



Your opportunity to be involved in the BVRLA Industry Outlook Conference 2019. Connect your brand with the key decision makers of the rental and leasing industry at the conference of the year.

Industry Outlook Conference: 5 December 2019

Venue: East Midlands Conference Centre, University Park, Beeston Lane, Nottingham NG7 2RJ



The Event

Times are changing. The vehicle rental and leasing sector is at the centre of a revolution in transport technology and new mobility solutions. The future has never looked so exciting, or uncertain.

The BVRLA's annual Industry Outlook Conference is an opportunity for our sector to come together and explore the key issues facing our world. Taking place in December, it provides an exclusive environment for the industry's senior executives to meet, exchange ideas, develop new contacts and participate in leading-edge debate about the next twelve months and beyond.

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At this conference, the association unveils its annual *'Industry Outlook Report'*, which canvasses the views and insights of leading figures across the industry. Building on this overview, the conference will then delve deeper into some of the key threats and opportunities, via a series of panel sessions and keynote presentations.

It was attended by over 175 senior executives, CEOs, Managing Directors, Branch Managers, Business Development Directors, Commercial Directors, Corporate Sales Directors, Finance Directors and Security Managers from over 100 different BVRLA member companies.

94% of attendees
said the event
fulfilled their
expectations

100% of
attendees said
they would
attend again

What's in it for you?

The partnership packages provide the opportunity to:

- showcase your brand, products and services
- raise your profile
- network with key players and decision-makers in the industry
- align yourself with the debate on the automotive industry's current issue

What did people say about the event in 2018?

'The event was very informative and, as usual, the BVRLA had gathered the most relevant and up to date details and fitted them into what was too short a time.'

'I came away energised about strategy and with a great overview of what issues are important in the industry now and in the future. An excellent conference!'

'Great networking and information finding event, a must for any player in the industry'

'Thanks to all the BVRLA team and guest speakers at yesterday's Industry Outlook Conference that was informative, insightful, current and a great networking opportunity. I have to say all speakers were excellent leaving me with a strong impression that much was going on behind the scenes at the BVRLA to assist the industry. This was the first BVRLA event I have attended and was very impressed AND the lunch was superb!'

Photos from our 2018 event can be viewed [online](#).



Partnership Packages

HEADLINE PARTNER - £10,000 + VAT

As headline partner, you will receive significant branding opportunities before, during and after the event. This package includes:

- Main billing as headline partner on event
- Four delegate places for the event
- Conference programme branding and brief explanation of service provided
- Opportunity to display your branding inside and outside the venue
- Participation in the Conference as keynote speaker*
- Copy of official photographs and video footage from the event
- Digital opportunities would include: your logo on our event website and the advertising for the event (i.e. email, web banners, adverts in print and online newsletters). In all email communications for the event your logo would appear as headline partner
- Social media posts via LinkedIn, Twitter, Facebook advertising you as a partner prior to the event date and on the day
- Opportunity to host a BVRLA Blog “your chance to share your views”

SUPPORTING PARTNER (GOLD) - £5,500 + VAT

You will receive significant branding opportunities leading up to the event and at the event. There may be the opportunity to chair a specific session (agenda permitting).

This package includes:

- Secondary billing for the event
- Two delegate places for the event
- Conference programme branding and brief explanation of service provided
- Link to your website via the BVRLA events listing page at www.bvrla.co.uk
- Copy of official photographs from the event
- Social media posts via LinkedIn, Twitter, Facebook advertising you as partner prior to the event date and on the day
- Opportunity to present elevator pitch at conference: 5 points in five minutes*



SUPPORTING PARTNER (SILVER) - £3,250 + VAT

You will receive significant branding opportunities leading up to the event and at the event.

This package includes:

- Tertiary billing on event
- Two delegate places for the event
- Branding on all conference marketing material including conference brochure, emails and conference title slides
- Conference programme branding and brief explanation of service provided
- Display stand in networking area**
- Link to your website via the BVRLA events listing page

VIDEO CONTENT PARTNER - £3,000 + VAT

- Two delegate places for the event
- Branding on all conference marketing material including emails and conference title slides
- Conference programme branding and brief explanation of service provided
- A 3-minute co-branded video to be used after the event to promote the partnership and your company's involvement in the event

NETWORKING PARTNER - £2,500 + VAT

This package includes:

- Branding on all conference marketing material including emails and conference title slides
- Conference programme branding and brief explanation of service provided
- Branding in networking area
- Opportunity to present elevator pitch at conference: 5 points in five minutes*

*subject to speaker and content being in keeping with topics under discussion

**subject to availability (allocated on first come first served basis)

Discount is available across multi-event partnership packages.