

YOUNG DRIVER FOCUS 2016

WEDNESDAY 20 APRIL 2016

IN ASSOCIATION WITH
ingenie
drive well, pay less

ORGANISED BY
FIRST CAR Road Safety **GB**

MARKETING PACK

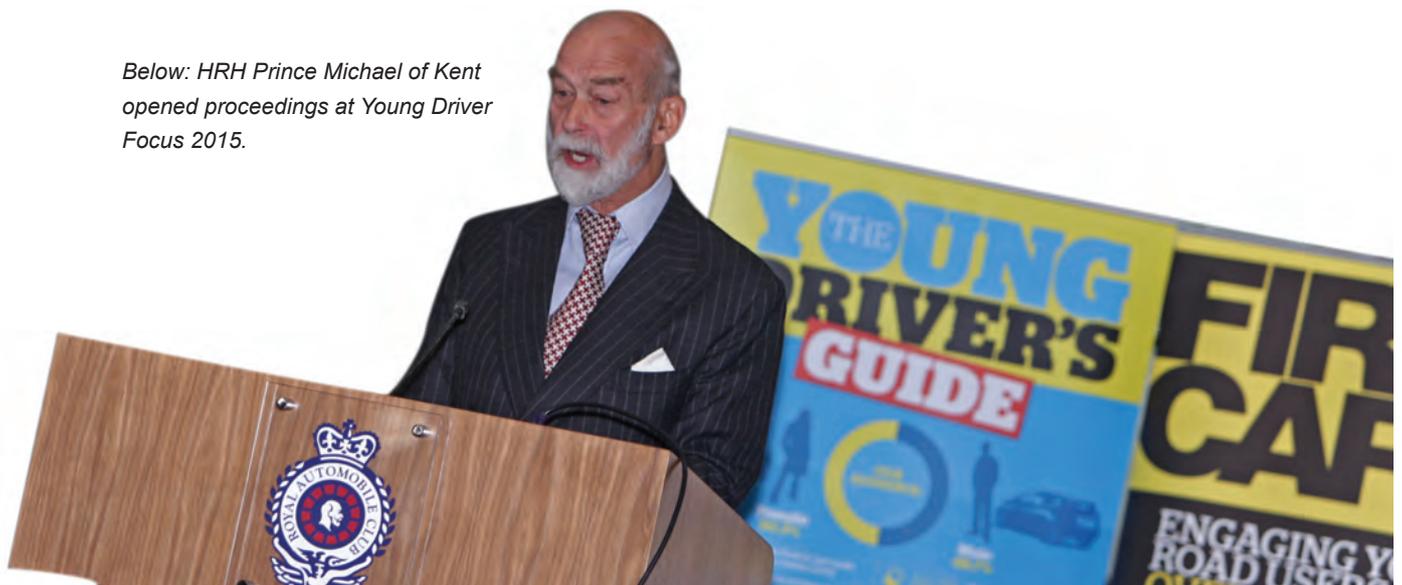
BACKGROUND

FirstCar and Road Safety GB (RSGB) are two of the most powerful brands in the young driver market and they combine forces again to present Young Driver Focus 2016. This one-day conference is unique by being focused on cutting young driver casualties by specifically addressing key road safety issues for this high-risk group of drivers; 17-25 year olds.

Now in it's third year, the event will be held once more at the prestigious, five-star RAC Club, Pall Mall, London on Wednesday, 20 April, 2016. It brings together road safety professionals from across the UK, spanning both the public and private sector. Both The RAC Foundation and RoadSafe are providing their heavyweight backing by supporting the event again.

The 2015 conference was a huge success with the post-event delegate survey providing close to perfect feedback. Respondents rated the following as 'excellent' or 'good'; 'conference content' 98%, 'organisation' 99% and 'overall event' 99%. It was no surprise that last year event was a sell out and many delegates were left disappointed as they left it too late to book places. The 2016 event will be expanded to cater for this anticipated demand and capacity is increasing from 150 to 200 delegates.

Below: HRH Prince Michael of Kent opened proceedings at Young Driver Focus 2015.



TARGET MARKET

We anticipate 200 road safety professionals to attend, providing a very captive and passionate audience, from both the public and private sector. Based on past delegates this will include, but not be exclusive to road safety officers, government transport officials, industry bodies, private sector companies, etc. It offers a great platform for companies to communicate their aims and objectives to a captive audience, who've travelled from all over the UK, all under one roof, on one day.

CONTACTS

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youngdriverfocus.org.uk

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YOUNG DRIVER FOCUS CONFERENCE CONTENT

The day's content is action packed. An array of top-level, respected speakers from a wide range of backgrounds will address the audience, from both the public and private sector, presenting research, evaluation, ideas and insight on the subject of cutting young driver casualties, now and in the future. The concise presentations form part of a fast moving agenda and will be forward-focused rather than a retrospective look at young driver collisions and casualties. Valuable networking opportunities will take place at registration, regular refreshment breaks and during the delicious, hot buffet-style lunch.

