



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



Automotive management LIVE

11th November 2021

NEC, Birmingham

EXHIBITOR PROSPECTUS

Exhibition | Content Seminars | Topical Insights | Networking

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

@AMLIVE2021
#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.

2019 event at a glance



**772
visitors**

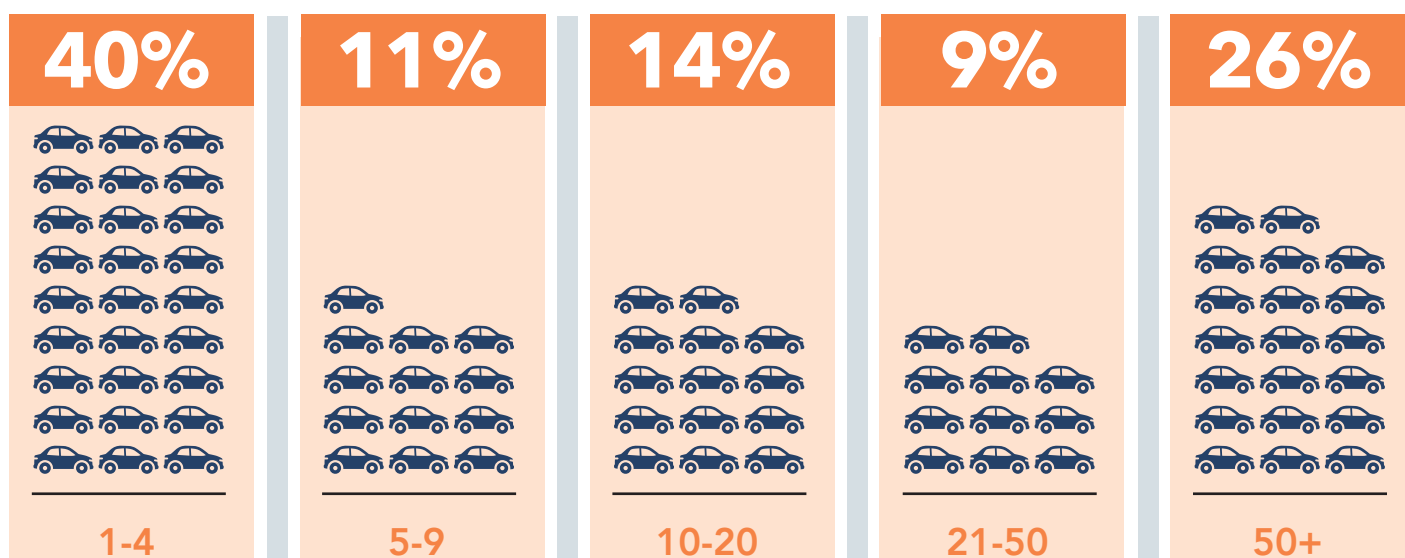
Made up of some of the UK's leading franchised dealer groups (independently audited by BPA)



**78 exhibitors
and sponsors**

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

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

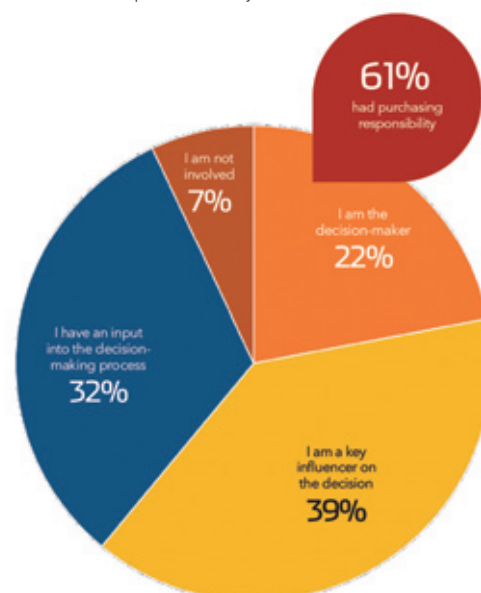


Primary Audience

Chairman/ MD/ Chief Executive/ Business Owner	13%
Dealer Principal/ General Manager/ Director	16%
Head of Department	45%
Sales/ Digital Marketing	19%
Other	7%

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 2021.

30%

30% of visitors attended to meet new suppliers

41%

41% of visitors attended to meet current suppliers

67%

After the event 67% of visitors planned to obtain more info on the products and services they had seen

14%

After the event 14% of visitors expected to do business with a new supplier/partner and place an order/Request a quotation

Automotive management LIVE

11th November 2021
NEC, Birmingham
The 2021 event



Visitors

An extensive marketing programme will run throughout 2021 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



New theatre for 2021

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



New exciting zones for 2021

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

Exhibition | Content Seminars | Topical Insights | Networking

automotivemanagementlive.co.uk

@AMLIVE2021 #AMLIVE



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)£225 per m2

Space only

(over 24 m2 only)£185 per m2

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

Early bird rates for 2021:

£215 per m2

£175 per m2

Provisional end of early bird Monday 21st June

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 and badge sponsorship
- Floor plan sponsorship
- Visitor bag sponsorship
- Content session sponsorship
- AM Exec Lounge 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 Kelly Crown on:
t: 07753 326 127
e: kelly.crown@bauermedia.co.uk

For further details please visit:

www.automotivemanagementlive.co.uk

Organised by Bauer Media Group. Media House, Peterborough Business Park, Lynch Wood, Peterborough PE2 6EA

**Automotive
management
LIVE**

11th November 2021
NEC, Birmingham



Copyright Bauer Media Group 2021. All information correct at time of press.
E&OE. All trademarks acknowledged. All prices exclusive of VAT.