



# Automotive management LIVE

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NFDA  
NATIONAL FRANCHISED DEALERS ASSOCIATION

8TH NOVEMBER 2018  
NEC, Birmingham

Meet and talk  
business with the  
key **decision-makers**  
in today's  
changing market

**Win business at Automotive Management LIVE**

Exhibition | Best Practice Seminars | Topical Insights | Future of Retail theatre | Networking

EXHIBITOR PROSPECTUS

[www.automotivemanagementlive.co.uk](http://www.automotivemanagementlive.co.uk)

# Meet and talk business with the key **decision-makers** in today's changing market

Automotive Management LIVE is a leading one day trade exhibition for dealers, manufacturers and independent visitors. A full programme of content provides invaluable insight into the latest automotive retailing trends and an opportunity for UK franchised dealers, manufacturers and independent visitors to experience the breadth of companies, products and services available to help run successful profitable and compliant businesses.

## 2017 event at a glance



**703 visitors**

Made up of some of the UK's leading franchised dealer groups (independently audited by BPA)

**UP 55% YOY**

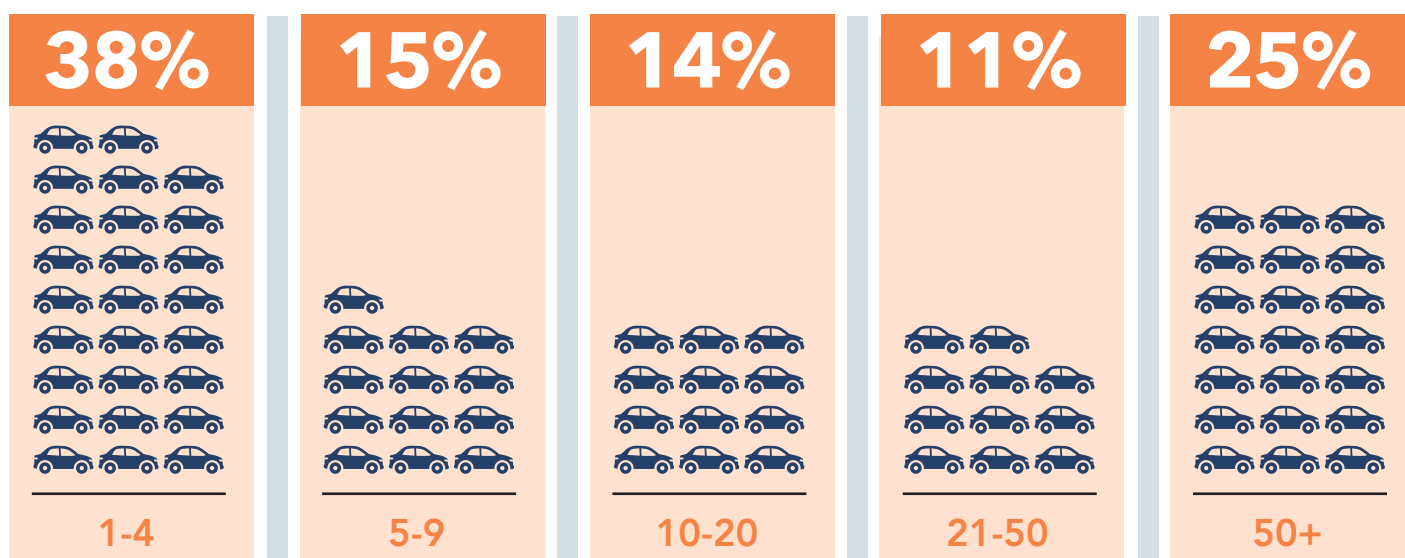


**91 exhibitors and sponsors**

91 brands showcasing their company, products and services to automotive decision makers

