



london international

*Sexy Green*  
motor show

**ExCeL London** 1 - 4 May 2009

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Outline  
Prospectus

# Concept in Brief

- Partnership between IMIE and Eden Project to up-scale their highly successful Sexy Green Car Show, currently staged at the Eden Project since Spring 2007
- Unique combination of Eden Project's environmental credentials and contacts coupled with IMIE's Motor Show experience
- Leveraging all the media contacts, databases and promotional partnerships from BIMS 2008, together with Eden Project's environmental stature will generate massive media coverage
- Re-location to London provides access to the largest and most affluent segment of the UK car purchasing market, where environmentally influenced car choice is potentially strongest.
- Market for stylish, highly fuel-efficient vehicles (aka Sexy Green) likely to be the most buoyant in an otherwise very difficult sales climate in 2009

# Concept in Brief

- ExCeL - 1<sup>st</sup> – 4<sup>th</sup> May 2009 with target attendance of 50,000 over four days
- **Additional** cross-over attendance through co-location and marketing co-operation with Grand Designs (attendance 100,000!)
- Press Preview and Celebrity Gala Night Opening on Thursday April 30<sup>th</sup>
- What Car? magazine to host the second annual What Car? Green Awards on Press Preview Night
- Maximum stand sizes of just 300 sqm and minimalist build restrictions allows VMs to access this audience on a highly cost-effective basis
- Initial research amongst VMs shows strong in-principle support for the concept - Full Prospectus was sent to all VMs last week – seven provisional VM bookings already!

# Current Progress

- Prospectus sent to all VMs at the beginning of September.
- Strong in-principle support from the vast majority of mainstream VMs and niche manufacturers.
- Concept of small stands and sensible build restrictions to minimise costs and maximise ROI has been universally embraced
- Provisional bookings from seven mainstream VMs already – more to follow!
- Marketing co-promotion agreement with Grand Designs now finalised
- Seeking the clarity of collective support from the market by the end of October