

automechanika

BIRMINGHAM

IN ASSOCIATION WITH



6-8 June 2023



Contact us

GRANT ELRICK
E: grant.elrick@uk.messefrankfurt.com
T: +44 (0)1483 663 823

RACHEL MARSHAL
E: rachel.marshall@uk.messefrankfurt.com
T: +44 (0)1483 663 825

www.automechanika-birmingham.com

Welcome to Automechanika Birmingham 2023

Automechanika is the main buying event for the passenger automotive industry but also an important forum that drives the industry forward and accelerates innovation. A key date in the diary of the aftermarket and supply chain with a 30% injection of new visitors every year.

You asked and we have listened!

Many of you have asked about how you can make sure you stand out and so we have evolved the method available to you to be able to target specific visitor groups, raise your exposure and capture data.

Our 2023 event is expecting 400 exhibitors and 12,000 visitors, **in this brochure you will find a multitude of ways for you to make your mark: think outside your stand space and influence our visitors right across the show to visit your stand.**

We are absolutely committed to ensuring you have the best event possible with the strongest ROI, so if you have an idea that isn't listed here, just 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



£7,500*

The highest profile partnership for the exhibition elite.

The benefits they enjoy from the platinum status are;

- Presentation(s) within the Technical Seminar Programme (subject to content approval)
- Headline branding onsite to include entrances, seminar theatres, YAH boards
- Headline branding in relevant event collateral, including website, social media & all emails
- Dedicated Customer Success Manager and Marketing Manager to align communications, promotion of event activity, social media coverage.
- Featured in a partner press release
- Leaderboard advert on auto:resource website and 1 auto:resource bulletin

Headline Partner Gold



£5,000*

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

- Secondary level branding onsite to include entrances, seminar theatres, YAH boards
- Secondary level branding in relevant event collateral, including website, social media & all emails
- Dedicated Customer Success Manager and Marketing Manager to align communications, promotion of event activity, social media coverage
- MPU advert on auto:resource website and 1 auto:resource bulletin

