

ALL NEW

AUTOMOTIVE MANAGEMENT LIVE 2016

16th November, Milton Keynes Arena 2016

Bringing the Industry Together

AM are proud to announce the launch of Automotive Management Live – an impactful and all-encompassing expo for the automotive industry.

At the heart of the franchised dealer sector, AM publication and its events team are in the best position to devise an Expo to cover all aspects of automotive retailing in today's highly competitive and complex market.

This one day event will see the most proactive suppliers join together to showcase the scope of businesses, products and services available and promises to be high profile, fast paced, insightful, enjoyable and unlike anything else on offer for the sector today.

The day will provide a hive of activity including exhibition, interactive best practice seminars, F & I theatres and industry debates. Every aspect covered promises new ideas, informative comment and tangible advice.

With ambitions to attract 400-500 visitors from a wide range of highly respected automotive professionals, the event will target both franchised and independent retailers and provide suppliers with an unrivalled opportunity to showcase their business, products and services to the industry.

Benefits:

- **Generate leads from 400+ automotive visitors** - aimed at both franchised & Independent retailers, the event will appeal at all levels including senior directors and CEOs, small business owners and line managers. Benefit from multiple discussions and business opportunities all in one day.
- **Showcase your company, product and services** – showcase new & innovative products and services to a high volume of dedicated professionals seeking best solutions to their requirements
- **Build your brand** – be part of a vibrant unique event bringing the industry together under one roof
- **Position yourself as an industry expert and thought leader** - inspire and educate visitors through interaction at your stand to a topic theatre/seminar host or element sponsor.

Sara.donald@bauermedia.co.uk 01733 366474 Richard.kerr@bauermedia.co.uk 01733 366473
Kelly.crown@bauermedia.co.uk 01733 366364

AUTOMOTIVE MANAGEMENT LIVE 2016

Audience:

The aim is to attract between 400-500 visitors creating a busy and vibrant environment to do business.

The following job titles will be targeted:

- Chairmen and CEOs
- General managers
- Dealer principals
- Managing directors
- Sales directors and managers
- Operational managers
- Aftersales directors and managers
- Independent retailers
- Business owners
- Marketing and digital marketing directors and managers
- CRM directors and managers
- F&I directors and compliance managers
- IT directors and managers
- Manufacturer personnel -dealer development directors/managers and franchised operational executives

How to get involved?

This event is set to become a major addition to the automotive calendar for 2016.

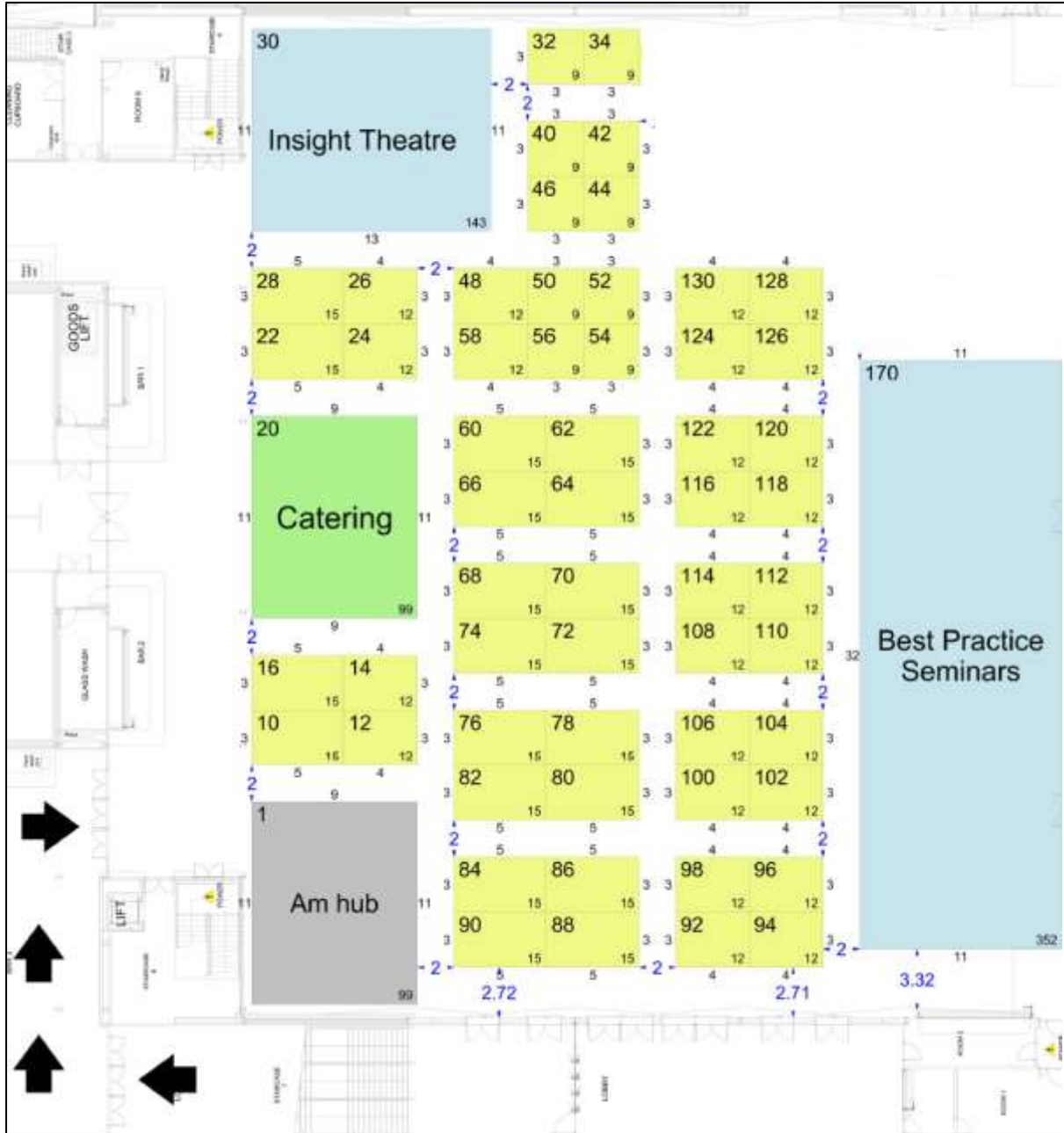
Shell scheme and open space exhibiting is available:

