

The AM People Conference

Park Plaza, Riverbank – June 16th 2016

Overview

The one aspect which continues to set businesses apart from their competition beyond anything else is the people, making the employees the single most important asset of a company. They need to be looked after, nurtured, developed and rewarded to guarantee on-going success.

This year's AM's People Conference will continue to explore the 21st century workplace and how to attract and retain the best people. Held on the day of the AM100 Dinner and at the same venue, the event will centre on the main stage and cover all crucial aspects of people management including the latest legislation around employment and social responsibility.

As with all AM events, content will be researched and developed over the coming months and reflect current market requirements and new developments in this area.

The Audience:

Based on last year's event we would expect an audience of approx. 80 -90 delegates representing both retail and vehicle manufacturers.

Typical job titles are likely to include CEO, Dealer Principals, HR Directors, Managers, Divisional Directors and Dealer/Manufacturer trainers.

Previous delegate lists are available on request



Why be Involved?

- Exposure at a premier meeting devoted to the automotive industry
- The opportunity to deliver a clear message that you have a genuine commitment to the industry
- An opportunity to build and reinforce strategic relationships within the industry
- A platform to network and do business with over 80 key decision-makers
- The arena to capture and secure new prospects whilst enhancing your corporate profile with existing clients
- The opportunity to increase your brand recognition
- Bringing your target market under the one platform

For further information please contact an account manager

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Opportunities:

As in previous years AM and the IMI plan to work in conjunction on the event with a maximum of 4 other sponsors, each representing a particular area. 1 x Co –sponsorship package to include a main stage speaking session, along with 3 associate sponsors benefiting from Q & A panel participation are available.

Topic areas available for sponsorship: Recruitment, Training, Apprenticeships, Staff Profiling and Incentive Programmes.

Sponsorship Packages:

Co-Sponsorship Package x 1

- Opportunity to present on the main stage to the audience (Max 20 minutes – content to be discussed and agreed with AM)
 - Opportunity to assist in creating the overall content and shape of the day
 - Networking stand in interactive exhibition area (*hosting refreshments and lunch*)
 - Logo on holding slides displayed between presentations
 - Logo on all marketing materials, including website, brochure, direct mail, emails and advertising
 - Logo on signage displayed at the event
 - 250 words about you company on the event website to include a hyperlink to your company's website
 - 250 words about your company on the dedicated delegate event app
 - 5 conference tickets for staff
 - 5 conference tickets to dealer customers (cannot be transferred to staff members)
 - 6 Tickets to AM100 dinner
 - Logo recognition as co-sponsor on post event coverage in AM publication
 - Additional tickets for your dealer customers can be purchased through AM at 20% discount
- Cost/Investment £8,000**

Associate Sponsor Package x 3

- Join one of the main stage Q&A sessions and take part in the debate
 - Associate branding on all pre-event marketing
 - Networking stand in interactive exhibition area (*hosting refreshments and lunch*)
 - 4 page flyer or company brochure within delegate hand out
 - Associate branding on stage and other onsite material
 - 5 tickets for staff to attend and network during the day
 - 5 tickets for retailer/manufacturer clients to be invited via the editor/sponsor
- Cost/ Investment £4,500**

Networking Stands/Not available

- Networking stands are limited to sponsors at this event and not available to purchase separately

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