



AUSTRALIAN
SPEED SHOW
AND EXHIBITION

BRISBANE – DARWIN – ADELAIDE - PERTH

AUSTRALIAN SPEED SHOW AND EXHIBITION

ABOUT

BRISBANE 22-23 MAY | DARWIN 25-26 SEPTEMBER | PERTH 16-17 OCTOBER | ADELAIDE 13-14 NOVEMBER

The Australian Speed Show and Exhibition is an automotive event with a difference that focuses on the highly lucrative, linked worlds of motoring, motorcycling, motorsport and various custom auto cultures.

A mega-range of auto-related products and services, a dynamic entertainment schedule in the Live Action Arena featuring extreme riders and drivers, outstanding features, competitions galore and fun activities for kids will ensure that the Speed Show is a 'must do' weekend for families in **Brisbane, Darwin, Perth and Adelaide.**

Why take part in Australia's only automotive speed show and exhibition?

Simply put, our 30,000+ visitors in all 4 major cities are your target audience and your customers

Whatever your objectives, here's what you can achieve by taking part in the Australian Speed Show and Exhibition

- Reach a highly targeted and passionate audience of car, motorcycle and motorsport enthusiasts from around Australia
- Launch new products and services
- Reinforce your existing business relationships
- Accelerate the buying process by answering questions face-to-face
- Engage and educate your customers in the science and technology behind your products
- Perfect platform for face-to-face engagement with your loyal customers
- Have your participation marketed extensively with complimentary pre, during and post-show marketing and publicity to engage new and loyal customers
- Support distribution channels
- Establish new distribution channels
- Consolidate your position in the industry & reinforce customer loyalty
- Leverage off media exposure for the show, running into the millions
- Activate in a unique way to enhance your customer's emotional connection to your brand



AUSTRALIAN SPEED SHOW AND EXHIBITION

AUDIENCE

What is expected in Brisbane, Darwin, Perth and Adelaide in 2021?

Attendees

30,000 in every city

Adults

85%

Children

15%

MARKETING

Comprehensive pre, during and post-show marketing, beginning 6 months prior to each event, to reach a highly targeted and passionate audience of car, motorcycle and motorsport fans from Brisbane, Darwin, Adelaide and Perth

Digital

TV commercials & Radio, Website, Facebook, Instagram, LinkedIn, SEM, Google Ads, Google Display Network, EDM's/HTML's to database of 79,000+ email subscribers

Outdoor

Bus Advertising
Posters

3rd Party Marketing & Partnerships

EDM's and Social Media marketing

Print

Newspapers & Motor Sport association journals and publications



Google Ads

PARTNERS & EXHIBITORS

We can only deliver Australia's greatest live entertainment automotive event without the support of our partners and exhibitors, who we pride ourselves on working with collaboratively and creatively. This is your opportunity to be a part of a unique, experiential environment that showcases the most engaging and interactive of the automotive industry. The Australian Speed Show and Exhibition provides an unparalleled platform that offers our partners unprecedented levels of audience engagement. And we support you from start to finish – we will tailor your exposure and experience at the event to suit your company's objectives and ensure your success.

WHO SHOULD EXHIBIT

VEHICLES

Motorcycle
 ATV
 4WD
 Family car
 Electric car
 Luxury car
 V8s
 Utes
 Jet ski
 Boat

SPARE PARTS

Wipers
 Manuals
 Braking
 Ignition, start & charge
 Fuel system
 Belts & timing parts
 Cooling
 Steering
 Suspension
 Shafts, axles & wheels
 Clutch & transmission
 Gaskets & seals
 Engine parts
 Exhaust & emission
 Body parts (INT & EXT)
 Motorcycle parts

PERFORMANCE

Performance parts
 Custom accessories
 Stickers & signs

TYRES

High performance tyres
 Budget tyres
 Mag wheels
 Exterior trim/tyre care

CAR CARE

Air fresheners
 Wash, wax & polish
 Interior trim care
 Glass cleaning
 Conditioning product
 Detailing kits
 Marine care
 Power cleaning
 Polishing

IN CAR TECH

Dash cameras
 Reversing cameras
 GPS & navigation
 Vehicle safety
 Entertainment
 Connectivity
 Head units
 Speakers
 Subs & amps
 Installation accessories
 Aerials & accessories
 Car audio

TOOLS & STORAGE

Air tools
 Power tools
 Hand tools
 Sockets, spanners
 Tool kits
 Garage equipment
 Welding & safety
 Electrical & lighting
 Hardware
 Garden & outdoors
 Toolboxes & storage

