

automechanika BIRMINGHAM

IN ASSOCIATION WITH
SMMT
DRIVING THE
MOTOR INDUSTRY



6-8 June 2023
NEC, Birmingham

Automechanika
Birmingham is
the leading trade
exhibition for
the aftermarket
and supply chain
targeting visitors
from the UK

Enquiries are at a
record high of 21%
more than ever before

This event will sell out, contact us
to avoid disappointment

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AUTOMECHANIKA BIRMINGHAM STATISTICS



3 DAYS

6-8th June 2023:
NEC Birmingham,
at the heart of the
automotive industry



500

exhibitors from
23 countries



12,145

quality visitors



92%

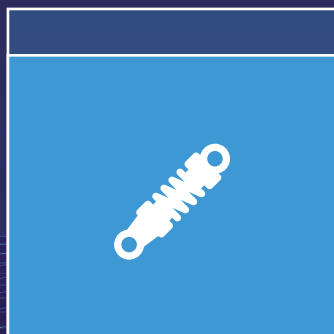
of exhibitors were
very satisfied



91%

of visitor were
very satisfied

Visitor split



88%

Aftermarket



12%

Vehicle Production*

Visitor breakdown

- 50% (6,250)** End users
- 25% (3,000)** Motor factors, distributors & wholesalers
- 10% (1,100)** Dealers & franchises
- 10% (1,100)** Retailers
- 5%** Other



A closer look at the end user audience

- 59%** Garages/MOT
- 11%** Mobile recovery Services
- 3%** Breakdowns
- 8%** Other
- 13%** Bodyshop
- 3%** Auto Centres
- 3%** Tyre Fitter

*Vehicle production stats on page 7

Show statistics are from 2019.

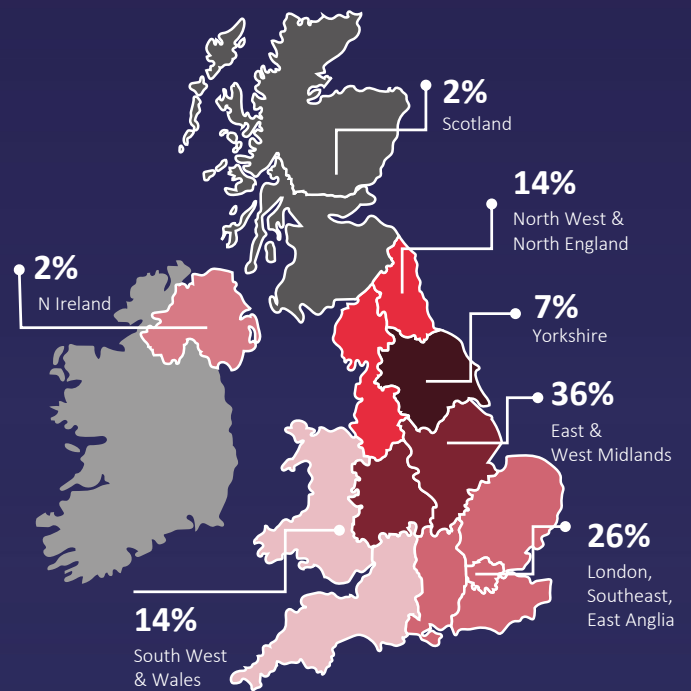
A National event with quality and quantity of visitors

Automechanika Birmingham is an event like no other, gathering leading brands together for three days of networking, learning and invaluable face time with senior professionals from the automotive aftermarket and vehicle production sectors.

Automechanika Birmingham brings together decision makers from motor factors, garages, body shops, retailers, dealers and more.

Exhibiting at the UK's largest aftermarket event puts you in good company, with some of the best in the industry already signed up.

Take the opportunity to build relationships with existing customers and compete for new business from a quality UK audience with buying power.



Exhibitor ROI satisfaction

98%

of visitors come to source new products and services

89%

of exhibitors said Automechanika met their ROI objectives

86%

of exhibitors do business at our show there and then

99%

of exhibitors expect to do business in the next 12 month



Don't just take our word for it

"It's the perfect event to showcase our latest developments and concepts directly to factors and technicians to help support their businesses"

– **Hella**

"Automechanika Birmingham has now become the main National show, an event that can't be missed especially for a brand like Valeo. From distributors to garages, technicians, this is the opportunity to reinforce our support to the UK Automotive Trade, communicate on the latest technologies, product and services available to the Aftermarket."

