

SMMT SPONSORSHIP OPPORTUNITIES

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



THE SOCIETY OF MOTOR MANUFACTURERS AND TRADERS LIMITED

CONTACT US ON 0207 101 3185 OR E-MAIL SPONSORSHIP@SMMT.CO.UK

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 more than £60.2 billion turnover and £11.9 billion value added in 2020. With some 156,400 people employed directly in manufacturing and in excess of 797,300 across the wider automotive industry (providing jobs across all regions), it accounts for 13% of total UK export of goods and invests £2.9 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 2,400 component providers and some of the world's most skilled engineers. In 2020 UK automotive manufactures produced 987,044 vehicles and 1,840,847 engines were built in the UK.

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

The SMMT Automotive Summit 2021 generated 400+ pieces of coverage across all media. 45 more in national print and online, including print in the Times, Sun, Mirror, Telegraph, FT, Daily Express, Guardian & i plus SMMT CEO Mike Hawes interviews with BBC News, BBC Radio 4, Sky News – Ian King, Times Radio & CGTN. Featured in Politico and The Auto File newsletters.



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 23 March 2022	•	•	•	•
SMMT Test Day 26 April 2022	•		•	
SMMT International Automotive Summit 28 June 2022	•	•	•	•
SMMT Annual Dinner 29 November 2022	•		•	
SMMT Regional Forum H1 2022	•	•	•	•
SMMT Meet the Buyer H2 2022	•	•	•	•

INTERNATIONAL EVENTS

SMMT Electrified Week (International Events)

Digital events focusing on EV and international markets

Germany

One of the leading global automotive aftermarket trade shows UK pavilion organised by SMMT

India

Exhibition and conference focusing on automotive technology UK pavilion organised by SMMT

China

Electrification and technology conference UK trade mission organised by SMMT

China

One of the world's largest automotive aftermarket trade shows UK pavilion organised by SMMT

Norway

Exhibition and conference dedicated to electric vehicles, and a UK pavilion organised by SMMT

Trade missions are organised throughout the year.

To discuss these opportunities and any markets of interest please contact: international@smmt.co.uk

	Brand/ Sponsorship	Networking	Exhibition
SMMT Electrified Week (International Events)	•	•	
Germany	•	•	•
India	•	•	•
China		•	•
China	•	•	•
Norway	•	•	•

WEBINARS

SMMT International Webinar Series

SMMT Member Services Webinar Series

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

REPORTS

SMMT Electrified Publication, Q1 2022

SMMT UK Automotive Competitiveness Review, June 2022

SMMT UK Automotive Sustainability Report, July 2022

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SMMT Electrified Publication, Q1 2022	•	<i>Enquire for details</i>
SMMT UK Automotive Competitiveness Review, June 2022	•	<i>Enquire for details</i>
SMMT UK Automotive Sustainability Report, July 2022	•	<i>Enquire for details</i>

NETWORKING EVENTS

SMMT Parliamentary Receptions, March and June 2022

SMMT In-House Lawyers' Seminar, 6 October 2022

	Brand/ Sponsorship	Networking
SMMT Parliamentary Receptions, March and June 2022	•	•
SMMT In-House Lawyers' Seminar, 6 October 2022	•	•

For information about these and other sponsorship opportunities, and details of the packages available, please contact sponsorship@smmt.co.uk.