- Shell Scheme £185 per sq. metre
- Open Space £145 per sq. metre (minimum size of 24 sq. metre)

Event sponsorship elements are available as additional opportunities to exhibitors

DRAFT FLOOR PLAN

Subject to venue fire regulations approval



Please speak to an Account Manager for current availability on positions

Sara.donald@bauermedia.co.uk 01733 366474 Richard.kerr@bauermedia.co.uk 01733 366473
Kelly.crown@bauermedia.co.uk 01733 366364

ADDITIONAL OPPORTUNITIES

Best Practice Session Sponsor

Position your company as a leading information and solution provider by hosting and delivering a masterclass session on a key topic to visitors at the event. Masterclass sessions will run twice daily.

- Branding on signage within the Best Practice Masterclass area as topic sponsor
- Branding on all marketing of the Masterclass sessions at the event
- Host and deliver a masterclass session twice across the day
- Detail the Sponsors company logo profile on the event website with a 250 word company profile
- 9 sq. meter stand space

Number of sponsors: 8

Cost: £5,000

SOLD OUT

Registration Area/Online registration

Every visitor will be required to register their attendance on the event website. Your branding will feature heavily on the online registration page. Every visitor, speaker and exhibitor will need to collect their entry badges and walk through the registration area on their way in to the event. As the registration area sponsor, your brand is one of the first (and last) that they will see during their time at the event.

- Branding throughout the registration area and on all promotional material – print and online
- Branding on signage displayed around the registration area
- Opportunity to have leaflets on the registration desks
- Opportunity to have the registration staff wear your branded clothing (subject to approval)
- Full feature listing on the official event website
- 100 word company profile in the official event guide
- Marketing and PR support pre-event

Number of sponsors: 1

Cost: £2,500

SOLD OUT

Sara.donald@bauermedia.co.uk 01733 366474 Richard.kerr@bauermedia.co.uk 01733 366473

Kelly.crown@bauermedia.co.uk 01733 366364

The Automotive Management Live App

The AML App ensures that visitors have all the information they need at their fingertips before and during the event. Sponsor the App and ensure your brand is in everyone's hands throughout the event and use it to drive visitors to your stand.

It helps visitors:

- Plan their visit and build a personal schedule
- Stay up-to-date and receive important event communication via alerts
- Select companies they'd like to visit on the exhibition floor and locate their booths
- Check out all the new products
- See what's taking place in each of the lecture theatres
- Marketing and PR support pre-event

Number of sponsors: 1

Cost: £2000

A senior strategy group meeting

The round table takes place during the afternoon of Automotive Management Live. It begins with a light lunch followed by the formal meeting which lasts approximately 2 hours. The areas of discussion will be reported on within AM magazine as part of a full write up.