GIFTS & IDEAS

Merchandise
 Prints & pictures

MOTORCYCLE

Masks
 Disc lock with cable
 Backpack
 Helmet
 Motorcycle cover
 Gloves
 Race apparel

OILS, FLUIDS & FILTERS

Manuals
 Wiper blades
 Filters
 Engine oil
 Fluids
 Coolant
 Additives
 Grease
 Cleaning
 Motorcycle
 Marine oil
 Small engine oil

PAINT & PANEL

Rust prevention
 Paint & panel preparation
 Preparation equipment
 Paints
 Vinyl wrap & design film
 Garage floor coatings

ULTIMATE MAN CAVE

Fridge
 Furniture
 Lighting
 Flooring
 Memorabilia

OTHER

Insurance companies
 Driving training
 Driving experiences

ACCESSORIES

Seat covers
 Seat cushions
 Floor mats
 Dash mats
 Boot mats
 Steering wheel covers
 Seat belt covers
 Sunshades
 Car seats
 Interior accessories
 Travel accessories
 Exterior accessories
 Ute liners
 Exterior covers

BATTERIES & ELECTRICAL

Globes & fuses
 Lighting
 Batteries
 Starting & charging
 Battery accessories
 Wiring accessories
 Automotive electrical
 Motorcycle lights & accessories

4WD & OUTDOORS

Roof racks & bike carriers
 4x4 accessories
 Fridges & coolers
 Solar power & generators
 Camping
 Caravanning
 Tyre care
 UNF / CF radios
 Fuel & water storage
 Tiedowns, strap & nets
 Trailer accessories
 Camping & caravanning

AUSTRALIAN SPEED SHOW AND EXHIBITION

MAKE YOUR MARK AT 1 OR MORE SHOWS

Join a trademark line-up of 200 exhibitors from the automotive sector in Brisbane, Darwin, Adelaide and Perth.

SINGLE INDOOR DISPLAY PACKAGE

- Shell Scheme – 3m x 3m
- 2.4m high frame lock walls
- Company name on fascia signage
- 2 spotlights per 9sqm
- 240V power point per 9sqm
- Night time security
- Full company listing

**\$2,850
+ GST**



OUTDOOR DISPLAY PACKAGE

- 10m frontage with company name
- 1 x 240V power point
- Night time security
- Full company listing

**\$2,500
+ GST**



CUSTOM DISPLAY PACKAGE

- Shell Scheme – Custom size
- 2.4m high frame lock walls
- Company name on fascia signage
- 4 spotlights per booth
- 2 x 240V power point
- Night time security
- Full company listing



3m x 3m	\$2,850 + GST
5m x 5m	\$4,450 + GST
5m x 7m	\$5,450 + GST
6m x 6m	\$5,550 + GST
6m x 9m	\$7,350 + GST
10m x 7m	\$8,950 + GST
9m x 9m	\$10,050 + GST
10m x 10m	\$11,950 + GST

EARLY BIRD SPECIAL

Secure 1 or more sites by 31 December and save 10%.
Secure a site in all 4 cities by 31 December and save 20%.

ALLOCATION OF SITES

The allocation of sites comes on a "first in, first served" basis, with the site booking secured upon payment of a 25% deposit.

AUSTRALIAN SPEED SHOW AND EXHIBITION

BRING YOUR BRAND TO LIFE

The Australian Speed Show and Exhibition Sponsorship opportunities provide an excellent opportunity to reach millions of automotive enthusiasts and maintain a high profile among active buyers before, during and after the event.

Sponsorship is used to enhance the audience's emotional connection to your brand through their experience with the event or activity, and we support you from start to finish.

