



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



Automotive management LIVE

7th November 2019

NEC, Birmingham

EXHIBITOR PROSPECTUS

Exhibition | Content Seminars | Topical Insights | Future of Retail theatre | Networking

automotivemanagementlive.co.uk

@AMLIVE2019

#AMLIVE



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 franchised & independent automotive retailers, 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.

2018 event at a glance



**792
visitors**

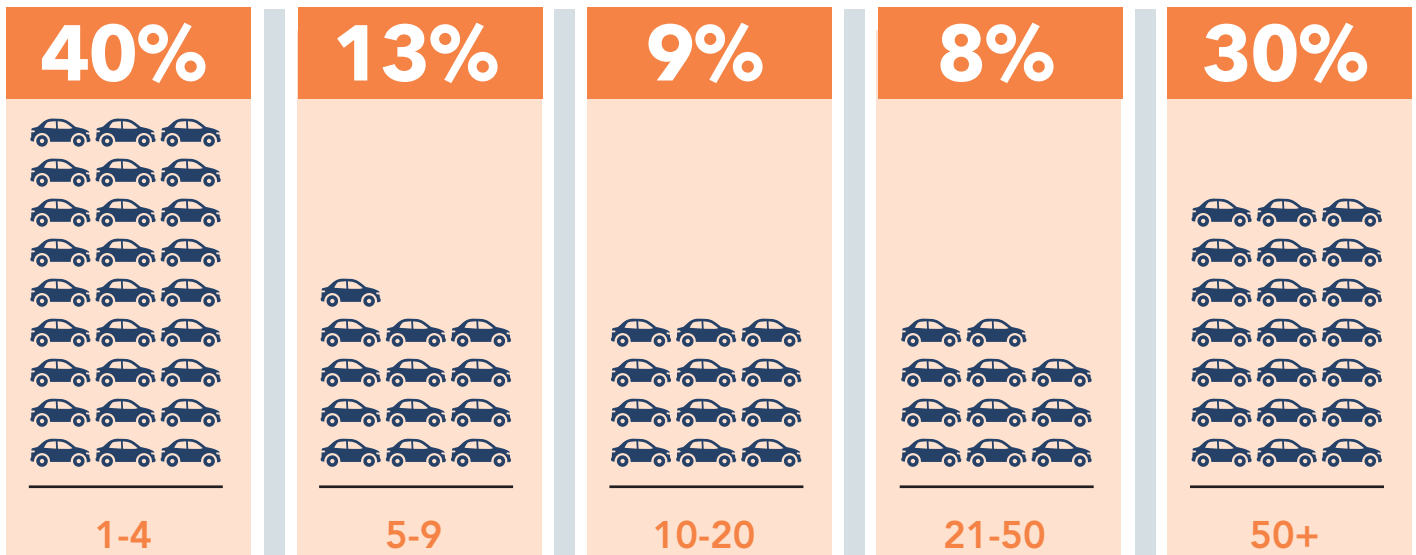
Made up of some of the UK's leading franchised dealer groups (independently audited by BPA)



**79 exhibitors
and sponsors**

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

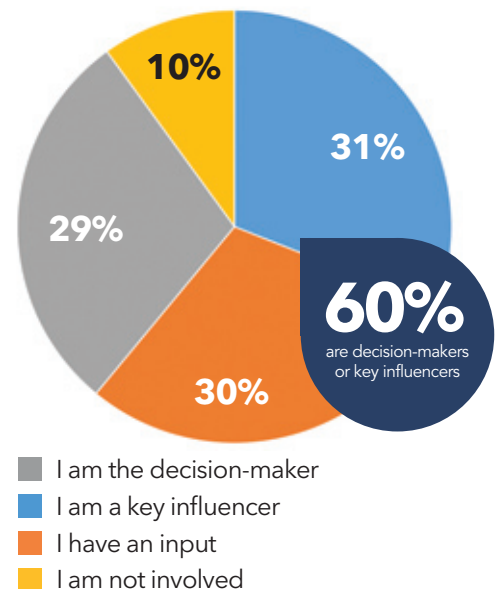
Automotive Management LIVE delivered visitors who manage retail groups of all sizes



Primary Audience

Chairman/ MD/ Chief Executive/ Business Owner	20%
Dealer Principal/ General Manager/ Director	35%
Head of Department	24%
Sales/ Digital Marketing	11%
Other	10%

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 2019.

57%

57% of visitors attended to meet new suppliers

48%

48% of visitors attended to meet current suppliers

58%

After the event 58% of visitors planned to obtain more info on the products and services they had seen

37%

After the event 37% of visitors expected to do business with a new supplier/partner and place an order

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The 2019 event



Visitors

An extensive marketing programme will run throughout 2019 to continue to secure a high volume of visitors at decision making level



Content Sessions

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 morning and offer visitors seminars to help develop a best people strategy to attract and retain quality staff for their business



Future Dealership Zone

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



AM Best UK Dealership to Work For Presentation

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



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)£215 per m2

Space only

(over 24 m2 only)£175 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
- Landyard sponsorship
- Badge sponsorship
- Visitor Bag sponsorship
- Networking Zone sponsorship
- Content Sessions sponsorship
- Chat & Charge sponsorship
- AM Exec Lounge sponsorship
- People Zone sponsorship
- Future of Automotive Retail 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

or call Sheryl on:
t: 01733 468256

For further details please visit:

www.automotivemanagementlive.co.uk

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