

## SMMT SPONSORSHIP OPPORTUNITIES

Sponsorship, speaking, exhibition and advertising opportunities with the UK's largest automotive trade association



# ABOUT SMMT

The Society of Motor Manufacturers and Traders (SMMT) is one of the largest and most influential trade associations in the UK. It supports the interests of the UK automotive industry at home and abroad, promoting a united position to government, stakeholders and the media. Today, SMMT represents more than 800 automotive companies giving strength to one of the UK's most significant industries.

## About the UK Automotive Industry

The automotive industry is a vital part of the UK economy accounting for £78.9 billion turnover and £15.3 billion value added. With some 180,000 people employed directly in manufacturing and 864,000 across the wider automotive industry, it accounts for 13% of total UK export of goods and invests more than £3 billion each year in automotive R&D. More than 30 manufacturers build some 70 models of vehicle in the UK supported by more than 2,500 component providers and some of the world's most skilled engineers.

## SMMT EVENTS

### Who Attends?

SMMT events attract senior executives from across the breadth of the industry, including vehicle manufacturers, component manufacturers and the aftermarket, as well as policy makers and the media.

At our major events such as the SMMT Annual Dinner we would expect more than 25 vehicle manufacturer brands to attend.



## Media Coverage

Major SMMT events gain national media coverage.

The SMMT International Automotive Summit 2020 generated coverage in more than 240 essential and influential outlets such as *The Telegraph*, *Guardian*, *Times*, *Sun*, *Mirror*, *FT* and the *Today Programme*. Meanwhile, our inaugural Drive Zero event attracted more than 40 national and automotive journalists and was featured live on *BBC Breakfast* and *Sky News' Ian King Live*.



# COMMERCIAL OPPORTUNITIES

Our sponsorship packages provide the opportunity to:

- reinforce your brand profile with the automotive industry;
- position your organisation as a thought leader on key industry issues;
- build relationships with senior level automotive executives;
- engage with key stakeholders including policy-makers and the media.

## Our Approach

- We are keen to work with sponsors who bring added-value in terms of thought leadership.
- SMMT values long-term relationships with commercial sponsors and will initially offer opportunities to incumbent sponsors.
- First and foremost, SMMT represents its members. All commercial opportunities take this into account.
- We are happy to tailor packages to meet your specific requirements, to discuss discounts for packages across multiple opportunities.
- SMMT does not place advertising directly on its website.

## MAJOR EVENTS

	Brand / Sponsorship	Thought Leadership	Networking	Exhibition
SMMT Electrified 25 March 2021	•	•		
SMMT Test Day 27 May 2021	•		•	
SMMT International Automotive Summit 29 June 2021	•	•	•	•
SMMT Annual Dinner 23 November 2021	•		•	
SMMT Open Forum H2 2021	•	•	•	•
SMMT Meet the Buyer H2 2021	•	•	•	•

# INTERNATIONAL EVENTS

	Brand / Sponsorship	Networking	Exhibition
<b>SMMT Electrified Week (International Events)</b> Digital events focusing on EV and international markets	•	•	
<b>Germany</b> One of the leading global automotive aftermarket trade shows UK pavilion organised by SMMT	•	•	•
<b>India</b> Exhibition and conference focusing on automotive technology UK pavilion organised by SMMT	•	•	•
<b>South Korea</b> Exhibition on EV and future mobility technology UK trade mission organised by SMMT	•	•	
<b>China</b> Electrification and technology conference UK trade mission organised by SMMT		•	•
<b>China</b> One of the world's largest automotive aftermarket trade shows UK pavilion organised by SMMT	•	•	•

# WEBINARS

	Brand / Sponsorship	Participation
SMMT International Webinar Series	•	<i>Enquire for details</i>
SMMT Member Services Webinar Series	•	<i>Enquire for details</i>

# REPORTS

	Brand / Sponsorship	Participation
SMMT Electric Vehicle Report, Q1 2021	•	<i>Enquire for details</i>
SMMT Trade Report, June 2021	•	<i>Enquire for details</i>
SMMT Sustainability Report, July 2021	•	<i>Enquire for details</i>

# NETWORKING EVENTS

	Brand / Sponsorship	Networking
SMMT Parliamentary Receptions, March and June 2021	•	•
SMMT In-House Lawyers' Seminar, 7 October 2021	•	•

For information about these and other sponsorship opportunities, and details of the packages available, please contact [sponsorship@smmt.co.uk](mailto:sponsorship@smmt.co.uk).