



## WHAT CRC SPEEDSHOW OFFERS EXHIBITORS & SUPPORTERS

- After 10 years Speedshow is a very well established and strongly themed annual event that attracts an audience with a proven track record of buying exhibitors products and services
- Speedshow has become an exceptionally well known and much respected brand within the NZ automotive industry that fully occupies the easy to reach sector
- Speedshow easily reaches a highly targeted and passionate audience of car, motorcycle and motorsport enthusiasts from around New Zealand
- Speedshow has seen increased visitor numbers every year since its inception in 2007
- Speedshow provides extensive pre and post show marketing and publicity starting 6 months prior to the show
- Multiple opportunities to profile your brand and communicate directly with an enthusiastic and growing audience of CRC Speedshow fans
- Multiple opportunities to leverage your key messages via Speedshow's newsletters, website updates, media releases, promotions and giveaways, social media and of course at the show itself
- Outstanding business-to-business networking opportunities
  - exhibitors often tell us CRC Speedshow offers an excellent chance to talk with others in the automotive and motorsport sectors, which often leads to the development of new distributorships, partnerships, supply and trade agreements and much more
- Free media exposure. Although Speedshow has its own marketing budget, the value of the free media exposure for the show each year runs into the millions. This leverage is because people want to be associated with the show. Coverage for 2016 included, 3 News, Seven Sharp, CRC Motorsport, Sky Speed, TV1 Breakfast, plus many leading magazines, newspapers, radio stations and web based media companies