

automechanika BIRMINGHAM

IN ASSOCIATION WITH
SMMT
DRIVING THE
MOTOR INDUSTRY

3-5 June 2025
NEC, Birmingham

The most
important trade
show for the
UK automotive
industry

Sponsorship Brochure

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Welcome to Automechanika Birmingham 2025

Automechanika Birmingham is the UK's leading event for the automotive aftermarket and supply chain. In 2023 it brought together 511 exhibitors from 23 countries and 14,402 senior UK based visitors from across the automotive industry for three days of networking, learning and invaluable face-to-face time to do serious business.

This event will allow you to influence purchasing decisions at all levels and in this brochure you will find a multitude of ways for you to make your mark, think outside your floor space and influence our visitors right across the show to visit your stand.

If you have an idea that isn't listed here then please get in touch with us and we will work with you to create a plan for your objective and budget.



To make it easier for you to find the sponsorship that best suits your targets, we have used icons to show what the goals of each sponsorship are.



Thought Leadership



Brand Awareness



Lead Capture



Stand Traffic

Headline Partner Platinum



£9,999 +VAT

The benefits you can enjoy from the platinum status are:

- Headline branding in relevant event collateral, including website, social media and all emails
- Headline branding onsite to include entrances, seminar theatres, You Are Here boards
- Opportunity to have presentation slot within the Technical Seminar Programme (subject to content approval)
- Dedicated Customer Success Manager and Marketing Manager to align communications, promotion of event activity, social media coverage, etc
- Featured in a partner press release



Headline Partner Gold



£7,499 +VAT

The second highest presence position you can have at the event, benefits include:

- Secondary level headline branding in relevant event collateral, including website, social media and all emails
- Secondary level headline branding onsite to include entrances, seminar theatres, You Are Here boards
- Dedicated Customer Success Manager and Marketing Manager to align communications, promotion of event activity, social media coverage, etc
- Featured in a partner press release





Visitor Bag Sponsor

Autotech GROUP

Price: £5,999 +VAT

Exclusive 1 available

Exclusive distribution of visitors bags at the entrance to all visitors:

- Picked up by every visitor that walks through the hall
- Bags to be supplied by sponsor and artwork approved by organiser




Lanyard Sponsor

Price: £6,999 +VAT

Exclusive 1 available

Arguably the most coveted branding opportunity to have your logo on every visitor & exhibitor lanyards:

- Sponsor to provide lanyards
- Lanyards to be recycled and returned to sponsor for future use




Registration & Badge Sponsor

Price: £14,999 +VAT

Exclusive 1 available

Be the first company visitors see when they walk up to the halls, this front facing position includes:

- Dedicated opt-in tick box part of registration questions - data to be provided to sponsor
- Branding on kiosk signage at the show's registration areas/at all registration areas
- Opportunity to provide branded t-shirts for registration staff
- Logo on badge collection screens on arrival
- Logo/banner on registration pages right through to confirmation pages on website
- Logo/banner with offer message on registration confirmation page to include link to company website
- Logo / banner on the launch 'registration is live' email
- Logo on all other visitor emails
- Dedicated social post when registration is live
- Logo printed on every visitor badge




Entrance Sponsorship

Price: £7,499 each hall +VAT

Make an impact.

Sponsors of the entrances will receive:

- Logo on overhead lightbox alongside Automechanika Birmingham branding
- Logo and graphics on walling on one side of the entrance
- Two carpet tiles located in the entrance
- One literature rack for own promotional literature within the entrance
- Logo on You Are Here boards
- Highlighted stand location and pathway from entrance on the You Are Here board floor plan



Event Features: Body Repair Live, Vehicle Detailing Live, Paint and Spray Live



Price: £4,999 +VAT

A high profile opportunity on popular interactive features, showcasing your brand and products as leaders in your field with a highly captive audience:

- Promoted as sponsor in the extensive event marketing campaign to 120,000 automotive industry contacts
- Branding on the website feature pages
- Branding on the Digital Event Programme sent to 120,000 automotive industry contacts before the show
- Branding on the Event Programme handed to visitors onsite
- Branding of the Feature onsite (to include overhead banner)
- Demonstration opportunities on the feature (subject to approval)
- Opportunity to provide literature/hand outs for attendees
- Attendee data from the feature sessions (subject to GDPR opt-in)



Training Hubs: Aftermarket Hub, Workshop Training Hub, Innovation4Mobility



Price: £4,999 +VAT

A high profile opportunity that lives on after the show, these actions are bound to get you noticed:

- Promoted as a sponsor in the extensive event marketing campaign to 120,000 automotive industry contacts
- Branding on the website programme pages
- Branding on the Digital Event Programme Preview sent to 120,000 automotive industry contacts before the show
- Branding on the Event Programme handed to visitors onsite
- Branding of the relevant Hub onsite, to include overhead banner
- Presentation opportunity available (subject to approval)
- Opportunity to provide literature/seat drops for attendees
- Attendee data from the relevant Hub sessions (subject to GDPR opt-in)



Lunch & Learn

Price: £4,999 +VAT



Host a training session during the lunch break where automotive professionals are invited to join and engage with you. Lunch will be provided for all attendees:

- Promoted as a Sponsor in the extensive event marketing campaign to 120,000 automotive industry contacts
- Branding on the website programme pages
- Branding on the Digital Event Programme Preview sent to 120,000 automotive industry contacts before the show
- Branding on the Event Programme handed to visitors onsite
- Opportunity to provide literature/seat drops for attendees
- Attendee data from the relevant Hub sessions (subject to GDPR opt-in)



