

Get closer to

THE UK AUTOMOTIVE INDUSTRY

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

Activities include:

- SMMT Open Forum
- SMMT Meet the Buyer
- Additional SMMT events at Automechanika Birmingham
- SMMT Regional Forums
- SMMT International Automotive Summit
- SMMT Annual Dinner
- SMMT Connected



COMMERCIAL OPPORTUNITIES

The Society for Motor Manufacturers and Traders (SMMT) is one of the largest and most influential trade bodies in the UK. Its resources, reputation and unrivalled automotive data place it in the heart of the UK automotive industry.

Our sponsorship packages provide the opportunity to:

- raise your profile
- align yourself with the debate on the automotive industry's current issues
- meet key players in the industry

The packages on offer can be tailored to meet your specific requirements and all sponsors receive a discount on advertising space in the event programmes as well as discounts on all ticketed SMMT events.

Opportunities at a glance*

	Brand / Sponsorship	Speaking / Thought Leadership	Advertising	Exhibition
Automechanika Birmingham: 5 - 7 June 2018 incorporating: - SMMT Open Forum - SMMT Meet the Buyer - Technology Showcase - Issue session and evening drinks reception	•	•	•	•
SMMT Regional Forums – February and Autumn 2018	•	•	•	•
SMMT International Automotive Summit - 26 June 2018	•	•	•	•
SMMT Annual Dinner - 27 November 2018	•		•	
SMMT Connected – Q1 2019	•	•	•	•

Our approach to commercial opportunities

- We are keen to work with sponsors who bring added-value in terms of thought leadership.
- We are happy to discuss packages across multiple opportunities.
- 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.
- SMMT does not place advertising directly on its website.

Discount available across multi-event sponsorship packages

* All dates subject to change/confirmation

* All packages can be tailored to include more PR/communications. Discounts apply when combining multiple events.

www.smmt.co.uk

For further information, contact sponsorship@smmt.co.uk

AUTOMECHANIKA BIRMINGHAM

5 - 7 JUNE 2018
NEC BIRMINGHAM

SMMT are Association partners for Automechanika Birmingham, and will deliver a number of events with sponsorship opportunities at the show. These include:

- Open Forum (event)
- Networking drinks reception (event)
- Meet the Buyer (event)

About the event

Automechanika Birmingham is the UK's largest automotive trade show, uniting automotive aftermarket and supply chain under one roof. Over 500 exhibitors and 10,000 visitors are expected to attend over the three days in June.

Sponsorship of any of the events involved will be an opportunity for a company to associate themselves with what will be key elements of this exciting and growing trade show.

Details of the SMMT's activities at Automechanika Birmingham and associated sponsorship opportunities are listed on the following pages.



SMMT OPEN FORUM

NEC BIRMINGHAM (DURING AUTOMECHANIKA BIRMINGHAM)

About the event

SMMT's Open Forum event brings together over 300 automotive supply chain delegates attended by senior decision makers from OEMs as well as Tier 1, medium and small suppliers.

The event provides a day of networking, presentations and interactive discussions on upcoming issues and opportunities through an industry-led agenda delivered by senior representatives from across the industry.

Previous high level industry speakers include:

- Ian Harnett, Executive Director Global Purchasing and HR, JLR
- Judith Richardson, VP Purchasing, Nissan Europe
- Nigel Stein, CEO, GKN
- Andy Palmer, CEO, Aston Martin Lagonda
- Mick Flanagan, VP, Adient

Sponsorship packages

Gold – Headline sponsor

Branding

- Logo on all key marketing and communications activities relating to the event both in the build-up and on the day.
- Inclusion in all event materials.
- A prominent exhibition space (up to 20m x 2m floor space) within the Automechanika Birmingham exhibition (list price £5,560 + VAT).

PR and communications

- Opportunity to participate in SMMT event web stories and to be quoted in event press releases relating to the sponsored event.

