

Friday 20th March 2020



Peterborough Arena

to discuss exhibitor opportunities, sponsorship or attendance -
please contact **Andy Adams, Event Director** on
+44 (0) 1572 504006 | +44 (0) 7837 206921
or email **andy@heavytorque.co.uk**

Bigger, better and back

While much of modern life seems confusing in the extreme and the uncertainty over the country's future direction makes long-term planning difficult, Nimble Publishing, producer of the heavy transport industry's only dedicated title HeavyTorque is delighted to be able to give advanced notice of the Heavies Awards 2020, our fifth awards evening. This is a firm date for everybody's diary and a great opportunity to meet and celebrate everything that's truly great about this unique sector of the transport industry.

The specialist heavy transport industry's very own awards evening is to be held on **20 March 2020**, at Peterborough Arena at the East of England Showground. The first-rate facilities and central position make this the ideal location, with easy access and the ability to accommodate large heavy haulage combinations. This now biannual event has proven to be the perfect opportunity for all in the industry to meet and enjoy each other's company and showcase excellence in all aspects of this unique and truly diverse sector of road transport.

Teams of dedicated professionals utilise some of the largest, most complex vehicles and equipment to achieve

transport, lifting and installation projects that often seem near impossible to the layman. The business of moving the largest of loads, on the UK's underfunded and deteriorating road network, throws up new challenges for the industry almost on a daily basis. Customers demand higher levels of service, often with greater time restraints and other stringent requirements – but the specialists within the industry continue to find ways to meet their needs.

It's also an opportunity for vehicle, trailer and associated equipment manufacturers to both showcase their products and compete with their competitors for a range of awards that reflect the technical innovation and the advanced designs that are key to almost every specialist transport operation. We are delighted to welcome back our guest presenter and BBC broadcaster Sally Boazman, better known as Sally Traffic, who will announce and present the awards for us, ably assisted once again, by Jon Harle, a regular contributor to Heavy Torque.

At the Heavies 2020, we will celebrate the winners and those who are highly commended, furthermore it's also an opportunity to thank the industry's movers and shakers who generously support this event.





Variety & Excellence

All industries have their premier event, where they get together and meet their peers and friends. The Heavies is that opportunity for you. It's a chance to make new business contacts too, and whether you are a winner, you've been shortlisted, or you are at the event as a guest, it's the evening this sector of the industry is now talking about.

It's also a great way to entertain clients and reward staff for their efforts over the past year. It's important to remember that last year's winners cannot rely on submitting the same projects for an award, and neither can they assume that their title is safe from an operator they might never even have heard of.

There are a total of fifteen awards that aim to seek out the innovators and the best performers in the widest range of operations; after all, it's a hugely diverse sector. If you are dithering about entering, a comment from last year's judges is worth bearing in mind. They said, "Entries do not need to be full of glitz and snappy presentations. We can see through that, to the essential value of the submission." That philosophy means that the door is truly wide open to large and small companies alike.

Sally Traffic and Jon Harle

The Heavies is proud to announce the return of two legends of BBC radio royalty, Ms. Sally Boazman and Mr. Jon Harle: your evenings hosts. Sally better known to BBC Radio 2 listeners as 'Sally Traffic', is certainly no stranger to the sector, as her 2018 welcome address quipped "Your industry keeps me in a job"!

Meanwhile, keeping Sally in check is regular HeavyTorque contributor Jon Harle. Again, Jon is no stranger to our industry having spent 10 years at Pickfords Heavy Haulage before picking up his microphone and then latterly his pen.

Between them they will bring sparkle and glamour to the event, whilst helping to celebrate the achievements of the industry's premier operators, escort operators, industry figures, policy makers, manufacturers and suppliers.

Together they will be recognising innovation, outstanding service, efficiency and quality. To win, or just to be shortlisted, is evidence of the highest achievement in the industry, as judged by an independent panel of industry experts.



testimonial

Yet again it was another great evening. Making our industry and our people glitzy is quite an achievement! A great charitable cause and an extremely well run event: thoroughly enjoyable.

David Allely, Director,
Allely Group

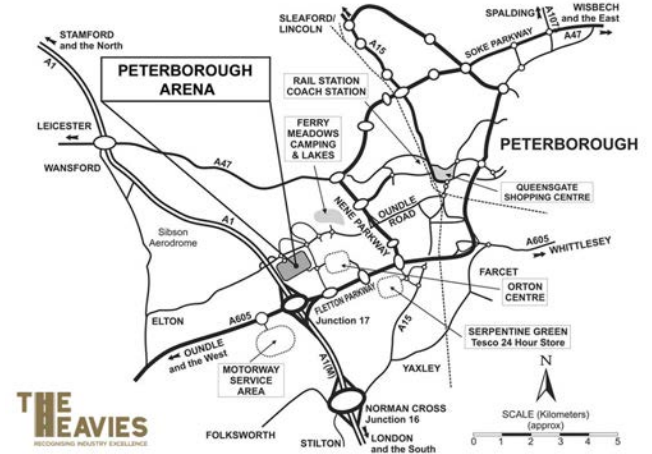
The Venue

Peterborough Arena is the one of the best exhibition and conference facilities in the UK. It has over 4600m2 of space available to accommodate up to 5000 people seated or 6000 standing, with the capability to cater for 1800 dinner guests.