SPONSORSHIP OPPORTUNITIES

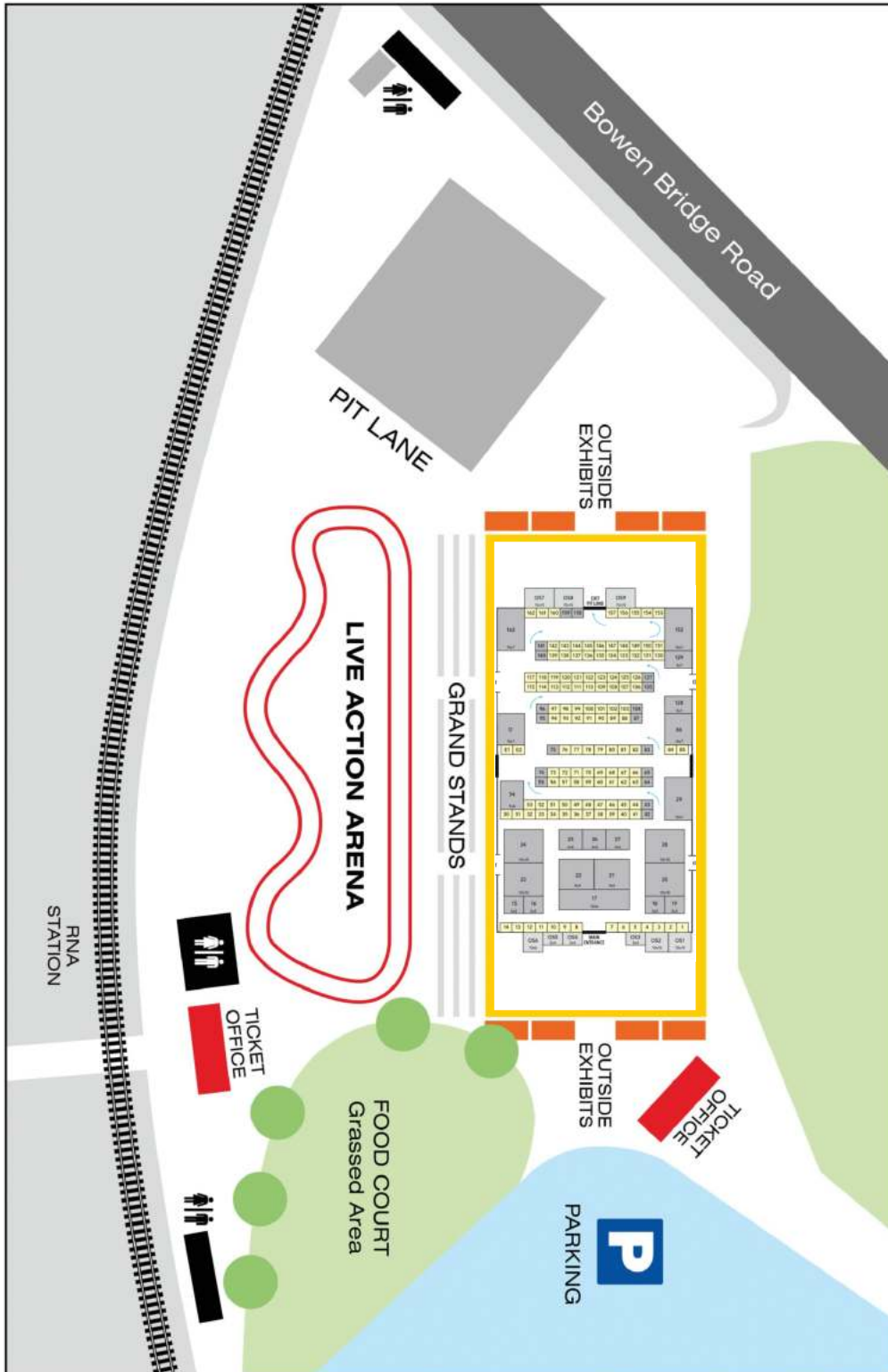
- Event Naming Rights
- Visitor Registration
- Hot Rod and Custom Show
- Live Action Arena
- Feature Attraction
- Show Bag Sponsor
- Youth in Motor Sport
- Celebrity Challenge
- Pre-show Networking Function
- The Best in Show Awards Presentation Dinner
- Floating Bubbles
- Teardrop Flags
- Indoor Activation
- Outdoor Activation
- Rigged Banner
- Company Banner on Ticket Confirmation Emails
- Branding at Entrance to the Show Floor

If you are looking for hard-working pre-show, at-show and post-show brand promotions – especially BESPOKE sponsorships – please contact us.



AUSTRALIAN SPEED SHOW AND EXHIBITION

VENUE MAP – BRISBANE SHOW GROUNDS





REV IT UP

FOR PARTNER, SPONSOR AND LIVE ACTION OPPORTUNITIES

Brian Hartley
Event Director
mobile: +61 468 362 329
email: brian@ttmediagroup.com.au

INTERESTED IN EXHIBITING IN BRISBANE, DARWIN, PERTH OR ADELAIDE?

Malcolm Fortune
Event Sales Manager
mobile: +61 412 121 174
email: malcolm@ttmediagroup.com.au

Paul Hollingdale
Event Sales Manager
mobile: +61 492 818 024
email: paul@ttmediagroup.com.au