

The new event format
for Fleet News Congress

FleetNews
CONGRESS
Reducing costs with an efficient fleet

FleetNews FLEET MANAGEMENT LIVE

6th-7th October 2015
NEC, Birmingham

Meet the key **decision-makers**
in today's changing market

Featuring sessions for **HR | Procurement | Finance | Travel | Facilities Management**
Exhibition | Briefings | Advice Clinics | Keynotes | Best Practice Seminars | Networking

EXHIBITOR PROSPECTUS

www.fleetmanagementlive.co.uk

Meet the key decision-makers in today's changing market

Fleet Management Live is the forum for suppliers, manufacturers and service providers to meet fleet decision-makers. These decision-makers are responsible for the UK's business fleets and workforce mobility from SMEs to the largest corporates.

Meet the fleet decision-makers in HR, Procurement, Facilities, Travel and Finance, as well as the traditional fleet operator.

The sector is changing – more and more HR, Finance, Procurement and Travel managers are taking responsibility for fleet. These professionals want advice and information to help them understand their obligations; create efficiencies; and pick up tips on how to manage their cars efficiently. Fleet Management Live includes dedicated learning zones to help these buyers understand how to maintain an efficient and cost-effective fleet.

If you want to reach all fleet decision-makers, you need to be part of Fleet Management Live.

Fleet Management Live format

A new format event for the whole buying chain

For four years the annual Fleet News Congress has brought together the industry to discuss best practice. Our new 'inclusive' content builds on this heritage. Fleet Management Live aims to educate and inform experienced fleet managers and newcomers alike – with exceptional keynotes, briefings and product news. The event includes:

- **Exhibition** – manufacturers, leasing and national fleet suppliers
- **Best Practice Workshops** – for fleet operators to gain intelligence and insight
- **Seminars** – topic-led streams including the Technology Theatre
- **Fleet Management for Non Fleet Managers** – free to attend sessions for HR, Finance, Procurement and Facilities Management professionals
- **Beginners' Breakfasts** – learning sessions for those new to fleet
- **Networking** – drinks receptions, lounge and networking events
- **The Fleet News Debate** – daily forum open to all
- **Advice Clinics** – 1-2-1 sessions at The Legal Clinic and The Fuel Clinic
- **1-2-1 Meetings** – pre-booked buyer/supplier meetings

Who should exhibit

- | | | |
|------------------------------|----------------------------------|--|
| ■ Leasing providers | ■ IT & mobile solutions/software | ■ Fuel & fuel cards |
| ■ Fleet management solutions | ■ Telematics providers | ■ Car/ Van rental providers |
| ■ Vehicle manufacturers | ■ Remarketing companies | ■ Green mobility solutions & manufacturers |
| ■ Accident management | | |

Why exhibit?

Fleet Management Live offers:

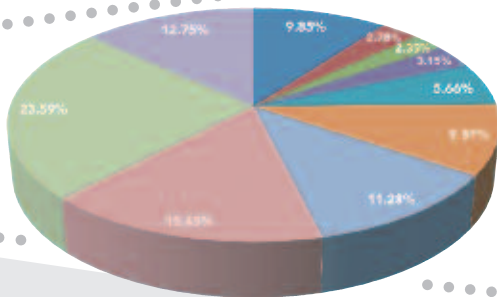
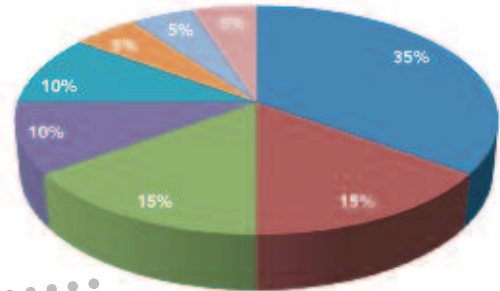
- A cost-effective way to meet customers and prospects
- Meet Fleet Managers, HR, Procurement, Finance and Travel professionals responsible for fleet
- The largest exhibition in the UK for fleet professionals
- The opportunity to be aligned with the leading fleet brands
- Exclusive speaking and sponsorship opportunities for exhibitors
- More than just an exhibition with excellent networking opportunities
- An exceptional ROI in terms of both budget and time
- A high-quality audience of fleet and transport professionals all looking for solutions and suppliers



Who you will meet

Visitor profile

Company Activity	Percentage of Attendees
Fleet operations	35%
Leasing/industry executives	15%
Directors/general managers	15%
Finance directors/managers	10%
Human resource directors/managers	10%
Procurement/purchasing	5%
Travel managers	5%
Other	5%



Target audience

Not including leasing/industry executives

Fleet Size	%	Fleet Size	%
1001+ cars	9.85	101 - 200 cars	9.31
701 - 1000 cars	2.78	51 - 100 cars	11.28
501 - 700 cars	2.35	26 - 50 cars	15.45
351 - 500 cars	3.15	10 - 25 cars	23.59
201 - 350 cars	5.66	1 - 9 cars	12.75

The following is taken from Fleet News ABC certificate (Jan-Dec 13)

FleetNews FLEET MANAGEMENT LIVE

6th-7th October 2015
NEC, Birmingham

The Fleet Management Live marketing campaign will include:

- Editorial coverage in Fleet News
- Invitations to Fleet 200 members
- Trade and vertical press advertising
- Online advertising on key sites
- Direct mail – newsletters, event tickets
- PR – targeting key media and vertical press
- Association support
- Media partners including Fleet, Procurement, HR, Management and Finance publications and websites
- Email campaign with over 250,000 OTS
- Mobile-enabled website

Book today to be included within the visitor marketing campaign

Be part of
Fleet Management Live
call 01733 366472
to book your stand



The power of live events

- be face to face with your customers at Fleet Management Live

- Make personal connections with new and existing contacts
- Enter into new markets and meet senior buyers
- Enhance your existing business relationships
- Showcase your innovations to a highly targeted audience
- Discover new distributors
- Launch products and showcase innovations
- Assess the industry competition



Book your stand today and start doing business

Book now to grow your share of the market

Secure the best stand possible for your business and guarantee better visibility and more contacts.

Shell scheme

includes walls, carpet and fascia nameboard.

Basic electrical package£205 per m2

Space only

(over 24 m2 only)£165 per m2

All prices exclusive of VAT at the prevailing rate.
The above prices are early booking rates.

Sponsorship opportunities

- Registration Area/Online registration (SOLD)
- The Fleet Management Live App
- Fleet Management for HR and Finance Executives
- Theatre Keynote
- Technology Showcase
- Best Practice Seminars
- Breakfast for Beginners
- Fleet News Debate
- Lanyards (SOLD)
- Badges
- Networking Drinks
- Registration Emails
- Café
- Visitor Bags
- 'You Are Here' Boards Sponsor
- Visitor Bag Inserts

To check availability, discuss options and see the latest floorplan please contact:

Luke Clements
t: 01733 468325
e: luke.clements@bauermedia.co.uk

For further details please visit:
www.fleetmanagementlive.co.uk

Organised by Bauer Media Group

Media House, Peterborough Business Park, Lynch Wood,
Peterborough PE2 6EA



FleetNews
FLEET
MANAGEMENT
LIVE

6th-7th October 2015
NEC, Birmingham