

EROAD FLEET DAYS

2 DAY
EVENT

Hamilton
5-6 August 2026



EROAD

EXHIBITOR PROSPECTUS



Now in its 11th year, EROAD Fleet Days is New Zealand's largest and most influential fleet management event on the automotive calendar. Growing bigger and better each year, it has become an unmissable experience for anyone involved in fleet operations. Due to significant demand, the event is expanding to a two-day format in 2026 and evolving from Fleet Day to Fleet Days - creating even more opportunities to connect, learn, and showcase. If you sell to organisations with commercial fleets, this is the event you need to attend.

WHAT

A two-day conference and vehicle showcase that brings together the entire New Zealand fleet industry under one roof. This year's expanded format offers expert-led sessions, hands-on exhibitor displays, and dedicated networking opportunities designed to help fleet managers improve their operations.

There will be over 7,000 sqm of indoor and outdoor exhibition space for attendees to explore the latest light and heavy vehicles, connect with leading suppliers, and build valuable relationships.

WHEN

5-6 August 2026

Pack-in: 3-4 August 2026

Pack-out: 7 August 2026

WHERE

Mystery Creek Events Centre

Gate 2, 125 Mystery Creek Rd, Hamilton New Zealand

WHO

Over 2000 fleet buyers, fleet managers, business owners, and key decision makers of light and heavy commercial vehicles.



EXHIBITION OPPORTUNITIES



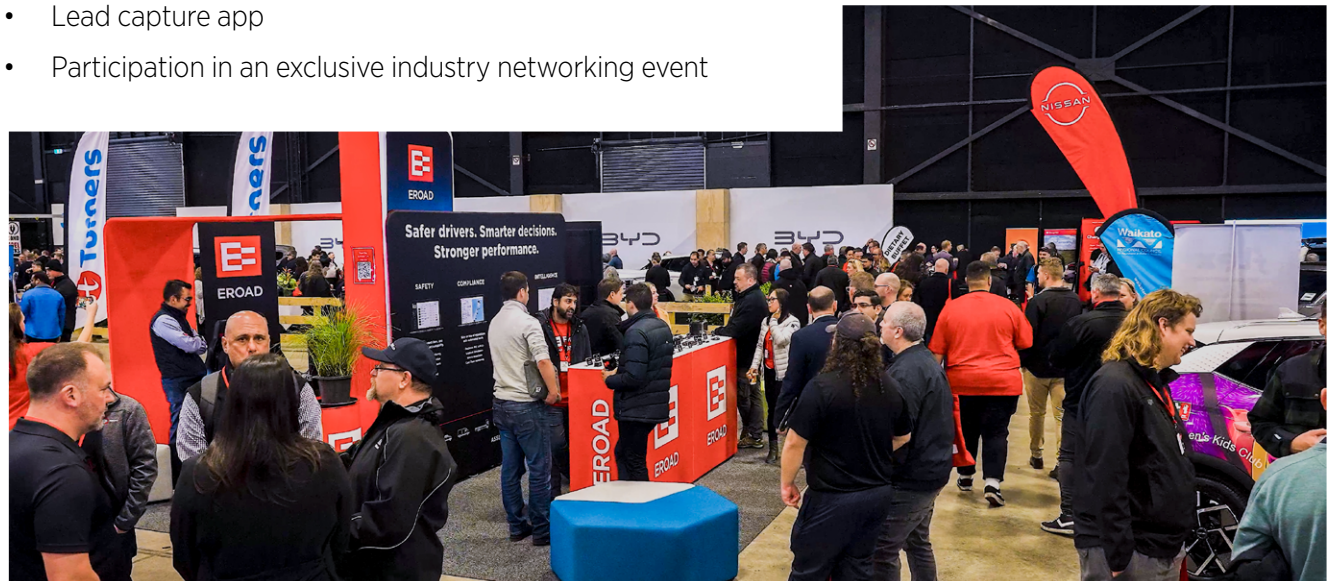
Exhibitors will have the opportunity to have a trade stand booth, vehicle display or both. Meals will be provided, and you may bring up to four delegates at no additional cost.

