



# THE UK'S PREMIER CLASSIC MOTOR EVENT



REACH THOUSANDS  
OF NEW CUSTOMERS

[NECCCLASSICMOTORSHOW.COM](http://NECCCLASSICMOTORSHOW.COM)

13-15 NOVEMBER | NEC BIRMINGHAM

# ABOUT THE CLASSIC MOTOR SHOW

## WHERE MOTORING HISTORY COMES ALIVE



The Classic Motor Show is the UK's most comprehensive celebration of motoring heritage, bringing together thousands of iconic vehicles, dedicated enthusiasts, and the very best of the classic car world.

Step into a vibrant atmosphere where timeless design meets modern passion, and every corner holds a new discovery. Our visitors include dedicated classic car owners, enthusiastic collectors, active car club members, and key trade professionals from across the sector.

The show hosts over 3,000 classics and 310 car and motorcycle clubs, proudly displaying their cherished vehicles before they retire for the winter.



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# WHY EXHIBIT WITH US?

## ENGAGE WITH THE UK'S MOST COMMITTED CLASSIC CAR ENTHUSIASTS



### In-Person Interactions

Sell direct to your ideal customer. Meet a highly engaged audience face-to-face. Network and set up meetings.



### Brand Exposure

Benefit from our multi-channel campaign reaching millions – plus physical branding across the show floor.



### Targeted Data Collection

Capture qualified leads and grow your database with car club members, collectors, restorers and buyers.



### Drive to Web

Boost online traffic as enthusiasts look to research and connect with brands they meet at the show.

## IN A NUTSHELL

72,500+ VISITORS

450+ EXHIBITORS

3,000+ VEHICLES

310 CLUBS

TV TALENT & INDUSTRY LEGENDS

MULTI-MILLION REACH THROUGH MARKETING & MEDIA



# THE CLASSIC MOTOR SHOW IN NUMBERS

## AUDIENCE STATS

**72,500+**

Visitors

**91%**

Male

**55** YEARS  
OLD

Average Age

**63%**

Brand New  
Visitors

**75%**

Classic Car  
Ownership

**62%**

Club  
Memberships

**£85,000**

Average  
Household Income

**30%**

Thriving  
Neighbourhoods  
(Acorn Category)

**28%**

Established  
Affluence  
(Acorn  
Category)

**9%**

Luxury  
Lifestyle  
(Acorn  
Category)