Networking Lounge & Entertainment Bar Sponsor



Price: £9,999 +VAT

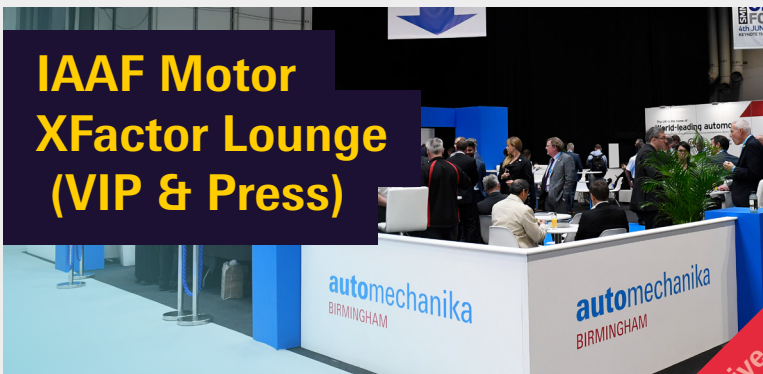
Exclusive 1 available

Sponsor and co-host the main lounge/bar area where garage, bodyshop and aftermarket visitors will network, relax and host meetings:

- Branding of the lounge
- Lounge access for your representatives
- Premium brand position as an event sponsor
- Opportunity to provide branded T-shirts for staff
- Opportunity to create bespoke solution within lounge
- Branding of the Feature onsite (to include overhead banner)



IAAF Motor XFactor Lounge (VIP & Press)



Price: £4,999 +VAT

Exclusive 1 available

Put yourself in front of the senior visitors and get:

- Data collection of visitors to lounge (in line with GDPR Guidelines)
- Branding on VIP invitations
- Branding of the lounge
- Lounge access for your representatives
- Premium brand position as an event sponsor



Car Parking Sponsor

Price: £4,999 +VAT

Maximum 4 opportunities available

The car parking vouchers are the hottest tickets in town and in addition to this branding visitors **MUST** go to each sponsor's stand to collect their stamp in order to redeem free car parking:

- Logo listed every place free parking is mentioned on emails in the lead up to and during the event
- Logo on the parking vouchers that are emailed to 15,000 garages and bodyshops



Breakfast Sponsor

Price: £4,999 +VAT

Exclusive 1 available

Align your branding and be seen to welcome garage and bodyshop visitors to the event with complimentary breakfast:

- Logo listed every place breakfast is mentioned on emails in the lead up to and during the event
- Logo on the breakfast vouchers that are emailed to 15,000 garages and bodyshops
- Premium brand position as an event sponsor
- Opportunity for sponsor to provide branded T-shirts for the catering staff to wear
- Opportunity for sponsor to run giveaway from their stand to encourage visitors to the stand once they've collected breakfast



Above Stand Banners



Price: £1,249 +VAT

Help people to find your stand more easily with a hanging banner directly above your stand.



Show App Sponsor



Price: POA +VAT

Exclusive
1 available

Sponsor the only app to help visitors navigate the show, the content and their time at the show:

- Your branding will appear on the log in screen
- You will have an un-capped number of meeting request to invite visitors to your stand
- Logo on all app relevant email communications



You Are Here Board Sponsor



Price: £3,999 +VAT

The first thing delegates do when they collect their lanyards and badges is to check out the You Are Here board at the entrance. There are also You Are Here boards positioned around the halls. There are 3 sponsor opportunities available for the boards at each entrance:

- Your logo featured on the You Are Here board so visitors are instantly aware of your presence
- Have your company name highlighted in the exhibitor list on the You Are Here board
- Your stand position highlighted in the listing with highlighted pathway to your stand to help visitors come straight to you
- A "red carpet" route to your stand from the entrance in colour to match your brand



Featured Exhibitors



Price: 1,999 +VAT

- Logo on logo cloud in all pre event promotion
- Enhanced listing in event preview & show guide



NEW FOR 2025!



Women in Automotive Event

Headline Sponsor £4,999 +VAT

Automechanika Birmingham is hosting Women in Automotive Event. This event is supported by Women Automotive Network (WAN). Get involved by sponsoring this fringe event within Automechanika, hosting 100-250 of the most senior women in the automotive industry. This event is a great way to promote your own company and its diversity, equity and inclusion plans:

How can you get involved?

- Logo featuring on all promotional activity (across the marketing campaign)
- Logo and mention in the event preview & event guide
- 2-minute speech at the Women in Automotive Event
- Logo on the signage at the event
- Listed as a sponsor in the event preview & event guide



Thirty Under 30 – Automechanika Birmingham 2025

Headline Sponsor £4,999 +VAT

What is Automechanika Birmingham Thirty Under 30? Automechanika Birmingham is delighted to announce an initiative dedicated to fostering young talent in the automotive sector.

The Automechanika Birmingham Thirty Under 30 celebrates the success and dedication of individuals within the industry. It is a chance for connections to be made, to gain experience and confidence to help set them up throughout their career.

How can you get involved?

- Logo featured on all promotional activity (across the marketing campaign)
- Mention on the dedicated Thirty under 30 page in the event preview & event guide
- Present the awards
- Logo on the signage at the award ceremony
- Listed as a sponsor in the event preview & event guide

