



AM Digital Marketing Conference 2016

February 2016 – dates & venues tbc

Overview

The conference aims to cover the latest developments in digital marketing providing new thinking, insights, trends, statistics and figures in this fast-moving arena.

Overall, the conference intends to sharpen dealers' already finely tuned digital marketing skills and provide them with the insights they need to stay ahead of the competition.

The full content for the conference will be researched and developed over the coming months and reflect current market requirements and new developments in this area. The day will include:

- Plenary sessions; where the big issues are to be probed and discussed
- Parallel sessions; where the specific areas are examined in more detail
- Keynote session
- Panel discussions
- Dealer case studies
- Networking breaks
- Exhibition stands in the Digital Fair

Who will attend?

Primary targets will be: Marketing managers and executives, digital personnel, dealer principals, aftersales and CRM employees, IT Managers, sales managers.

Based on the success of last year's AM & Auto Trader Digital Marketing Conference we would be looking to attract between 200 -250 delegates. Limited supplier tickets will be sold for this event.

Why Sponsor/ Exhibit?

- **Influence key decision makers on digital strategies** in a learning-focused environment through workshop presentations, networking, branding and literature distribution.
- **Build brand recognition and align your organisation with examples of digital excellence** by featuring prominently as a key supporter of this event.
- **Target key decision-makers with information about your product, service or message** before, during and after the event – through our many different channels.
- **Learn directly from your clients about the challenges they face** and solutions they're looking for.

For further information please contact an account manager

Sara.donald@bauermedia.co.uk 01733 366474 Richard.kerr@bauermedia.co.uk 01733 366473
Kelly.crown@bauermedia.co.uk 01733 366364



SPONSORSHIP OPPORTUNITIES:

1 x HEADLINE SPONSORSHIP (with main stage speaking slot)

2 x HEADLINE SPONSORSHIP (with masterclass session)

- Main stage speaking slot or Masterclass Session
 - Prominent logo on holding slides displayed between presentations and signage at the event; logo's on all marketing materials, including website, brochure, direct mail, emails and advertising.
 - 250 words company overview on event website to include a hyperlink to your company's website
 - Prospect meeting and product demonstration 3 x 2 space in Digital Fair (premium position)
 - 10 tickets for staff (including speaker)
 - 10 tickets to your dealer customers
 - Additional tickets for your dealer customers can be purchased at 25% discount
 - **COST £10,000 + VAT (to include main stage)**
 - **COST £8,500 + VAT (to include masterclass session)**
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6 X MASTERCLASS SESSIONS

- Presenting content for a chosen masterclass session – ensuring content is unique, original and cutting edge and with little or no reference to a specific product or your company
 - Sponsors logo on holding slides displayed between presentations and signage at the event; logo's on all marketing materials, including website, brochure, direct mail, emails and advertising.
 - 150 words about your company on event website to include a hyperlink to your company's website
 - Prospect meeting and product demonstration 3 x 2 space in Digital Fair
 - 5 tickets for staff (including speaker)
 - 5 tickets to your dealer customers
 - Additional tickets for your dealer customers can be purchased at 25% discount
 - **COST £5,000 + VAT**
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EXHIBITING PACKAGE

- Prospect meeting and product demonstration 3 x 2 space in Digital Fair
 - 100 words on event website to include a hyperlink to your company's website
 - 100 words and logo in the delegate pack
 - 2 tickets for staff (to man stand during day)
 - Tickets for your dealer customers can be purchased at 15% discount
 - **COST £2,000 + VAT**
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AVAILABLE MASTERCLASS TOPICS SESSIONS:

- **Social Media**
- **Video**
- **Live Chat**
- **Marketing & Documentation**
- **Email/SMS Marketing**
- **Data**
- **Website**
- **Security**
- **SEO**
- **The future digital landscape**
- **Mobile**

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