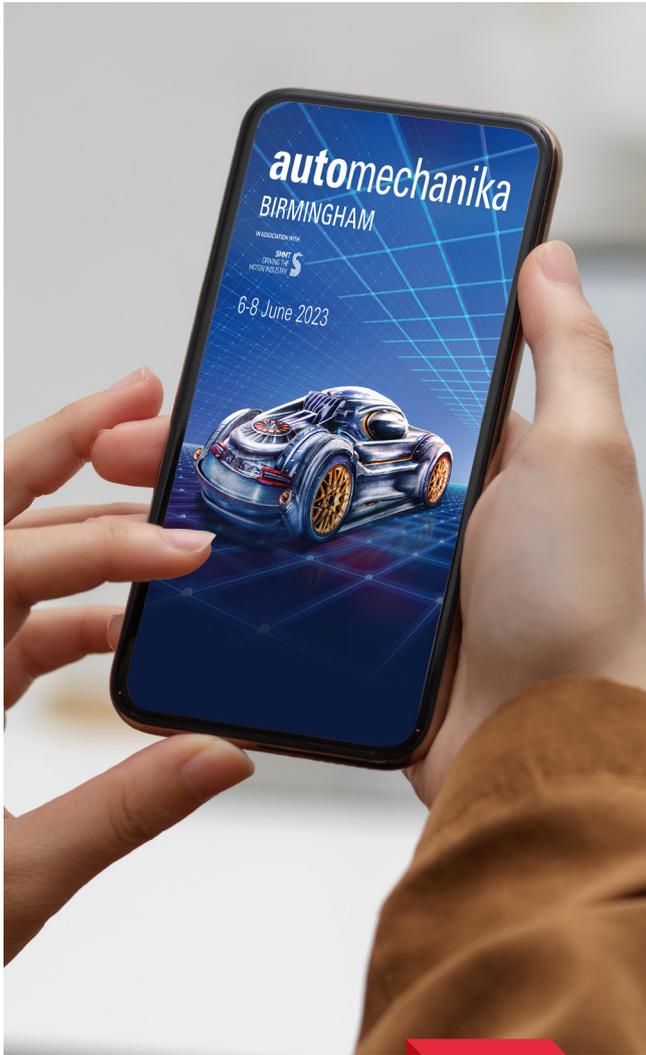
Featured Exhibitors

Price: **£1,000**

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



*limited opportunity



Show App

Price: **POA**

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



Exclusive
1 available



Event Preview

Price: **POA**

- Have your logo splashed on the front cover of the most powerful piece of pre-event marketing
- Full page advertisement
- Distributed to 60,000 contacts



Event Guide Headline Sponsor

Price: **£7,500**

The guide is the key resource delegates use to plan their day and to keep for reference for months after the event. Featuring the conference and proceedings as well as exhibitor details and our amazing show features.

- Logo on front cover of every copy
- Inside front cover advertisement
- Premium brand position as an event sponsor



Exclusive
1 available



Registration Sponsor

Price: **£12,500**

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

- Dedicated opt in box as part of registration questions - data to be provided to sponsor
- Branding on kiosk signage at the registration areas at the show
- 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



Exclusive
1 available



Lanyards & badge sponsor

Price: **£8,000**

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

- Sponsor to provide lanyards
- Logo printed on every visitor badge
- Lanyards to be recycled and returned to sponsor for future use



Exclusive
1 available



Visitor Bags

Price: **£5,000**

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



Exclusive
1 available

Insert in Visitor Bag

Price: **POA**

Include your brochure / gift in each visitor bag

- Non competing literature – subject to approval

limited availability

Breakfast

Price: **£5,000**

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

- Logo listed every place breakfast is mentioned on emails
- Logo on the breakfast vouchers that are emailed to 15,000 garages and bodyshops
- Premium brand position as an event sponsor

Exclusive 1 available



Passport competition haul

Price: **£500**

We are putting up £5,000 holiday prize, so it's a prize worth winning, to be a passport sponsor you must commit to adding a prize to the haul worth a minimum of £1000! The higher the value of the prize the higher the prominence we will give the prize, you will also drive people right to your stand!

- Visitors enter this competition by visiting your stand



Parking

Price: **£5,000**

The parking vouchers are the hottest tickets in town and in addition to this branding, your stand will also be a stamp destination, where the visitor MUST come to you to get 1 of 4 stamps.

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





Collision Repair Live sponsorship

Price: £5,000

Brand new and featuring some of the best industry trainers, spray painters and collision repair experts, Collision Repair Live will be the most interactive place for live action in the show. Sponsors of this feature will ensure your branding is front and centre of the bodyshop community, no matter who is doing a demo.

- Branding on the feature area
- A dedicated Collision Repair Live marketing campaign
- Option to run demonstration each day



Customised Area

Price: POA

Opportunity to brand a seating area or create your bespoke power charging area, water station or entertainment area

- Opportunity to create the back wall graphic
- A seat drop on the chairs
- Branding on the floorplan



Training Hub: Workshop, EV, Bodyshop

Price: £5,000

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

- Branding of the show feature
- Presentation slot, subject to approval
- Collect visitor data from presentation slot
- Branding on the programme pages sent to 50,000 visitors before the show
- Branding on the showguide programme pages
- Opportunity to provide literature rack and literature
- Branding on the website programme pages





VIP Lounge Sponsor (Hall 20)

Price: **£7,500**

Put yourself in front of the senior visitors and get;

- Data collection of visitors to lounge
- Branding on VIP invitations
- Branding of the lounge
- Lounge access for your representatives
- Premium brand position as an event sponsor



Exclusive
1 available



Network Lounge & Entertainment Bar

Price: **£7,500**

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



Exclusive
1 available

Business Owners Club Sponsor

Price: **£7,500**

Where the owners will be spending their down time planning and networking, position yourself here and make an impact with;

- Data collection of visitors to lounge
- Branding on VIP invitations
- Branding of the lounge
- Lounge access for your representatives
- Premium brand position as an event sponsor