– **Valeo**

Visitor satisfaction keeps them coming back

83%

of visitors said they will be returning.

61%

of our attendees do not attend any other event.

73%

of visitors say that finding new suppliers with innovation is their primary reason to visit

automechanika

BIRMINGHAM

IN ASSOCIATION WITH



Who should exhibit:

- Parts & Components**
- Retail & Accessories**
- Management & Digital Solutions**
- Electronics & Connectivity**
- EV & Hybrid**
- Performance & Customisation**
- Repair & Maintenance**
- Collision Repair**
- Automotive Supply Chain**
- Training and Skills**
- Equipment and Tools**

Distribution, Wholesale & Retail

First class conference programme and networking opportunities will host the UK's motor factor, distributor and automotive retail communities, as well as thought leaders from across the Aftermarket



Automotive Supply Chain

This is where you'll find the most concentrated density of the vehicle production community

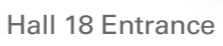
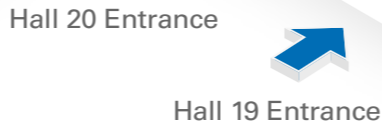
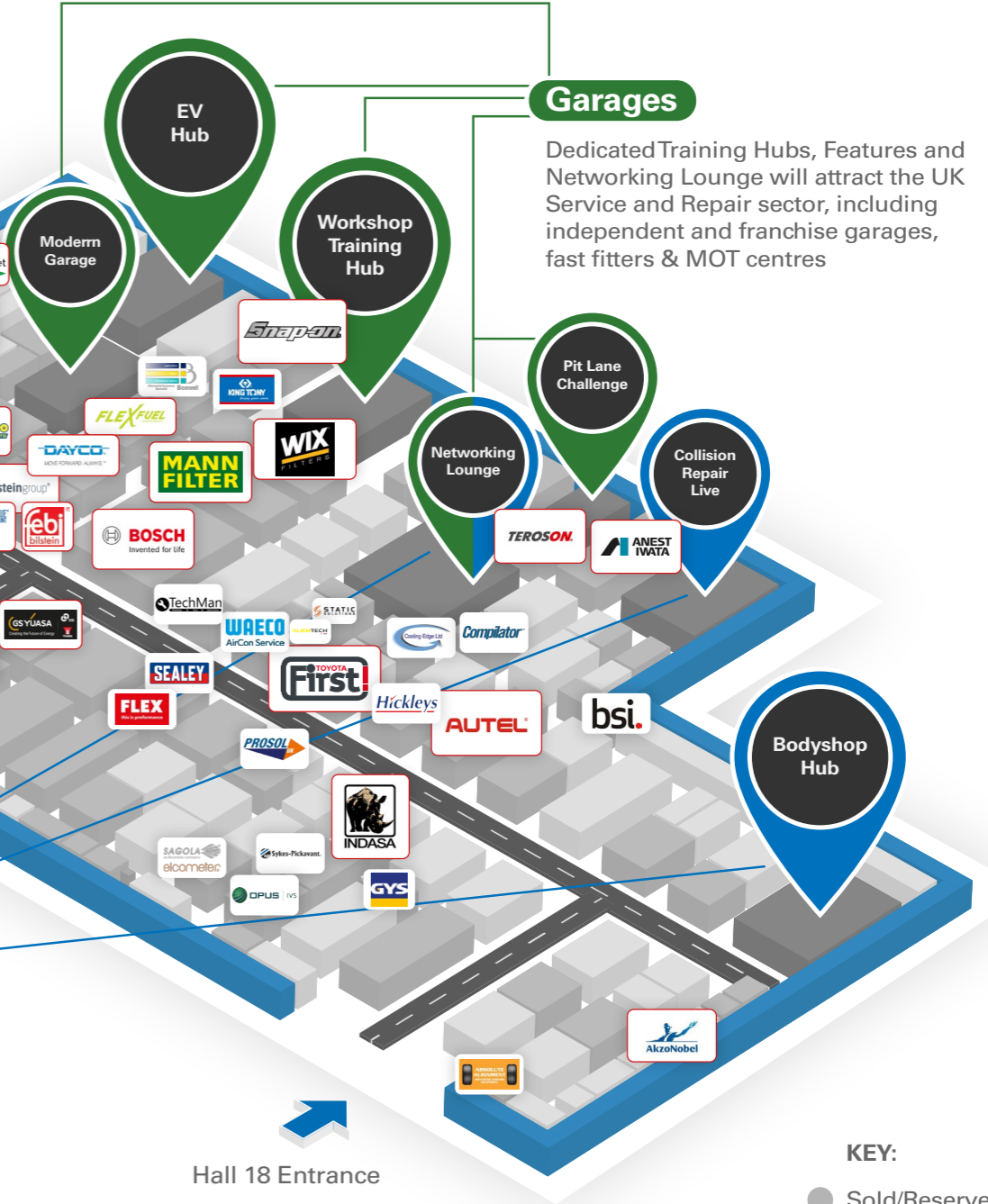
automotive **SUPPLY CHAIN FORUM**

