

# Future Delivered.

Your gateway  
to the global  
tank storage  
market

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**TANK  
STORAGE**

**StocExpo** 

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by **EASYFAIRS**

**StocExpo, the largest and longest running international bulk liquid storage event, inspires, connects and shares knowledge within the tank storage community.**



“ Over the years we have exhibited at StocExpo, we have found new customers and it also helps us to maintain existing client relationships. ”

**Jon Loach, Director,  
Dantec Ltd**

“ StocExpo continues to be a great networking event. We have been participating for several years now and StocExpo remains the reference for our industry. Since DTN has many new solutions for weather forecasting and storm analytics, we were able to find out that many of our business relations are interested in this kind of information. ”

**Tom Van Herp, Business Development Manager, DTN**



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# Attracts a high-end audience.

## StocExpo attracts the following audience:

- > Engineers
- > Terminals and Oil Majors
- > Innovation Managers
- > Traders
- > Suppliers and Manufacturers

## We saw a significant increase in our pre-registered key audience:

- > Storage Operators 43% up on 2019
- > Oil majors 128% up on 2019
- > Government and associations 134% up on 2019

## A sample of StocExpo visitors



## Visitors from over 80 countries.

### Top 10 countries:

Netherlands  
Belgium  
Germany  
United Kingdom  
France  
Sweden  
Spain  
Italy  
Finland  
Poland



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# What StocExpo visitors spent.

> Average order placed / intend to place by attendees:

**€153.3K to €174.9K**

> Sales generated by the event:

**€118.4M to €157.8M**

> Annual purchases from all sources:

**€571.9M to €762.6M**

## What visitors say.

**90%**

of visitors consider StocExpo important to their business

Visitor satisfaction is

**80%**



### The main objectives for visitors are:

- > Networking opportunities
- > Meet existing suppliers
- > Find new suppliers

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# Why exhibitors cannot miss out.

StocExpo provides the perfect platform to raise awareness and display your latest equipment and products. Meet new and existing customers, generate valuable leads and get an excellent return on investment.

StocExpo attracts their ideal audience consisting of terminal operators, tank owners, end users, EPC contractors and asset owners.

## The main objectives to come to StocExpo are:

1. Meeting potential customers
2. Increasing awareness of your brand/products/services
3. Meeting and selling to current customers



## Sample of exhibitors



Endress+Hauser



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# Innovation. Delivered.

The bulk liquid storage industry has so many ongoing developments to consider from environmental demands, new technologies, emerging energy sources and markets, together with a shifting political and regulatory landscape. We carefully curate an event to address all of these. We will help companies prepare and plan for the future and optimise their present day operations.



**SE Connect,**  
a pre-event 1-to-1  
meeting platform.  
**1,815** total meeting  
requests.  
**3,950** visits.  
**4,151** profile views.

**iTanks**  
**Innovation zone**  
with 16 partners  
displaying their  
products and services  
and the pitch  
breakfast.

**SE Conference,**  
delivered by **20**  
**high-level speakers,**  
addressing **10 hot**  
**topics.**  
Sessions via video  
streams.

**Global Tank Storage**  
**Awards**  
**80** shortlisted  
nominations, **190**  
attendees, **12** industry  
leading judges, **12,246**  
monthly website page  
views.



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# A dedicated marketing campaign across online and offline marketing channels, to attract the right audience to the event.

- > Global database of **55,000+** bulk liquid storage professionals
- > Website reach of **46,280+** users with top 3 countries: Netherlands, United States and Belgium
- > We work with **35+** industry partners and associations increasing marketing activity across the marketing mix
- > Total PR coverage for this campaign is **88** pieces of coverage across the tank storage industry with a reach of **1.4 million**

## Attract the right audience to your stand.

Use our marketing team as an extension of yours with our free marketing tools in your stand package.



My Easyfairs Account



Postal mail



Email and web banners with your unique link



Social media banners



Email invitations



PR promotion



SE Connect



Telemarketing

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# EXHIBITION CONFERENCE MAGAZINE DIGITAL AWARDS

**StocExpo** 

The world's leading bulk liquid storage exhibition and high level industry conference

**TANK  
STORAGE**

The industry's only audited publication and digital platform delivering in-depth insight and global reach

**TANK  
STORAGE AWARDS**

Recognising and rewarding excellence in the sector

**To find out more about exhibiting and opportunities in our portfolio,** contact our Event Manager Sophie McKimm, [sophie.mckimm@easyfairs.com](mailto:sophie.mckimm@easyfairs.com) or contact +44 (0) 3196 4300

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