It has state-of-the-art heating, ventilation and lighting systems, plus two VIP pods that can be used for corporate hospitality.

The Arena is conveniently located just off of the A1, central to the UK and close to the motorway and rail infrastructure: allowing easy access for all event sponsors and exhibitors.

Peterborough Train Station is only 15 minutes away from the site, with most parts of the UK accessible directly from this station. International Airports at Birmingham, Stansted, Luton or East Midlands are all within easy reach. There are 22,000 free parking spaces – so plenty of room for everyone..



The Categories

Entries for The Heavies 2020 are now open, and the categories include:

Job of the Year (CAT1)

Job of the Year (CAT2)

Job of the Year (CAT3)

Job of the Year (BE16 or VR1)

Pilot Car/Escort Operator of the Year

Project of the Year

Employee/Team of the Year

Environmental Initiative of the Year

Most Significant Safety Initiative

Operator of the Year

Innovation of the Year: Vehicle Manufacturer

Innovation of the Year: End User

Innovation of the Year:
Trailer Manufacturer (medium weight 3-5 axles)

Innovation of the Year:
Trailer Manufacturer (heavyweight 5+ axles)

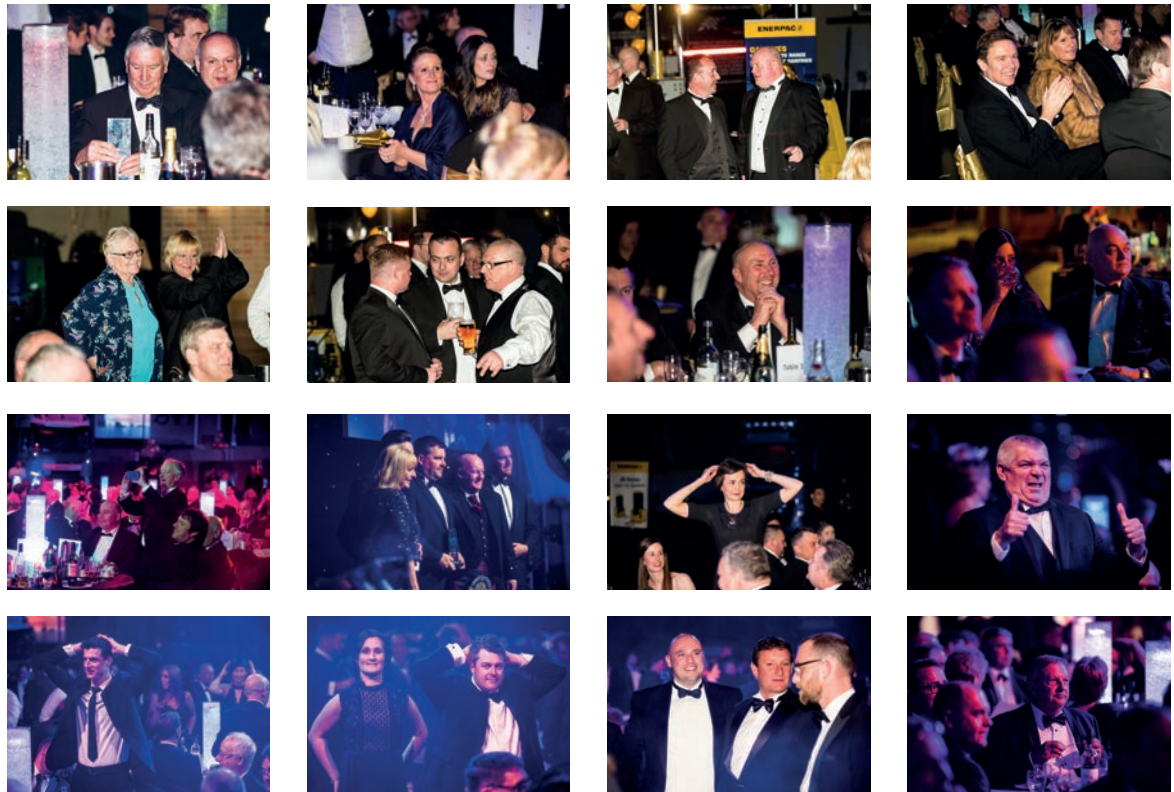
The Earl Attlee Award: Work in the Community



testimonial

Once again, another fantastic evening at The Heavies!
The move to Peterborough Arena allowed for an increased turnout, adding to an already great atmosphere at this much-anticipated event. Many well-deserved awards were presented during the evening, to both high achieving individuals and companies. This marvellous evening, organised by HeavyTorque, really set the tone for future events as the place to be for the abnormal load industry.

