



SMMT 90th Annual Dinner
28 November 2006
In association with the Financial Times

Sponsorship and Advertising Opportunities

The SMMT's 90th Annual Dinner will take place at the London Hilton, Park Lane on 28 November 2006. Up to 850 senior executives from some of the leading organisations in the automotive sector will attend this prestigious event, which is being hosted in association with the Financial Times.

Sponsorship opportunities to suit every budget

Sponsorship packages at the Annual Dinner will provide opportunities:

- to raise the profile of a business within the industry;
- to align a business with the debate on a current issue;
- and to meet the key players in the industry.

The packages on offer can be tailored to meet a sponsor's precise requirements.

Sponsorship over £5,000

- SMMT Motor Industry Facts
- The SMMT Issues Survey

Opportunities between £2,000 - £5,000

- General and Aftermarket Drinks Receptions
- Dinner programme

Under £2,000

- Advertising in the Dinner Programme
- Exhibition / branding positions
- Place cards

All sponsors get a 30% discount on advertising space in the event programme.

Opportunities over £5,000

Sponsorship of Motor Industry Facts

The SMMT annually publishes Motor Industry Facts, a 30 to 40 page guide filled with facts relating to the UK motor industry, including stats relating to new car and CV registrations, vehicles in use, used car sales, production and key issues.

The printed booklet will be distributed in the first half of 2006 to nearly 5,000 contacts throughout the motor industry - executives, opinion formers and the media.

The sponsorship package includes branding on the cover and a full-page advertisement in the Facts booklet, as well as a table at the SMMT Annual Dinner, an advertisement in the Annual Dinner programme, thereby giving the sponsor repeated exposure to the industry throughout 2006.

Price £9,700 + VAT

Sponsorship of the SMMT Issues Survey

For the fourth year, the SMMT will undertake research in the lead up to the Annual Dinner, which will focus on the future of the automotive industry.

The sponsorship package includes a table at the dinner, credit in the forward and a full-page advertisement in the research publication.

The research is used to generate media coverage and is launched to the national and trade media at a Press Conference on the day of the Annual Dinner.

Senior executives throughout the SMMT's membership will receive a research report.

Price £9,500 + VAT

Opportunities for £2,000 to £5,000

General and Aftermarket drinks receptions

Make maximum use of the networking opportunity

The key networking point of the evening – pre-dinner drinks – offers a chance for sponsors to raise their profile with a specific audience in convivial circumstances. The general reception is attended by up to 700 of the guests.

The Aftermarket reception is attended by between 50 and 100 guests. In addition to branding opportunities at the reception and a half-page advertisement in the Dinner programme, sponsors will be able to welcome the guests to the evening reception.

**For general reception £5,000 + VAT
For Aftermarket reception £2,500 + VAT**

Dinner programme sponsorship

Your brand in every delegate's pocket

The Annual Dinner programme will be given to every guest and will include the Annual Dinner menu, guest list, table plan and advertising, in an attractive, printed A5 document. The package includes a credit in the programme and a full-page advertisement.

Price £2,490 + VAT

Opportunities under £2,000

Exhibition / branding positions

Large scale branding opportunities

There are a number of opportunities for exhibiting or branding space in the Ballroom Foyer – the main thoroughfare and the area in which guests will gather for pre and post dinner drinks.

From £1,500 + VAT

Branded place cards

Your logo at every dinner place

Sponsor's logo and web address will appear on full colour, double sided tent cards, at the place of every guest at the Dinner. The sponsor will also be credited on-screen during the evening.

Price £1,450 + VAT

Advertising in programme

Half page - £599 + VAT

Full page £999 + VAT

Full page, inside front or back cover - £1,999 + VAT

For further details and all enquiries please call Natasha or Richard on 0845 450 4195 or email smmt@relishevents.co.uk.