Speaking and delegates

- Acknowledgement in the opening speech.
- Speaking slot (at the discretion of SMMT).
- Admission for six delegates (representatives of your company) and 20 guests (standard ticket price £100 + VAT/ticket).
- Facilitated one to one meetings.

£15,000 + VAT

Silver

- Branding on marketing material relating to the event both in the build-up and on the day.
- Facilitated one to one meetings.
- Admission for three delegates (representatives of your company) and ten guests (standard ticket price £100 + VAT/ticket).

£7,000 + VAT

Bronze – Branding package

- Branding in the delegate catering area.
- Acknowledgement in event material.
- Acknowledgement in speeches.

£5,000 + VAT

For further information, contact sponsorship@smt.co.uk

SMMT MEET THE BUYER

NEC BIRMINGHAM (DURING AUTOMECHANIKA BIRMINGHAM)

About the event

SMMT's 'Meet the Buyer' events are the premier business development initiatives for the UK Automotive sector. They provide a platform to strengthen existing business relationships and opportunities to build new ones. The events aim to match OEM and Tier 1 buyers to suitable suppliers based on the buyers' sourcing requirements.

Previous buying organisations involved include [Aisin Europe](#), [ADL](#), [Aston Martin](#), [Bentley](#), [BMW](#), [Brose](#), [BYD](#), [Dennis Eagle](#), [Faurecia](#), [Ford](#), [General Motors](#), [Honda](#), [Jaguar Land Rover](#), [Lear](#), [Magna](#), [McLaren](#), [Toyota](#), [ZF TRW](#).

SMMT has hosted 11 'Meet the Buyer' events between 2010 and 2017. The 2017 edition resulted in:

- Over 1,000 expressions of interest from different companies to participate
- Over 330 participants confirmed
- Over 360 one to one meetings on the day
- 90% positive or neutral meeting outcomes

Sponsorship packages

Gold - Headline sponsorship

Branding

- Logo on all key marketing material relating to the event both in the build-up and on the day.
- Inclusion in all event materials.
- A prominent exhibition space (up to 30m² floor space) within the Automechanika Birmingham exhibition located next to the Meet the Buyer area (list price £8,340 + VAT). Additional meeting areas can be arranged.

PR and communications

- Opportunity to participate in SMMT event web stories and to be quoted in event press releases relating to the sponsored event.

Speaking and delegates

- Admission for six delegates (representatives of your company) and 20 guests for this 'invite only' event.
- Facilitated one to one meetings with key target customers or suppliers.

£20,000 + VAT

Silver sponsorship

- Branding on marketing material relating to the event both in the build-up and on the day.
- Facilitated one to one meetings with key target customers or suppliers.
- Admission for three delegates (representatives of your company) and 10 guests for this 'invite only' event.

£10,000 + VAT



NETWORKING DRINKS RECEPTION

NEC BIRMINGHAM (DURING AUTOMECHANIKA BIRMINGHAM)

About the event

SMMT will be running a networking drinks reception on the afternoon of 5 June 2018. This will be marketed widely to the membership and show visitors and will likely include a strong contingent of senior delegates from the morning's Open Forum session. The drinks reception will take place at SMMT's Members Lounge, a key feature of the show and hub for the supply chain focussed area of the show.

At the 2017 Automechanika show, in excess of 100 delegates attended the reception, proving it be a popular point in the show's calendar and an excellent networking and profile raising opportunity.

Gold - Headline sponsorship

Branding

- Logo on the e-invitation to VIPs and industry delegates.
- Branding on all related marketing materials.
- Pop up banner inclusion around this event (to be supplied by the sponsor).

PR and communications

- Opportunity to participate in SMMT event web stories and to be quoted in event press releases relating to the sponsored event.

Delegates

- Admission for eight delegates (representatives of your company).
- Facilitated one to one meetings between sponsor attendees and event delegates.

