

Brityrex International 2010 MEDIA RELEASE

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Brityrex reaches 70% of floor space sales with 9 months still to go!

Hofmann's mega tyre changer giveaway announced for Brityrex 2010

Event organiser ECI International has confirmed that Brityrex International 2010 is already 70 per cent sold in terms of stand space at Manchester Central.

Confirming the positive take-up from exhibitors, ECI managing director Paul Farrant says: "We continue to make very good progress with the exhibition and I can put everyone's mind to rest by confirming that Brityrex will definitely be taking place as planned in Manchester in October.

"Reaching the 70 per cent milestone at this relatively early stage means we go forward with confidence and in the knowledge that the industry is firmly behind the exhibition."

Since the turn of the year ECI has continued to register a wide variety of international exhibitors for the UK's only dedicated tyre and equipment show of the year. They include companies from the UK, Europe, south Asia, China and New Zealand.

ECI is compiling a list of show incentives planned by exhibitors which will be promoted to potential visitors through a variety of marketing, advertising and PR activities in the run-up to the exhibition. One such company is Hofmann Megaplan, who has announced dramatic plans to give away a tyre changer worth almost £14,000 to one lucky visitor at this year's exhibition.

The astonishing incentive is all part of Hofmann's plans to create a buzz of interest and excitement around its presence at the show in October.

Managing director James Boon says: "Brityrex will be the highlight of our sales and marketing effort this year so we've decided to give it everything we've got in terms of attracting customers to our stand.

“We will be giving away one of our top of the range ‘lever-less’ tyre changers, the megamount Magic, which is a revolutionary changer with built in wheel lifter and automatic fitting and removal carried out by keypad,” he confirmed.

Further details on how visitors can secure a chance of winning this flagship prize will be released closer to the show, but it is likely to be based on a visit to the Hofmann Megaplan stand and answering a simple questionnaire.

Other show-stopping incentives will be announced in the coming months.

Brityrex International 2010 will again be sponsored by the NTDA, which will hold its popular annual dinner and TAFF Industry Awards alongside the event.

The exhibition will take place on 5, 6 and 7 October at Manchester Central, formerly known as G-Mex. For more details visit www.eci-international.com

Ends

About ECI International Ltd

ECI International is a privately owned, UK-based exhibition company. In addition to Brityrex International it is the owner and organiser of TyrexpoAfrica in Johannesburg (March 2010), TyrexpoAsia in Singapore (March 2011) and Tyrexpo India (2011) Visit www.eci-international.com for more details of all exhibitions

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