



TRADE BROCHURE

18TH / 19TH JULY 2026

WESTMORLAND COUNTY SHOWGROUND | SOUTH LAKES



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ABOUT WHEELS UP NORTH



Driven by a passion for all things engine-powered, Wheels Up North is a welcoming destination where enthusiasts and their families can enjoy a laid-back, inviting atmosphere. Our mission is to host regular events and shows throughout the year, showcasing a diverse range of vehicles - from supercars to timeless classics and everything in between.

At the heart of it all, we aim to build an amazing, friendly community of people who love to share their passion for cars, bikes, trucks or whatever it may be, bringing their unique vehicles to be admired and enjoyed by fellow enthusiasts.

Since launching our first event in 2021, we have hosted over 55 events.

The majority of these events have been our summer evening meets and weekend shows, but we have also hosted smaller coffee mornings as well as co-hosting events with our sponsors, partners, and friends, including The Motorist Hub, Tom Hardman Limited, The Detail Garage, and Porsche Centre South Lakes.

We have also exclusively booked multiple track evenings at Three Sisters Circuit in Wigan. On top of this, we raised money for the charity Lancashire Mind by hosting our first 'Winter Exclusives' series event with Amari Supercars at their beautiful and impressive showroom.

And finally, we introduced the Weekender, the flagship show that you will be reading about in the rest of this brochure. This was an amazing experience, and we can't wait to grow bigger and better with the show in 2026, this being our fourth year already!

Event Directors



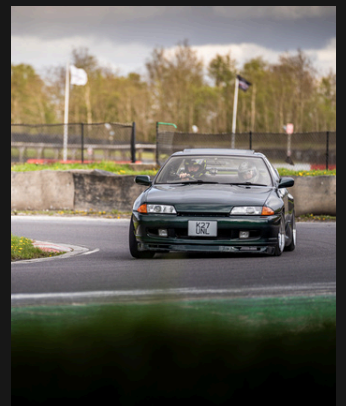
Harry Tagg



Matthew Owen



Will Morris



Introducing Our Flagship Show Of The Season!

WHEELS UP NORTH WEEKENDER 2026!



The Wheels Up North Weekender is the pinnacle celebration of all the events we host throughout the year. It brings together the best of our exclusive gatherings, track evenings, meetings and events, offering a truly unique experience in the North of the country, for both enthusiasts and businesses alike.

The Weekender features a wide range of vehicle categories, including:

Supercars, Sports, Classics, Vintage, Motorcycles, Trikes, Modified, Wacky & Wild, Military, Emergency Services, TV & Film, Race & Rally, Americana, JDM, Hot Rods, and Electric vehicles.

In addition to this impressive variety of vehicles, we'll be offering live music, family-friendly entertainment, stunt and demo shows, special guests, awards/prize presentations, club and dealer displays, a trade village, food and drink options, burnout areas, and much more. Overnight camping will also be available, providing a full weekend experience.

As a community-focused event, Wheels Up North is committed to collaborating with as many local businesses as possible, making this the perfect opportunity for you to get involved, showcase your products, and connect with a passionate audience.

Please take a moment to explore the following pages for partnership and trade stand opportunities, and learn how you can be part of this exciting event.

#wheelsupnorth #wheelsupnorthweekender



THE OPPORTUNITY

The Wheels Up North Weekender offers your brand or company an exceptional, interactive platform to engage directly with both new and existing customers. This is a unique opportunity to showcase your products and services in a dynamic, hands-on environment where potential clients can experience your brand first hand. Through meaningful interactions, you'll have the chance to build connections, answer questions, and provide in-depth insights, ensuring your audience walks away with a clear and lasting understanding of what your business has to offer.

1

Meet & engage with your potential customer / target market

2

Talk to, get to know and understand your existing audience

3

Opportunity to create unique and real content

4

Talk to others in your industry and strengthen relationships

5

Grow your customer / potential customer database



2025 CAMPAIGN

October 2024 - July 2025



2,242,425
Total Paid Ad Impressions!



68% Male Audience (Social)
32% Female Audience (Social)



65,341+ Email Opens
36% Open Rate



Website Views: 30,147
Unique Visitors: 21,002

We welcomed around 4,000 visitors to the show in 2025, and with exciting plans already in motion, 2026 is set to be our biggest year yet. Alongside fresh event features, we're building even stronger collaborations with partners and brands, creating more engaging content and experiences for our audience.

And it's not just about the event itself. Our wider Wheels Up North platform, including social media and our website, provides year-round visibility and promotion for our partners.

For more details on how we can work together, please get in touch
events@wheelsupnorthweekender.co.uk

PACKAGES

Below are our range of trade packages. Please note that if these do not suit you or your brand, custom packages can be crafted, so please get in touch and we can try to work something out.

Once you have picked the correct package, get in touch via our website or events@wheelsupnorthweekender.co.uk

FOOD & DRINK VENDORS

- Pricing based on a fixed % of revenue
- £150 deposit secures your place
- Limited spaces available
- Your pitch in the 'refuel zone' area of the event (Unless otherwise agreed)
- 1 or 2 day options available

EXHIBITOR STANDS (SPACE ONLY)

- All trade spaces get a mention in the event programme.

- 3m Frontage - £210 + VAT
- 6m Frontage - £400 + VAT
- 10m Frontage - £590 + VAT

**Depth of your stand can vary slightly but is around 8-10m*

- For larger, or custom size spaces, please get in touch
- Power can be supplied on request. (16amp or 31amp single 'blue pin' socket) - £80 + VAT



ALL TRADE ENQUIRIES

If you are interested in discussing an exhibitor or vendor spot at the 2026 Weekender, please contact Harry or Matt via the below details.

Spaces are limited and will fill up, so please don't hesitate to ask us some questions.



www.wheelsupnorthweekender.co.uk



events@wheelsupnorthweekender.co.uk