£5,000 + VAT



SMMT REGIONAL FORUMS

FEBRUARY AND AUTUMN 2018
(LOCATIONS TBC)

About the event

SMMT Regional Forum series will continue with two events in 2018, the first in February and the second during autumn. Located across the UK, the events attract between 150-200 senior automotive delegates, from a wide range of companies including vehicle manufacturers, global and local suppliers and associated bodies.

Each event features a range of presentations from leading experts, networking opportunities and an exhibition of SMMT member companies. Presentations focus on key regional and automotive topics relevant at the time. Previous agendas have covered items such as Brexit and automotive opportunities.

Sponsors benefit from exposure to senior decision makers and key influencers from across the UK automotive sector, and a clear association with the SMMT brand.

Gold - Headline sponsorship

Branding

- Logo on all key marketing material relating to the event both in the build-up and on the day.
- Inclusion in all event materials including lanyards.
- Acknowledgement in speeches.
- Chair drop (optional).
- A prominent exhibition space (2m x 2m floor space).
- Priority choice of stand position within the exhibition.

PR and communications

- Opportunity to participate in SMMT event web stories and to be quoted in event press releases relating to the sponsored event.

Delegates

- Admission for six delegates (representatives of your company) and ten guests (standard ticket price £100 + VAT/ticket).

£7,000 + VAT



SMMT INTERNATIONAL AUTOMOTIVE SUMMIT

26 JUNE 2018

IET LONDON

About the event

Now in its tenth year, this unique gathering will attract 350 of the most senior automotive executives from across Europe, alongside policy-makers and journalists. Sponsorship will help build your brand throughout the industry as well as contact your specific audience at the event. Ticket sales for this invitation-only gathering will open in Q1 2018.

Sponsorship packages

Gold – Sponsorship

Branding

- Logo on the marketing, event and post-event materials and at the venue.
- Logo and profile within the printed programme.
- Full page advertisement in printed programme.
- A prominent exhibition space (3m x 2m floor space).
- Accreditation as sponsor within the opening remarks and on-screen during the sponsored session.

PR and communications

- Opportunity to participate in event web stories and to be quoted in event press releases relating to the sponsored event.

Speaking and delegates

- Potential for speaking opportunity (at the discretion of SMMT).
- Admission for four delegates (including speaker, list price £3,000 + VAT).

£15,000 + VAT

Silver - Branding package

- Admission for three delegates (list price £2,250 + VAT).
- Prominently positioned exhibition stand (3m x 2m floor space).
- Half page advertisement in printed programme.
- Logo and profile within the printed programme.
- Logo on the marketing, event and post-event materials and at the venue.

£7,500 + VAT

Bronze - Branding package

- Admission for two delegates (list price £1,500 + VAT).
- Logo and profile within the printed programme.
- Exhibition stand (3m x 2m floor space) within the catering space.

£3,500 + VAT



SMMT ANNUAL DINNER

28 NOVEMBER 2018

GROSVENOR HOUSE, PARK LANE, W1

The leading dinner in the automotive calendar

The SMMT Annual Dinner is one of the most prestigious events in the automotive calendar. The Dinner will be attended by up to 1,200 senior executives from all parts of the automotive sector: car and commercial vehicle manufacturers, components and aftermarket manufacturers, dealer principals, motoring organisations, government and media. The guests will include chairmen and chief executives, directors of PR and communications, consumer and government affairs, dealer operations, finance, sales and marketing, quality and other senior executives.

The Dinner will be hosted by the SMMT President and our guest speaker will be announced nearer the event.

Sponsorship packages

Platinum package - headline sponsorship

A unique opportunity to raise your profile within the industry as headline sponsor of SMMT's Annual Dinner. The package will be tailored to meet the sponsor's individual requirements and opportunities can include: branding, advertising, profile in press releases and on the night as well as tickets to the Dinner and President's pre-dinner drinks reception.

