- **Associated products, IT and Support Services**

PLANNED SCHEDULE OF THE DAY

Set-up is from 8am-10am. Fast set up and breakdown means exhibitors optimise their time at the event and can enjoy the conference, networking and other aspects of Torque-Expo.

Breakfast Conference 8.30am - 9.45am

Exhibition 10am - 4.30pm

Keynote Speaker 1.15pm

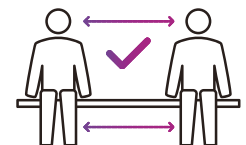
Seminars throughout the day

Awards, canapé, drinks and buffet 6.30pm Ironbridge

* The venue will be available the day before if exhibitors require more time for set-up*



"NEW COVID-SAFE ONE-DAY FORMAT WILL FOLLOW ALL SOCIAL-DISTANCING GUIDELINES ENSURING A SEAMLESS EVENT"



EXHIBITION SPACE

A new COVID-safe format will follow precautionary measures and all social-distancing guidelines making all stands shell scheme set to a maximum of 20m², with directional routes throughout the venue. This is good news for the exhibitor as it should present an equal stand space location with visitor traffic, as well as reduce set up times and costs.

First and foremost, Torque-Expo is about meeting and talking face to face to an audience of senior decision-makers (business owners, MDs, senior buyers, and purchasing managers) from wholesalers, independent retailers, multiple retailers, fastener and fixings distributors, hardware and builders' merchants plus engineer suppliers.

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AWARDS

The Torque-Expo Awards, celebrating the best people, products and services in the industry, will be held just a few short miles away at Ironbridge. The Awards offer a perfect networking opportunity centred around a drinks' reception, canapés, buffet dinner, with awards ceremony.

AWARDS SPONSORSHIP

The Awards also present a great marketing opportunity for partners wishing to sponsor elements of the evening including individual awards, dinner, drinks reception and other aspects of the event, which will be announced nearer the time. If you have an idea for sponsorship, talk to us and we can create a solution that works for your brand.



PROMOTIONAL SUPPORT

It's not just about the day of the show! Talk to our team to create a campaign of content, to drive awareness ahead of the event and push decision makers to visit your stand at the show. A comprehensive promotional package can include pre and post show coverage across print and digital platforms, highlighting key services and product features.



TALKS

A centrepiece of Torque-Expo is a series of motivational and educational, socially distanced seminars, designed to attract visitors to the show and offer valuable information, intelligence and insight.

The timing of the schedule means that both visitors and exhibitors will be able to attend and glean valuable market intelligence and thought leadership.

It will feature talks on a whole host of topics, designed to help add value to your business and assist in decision-making and forward planning.

Typical topic examples include...

- Women in business** – women driving change within the industry
- Marketing 101 for fasteners companies** – how to boost your profile for minimum cost
- Business exit routes** – thinking of selling up? Here's how to do it
- Making the most of your trade counter** – tips to maximise your sales
- Economic forecasting** – know which way the wind is blowing in your market sector
- Transport & logistics** – the changing nature of moving goods and how it may affect your business
- Panel session** – industry experts offer multiple points of view on industry hot topics.



TALKS SPONSORSHIP

Sponsorship options are available, either the entire programme or individual seminars, subject to availability

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THE ORGANISER

Stag Publications Ltd produces *Torque Magazine*, covering the global fastener, tool and related industries with a dedicated weekly email newsletter, daily updated website www.torque-expo.com and print magazine, published six times a year as well as four unique enhanced digital editions featuring news, views, video content, industry insights, reports and other crucial industry data.

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