Chris Palmer & Ian Franklin,
Keith Rhodes Machinery Installations Limited



Headline Sponsorship

As Headline Sponsor you will receive unrivalled promotion and engagement at The Heavies 2020. This is a comprehensive package of on-the-day, pre and post-event promotions.

Just some of the many benefits below:

- Headline leaderboard, banner or MPU on our dedicated website
- Lead positioning of your corporate identity within the evening programme
- Personalised invitations for your guests
- License to use the 'Headline Sponsor' logo
- Pre- and post-event branding in HeavyTorque magazine
- Premium branding during the Champagne Reception
- Champagne Reception Sponsorship
- Your trailer as the main stage
- VIP drinks reception area
- Premium placement for your exhibited displays
- Premium positioned full-page advertisement in the evening programme
- Rolling videography across all AV for the duration of the event
- Premium stage branding during dinner
- A senior company representative invited to make the welcome address
- Reserved Gala seating: Two (2) reserved priority area tables for twenty (20) guests
- Up to 6 pop-ups, flags or similar displayed in the Champagne Reception (to be supplied)
- Full-page advertisement in the official HeavyTorque winners publication
- Corporate logo within HeavyTorque magazine, and on The Heavies website for a full year!

GBP15,000.00 + VAT

Champagne Sponsorship

The Champagne Reception traditionally marks the start of the evening's proceedings as a meeting point for sponsors, finalists and their guests. It is a highly valuable branding opportunity.

Just some of the many benefits below:

- Leaderboard, banner or MPU on our dedicated awards website
- Corporate identity within the evening programme
- Personalised invitations for your guests
- License to use the 'Champagne Reception Sponsor' Logo
- Pre- and post-event branding in HeavyTorque magazine
- Premium branding during the Champagne Reception
- VIP drinks reception area
- Premium exhibit site
- Premium positioned half-page advertisement in the evening programme
- Rolling videography across all AV for the duration of the event
- Stage branding during dinner
- Reserved Gala seating: One (1) reserved priority table for twelve (12) guests
- Up to 3 pop-ups, flags or similar displayed in the Champagne Reception (to be supplied)
- Half-page advertisement in the official HeavyTorque winners publication
- Corporate logo within HeavyTorque magazine, and on The Heavies website for a full year!

GBP11,000.00 + VAT

THE HEAVIES

RECOGNISING INDUSTRY EXCELLENCE

Many congratulations to Andy, and the HeavyTorque team who worked on the organisation of The Heavies. The venue was absolutely perfect with an atmosphere to match. It goes without saying that the awards were presented with accurate, ample content and true professionalism. What better way to spend a Friday evening than being surrounded by friends and colleagues of which many were recognised for their hard work and dedication within the heavy haulage sector. A very big thank you to all concerned for a truly fantastic evening. May we wish you continued success for many years to come.

JP Season, Chairman,
Heanor Haulage Ltd

NEW YEAR, FAMILIAR VENUE PETERBOROUGH ARENA EAST OF ENGLAND SHOWGROUND FRIDAY 20TH MARCH 2020

The abnormal load movement family are an industry within an industry. While the vanilla-flavoured 44-tonne tractor-trailers are sailing up the motorways with everything from baked beans and teabags, to breeze blocks and bricks, yes, they are keeping UK plc moving. But it's you, the specialists who move the nation's infrastructure into place, who lay the foundations for it all.

You more than deserve recognition for that effort, expertise and professionalism, and 'The Heavies' is where you'll find it.

**FOR SEAT & TABLE RESERVATIONS
PLEASE CALL + 44 (0) 1572 504006**

 TheHeavies2020

Since it's beginning in 2015 The Heavies continues to go from strength to strength and last years event was no exception. The Collett team once again had a fantastic evening surrounded by colleagues and industry professionals celebrating the brightest and best achievements in heavy transport logistics. Collett are delighted to be involved with the event and we hope to add more awards to our cabinet for years to come.

The Heavies is an event's must for the haulage industry and we eagerly await the next instalment!

