

# FLEET

## SUMMIT

The Fleet Summit brings together qualified buyers and suppliers for two days of one-to-one meetings and networking.

**3rd & 4th June 2024**

Hilton Deansgate, Manchester

**13th & 14th November 2024**

Radisson Hotel & Conference Centre London Heathrow

In association with...

FLEET MANAGEMENT  
**BRIEFING**

# EVENT OVERVIEW

The Fleet Summit is a highly targeted event, creating a platform for innovative suppliers to meet up to **60 senior fleet professionals**, with job titles including:

- Fleet Director / Manger
- Facilities Manager
- HR Director / Manager
- Procurement Professional

## All-inclusive packages include:

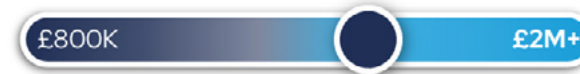
- An itinerary of pre-arranged, one-to-one meetings with pre-qualified fleet buyers based on mutual interest
- A fully furnished stand, with electrics
- Delegate contact database post-event
- Extensive brand exposure
- Unlimited networking opportunities
- Full hospitality – overnight accommodation, all meals and refreshments throughout

We organise personalised appointments for you to host at your supplier stand. Each supplier will have **25-minute meetings** with key decision makers throughout the event.

The Summit has been running for **9 years**

Over **1280** business meetings facilitated at each event

### Average Annual Spend



All delegates attending require new solutions

# 72%

of companies have secured business post-event

Here is a taste of our event experience...



The event was well set up to easily identify timings and locations. The staff were very helpful and friendly and also very attentive where required. There were a lot of relevant prospective clients that were interested in our products and services along with some familiar faces as an opportunity to catch up in the coffee breaks. All in all, a very good first experience

ALLSTAR BUSINESS SOLUTIONS

A really useful event with quality, guaranteed meetings with businesses looking for our services. Well organised, with everything taken care of! We'll be attending again!

CORPARISON

# ALL-INCLUSIVE PACKAGES

## PRE-EVENT

- Detailed profile on attending delegates
- Access to online portal for meeting selections
- Draft meeting schedule to help prepare for the event (2-3 days before)
- Branding on event webpage inclusive of logo, description, and URL link to website
- Included in social media posts

## DURING THE EVENT

## POST-EVENT

- Contact database of all attendees
- Feedback from interested delegates

## GOLD PACKAGE - £9,800 + VAT

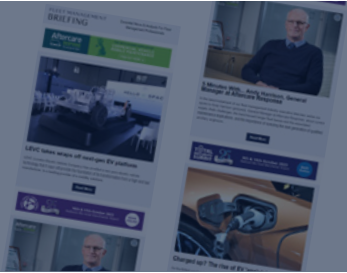
- Inclusive of two representatives
- Access to pre-qualified senior delegates
- Itinerary of pre-scheduled 1-2-1 meetings (potential of up to 25)
- 25 minute meetings
- 2m x 1m stand (including table / chairs / lighting / electrics)
- Additional separate table/chairs for 2nd representative meeting
- Networking opportunities –
  - Group scheduled breaks
  - Lunch
  - Evening drinks reception
  - 2 x places at evening dinner
  - After dinner entertainment
- Overnight accommodation
- All meals and refreshments throughout
- Logo branding at live event registration stand
- Event guide; Directory listing and full page A5 advert
- Fleet Management Briefing Newsletter –
  - 1 x Insert banner in 2 newsletter editions
  - 1 x Q&A interview with senior team member
  - 1 x Product spotlight
  - Content promoted via social media

## SILVER PACKAGE - £6,750 + VAT

- Inclusive of one representative
- Access to pre-qualified senior delegates
- Itinerary of pre-scheduled 1-2-1 meetings (potential of up to 15)
- 25 minute meetings
- 2m x 1m stand (including table / chairs / lighting / electrics)
- Networking opportunities –
  - Group scheduled breaks
  - Lunch
  - Evening drinks reception
  - 1 x place at evening dinner
  - After dinner entertainment
- Overnight accommodation
- All meals and refreshments throughout
- Logo branding at live event registration stand
- Event guide; Directory listing
- Fleet Management Briefing Newsletter –
  - 1 x Product spotlight
  - 1 x PR sponsored content
  - Content promoted via social media

# FLEET MANAGEMENT BRIEFING

Fleet Briefing is an industry resource delivering news & analysis from across the Fleet Industry, directly to the people who matter – through a dedicated online portal and a fortnightly email newsletter.



