



SMMT 89th Annual Dinner
22 November 2005
In association with the Financial Times

Sponsorship and Advertising Opportunities

The SMMT's 89th Annual Dinner will take place at the London Hilton, Park Lane on 22 November 2005. Up to 900 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

- The SMMT Issues Survey

Opportunities between £2,000 - £5,000

- General, Components or Aftermarket Drinks Receptions
- Dinner Programme sponsorship

Under £2,000

- Advertising in the Dinner Programme
- Exhibition / branding positions

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

Sponsorship of the SMMT Issues Survey

For the third 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. If appropriate, we can also offer a workshop with senior executives from the industry following the publication of the research on a specific topic within the research.

The research will generate media coverage. The research will be given to the Financial Times, our media partner for the Annual Dinner, in advance of the event and launched to the general media at a Press Conference preceding the Annual Dinner.

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

Price £11,000 + VAT

Sponsorship opportunities between £2,000 - £5,000

General, Aftermarket and Automotive Components 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 2 sector receptions are 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 £5,500 + VAT

For Components and 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 branding throughout the programme and a full-page advertisement.

£3,000 + VAT

Sponsorship 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

Advertising in programme

Half page

£599 + VAT

Full page

£999 + VAT

Inside front cover or inside back cover

£1,999 + VAT