

## **THE 2009 CAROLE NASH INTERNATIONAL MOTORCYCLE & SCOOTER SHOW**

The Carole Nash International Motorcycle and Scooter Show is the **3<sup>rd</sup> largest** annual consumer Show in the UK attracting **134,465 visitors in 2008**. It is firmly established as the premier annual motorcycle exhibition in the UK, held at the National Exhibition Centre in Birmingham.

- In 2008, 270 exhibitors occupied Halls 1 – 4, 60,000 square metres
- 2009 will see the Show occupy Halls 1 – 5 – the largest area in the Show's history
- 73% of visitors surveyed in 2008 said they would be visiting the Show in 2009
- 85% of visitors own & ride a motorcycle
- The majority of visitors to the Show are in the ABC1 socio-economic grouping
- 65% of visitors rate this show as the best place to see / sit on & touch the bikes

### **REACH A HUGELY PASSIONATE AND ENTHUSED AUDIENCE**

Representative of all main facets of the two-wheel business, the Show presents the very latest motorcycles & scooters from a wide range of manufacturers; accessories for all types of bikes; clothing and components and an unrivalled variety of interactive features allowing visitors from the age of 4 to participate.

2010 models covering Custom, Touring, Cruiser, Supersport, Off Road, Sports, Classic, Drag, Racing, Replica, Concept, Stunt, Enduro bikes and Scooters will all be represented along with associated clothing, products and services. And for those new to two wheels we'll also offer more practical advice on one of our interactive stages, from how to do an oil change to the best protective rider wear.

The 2008 Press Campaign achieved :

- 33 pieces of national media coverage
- 749 pieces of regional coverage
- 148 pieces of specialist media coverage
- 18 pieces of consumer lifestyle coverage
- 19 pieces of trade & marketing coverage
- 190 pieces of online coverage
- 28 TV features
- 235 pieces of radio coverage

The exceptional PR coverage achieved for the Show, coupled with the exposure achieved by our targeted marketing campaign, and visitors to the website, gave an estimated 'opportunity to see' figure of 285 million.

To take advantage of the Show's profile and stakeholders we have a variety of opportunities available to partners. Tailor-made packages can also be created, encompassing some or all of the promotional tools the Show has at its disposal – we will work closely with all partners to achieve a successful partnership, and to ensure the Show works for you in ways that really matter to your business.

The first day (26<sup>th</sup> November) is dedicated to Press and Trade visitors, the second is Preview Day (27<sup>th</sup> November) offering a privileged first view of the Show to the public. The remaining days (28<sup>th</sup> November to 6<sup>th</sup> December) are standard public open days.

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[www.motorcycleshow.co.uk](http://www.motorcycleshow.co.uk)

26<sup>th</sup> November – 6<sup>th</sup> December 2009

National Exhibition Centre – Birmingham

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## Visitor Profile (2008 research)

<u>Year</u>	<u>Visitors</u>	<u>Gender</u>	<u>%</u>
2006	144,870	Male	87%
2007	149,215	Female	13%
2008	134,465		

<u>Age</u>	<u>%</u>	<u>Location</u>	<u>%</u>
Under 17	0.4%	South East	20.4%
17 – 20	2.1%	South West	12.5%
21 – 25	4.2%	Midlands	28.4%
26 – 34	13.9%	North East	10.2%
35 – 49	51.9%	East Anglia	7%
50 – 59	21.1%	North West	12%
60+	6.3%	Wales	4.8%
		Scotland	2%
		Other	3%

*Further research on the Show is available upon request. \*All research conducted independently by Happy Research Co.*

“It’s not just the premier showcase for new and attention-grabbing bikes, but a massive social occasion which lets us really engage with our customers. As a result of our sponsorship the Carole Nash brand has secured invaluable exposure across a wide range of mediums, from specialist bike magazines through national broadcast and press media, niche websites, forums and personal blogs.” **Carole Nash’s head of marketing, Rebecca Donohue**

### **OUR VISITORS\* SAY:**

“Everyone in our Group had a lovely day out – we’ve been doing it for years”

“Thanks you for getting everyone in one place so we can see them all in one go”



For further information contact the Exhibitions Team on 024 76408020 or email [gina@motorcycleshow.co.uk](mailto:gina@motorcycleshow.co.uk).

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