Exclusive
1 available



Above stand banners

Price: **£1,250**

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



Navigation (YAH Board / Floorplan)

Price: **£6,000**

The first thing delegates do when they get their lanyards and badges is to check out the You Are Here Board at the entrance. There are also YAH positioned around the halls. Your logo will be the first thing they see when they head to these handy maps of the show



Entrance sponsorship

Price: **£7,500 each hall**

Make an impact, sponsors of the entrances will receive

- Logo and graphics on walling on one side of the entrance
- Two carpet tiles located in the entrance
- One Literature racks for own promotional literature within the entrance
- Logo on YAH boards



Floorsticker

Price: **£1,500 (3x tiles)**

- Simple effective and clear tool to raise awareness of your company and drive people to your stand
- 1mx1m placement for you to design attractive artwork to entice visitors to your stand
- Can be located in countless locations across the exhibition floor to bring delegates to your stand from all corners of the show



auto: resource

BROUGHT TO YOU BY:

automechanika



Contacts us

GRANT ELRICK

E: grant.elrick@uk.messefrankfurt.com

T: +44 (0)1483 663823

RACHEL MARSHAL

E: rachel.marshall@uk.messefrankfurt.com

T: +44 (0)1483 483984

autoresource.co.uk



Direct marketing to your target market

Weekly newsletters and bulletins reach **60K aftermarket professionals** and highlight Training, Products, Promotions, Advice & Insights from suppliers.

Increase your digital reach to your target audience



60,000

Contacts in the automotive aftermarket



14,000

Followers



500,000+

Impressions

automechanika

Our unrivalled reach across the automotive industry is strengthened from delivering the established global exhibition Automechanika to the UK aftermarket.

Automechanika Birmingham welcomes over 12,000 automotive professionals to see the latest products of over 500 leading suppliers.

auto:resource is built from the success of connecting the UK market face to face and enables thought leading companies to take their marketing to the next level reaching new customers in a digital landscape.

Attracting thousands of aftermarket professionals to auto:resource per month



6,800

Users



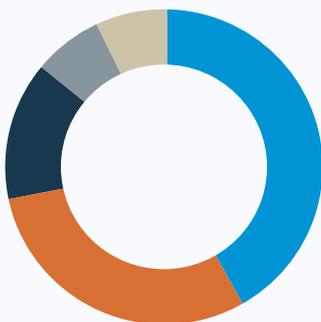
10,500

Sessions



20,000

Page Views



- Garages/End Users – 42%
- Motor Factors/Distributors/Wholesalers – 30%
- Other – 14%
- Professional Services/Training/Associations – 7%
- Retailers – 7%

Website visitors spend

2mins 10secs*

browsing supplier resources.

*industry average is 1.30min



Opportunities to harness the power of content marketing

Premium Content Hub

Price: £2675

- 12-month subscription package
- Premium Home Page promotion on auto:resource.co.uk
- Premium Directory Listing
 - Full listing & company profile
 - Top of page listings in search results
 - Weekly article aggregation from company website
 - Unlimited upload of product and insight articles
 - Feed to auto:resource news page and weekly Newsletter
 - Independent user profile management & tracking tool
- Full campaign & social media support, including dedicated Account Managers
- 10% discount on digital and event sponsorship

Newsletter Sponsorship

Price: from £600

- Headline sponsorship of weekly auto:resource newsletter to 60,000+ industry contacts
- Featured content premium positions to highlight key articles and promotions

Campaign Packages (1, 2 & 3 month campaigns)

Price: from £750

- Home page feature articles on auto:resource
- Featured article positions on weekly newsletter
- Organic social media posts and support from @automechanikaUK platforms

Content Sponsorship

Price: POA

- Bespoke content generation and promotion opportunities are available
- Interviews, reports, videos, podcasts and more

Advertising options

Display Advertising – £1000 - £1500

Newsletter MPU – (£1000/4 newsletters)

Website Leaderboard – (£1500/month)

Website MPU – (£1000/month)