FIRSTCAR YOUNG DRIVER ROAD SAFETY AWARDS

A highlight of the day is the FirstCar Young Driver Road Safety Awards. They recognise road safety professionals who demonstrate excellence, initiative and forward thinking. In 2015 an impressive 60+ entries were received, for just three categories. In 2016 the awards expand and will have twice as much time dedicated to them during the day.

HEAVYWEIGHT MARKETING

Part of the event's success is due to the collective market reach and engagement with road safety community that FirstCar and RSGB offer. FirstCar heavily promotes the event to its road safety network and private sector clients; RSGB does likewise using the hugely popular RSGB newsfeed and website. Our partners The RAC Foundation and RoadSafe also promote to both their members and impressive address book of contacts.

EXHIBITOR ZONE

The exhibitor zone forms a key part of the day with delegates interested to make connections with key service providers. In 2015 exhibitor space sold out quickly, so capacity has now doubled. Held in a dedicated room on the same floor as the conference, the room will be very busy throughout the day; it's where morning registration, refreshments breaks and the hot buffet lunch are being held. Exhibitor space is limited to just eight stands, so space is at a premium to allow companies to showcase their products and services to a very captive audience.

TIMINGS

Held on Wednesday, 20th April, 2016. Young Driver Focus will be officially launched on 1 September 2015, with The FirstCar Young Driver Road Safety Awards launching the beginning of January.

FURTHER INFORMATION

For more information please visit youngdriverfocus.org.uk or [click here](#) for footage of last year's event.

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SPONSORSHIP PACKAGES

GOLD SPONSOR - £10,000 +VAT (X1)

"The Young Driver Focus Conference in association with headline sponsor."

The sole gold sponsor title is used alongside the event logo in all references both before and after the event. Also in all marketing campaigns and material, in addition to all branding at the event, including the event website.

Additional benefits:

- 6m sq stand in prime location
- Two 800mm x 2m banners
- Sponsor thanks in introduction and closing speeches
- Delegate brochure: outside back cover advert
- Delegate brochure: Full-page welcome message
- Speaker slot
- Inclusion on panel debate
- Branding on screen during all speaker breaks and intervals
- Branding on event website
- Promotion via all publicity and press releases
- Access to delegate contact detail post event
- 4 delegate passes - worth £600

SILVER SPONSOR - £5,000 + VAT (X3)

The event logo will be suffixed with "supported by" the silver sponsor logo, in print, online and on event banner and screen projections at the event.

Additional benefits:

- 6m sq. exhibition stand
- One 800mm x 2m banner
- Sponsor thanks in opening and closing speeches
- Delegate brochure: Full-page advert/company profile
- Branding on screen during intervals
- Branding on screen during all speaker breaks and intervals
- Branding on event website
- Access to delegate contact detail post event
- 2 delegate passes - worth £300.

LUNCH SPONSOR - £5,000 + VAT (X1)

The event logo will be suffixed with "supported by" the lunch sponsor logo, in print, online and on event banner and screen projections at the event.

Additional benefits:

- 6m sq. exhibition stand
- One 800mm x 2m banner
- Sponsor thanks pre and post lunch
- Delegate brochure: Full-page advert/company profile
- Branding on screen during intervals
- Branding on screen during lunch
- Branding on event website
- Access to delegate contact detail post event
- 2 delegate passes - worth £300.

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EXHIBITION SPACE (X8) - £995 +VAT

- 6m sq. exhibition space
- Delegate brochure: Company listing
- Electricity, Wi-Fi, table and chairs provided
- Access to delegate contact detail post event
- 2 staff passes - worth £300 - includes lunch and refreshments.

FIRSTCAR YOUNG DRIVER ROAD SAFETY AWARDS SPONSORSHIP PACKAGE

HEADLINE SPONSOR (X1) £5,000 +VAT

“FirstCar Young Driver Road Safety Awards in association with headline sponsor.”

The sole sponsor is used alongside the event logo in all references both before and after the event. Also in all marketing campaigns and material, in addition to all branding at the event, including the event website.

- Incorporation into awards logo – ‘in association with...’
- Sponsor thanks in introduction and closing awards address
- Sponsor invited to present the awards and give brief welcome address
- Sponsor thanks in conference closing speeches
- Awards to carry sponsor’s name
- Logos to appear on main screens during the awards presentation
- Company representative invited to sit on judging panel
- Branding on event website
- Promotion via all publicity and press releases
- Access to awards entry contact details post event
- Delegate brochure: Full-page advert and branding in awards section
- 2 conference delegate passes - worth £300.



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