**81%**

Would Recommend  
CMS To A Friend  
And Were Highly  
Satisfied

## MEDIA STATS

**15.5M**

Media Reach

**£1.8M**

PR Value

**2M**

Facebook Reach

**203M**

Instagram Reach

**8.3M**

Views On Our  
TV Advert On  
Sky Channels

**80K**

Newsletter  
Database

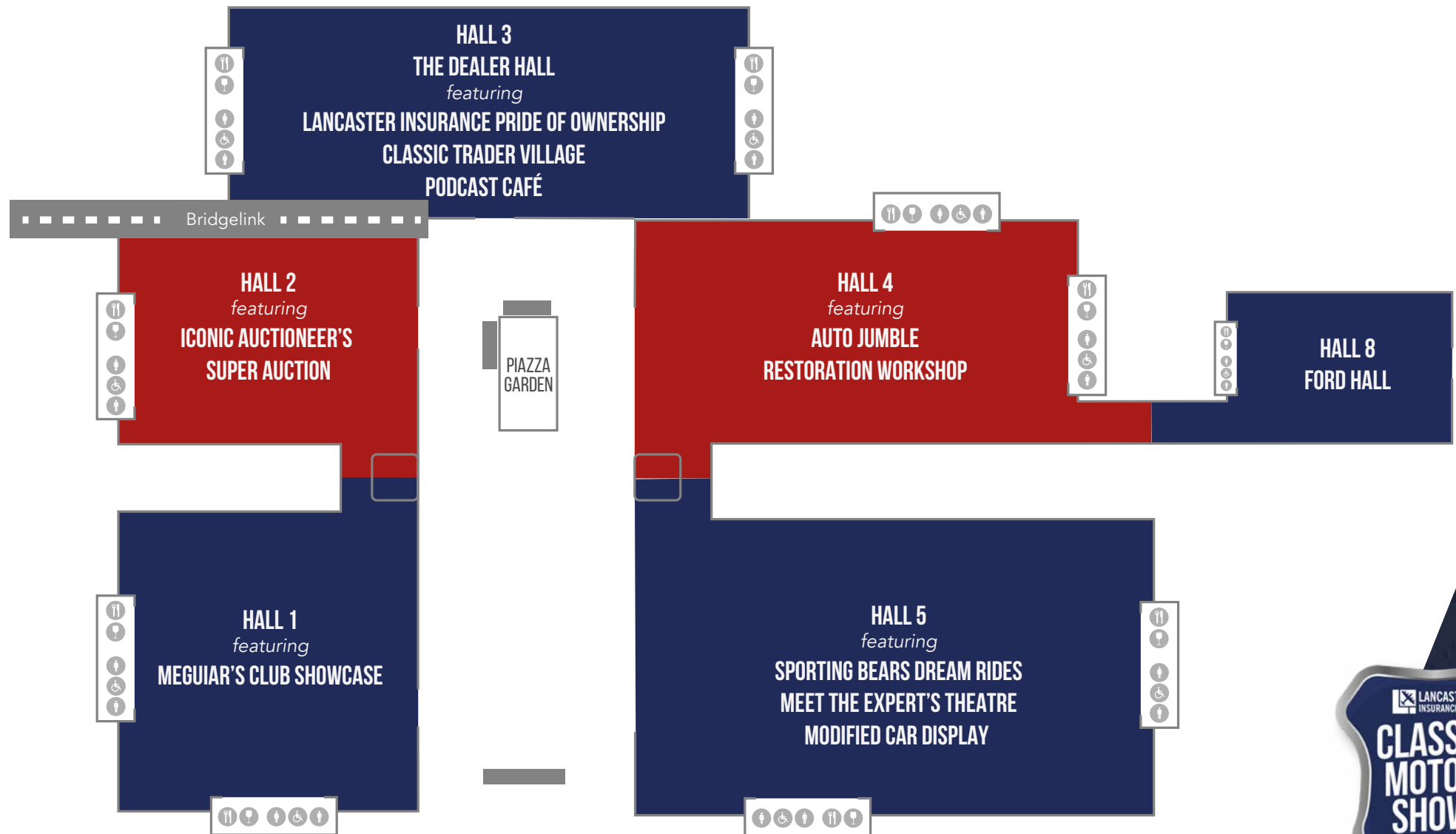
**477K**

User  
Engagements  
On Our Website

\*ACORN – A Classification of Residential Neighbourhoods



# SHOW MAP



# TESTIMONIALS

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*"We have been working with Clarion Events for over a decade as headline sponsor of The Lancaster Insurance Classic Motor Show and they have been a pleasure to collaborate with. Their team is reliable, professional and hard-working, always striving to make the most of our partnership."*

– Lancaster Insurance

*"We have exhibited at the NEC Classic Motor Show for 35 years. It has always been the best event of the year, and the staff make it so easy as an exhibitor."*

– Classic Additions

*"Partnering with the Classic Motor Show puts our auctions in front of one of the UK's most engaged classic car audiences. The show's scale, passion and reach create the perfect platform for us to connect with serious buyers and sellers alike, it's a key date in our calendar."*

– Iconic Auctioneers

*"Amazing crowds and busiest show yet in hard times says everything."*

– Crayford Convertible Car Club

*"Rapidly becoming the best Classic Car Event in Europe."*

– Adsverbatim

*"The best event of the year and a 'must go' for classic car enthusiasts!"*

– Oxford Universities Motorsport Foundation

*"Best show of the year for sales and income."*

– Numberplates-4-U



# EXHIBITING OPTIONS

## TRADE STANDS

Occupying prime locations with constant visitor traffic, our trade stands are designed for companies seeking a high-profile, impactful presence.

- Shell Scheme – £310 + VAT per m<sup>2</sup>
- Space Only – £279 + VAT per m<sup>2</sup>
- Minimum stand size available: 8m<sup>2</sup> (e.g. 3m x 3m, 4m x 2m)

## AUTOJUMBLE

The Autojumble is a vital hub, trading in rare parts, memorabilia, and sought-after items for enthusiasts. As the UK's largest indoor Autojumbles, this thriving area at the show consistently delivers superb sales for our regular 'Jumblers'.

- Autojumble Stands: starting from £225 + VAT per plot
- Bikejumble Stands: starting from £210 + VAT per plot
- All stands are space only and measure 4m x 2m.

## DEALER STANDS

For decades, the show has been the annual showroom of choice for countless dealers, consistently driving strong car sales across all price ranges. It's where quality vehicles meet an eager market, and few shows bring this many collectors to one place.

- Dealer Stands – space only plus carpet: Starting from £77 + VAT per m<sup>2</sup>

## RESTORATION AREA

If your company sells restoration products or offers a restoration service, the Restoration Area is for you: Starting from £77 + VAT per m<sup>2</sup>

- Minimum stand size: 25m<sup>2</sup> for product retailers or 6m<sup>2</sup> for service providers.

## CLASSIC TRADER VILLAGE

Stand prices from £392 + VAT for a 3m x 3m space only stand.



# EXHIBITING OPTIONS

## CAR & BIKE CLUBS

Each year the show welcomes hundreds of classic car and bike clubs who fill the halls with their wonderful marques. We aim to represent a broad range of marques and models so visitors can be sure to find their favourites.

*For more details about how to apply for a club stand at CMS 2026, email your club's details to [clubs@clarionevents.com](mailto:clubs@clarionevents.com)*

If you are a commercial company or trader interested in viewing a floor plan, booking a stand or talking to the Sales team about exhibiting or sponsorship options please get in touch with the sales team:

Helen Morton  
Senior Sales Executive

[helen.norcombe@clarionevents.com](mailto:helen.norcombe@clarionevents.com)

