



THE ULTIMATE SHOW

UK AUTOMOTIVE EVENT

TRADERS & SPONSORS BROCHURE 2026

ONE OF THE UK'S BIGGEST AUTOMOTIVE SHOWS
SUNDAY 13TH SEPT 2026 // EXHIBITION CENTRE LIVERPOOL

TRADERS 2026

The Ultimate Show

THE SHOW

JOIN US...

Join us at The Ultimate Show 2026, one of the UK's biggest and most electrifying automotive events, and put your brand in front of thousands of passionate car enthusiasts. Whether you're a trader looking to showcase products to a high-energy crowd or a sponsor seeking unparalleled exposure, this is your chance to be part of an unforgettable experience that celebrates the very best in automotive innovation, performance, and style.

With live demos, exclusive launches, and massive media coverage, The Ultimate Show 2026 offers unbeatable opportunities to grow your business and make lasting connections in the heart of the UK's car culture.

OUR 2025 FEEDBACK...

95% WOULD ATTEND THE SHOW AGAIN

94% OF TRADERS. WOULD EXHIBIT AGAIN

KEY INFO...

Exhibition Centre Liverpool
Kings Dock
Liverpool Waterfront
L3 4FP

info@ultimate-show.co.uk
WhatsApp 07767 525 034



WWW.ULTIMATE-SHOW.CO.UK



BOOK YOUR PLOT

All exhibition space is allocated on a first come first serve basis and are not secured until the invoice is paid.
To book your pitch please complete the following form and return it to info@ultimate-show.co.uk

Booking Details

Business Name _____ Contact Name _____
 Address _____ Post Code _____
 _____ Mobile Number _____
 Website _____ Email Address _____

Select Your Package

Indoor Trade Spot

For custom pitch sizes please email us
 We don't charge VAT

Depth Meters	3	3	3	3	6	6	10	15
Width Meters	3	6	9	12	6	12	10	15
Staff Passes	2	3	4	5	4	6	8	10
Price	£130	£200	£290	£360	£290	£480	£550	£750
Tick Selection	<input type="checkbox"/>							

Access To Power (13amp single) **£150**

Would you prefer to be near the main stage?
Yes **No** **Not bothered**

Additional Staff Wristbands (each) **£14** _____

Total Package Amount £ _____

Terms & Conditions

By completing this form and signing below you agree to the terms and conditions outlined by The Ultimate Show. Failure to comply with these terms and condition could prevent us from providing your trade space.

Contact Name _____ Signature _____

SET UP DAY - SATURDAY 12TH SEPT 2026
SHOW DAY - SUNDAY 13TH SEPT 2026



SPONSORSHIP

We have a limited amount of sponsorship packages available if you would like to partner with us for 2026 please email info@ultimate-show.co.uk

Sponsor

- Premium indoor location
- 10m Width x 10m Depth plot
- 13amp power supplied to your trade pitch
- 10 staff passes
- 20 tickets to give away to your customers/business partners to attend the show
- Your brand logo present on your website
- Post promoting your brand across our social media channels to announce sponsorship
- Stage shout outs throughout the day

£1100



£350

Wristband Sponsor

- Company logo present on all wristbands provided to every attendee of the show
- Limited to 2 sponsors
- 6 tickets to attend the show
- Your brand logo present on our website
- Post promoting your brand across our social media channels
- Stage shout outs throughout the day

Headline Sponsor

- Show title sponsor 'The Ultimate Show 2026 sponsored by X' which will be present on wristbands and shown on the main screens throughout the entrance hall to the venue
- Main sponsor advert banner on our website
- Ability to display banners/flags around the venue
- Premium indoor location
- 15m Width x 15m Depth plot
- 13amp power supplied to your trade pitch
- 20 staff passes
- 50 tickets to give away to your customers/business partners to attend the show
- Your brand logo present on our website
- Monthly post promoting your brand across our social media channels
- Stage shout outs throughout the day

Price On Request

TERMS & CONDITIONS

Arrival Times & Set Up

- **Traders must be available to arrive at the event during Saturday 12th September 2026 between the hours of 12:00pm and 1:30pm. All vans and non display vehicles must be vacated from the venue by 2:00pm. You will still be able to continue your set up until 6pm and by this time you must vacate the venue.**
- There is no set up available on the day of the show due to the size of the event.
- Failure to arrive at the venue before 1:30pm will result in no vehicle access into the venue for loading vehicles.
- Children under the age of 16 years old are not permitted on-site during set up and breakdown periods.
- All display vehicles must have a minimum amount of fuel within the tank. Max speed limit is 5mph on site.
- Vehicle passes must be on display during vehicle movement to support us identifying which area you are in.

Insurance & Your Responsibilities

- All traders must be fully insured including public liability with all vehicles on display requiring their own insurance. The Ultimate Show takes no responsibility for loss or damage during the event.
- All traders must provide a safe working environment for their staff along with the public accessing their plot.
- Risk assessment must be completed and submitted to us along with a copy of your insurance.
- Gazebos and fixtures must be in sound condition and secured correctly.

Third Party Usage

- You are not permitted to sub-let your plot to any third parties at The Ultimate Show. The plot should only be used for the company who have booked the trade plot on the booking forms unless prior agreement has been made with The Ultimate Show. Failure to comply with this will result in a 150% charge to the third party user for the plot which has been originally booked.

Trade Plot Rules

- Traders are responsible for the security of their own goods and items within their trade stall. Although we will provide security for the duration of the event including set up and pack down periods The Ultimate Show & Exhibition Centre Liverpool take no responsibility for loss or damage.
- Traders are responsible for any damage or injury of any kind caused by themselves including to vehicles and displays stands.
- No form of advertising or distribution of marketing material such as flyers on site apart from on or within your trade plot.
- Traders are responsible for the removal of rubbish within their plot at the end of the event. Waste skips and bins are provided by the event, please speak to a marshals should you need any support or direction.
- All electrical equipment use must be PAT tested before us.
- The Ultimate Show will not provide any tables or chairs, however if these are required traders are allowed to bring them and set them up within the allocated pitch.
- No naked flames or heaters to be used at any time.
- No distribution, selling or advertising of food and drink items are permitted at The Ultimate Show.
- No animals are allowed on site apart from guide dogs.
- No gas bottles or pressurised containers are allowed on site.
- Traders must follow the direction of the event team, security and marshals at all times.
- Your trade pitch must remain open until after the end of the show awards take place which will finish at around 4:00pm. You must not begin packing down your stall until the event organiser has announced that this can happen. Trader loading vehicles will only be allowed back into the venue once the event organiser has given permission for you to do so once all display vehicles have been removed.
- We don't provide any refunds once a pitch has been paid