Price on application

Gold package (includes two tables)

Sponsor's logo to appear alongside the SMMT's:

- On the Annual Dinner web page(s)
- Name cards (at every dinner place)
- Menu cards front cover (on every table)
- Programme front cover
- On the Sponsors' page within the body of the programme (logo only)
- On-screen on holding slides

Additional benefits:

- Full-page advertisement within the Annual Dinner programme.
- Animated PowerPoint or video shown on-screen during Dinner (up to one minute).
- Prime positioned tables for 20 guests.
- Meeting point in the Drinks Reception.

£25,000 + VAT



SMMT ANNUAL DINNER

TUESDAY 27 NOVEMBER 2018

GROSVENOR HOUSE, PARK LANE, W1

Silver package (includes two tables)

Sponsor's logo to appear alongside SMMT's:

- On the Sponsors' page within the body of the programme (logo only)

Additional benefits:

- Full-page advertisement within the Annual Dinner programme.
- Animated PowerPoint or video shown on-screen during Dinner (up to 30 seconds).
- Prime positioned tables for 20 guests.
- Poseur table in the VIP area of the General Reception.

£15,000 + VAT

Bronze package (includes one table)

Sponsor's logo to appear alongside the SMMT's:

- On the Sponsors' page within the body of the programme (logo only)

Additional benefits:

- Full-page advertisement within the Annual Dinner programme
- Prime positioned table for 10 guests

£10,000 + VAT

Other sponsorship options (only available with platinum, gold, silver or bronze sponsorship)

Sponsorship of the general Drinks Reception

The key networking point of the evening offers a chance for sponsors to raise their profile. The general pre-dinner drinks reception is attended by up to 1,000 guests. In addition to branding, sponsors will be able to welcome their guests to a VIP area.

£7,500 + VAT

Sponsorship of a private reception

Up to 100 guests for a private reception providing the opportunity for the sponsor to network with targeted industry contacts as well as their own guests, in a more intimate setting. We can offer sector-specific drinks receptions for those in the Aftermarket, Commercial Vehicle, Electric Vehicle and Supply Chain sections or for a sponsor looking to network within a broader area of SMMT membership.

£5,000 + VAT



SMMT CONNECTED 2019

Connected Vehicles, Autonomous Driving

LONDON

About the event

Connected vehicles represent one of the most exciting areas of innovation in automotive. SMMT will once again host a conference to look at the opportunities and challenges of connected vehicles.

Sponsorship packages

Gold – Sponsorship

Branding

- Logo on the marketing, event and post-event materials and at the venue.
- Logo and profile within the printed programme and event website.
- A prominent exhibition space (3m x 2m floor space).
- Accreditation as sponsor within the opening remarks and on-screen during the sponsored session.
- Full page advertisement in printed programme.

PR and communications

- To be quoted in event press releases relating to the sponsored event.

Speaking and delegates

- Potential for speaking opportunity (at the discretion of SMMT).
- Admission for four delegates.

£15,000 + VAT

Silver – Branding package

- Logo and profile within the printed programme and event website.
- Logo on the marketing, event and post-event materials and at the venue.
- Prominently positioned exhibition stand (3m x 2m floor space).
- Full page advertisement in printed programme.
- Admission for three delegates.

£7,500 + VAT

Bronze – Branding package

- Logo and profile within the printed programme.
- Exhibition stand (3m x 2m floor space).
- Admission for two delegates.

£3,500 + VAT



About SMMT and the UK Automotive Industry

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.

The automotive industry is a vital part of the UK economy accounting for more than £71.6 billion turnover and £18.9 billion value added. With some 169,000 people employed directly in manufacturing and 814,000 across the wider automotive industry, it accounts for 12.0% of total UK export of goods and invests £2.5 billion each year in automotive R&D. More than 30 manufacturers build in excess of 70 models of vehicle in the UK supported by more than 2,000 component providers and some of the world's most skilled engineers.

More detail on UK automotive available in SMMT's Motor Industry Facts 2017 publication at www.smmt.co.uk/reports/smmt-facts-2017