Collision Repair

A dedicated Bodyshop Hub and Live Demonstrations for the Collision Repair sector will cater for the UK's bodyshop owners, spray paint and body repair specialists

Garages

Dedicated Training Hubs, Features and Networking Lounge will attract the UK Service and Repair sector, including independent and franchise garages, fast fitters & MOT centres



KEY:
 ● Sold/Reserved
 ○ Available

SPACE
£399 PER SQM

SHELL
£435 PER SQM
 INCLUDES WALLS, CARPET,
 NAME BOARD

SHOW READY
 ENHANCED SHELL PACKAGES
 AVAILABLE – POA

MARKETING
PACKAGE £525
 INCLUDES AUTORESOURCE
 ADVERTISING PACKAGE AND
 LEAD GEN APP AT THE SHOW.

6-8 June 2023 / NEC Birmingham

The programme is curated to ensure you have constant high footfall passing your stand

5 feature areas & 4 content hubs allow you to position your stand where your target visitors will be congregating

FEATURES

Workshop Hub

In association with autotechnician, a packed programme of technical seminars will be delivered by respected specialists, addressing the advancements and challenges facing the service, repair and maintenance sector. Covering a range of topics such as engine fault diagnostics, MOT, diesel, ADAS and more.



EV Hub

An increasingly popular programme highlighting the requirements and opportunities available to the aftermarket to adapt to hybrid and electric vehicle service and repair. A must-attend programme for anyone intending to service and repair vehicles on the UK roads in the immediate future and beyond.

Bodyshop Hub

In association with Bodyshop Magazine, these sessions will provide the latest updates, advice and technical innovations for the UK's Collision Repair sector. Covering ADAS, body repair, EV repair, paint, refinishing, BS10125 and more, the topics will be presented by renowned industry figureheads and experts, ensuring you're getting the best information available to the sector.

Detailing Live

As the education partner and curator of the programme, The UK Detailing Association (IDA) invites the community to join them at this brand new feature for practical demos and to discuss the sectors challenges and opportunities

Innovation4Mobility

How will the aftermarket change in the course of the New Mobility? Delegates will learn about products and solutions for the mobility of the future at the Innovation4Mobility special show. Alternative drive technologies as well as digitalisation and connectivity are the focus here. Experience innovations and new technologies, network with start-ups and mobility pioneers and learn from experts from industry, science and research.

Aftermarket Conference

For the first time Automechanika Birmingham will host a high-level one day forum to address the most pressing issues facing the UK's Aftermarket Sector. Expect to hear from industry figureheads and experts who will present, debate and enlighten delegates on the topics which are going to shape your business and provide opportunities to remain successful in a fast-evolving sector.

Supply Chain Conference

This high-level programme, in association with the SMMT, will provide delegates with the insights required to confront sector challenges and identify opportunities currently being created in the UK's automotive supply chain, to ensure UK suppliers benefit from the fast pace of change. Themes will include; Electrification of the Supply Chain, Lightweighting, Net Zero, Industry 4.0 & Digitalisation, Supply Chain Logistics and Talent & Skills.



Talent & Skills Conference

Although not a new challenge for the UK automotive industry, solutions are still required. The Forum will bring together industry partners and stakeholders to focus on the practical solutions and steps industry can, and must take now to safeguard businesses and the sector. For anyone serious about protecting and developing their workforce this will be a must-attend forum.