WHY EXHIBIT?

- Largest fleet audience in NZ
- Hands-on engagement with decision-makers
- Two-day format for extended engagement and visibility

WHAT'S INCLUDED

- Four complimentary delegate tickets
- Meals provided for delegates
- Lead capture app
- Participation in an exclusive industry networking event

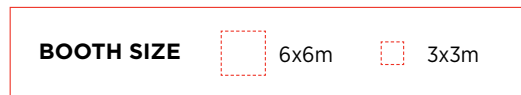


TRADE BOOTH & LIGHT / HEAVY VEHICLE ZONES



Showcase your products and services in a premium trade stand - includes delegate tickets, meals and networking access.

Make a bigger impact with space for vehicles or an extended display.



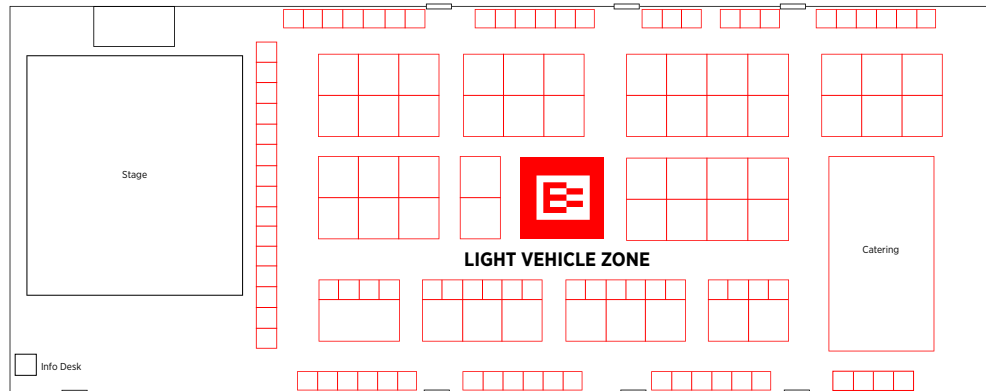
LIGHT VEHICLE ZONE PRICING

3m x 3m booth	\$6,000+GST
6m x 6m booth (or 2-vehicle space)	\$8,000+GST
Bespoke booth and light vehicle spaces	Enquire within

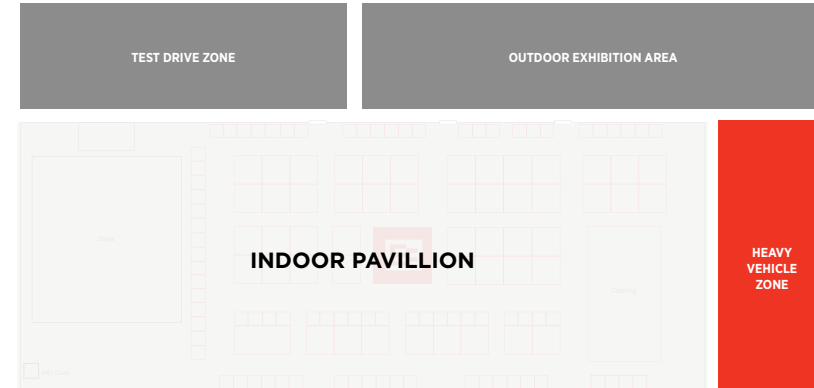
HEAVY VEHICLE ZONE PRICING

3m x 3m booth	\$4,000+GST
6m x 6m booth	\$6,000+GST
Heavy vehicle spaces	Enquire within

INDOOR PAVILLION



OUTDOOR PAVILION



Due to the nature of event planning, these maps are subject to change right up until the event.