David Collett, Managing Director,
Collett & Sons Ltd

+44 (0) 1572 504006

andy@heavytorque.co.uk

www.**theheavies**.co.uk

- **JOB OF THE YEAR: (CAT 1)**
- **JOB OF THE YEAR: (CAT 2)**
- **JOB OF THE YEAR: (CAT 3)**
- **JOB OF THE YEAR: (BE16/VR1)**

- **PROJECT OF THE YEAR**
- **PILOT CAR/ESCORT OPERATOR OF THE YEAR**
- **OPERATOR OF THE YEAR**
- **EMPLOYEE/TEAM OF THE YEAR**

ENTRIES NOW OPEN

The Heavies proved to be yet another glittering success for the event organisers, Nimble Publishing and Volvo Trucks. Winning the 'Innovation of the Year – Vehicle Manufacturer' was perfect recognition for I-Shift with Crawler Gears and its unique and outstanding benefits for the heavy haulage sector. It's always great to see so many high profile heavy haulage and crane operators in a social environment, discussing industry issues or just simply having fun. The atmosphere in Peterborough is superb as it's not often you get to dine with so many great trucks in the room. It all proved that this event continues to go from strength to strength and we look forward to the next event in 2020.

John Comer, Head of Product Management,
Volvo Trucks

Rydam Universal Ltd were once again delighted to be part of the 'The Heavies' event – Even more so having previously received industry recognition amongst our peers, in winning the 'Project of the Year' category in 2017. Both the team and our guests have all enjoyed the previous events, which look amazing when surrounded by a range of vehicles and trailers. Congratulations to Andy and the team! The event continues to be the pinnacle showcase for the industry, and we look forward to "The Heavies 2020"!

John Green, Managing Director,
Rydam Universal Ltd

Congratulations to all involved in the organisation of The Heavies, which yet again proved to be another successful year recognising the hard work by all in the UK heavy haulage sector. For ALE to be recognised for its launch of widening axle technology is a proud moment for all concerned in the project and underlines our commitment to leading the way in bringing innovative solutions to the market. We look forward to participating in future events.

Matthew Rushton, Senior Sales Manager,
ALE

An extra special awards event with a professional atmosphere. The Heavies provides a great opportunity to network with potential and existing customer, colleagues and even competitors. It's a very sociable evening with good food and great entertainment, richly rewarding our niche industry. We look forward to being with you again in 2020.

Arnold Luxen, Sales Director,
Faymonville Group

www.**theheavies**.co.uk

- **MOST SIGNIFICANT SAFETY INITIATIVE**
- **ENVIRONMENTAL INITIATIVE OF THE YEAR**
- **INNOVATION OF THE YEAR: END USER**
- **INNOVATION OF THE YEAR: VEHICLE MANUFACTURER**

- **INNOVATION: TRAILER (MEDIUM WEIGHT 3-5 AXLES)**
- **INNOVATION: TRAILER (HEAVY WEIGHT 5+ AXLES)**
- **THE EARL ATTLEE AWARD (WORK IN THE COMMUNITY)**
- **LIFETIME ACHIEVEMENT AWARD**

Category Sponsorship

Showcase your role in the industry by becoming a category sponsor. Our Sponsorship Manager can assist you to select the category that best fits your brand and strategic message.

Just some of the many benefits below:

- Leaderboard, banner or MPU on our dedicated awards website
- Corporate identity within the evening programme
- License to use the 'Category Sponsor' logo
- Pre- and post-event branding in HeavyTorque magazine
- VIP drinks reception area
- Exhibition site
- Half-page advertisement within the event programme
- Rolling videography across all AV throughout the event
- Stage branding during dinner
- Reserved Gala Seating: One (1) reserved priority area table for ten (10) guests
- Your company representative will be invited to present both the highly commended and category winners with your chosen award, including an introduction from the hosts
- Your corporate identity engraved on the winning award
- Recognition from the stage during the event, thanking you for your support
- 1 x pop-up, flags or similar displayed in the Champagne Reception (to be supplied)
- Quarter-page advertisement in the official HeavyTorque winners publication
- Corporate logo on The Heavies website

GBP5,000.00 + VAT

Exhibits & Table Allocation

The venue has the capacity for companies to showcase and promote their products, core competences and services. With over 4600m2 of usable space and a roof height of over 9m, we can accommodate almost anything. The only limitation is imagination! All exhibitors will receive:

- 50 word entry in evening programme
- 50 word entry on The Heavies website
- The Heavies logo and web banners for you to use

Exhibiit packages are built and priced to order, dependent on the volume of space required. To discuss your requirements, please contact Andy Adams or Oxy Terlecka on 44 (0) 1572 504006.

All organisations wishing to purchase a table of 10, or 12, will receive the following benefits:

- Five bottles of wine per table
- Three bottles of mineral water per table
- Three-course meal per guest

Table of 12	GBP1,920.00
Table of 10	GBP1,600.00
Individual seats	GBP175.00



Friday 20th March 2020



Peterborough Arena

to discuss exhibitor opportunities, sponsorship or attendance -
please contact **Andy Adams, Event Director** on
+44 (0) 1572 504006 | +44 (0) 7837 206921
or email **andy@heavytorque.co.uk**