# 3,750

subscribers

## FEATURES

### JANUARY

Electric & Hybrid Vehicles

### FEBRUARY

Dash Cams

### MARCH

Driver Training

### APRIL

Accident & Risk Management

### MAY

Fleet Management Software

### JUNE

Telematics / Tracking

### JULY

Contract Hire & Leasing

### AUGUST

LPG/Alternative Fuel & Fuel Management

### SEPTEMBER

EV Infrastructure

### OCTOBER

Duty of Care

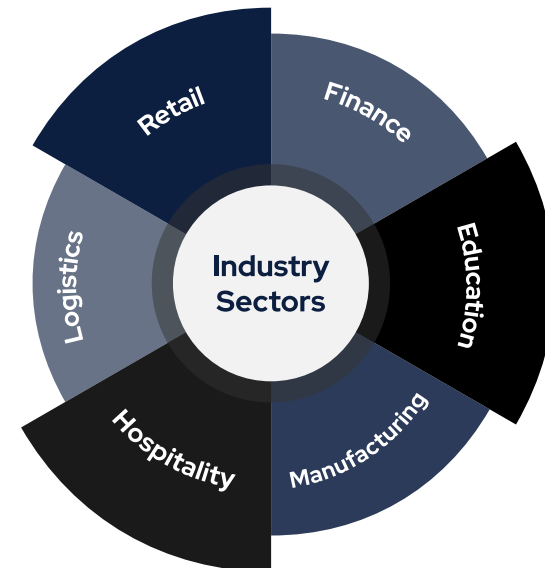
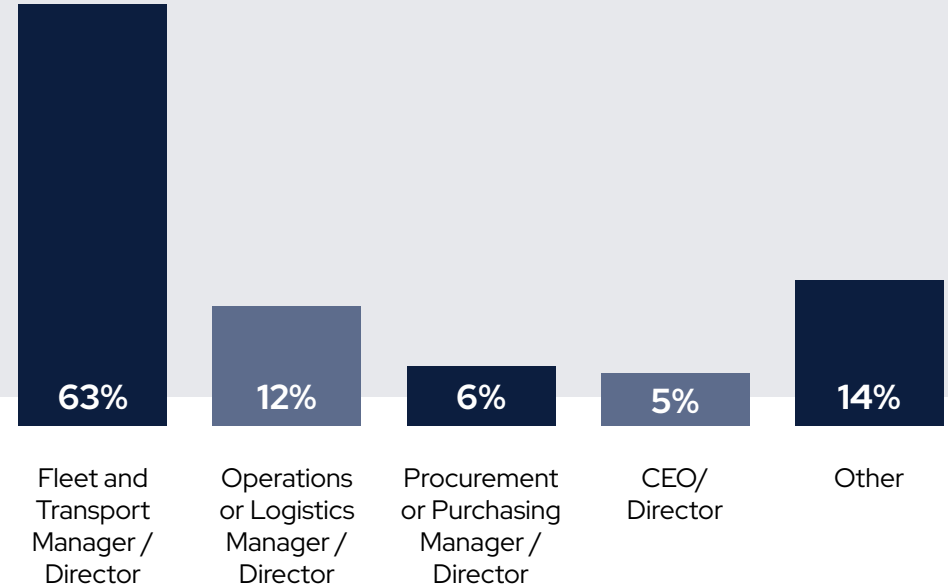
### NOVEMBER

Grey Fleet

### DECEMBER

Service, Maintenance & Repair

## OUR AUDIENCE IS UK AND EUROPEAN BASED



# READERSHIP

## 3-MONTH BRAND EXPOSURE CAMPAIGN

- 3 x sponsored editorial articles, to highlight product or service
- 3 x insert banner (separate newsletters)
- 1 x Q&A interview with a member of your team
- 4 x supported social media posts

**Cost - £1,000**

Plus add 1 x bespoke email send for £500

## WEBINAR CAMPAIGN

- 1 x dedicated news story
- 3 x social media posts pre-event
- Attendance and report write-up by Briefing Editor
- If recorded, webinar video to be promoted via social media post-event

**Cost - £500**

Plus add 1 x bespoke email send for £500

## FEATURE BUNDLE

- Promote your products and services with a dedicated themed Briefing newsletter.
- Insert banner for 1 month (2 editions)
- 1 x product article
- 1 x social media post

**Cost - £500**

## BESPOKE EMAIL

Send a bespoke email to an audience of **3,000 decision makers**.

**Cost - £1,500**

## NEWSLETTER TAKEOVER

Receive full coverage and brand exposure by taking over one full newsletter, promoting your services to an audience of decision makers.

- 6 articles
- 4 banner ads

**Cost - £2,450**

**VIEW AN  
EXAMPLE  
NEWSLETTER  
HERE**

# ADVERT & EDITORIAL POSITIONS

## INSERT BANNER

1 month - **£350** / 3 months - **£825**

## SPONSORED CONTENT

1 month - **£200** / 3 months - **£450**

To include **50-100 words**, image and URL

## Q&A / INTERVIEW / PRODUCT COVERAGE

1 month - **£200** / 3 months - **£450**

**350 words** and profile image.

## INDUSTRY PRODUCT SPOTLIGHT

Per insertion - **£150** / 4 insertions - **£450**

**250 words**, image, and URL

## GUEST BLOG

Per insertion - **£150** / 4 insertions - **£450**

**350+ words**, plus image and URL

## SPONSORED SURVEY

Survey hosted by yourself, promoted through the Briefing newsletter - **£750**

## POLL

Newsletter article promoting your poll - **£295**

# FLEET SUMMIT

## LET'S CONNECT

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