SPONSORSHIP OPPORTUNITIES



SPONSORSHIP OPTIONS

	Price (GST excl.)	
Hydration & snacks sponsor	\$5,000	Keep attendees refreshed – your branding on hydration stations and snack points.
MC sponsor	\$7,000	Your brand mentioned by the MC throughout the event – consistent exposure to all attendees.
Lanyard sponsor	\$10,000	Your brand on every attendee’s lanyard – maximum visibility throughout the event.
Fencing Sponsor	\$10,000	Your logo on perimeter fencing – high visibility in our outdoor zones.
Coffee stations (x3)	\$12k ea (or \$30k for all three)	Keep attendees energised! Your branding featured on one of our high-traffic coffee stations for two full days.
Outdoor heavy vehicle zone	\$15,000	Exclusive branding in the heavy vehicle display zone – ideal for OEMs and suppliers.
Networking event	\$20,000	Be the name behind our signature networking event – connect exhibitors and fleet decision-makers in a relaxed setting.
Test drive zone	\$20,000	Brand the test drive experience – connect your name with hands-on engagement and excitement.
Catering (Morning Tea, Afternoon Tea & Lunch)	POA	Be the name behind all catering breaks – including signage in the catering area and verbal acknowledgement during mealtimes.
Keynote sponsor	POA	Align your brand with the most anticipated session – includes logo placement and verbal recognition.
Exclusive break out area	Enquire within	Host private meetings with customers in a dedicated, branded space. Availability based on demand.

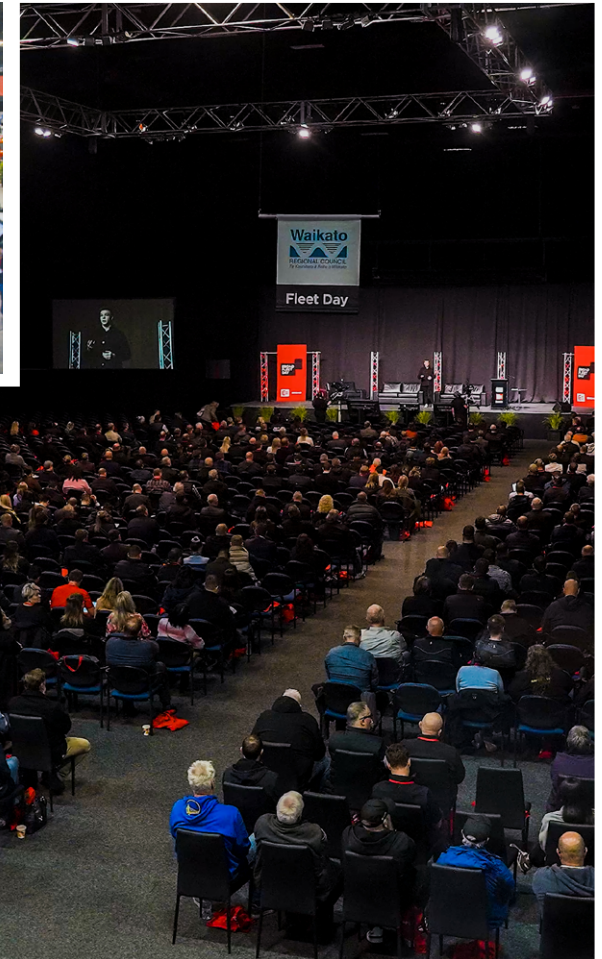
JOIN US AT FLEET DAYS 2026

**EROAD
FLEET
DAYS**

Spaces are limited and allocated on a first-in, first served basis. To confirm your booth or sponsorship, simply reach out to one of the team below. Payment is required prior to the event to guarantee your space.

Fleet Days 2026 is set to be our biggest yet – two full days of networking, learning, and showcasing to the largest fleet audience in New Zealand.

Don't miss your chance to be part of it.



GET IN TOUCH

MATT BUCKLE
matt.buckle@eroad.com

HOLLY DOUGLAS
holly.douglas@eroad.com

KAROLINA SARGEANT
karolina.sargeant@eroad.com

