

# automechanika **AMBITION**

3-5 June 2025, NEC

**BRAND NEW  
FOR 2025!**

SHOWCASING  
AUTOMOTIVE  
CAREERS, SKILLS  
& RECRUITMENT

**Contact us to learn more**

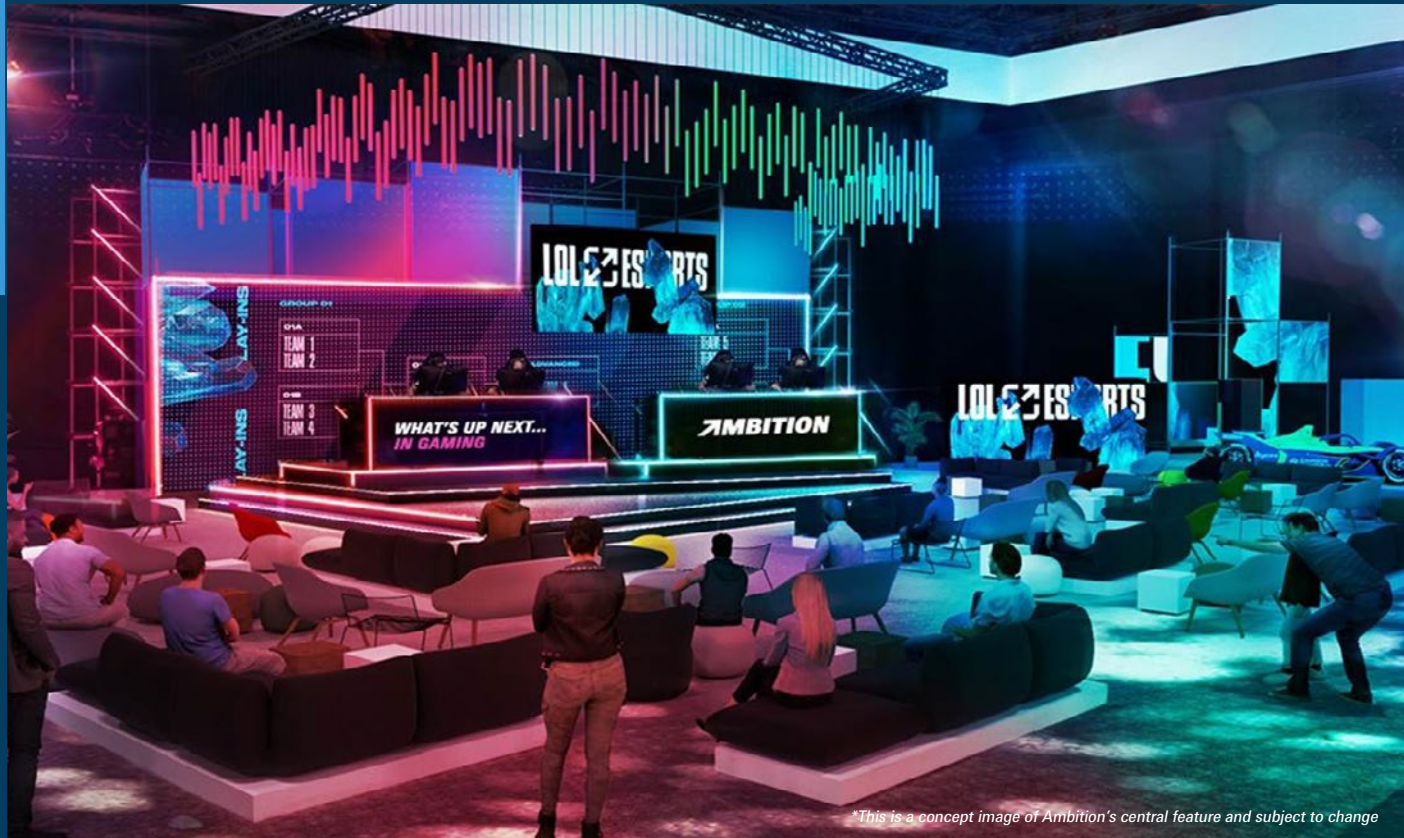
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# It's time to tackle the automotive talent & skills shortage, and it's time to do it now!