**UP 32% YOY**

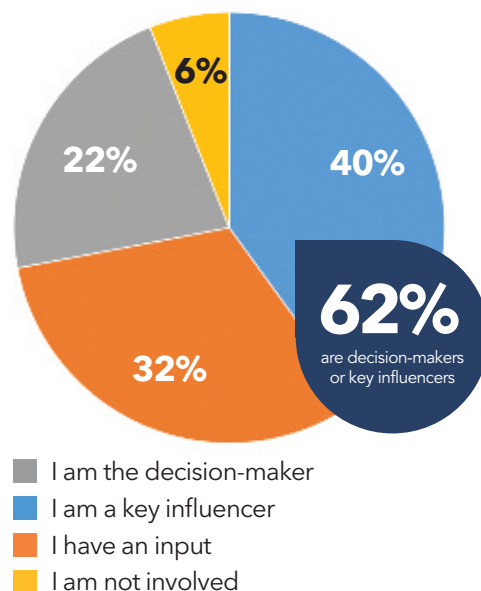
## Automotive Management LIVE delivered visitors who manage retail groups of all sizes



## Primary Audience

Chairman/ MD/ Chief Executive/ Business Owner	<b>16%</b>
Dealer Principal/ General Manager/ Director	<b>33%</b>
Head of Department	<b>30%</b>
Sales/ Digital Marketing	<b>9%</b>
Other	<b>12%</b>

## Influence on buyer decision making process\*



\* Results based on post-event survey

# Why exhibit / sponsor?

Visitors attend the event to actively meet with suppliers. Make sure your company, products and services are considered by having a presence at Automotive Management LIVE 2018.

70%

70% of visitors attended to meet suppliers

80%

80% of visitors attended to keep up to date with retailing best practice and obtain information to help in their role

55%

After the event 55% of visitors planned to obtain more info on the products and services they had seen

25%

After the event 25% of visitors expected to do business with a new supplier/partner and place an order



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## The 2018 event



### Visitors

An extensive marketing programme will run throughout 2018 to continue to secure a high volume of visitors at decision making level



### Best Practice Sessions

8 sessions will run throughout the morning delivering insight and best practice advice on key industry topics for delegates to take back to the dealership and put into practice



### The Future of Automotive Retail Theatre

Focussing on one of the biggest topics in the automotive sector, this session will run during the afternoon and discuss the future of retail and how dealers can adapt and embrace the changing landscape



### People Theatre

This open style theatre will run throughout the day and offer visitors seminars to help develop a best people strategy to attract and retain quality staff for their business



### Future Zone

This zone aims to be the number one destination for visitors to explore cutting edge and future emerging technology



### Best Dealerships to Work For Ceremony

Following an extensive employee research programme conducted by AM and Best Companies Group to find the best dealerships to work for in the UK, recognised dealer sites will receive their awards at a dedicated presentation

Supported by







**Enhance your presence and stand out from competitors with a sponsorship package**

## Who should exhibit at Automotive Management Live?

If you are a supplier providing products and services to the automotive retail sector, a presence at Automotive Management LIVE will allow your sales team to protect existing and generate new business through unrivalled networking with senior decision makers.

## Book your stand today and start doing business

Secure the best stand possible for your business and guarantee better visibility and more contacts.

### Shell scheme

includes walls, carpet and fascia nameboard.

Basic electrical package (lights & single socket) ....£205 per m2

### Space only

(over 24 m2 only) .....£165 per m2

All prices exclusive of VAT at the prevailing rate.  
The above prices are early booking rates.

Contact us to discuss options and request the latest floorplan.

## Sponsorship opportunities

From increasing your brand presence across the industry, to aligning your company with a specific topic area, a sponsorship at Automotive Management Live can meet your objectives. Opportunities include:

- Headline Sponsorship
- Registration Sponsorship
- Lanyard Sponsorship
- Badge Sponsorship
- Visitor Bag Sponsorship
- Floorplan Sponsorship
- Café Sponsorship
- AML App Sponsorship
- Masterclass Host
- Strategy Session Sponsorship
- AM Exec Lounge Sponsorship
- Charging Station sponsorship
- People Zone sponsorship
- Future of Automotive Retail theatre sponsorship
- Future Zone Sponsorship
- Best Dealership to work for sponsorship

Contact us to check availability, discuss options and see the latest floorplan:

**Contact the AM commercial team at  
e: [amads@bauermedia.co.uk](mailto:amads@bauermedia.co.uk)**

**or call Daren on:  
t: 01733 366468**

For further details please visit:

**[www.automotivemanagementlive.co.uk](http://www.automotivemanagementlive.co.uk)**

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