

automechanika MOTORVATE

3-5 June 2025

NEC

Birmingham

The Flagship Showcase for
Automotive Careers, Skills
& Recruitment

It's time to tackle the automotive talent & skills shortage, and it's time to do it now!

Here's how you can be part of the solution.



**This is a concept image of Motorvate's central feature and subject to change*

Headline Sponsors



TOYOTA

In Association with



Why Motorvate?

The **biggest collective challenge** in the UK aftermarket sector is **staff recruitment & retention** in the face of a **talent & skills shortage**. Messe Frankfurt UK, in association with the Institute of the Motor Industry (IMI), is addressing the challenge with a new showcase event at Automechanika Birmingham 2025; announcing Motorvate, the dedicated Showcase for Automotive Careers, Skills & Recruitment

Motorvate will promote the automotive sector as the **innovative, exciting and technology-driven** industry it is, with a vast array of appealing **career opportunities** for entrants to the sector.

At the heart of the showcase will be the Ignite Arena; a dynamic and engaging hub that will play host to stimulating talks & panel discussions, celebrity appearances, competitions, entertainment, music, and sponsor events to engage and excite the audience.

Surrounding sponsor and exhibitor stands will showcase a variety of career opportunities, skills and training expertise, and a raft of recruitment prospects with the most progressive employers in the UK aftermarket.

The IMI predicts
a shortfall of
160,000
workers in the
UK Automotive
Sector by 2031!



A range of sponsorship and exhibiting opportunities are available, with sponsorship opportunities limited!

Speak to us to learn more: Liam Bryant, Tel: +44 (0)1483 483984

Email: liam.bryant@uk.messefrankfurt.com

What will visitors experience?

Motorvate will attract college and university students, those actively seeking a new career, currently employed but looking for new opportunities, a business owner looking for opportunities to train their staff, or anyone involved with getting talent upskilled and in to work.

Motorvate has been created to help effectively tackle the automotive skills gap with key industry stakeholders. **Visitors to the event will gain access to:**



Employers



Training providers



Academy programmes



Competitions



Apprenticeship providers



Careers advice



Exciting talks & discussions



Entertainment, and more...



What can sponsors & exhibitors expect?

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With support from the leading industry stakeholders including Bodies & Associations, Media & Influencers, and co-located with Automechanika Birmingham, the UK's leading event for the UK Aftermarket, **Motorvate provides an unrivalled platform for you to amplify your message to the next generation of talent, and wider industry.**

The challenge facing the industry is not a new one, but now we have an opportunity to address it head on.

By supporting this important initiative you will be showcasing your offer and engaging directly with an energised audience consisting of:

College & university student delegations

Mid-career changers

Tutors, lecturers and educators

Specialist careers groups & communities

Apprenticeship providers & apprentices

Garage & Bodyshop Owners

Employees seeking new opportunities

Industry bodies, peers, and more...

Be part of something special and let's make a difference in support of our sector!



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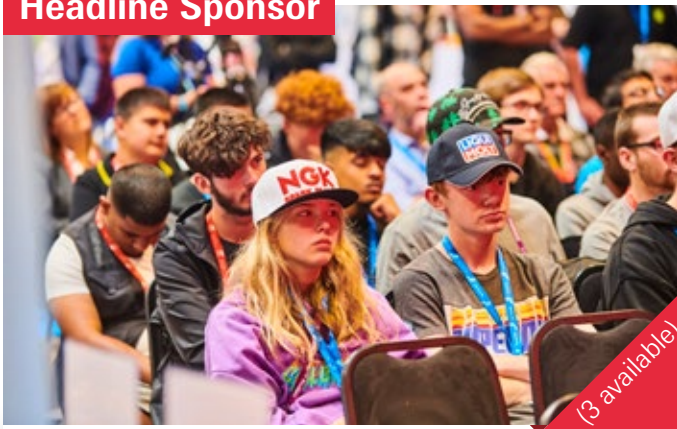
Sponsorship & exhibiting packages

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Motorvate will be the flagship platform for automotive careers, skills & recruitment in 2025.

Headline Sponsor



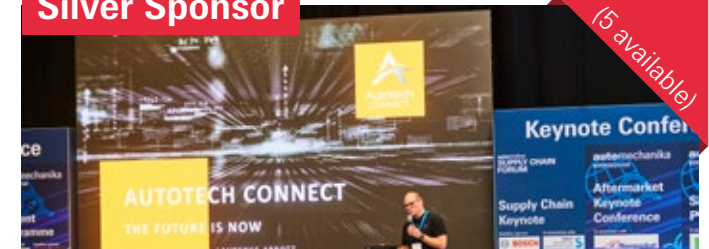
- Headline branding in all relevant collateral, promotion and onsite branding
- **Headline branding on Ignite Arena, the central feature of the event**
- Premium positioning for video content playing in Ignite Arena
- **Opportunity for presentation, discussion or bespoke event on Ignite Arena**
- Premium & discounted stand position within the Motorvate event
- **Dedicated press release to announce sponsorship and promote messaging**
- Dedicated Customer Success Manager and Marketing Manager to align messaging, communications and promotion through all channels

Gold Sponsor



- Prominent branding in all relevant collateral, promotion and onsite branding
- **Prominent branding on Ignite Arena, the central feature of the event**
- Prominent positioning for video content playing in Ignite Arena
- **Opportunity for presentation, discussion or bespoke event on Ignite Arena**
- Premium & discounted stand position within the Motorvate event
- **Dedicated press release to announce sponsorship and promote messaging**
- Dedicated Customer Success Manager and Marketing Manager to align messaging, communications and promotion through all channels

Silver Sponsor



- Branding in all relevant collateral, promotion and onsite branding
- **Branding on Ignite Arena, the central feature of the event**
- Prominent & discounted stand position within the Motorvate event
- **Dedicated press release to announce Sponsorship and promote messaging**
- Dedicated Customer Success Manager and Marketing Manager to align messaging, communications and promotion through all channels

Supporting Sponsor:

Add your brand to the list of companies supporting this important initiative and ensure you are visible to those promoting opportunities and seeking opportunities in our industry.

This includes on all relevant collateral, promotion and onsite branding.

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Sponsorship & Stand Packages

Opportunity	Value	+9sqm	+18sqm	+24sqm	+30sqm	+36sqm	+48sqm
Headline Sponsor	£12,500	-	£16,500	£19,250	£21,500	£22,750	£25,000
Gold Sponsor	£7,500	£10,000	£12,500	£14,250	£16,500	£17,250	POA
Silver Sponsor	£5,000	£7,750	£10,000	£12,250	£14,500	POA	POA
Supporting Sponsor	£2,500						

Exhibition Packages

Stand Size	9sqm	12sqm	15sqm	18sqm	24sqm	30sqm	36sqm
Shell Scheme	£4491	£5988	£7485	£8982	£11,976	-	-
Space Only	£4311	£5748	£7185	£8622	£11,496	£14,370	£17,244

Other sizes are possible at sqm rates of £499 per sqm for Shell Scheme, and £479 per sqm for Space Only

(All stands and sponsorship require a mandatory marketing package fee in addition to the above rates and includes the data scanner app, exhibitor listing on website and event guide, marketing support and assets plus a profile on www.autoresource.co.uk - £575+VAT)



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