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



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

In Association with



INSTITUTE OF THE  
MOTOR INDUSTRY

Headline sponsor



# Why Ambition?

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) and Autotech Group, is addressing the challenge with a new showcase event at Automechanika Birmingham 2025; announcing **Ambition**, a dynamic showcase of **Careers, Skills & Recruitment**.

Ambition 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 Ambition Lounge; 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!

automechanika  
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To further support the next generation of talent, and to further position this initiative as the premier gathering for Automotive Careers, Skills & Recruitment in the UK, Ambition will play host to the National Qualifiers of the **IMI Automotive Technology Skills Competition**, with World Skills UK.

In addition, and in support of the burgeoning Collision Repair audience at Automechanika Birmingham, there will be a showcase of the **Automotive Body Repair and Automotive Refinishing Skills Competitions**, putting the spotlight on the exciting technology and skills involved in repairing modern vehicles.

The IMI World Skills Competitions set out to identify and celebrate talented young apprentices working in the automotive sector, and are designed to raise standards, esteem and levels of expertise.

It is therefore fitting to be hosted as part of Ambition, **making it the most significant promotion for Automotive Careers in 2025.**

A range of sponsorship and exhibiting opportunities are available, with headline opportunities limited!  
**Don't hesitate to speak with us to learn more and to secure your presence!**

# What will visitors experience?

Automechanika Ambition 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.

Ambition has been created to help effectively tackle the automotive skills gap with key partners, visitors to the event will gain access to;



# What can sponsors & exhibitors expect?

With support from the leading industry stakeholders including Bodies & Associations, Media & Influencers, and as part of Automechanika Birmingham, the UK's leading event for the UK Aftermarket, **Ambition 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

Ambition will be **the** event for automotive careers, skills & recruitment in 2025.

## Headline Sponsor



(3 available)

- Headline branding in all relevant collateral, promotion and onsite branding
- **Headline branding on Ambition Lounge, the central feature of the event**
- Premium positioning for video content playing in Ambition Lounge
- **Opportunity for presentation, discussion or bespoke event on Ambition Lounge**
- Premium & discounted stand position within the Ambition 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



(4 available)

- Prominent branding in all relevant collateral, promotion and onsite branding
- **Prominent branding on Ambition Lounge, the central feature of the event**
- Prominent positioning for video content playing in Ambition Lounge
- **Opportunity for presentation, discussion or bespoke event on Ambition Lounge**
- Prominent & discounted stand position within the Ambition 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



(5 available)

- Branding in all relevant collateral, promotion and onsite branding
- **Branding on Ambition Lounge, the central feature of the event**
- Prominent & discounted stand position within the Ambition 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

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# Sponsorship & exhibiting packages

Ambition will be **the** event for automotive careers, skills & recruitment in 2025.

## Sponsorship & Stand Packages

Opportunity	Value	+9sqm	+18sqm	+36sqm	+50sqm
Headline Sponsor	£12,500	£16,750	£19,500	£25,000	£30,000
Gold Sponsor	£7,500	£11,750	£15,000	£20,000	£25,000
Silver Sponsor	£5,000	£9,250	£12,500	£17,500	£22,500

## Exhibition Packages

Stand Size	9sqm	12sqm	15sqm	18sqm	24sqm	30sqm	36sqm	50sqm
Shell Scheme	£4491	£5988	£7485	£8982	£11,976	-	-	-
Space Only	£4311	£5748	£7185	£8622	£11,496	£14,370	£17,244	£23,950

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](http://www.autoresource.co.uk) - £575+VAT)



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