The meeting sponsor will receive:

- Logo accreditation on all promotional material relating to the event
- Logo accreditation on post event coverage in AM
- Opportunity to provide the meeting delegates with writing pads or similar items with logo Branding etc.
- Opportunity to provide two pop-ups branded in the Sponsors company name and logo to be displayed in the meeting room
- Two representatives from the Sponsor to take part in the discussion at the Event and to take part in the delegate Q&A session.

Number of sponsors: 1

Cost: £5000

Visitor Lanyards

All visitors will receive a lanyard (neck strap) attached to their visitor badge making them easy to wear and removing the inconvenience of safety pins or clips. As lanyard sponsor you will see your brand travel throughout the event during the day raising your brand's profile as a leading supplier to this sector.

- Opportunity to brand lanyards, or supply your own lanyards, to every visitor on the day
- Full feature listing on the official event website
- 100 word company profile in the official event guide
- Marketing and PR support pre-event

Number of sponsors: 1

SOLD OUT

Cost: £2,000

Visitor Bags

Visitor Bags will be distributed to all of the visitors at the front of the event. They provide visitors with something to collect and carry all of the information from day. So, sponsor the bags and you can turn every visitor in to a walking advertisement for your company and brand.

- Your logo on the show bag that every visitor receives at the event
- Full feature listing on the official event website
- 100 word company profile in the official event guide
- Marketing and PR support pre-event

Number of sponsors: 1

SOLD OUT

Cost: £2000

Floorplan Sponsor

As a sponsor, your logo will appear on the floor plan with an arrow pointing directly to your stand making you easy for visitors to find whilst raising your profile at the same time.

- Your logo on the floor plans onsite and in the event guide and your stand publicised on the onsite floor plans and in the event guide
- Full feature listing on the official event website
- 100 word company profile in the official event guide
- Marketing and PR support pre-event

Number of sponsors: 1

SOLD OUT

Sara.donald@bauermedia.co.uk 01733 366474 Richard.kerr@bauermedia.co.uk 01733 366473
Kelly.crown@bauermedia.co.uk 01733 366364

Cost: £1,500

Visitor Bag Inserts

Insert your company literature (single A4 sheet) in to each bag and deliver your message to all of the visitors at the event.

- Your insert in the show bag, that every visitor receives on the day
- Full feature listing on the official event website
- 100-word company profile in the official event guide
- Marketing and PR support pre-event

Number of sponsors: 10

Cost: £500

Catering Area Branding.

Sponsoring the Catering Area is a great opportunity that gets your name in front of visitors as they relax, have a drink or a bite to eat.

- Recognition as the Catering Area Sponsor in all event promotional material
- Exclusive display of your company literature in the Catering Area
- Branding throughout the workstation and recharge area (5 separate sponsor logos) plus any additional material the sponsors wishes to include.
- 100-word company profile in the official event guide

Number of sponsors: 1

Cost: £3,000

F & I theatre Sponsor

The F & I theatre will offer expert advice on Finance and Insurance matters. A two hour session on Finance and a two hour session on Insurance will explore changes, legislation and latest developments in these areas.

As an exclusive sponsor you will have the opportunity to present to delegates looking for greater insight. Sponsorship includes a twenty minute presentation from your company.. Use this session to provide advice driven and case study content to delegates followed by a Q & A

Number of sponsors: 1 x Insurance – **Sold**

1 x Finance - **Sold**

Cost: £7500

AM100 Lounge

This is an exclusive sponsorship opportunity enabling the partner to work with AM in creating a dedicated VIP lounge for the AM100. To gain access to the lounge visitors must be in the AM100. The private lounge provides the visitor the opportunity to get refreshments in at any time during the show; it also gives them a base to use as an 'office' for the day. They will also use the lounge for meetings with other members and as a refuge from the hustle and bustle of the Show.

- Branding on key correspondence & lounge (5 separate sponsor logos) plus any additional material the sponsors wishes to include.
- Staff presence within the lounge
- Individual mail runs/emails prior to visiting, to ensure that they receive information relevant to their seniority and purchasing power.
- Private Car Park, to avoid queuing and to ensure that the visitors access to the event is as smooth and quick as possible
- Bespoke Lounge Badge, ensure that they are recognised as an important visitor throughout their stay at the Show.
- Lounge size approximately 10m x 6m.
- Also included is the data of those captured by light pen entering the dedicated lounge.

Number of sponsors: 1

SOLD OUT

Cost: £7,500