

EXHIBITOR PACK

OPTION 1: 1 Module (8 sq m)

OPTION 2: 2 Modules (16 sq m)

- Ready-made module including partitioning, carpeting, company signs, spotlights, furniture, lockable storage cabinet and literature rack
- 2 exhibitor passes per module granting full access to FIA SC 14, FIA SMX 14 and the 3 social events.
- Lunch and coffee break refreshments
- Company presentation in official programme
- Internet access
- Shuttle service for transfers

STARTING AT €2500

OFFICIAL PARTNER PACK

- Includes Option 2 Exhibitor Pack
- Use of Partner Composite Logo
- Presence on all FIA event communications
- Joint PR announcing partnership
- Presence on all signage material at FIA SMX 14
- 4 additional Gala Dinner invites
- Priority access to center stage for demo and lectures at FIA SMX 14
- Company presentation in official programme plus 1 advertising page
- 5 additional passes to FIA SMX 14
- Meeting room for private appointments
- Naming of meeting room

STARTING AT €15000

SPECIAL PARTNER OFFERS

Only accessible to Official Partners:

Lanyard
€3000

Conference Bag Insert
€1000

Conference Bag Sponsor
€3000

Programme back cover advertising placement
€1500



COMPETITION EXPERTISE BUSINESS NETWORK

EXPERIENCE

EXCELLENCE



THE LOCATION

No setting could be more fitting for the launch of this new forum than Germany, one of the most prominent countries to be involved in the motor sport industry. For our 2nd FIA Sport Conference and 1st FIA Sport MotorEx we will be welcomed at the headquarters of one of the largest Automobile Clubs in the world, the ADAC, which will accommodate us in conjunction with the DMSB (German Motor Sport Federation).

FIA CONTACTS

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FIA.COM

MUNICH
24-26 JUNE 2014



A NEW EXPERIENCE: THE FIA SPORT MOTOREX 2014

The second edition of FIA Sport Conference (FIA SC 14) will see the launch of a new exhibition providing a forum for meeting and networking: the FIA Sport MotorEx (FIA SMX 14). This forum will enable executives of the industry for motor sport organisation to come together in one place and interact with the governing bodies of motor sport - the FIA and its National Sporting Authorities (ASNs).

This is a unique opportunity to meet the authorities that are responsible for the prescription, regulation, selection and certification of motor sport at the national and international level.

We make motor sport work.

AN EXPLORATION OF MOTOR SPORT: THE FOUR PILLARS

COMPETITION

- Presence of key executives from ASNs
- Attendance of FIA Championship promoters
- FIA motor sport development workshops
- Discussion of important future trends in motor sport

EXPERTISE

- Specialised workshops on key subjects
- Influential decision makers from industry attending
- Top-level keynotes during plenary sessions
- Presence of FIA experts

BUSINESS

- Over 25 companies attending
- Products and services from all key domains represented
- Agenda management enabling exhibitors to meet ASN executives
- Taking place in one of the most important countries involved in motor sport

NETWORK

- 3-day conference
- 3 social events
- Unique interaction between the motor sport governing bodies and industry
- Sharing of best-practices and market know-how

REDEFINING EXCELLENCE: GOVERNANCE AND INDUSTRY JOIN FORCES TO GROW MOTOR SPORT

97% of FIA Sport Conference 2013 attendees were very satisfied by the event

With over **250** delegates from over **70** countries having attended the FIA SC 13 last June



The first edition of the FIA Sport Conference was held in Goodwood (UK) last June. This new event, initiated by the FIA President and the Deputy President for Sport and based on the concept developed several years ago by the Mobility branch of the FIA, was a huge success. It enabled hundreds of delegates from ASN's all over the world to exchange ideas and work together on common topics and issues, as well as meet the main protagonists in motor sport, FIA senior management and staff members.

The FIA Sport Conference 2014 will provide participants with a unique place to:

- Network with the main advocates of international motor sport, experts, personalities and FIA managers
- Listen to and engage in discussion on the FIA Sport Development Programme
- Via the FIA Sport MotorEx, participate in discussions and debates, enabling a better understanding of key issues and the identification of stronger synergies between the motor sport governing bodies and industry