Modern Garage

Designed to showcase how the most impactful trends and technologies can be effectively incorporated in to a modern workshop. In partnership with LKQ Euro Car Parts the feature will demonstrate practical solutions to cover; Electric vehicle infrastructure, ADAS calibration, digitalisation of the workshop, connectivity, tools and equipment, as well as training options to provide the skills for the best technical solutions.

Collision Repair Live

Live demonstrations from leading suppliers to the UK repair sector will ensure bodyshop visitors get first-hand experience of the latest products and techniques to help them perform their tasks more effectively and efficiently. On display will be a range of sessions covering paint & sprayguns, polishing, plastic repair, dent pulling, welding, including plastic welding, and more!

EV Parc

An exciting addition for 2023 is the EV Parc, where garage and bodyshop technicians are invited to get hands on under the hood and inside the body of EV vehicles. With expert guidance and advice on hand, visitors will be run through common maintenance and repair considerations for EVs, to build familiarity, knowledge and confidence to progress their career with EVs.

VIP Lounge

The dedicated lounge for VIP visitors to take time from the show floor to relax, meet and network with colleagues and industry peers while enjoying a complimentary tea or coffee.

Exhibitor & Press Lounge

An additional space for our valued exhibitors to take 5 or to meet with our industry partners, and a dedicated area for our press partners to have a break from interviews to simply catch their breath or to publish their day's work.

Paint & Spray Live

An opportunity for our visitors to witness paint and spray demonstrations, seeing the latest paints and spray guns in action within our operational spraybooth.

Networking Lounge & Bar

The largest seating space on the show floor, coupled with catering options and a bar for visitors to take a well earned break in a relaxed and informal setting. Take five to catch up with peers, take stock of your discoveries and plan your next moves.

Bodyshop Lounge

Hosted by Bodyshop Magazine, the Bodyshop Lounge will be a meeting and networking hub for collision repair visitors, and a place where the 'who's who' of the sector will be sure to congregate.

automotive SUPPLY CHAIN FORUM

6-8 June 2023, NEC, Birmingham

In partnership with



The dedicated trade event for the UK Automotive Supply Chain

The Automotive Supply Chain Forum is the dedicated trade event for the UK's automotive supply chain, taking place in the context of fast-paced change and a small window of opportunity for UK suppliers. As powertrains shift to all electric and vehicle designs are constantly required to innovate, the Forum brings suppliers face to face with those responsible for driving innovation to develop technologies, explore opportunities and to win business. UK Government has set a clear goal to end the sale of pure petrol and diesel cars and vans in 2030 – meaning the automotive industry is required to make a more significant and advanced commitment than any other major car or van market. With this scale of change providing new technical challenges, now is the time for suppliers to secure their position in the EV revolution as the UK targets zero emission vehicles by 2030. Automotive Supply Chain Forum is the place for UK suppliers to drive that agenda.

Enhanced Format

Creating a platform for the UK's Automotive Supply Chain to meet, discover and source, navigating the road ahead with the right partners.

- NEW Format – Re-branded stand alone event
- NEW Themes & Focus areas
- SAME SMMT Meet the Buyer platform
- SAME high-level conference content to address the most pressing issues
- NEW M&E Week, co-locating with 6 other engineering events to deliver even more high-quality delegates to the event
- 2000 delegates with 75+ Sponsors and exhibitors

Visitor Profile – Job Functions

Engineering Functions – VMs, Tier 1&2

- Directors, Chiefs, Heads of, Managers, Supervising
- Design Engineers, Project Engineers, R&D, Product Development, Technical Engineers, Specialists (eg Powertrain, Plastics, Tooling)

Industry

- Regulations
- Strategy, Assurance
- Government Affairs
- Corporate Affairs
- General Counsel
- Connected Tech
- Smart/Future Mobility

Procurement Functions – VMs, Tier 1&2

- Directors, Heads of, Managers
- Buyers, Purchasers, Controllers, Key Account Managers, BDMs
- C-Suite, CEO, CTO, CCO, VPs, Heads of

