

TALK SHOP

Optimising the braking zone



AUTOSPORT

INTERNATIONAL

Presents ASI CONNECT 20
March 10 & 11 21

Fire
point

ASI Connect

THE VIRTUAL
MOTORSPORT TRADE SHOW

Autosport International's first ever virtual trade event, launching on the 10 & 11 March 2021, featuring live panel discussions, keynotes, networking, matchmaking, round tables and a virtual marketplace.



The Swapcard logo is displayed in a white box with a red border. The word "swapcard" is in a lowercase, sans-serif font, with "swap" in dark blue and "card" in green.

Our new virtual platform

Set up your virtual booth

Swapcard is our new virtual event hub, where you'll manage your virtual booth, your business connections, attend and host live seminars and promote your latest products.

15,000 industry colleagues

With trade-only access, the free to attend ASI Connect will give your brand the opportunity to manage your entire show experience, from booking meetings, to networking or gathering your show leads.

How does a virtual stand work?

swapcard

Click below to play

[Explained in
90 seconds](#)



swapcard

Click below to play

[The Exhibitor
Experience](#)



YOUR PROFILE

What will you need on your profile to stand out?

View the full list of exhibitor services here.

The screenshot displays the exhibitor profile for Northstar Travel Group on 'The Meetings Show' platform. The profile includes a header with navigation links (Home, TMS TV, My Event, Exhibitors, Attendees, Education Programme, Speakers, Open Discussions), a main banner image of hot air balloons, and a 'Book a meeting' section with a time slot grid for Monday, October 18, 2020. The 'Information' section provides details about the company, including conference venue capacity, event technology providers, regions, and types of events hosted. A 'Documents' section features a virtual guide, and a 'Team' section lists David Chapple as the Managing Director UK. A right-hand sidebar contains a 'Highlight Northstar Travel Group' section, a 'Talk with Northstar...' chat button, and a 'Contact this company' section.

Logo

SPACE FOR EMBEDDED VIDEO OR IMAGE

EXHIBITOR NAME AND STAND NUMBER

AVAILABLE MEETING TIMES (ONLY ACCESSIBLE TO VISITORS)

CATEGORIES AND TAGS

DOWNLOADABLE DOCUMENTS

EXHIBITOR CONTACTS

INSTANT CHAT

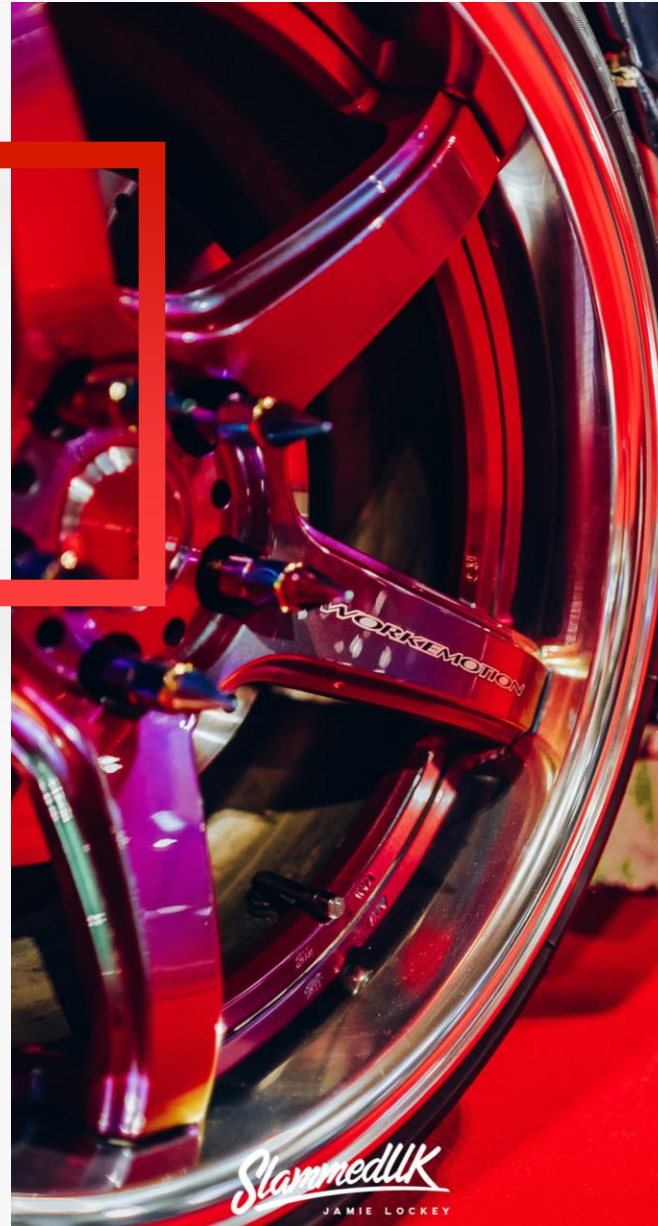
SPACE FOR EXHIBITOR BLURB



12,814,679

total impressions

across Autosport International social media channels
for 2020's event



Press Release stats
Media coverage value of £8M UP 135%
624 accredited press
727 coverage pieces
309 outlets - 98.5 million total reach



EMAIL DATABASE
25k engaged industry colleagues



VISITOR INSIGHT
78% attendees are key decision makers
91% recommended attending the 2020 show's business forum
60% attended to search for new products
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Gender – 91% male 9% female average
Average income – 50k-74k
Age – 55 – 65



Why exhibit...

- **TAKE YOUR BRAND GLOBAL**, with the virtual event attracting even more attendees, from over 60 different countries
- **SECURE NEW BUSINESS** opportunities with over 15,000 attendees logged on over two days
- **EXHIBIT** your company's latest innovation and extensive product listings in the virtual marketplace
- Showcase alongside **300 ICONIC BRANDS** from the Motorsport Industry



with Us?

- **NETWORK** with key industry stakeholders and book meetings with potential new clients
- **ACQUIRE EXPERT KNOWLEDGE** or **train your team** with global thought leaders on the virtual forums, keynotes, round tables and more



Why invest in a virtual event?

86%

of the people who have attended virtual events report higher or equal levels of engagement compared to in-person events.

92%

Of registered attendees view virtual events live or view on-demand



2021

87%

of virtual exhibitors think of the opportunities generated by virtual events as a success

52%

of event organisers have reported seeing more registrations and attendees at their virtual event vs. their live event

Exhibitor packages



Entry

- Virtual Stand (no video)
- Product marketplace
- Inbound meeting requests
- 2 staff logins
- Long-term exposure on the ASI Connect networking/marketplace platforms

£1,500

Enhanced

- Entry level access plus:
- Outbound meetings
 - Job listings
 - 4 staff logins
 - Long-term exposure on the ASI Connect networking/marketplace platforms

£2,500

Executive

- Enhanced level access plus:
- Banner advert
 - Column advert
 - Inclusion in special offers page
 - Virtual stand video
 - Virtual stand instant chat
 - Virtual stand background image
 - 6 Staff logins
 - Long-term exposure on the ASI Connect networking/marketplace platforms

£3,500

Headline Opportunities

Information available on request.
Please contact Andy Stewart on
Andy.Stewart@motorsport.com



Meet Our amazing team

Please contact any of the team to enquire or express interest in ASI Connect 2021.



Andy Stewart – Commercial Manager

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Phoebe Pickersgill - Key Account Manager

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Chris Macaulay – Sales Executive

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Tony Tobias – Head of Autosport Engineering

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Mandy Cox - Operations Director

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Anna Wales – Project Manager

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Katie Rix – Marketing Manager

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