

## 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 over 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 £82 billion turnover and £20.4 billion value added. With some 186,000 people employed directly in manufacturing and 866,000 across the wider automotive industry, it accounts for 12.8% of total UK export of goods and invests £3.65 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 2,500 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 in June 2018 generated more than 800 articles in UK national print, International outlets and online coverage, as well as interviews on BBC Radio 4 Today, BBC One, Channel 4 News, Channel 5 News, Sky News and ITV Central.

FINANCIAL TIMES

BBC NEWS

sky NEWS

The Daily Telegraph

THE TIMES

# 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.

## SMMT EVENTS CALENDAR

### Opportunities at a Glance

	Brand / Sponsorship	Thought Leadership	Networking	Exhibition
SMMT Connected, 4 April 2019	•	•	•	•
SMMT Test Day, 23 May 2019	•		•	•
SMMT Regional Forum, May and October 2019	•	•	•	•
Automechanika Birmingham, 4-6 June 2019 incorporating: <ul style="list-style-type: none"><li>• SMMT Open Forum</li><li>• SMMT Meet the Buyer</li><li>• Afternoon drinks reception</li></ul>	•	•	•	•
SMMT International Automotive Summit, 25 June 2019	•	•	•	•
SMMT Annual Dinner, 26 November 2019	•		•	
SMMT International Events, On-going	•		•	•

# SMMT INTERNATIONAL EVENTS

## A PROGRAMME OF EVENTS THROUGHOUT 2019

DATE	LOCATION	NAME
14-17 February	New Delhi, India	UK Pavilion - ACMA Automechanika
28 February - 2 March	Ho Chi Minh City, Vietnam	UK Pavilion - Automechanika
19-22 May	Lyon, France	UK Pavilion - Electric Vehicle Symposium
22-24 May	Yokohama, Japan	UK Pavilion - JSAE Annual Congress Exhibition
May	Dubai, UAE	UK Pavilion - Automechanika
July	Poland	Supply Chain Trade Mission
September	Michigan, USA	UK Pavilion - Supply Chain Trade Mission and EV Exhibition
October	Tel Aviv, Israel	Annual Smart Mobility Summit 2019
3-6 December	Shanghai, China	UK Pavilion - Automechanika

For further information on sponsorship opportunities and details of the packages available, please contact [sponsorship@smtt.co.uk](mailto:sponsorship@smtt.co.uk).

**The Society of Motor Manufacturers and Traders Limited**

**71 Great Peter Street, London SW1P 2BN**

[www.smtt.co.uk](http://www.smtt.co.uk)

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THE SOCIETY OF MOTOR MANUFACTURERS AND TRADERS LIMITED