Co-located with

automechanika BIRMINGHAM

Visiting companies

AIRBUS



BENTLEY



alsonic Kan

CATERPILLAR®



dyson



Ferrari



HONDA



JAGUAR



LAND ROVER



METROPOLITAN POLICE



Network Rail



PORSCHE



REECO
ROBOT AUTOMATION SOLUTIONS



RENAULT NISSAN



RICARDO



ROLLS ROYCE



TATA



TESLA



thyssenkrupp

VOLVO



Visitor Profile – Job Functions



Innovation



Electrification
& Battery
Technology



Light-
weighting



Sustainability
& Net Zero



Manufacturing
& Production
Technology



Skills and
talent retention

Exhibitor Profile

Tier 1 & 2 Suppliers

- Large enterprises selling niche expertise, systems & technologies
- Large providers of manufactured components

Tier 2/3+ Suppliers

- SMEs in traditional manufacturing sectors, eg plastic moulding, cast and pressed metal parts
- Startups promoting innovative technologies and solutions

Materials Suppliers & Specialists

- Composites, performance metals, plastics

Business Support & Services (legal, financial)

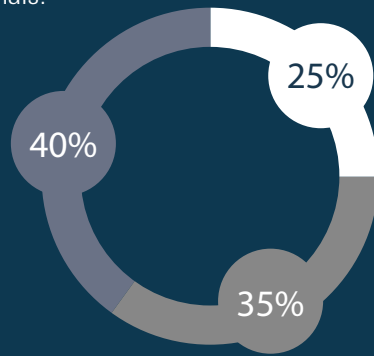
Average event stats

The event is organised in association with SMMT, who bring their flagship events Meet the Buyer and Open Forum. The events enable you to meet new buyers and network with a wealth of senior purchasing professionals.

Vehicle Production Breakdown

Attracting a high calibre audience looking for new solutions

- Vehicle Manufacturers - 25%
- Tier 1s – 35%
- Tier 2s & Upstream – 40%



78%


of visitors were Managers, Business Owners or C-Level Directors

86%


of visitors had influence or full purchasing authority

83%

will return to the event each year




100+
Exhibitors






2,000
Visitors



SMMT
DRIVING THE
MOTOR INDUSTRY



The Forum will be co-located with 6 other engineering and manufacturing events meaning you will also meet an additional 7,500 visitors

88%
of visitors from UK market

Previous exhibitors include

Pem Automation Ltd
Forteq UK Ltd
Polar Manufacturing Ltd *Portakabin Ltd*
Harboro Rubber Co Ltd *Struers Ltd* **Pritex Ltd** *Tri-wall Europe Ltd*
Forteq UK Ltd *Workaround GmbH* **Ultimaker B.V.** **Keyence (UK) Ltd** *Portakabin Ltd*
Fleetworld (Torque) **CEVA Showfrieght Ltd** **Mills CNC Ltd**
SPAL Automotive UK Ltd *Magnet Schultz Ltd* *Paragon Rapid Technologies Ltd* *East Midlands Coatings Ltd* *Power Products Mobile Solutions*
SMMT Autocraft Drivetrain Solutions Ltd **Turbo Industries Pvt. Ltd**
SATRA Technology Centre
Pryor Marking Technology **Robert Bosch Ltd** *Ultimaker B.V.* **Power Products Mobile Solutions**
Fibrax Ltd *Power Products Mobile Solutions* *Process, Engineering, Control & Manufacturing* **Zircotec Ltd**
TFC Ltd **Advanced Electronics & Logistics Ltd** *Struers Ltd* **SMMT**
Rotor Clip Ltd **Chasestead Limited** *Apex Recruitment Services* *SPAL Automotive UK Ltd*
TFC Ltd *Titan Motorsport & Automotive Engineering Ltd* **Bray Leino Ltd** **SMMT**
TR Fastenings Ltd **SMMT** *Schmolz & Bickenbach UK Ltd* *Tri-wall Europe Ltd* **East Midlands Coatings Ltd**
Cheesman Products (Automotive) Ltd *DJJ Precision Engineering ltd*
Essentra PLC *Autosound Ltd* *Paragon Rapid Technologies Ltd*
Schmolz & Bickenbach UK Ltd
Schoeller Allibert Ltd *CEVA Showfrieght Ltd*

Be in good company at Automechanika Birmingham 2023

Headline Partners - Platinum



Headline Partners - Gold



Featured Exhibitors



Exhibitors



In Association with



In Partnership with



automechanika

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Contact us

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