



# THE DRIVING INSTRUCTOR SHOW

## LIVE

Saturday 25th to Sunday 26th April 2020

British Motor Museum

Gaydon, Warwickshire, CV35 0BJ

The biggest event in the UK for the Driver Training Industry

Sponsored by



Driving Instructors  
Association



Main Trade Sponsor



Sales Brochure 2020



**"It was the best event we have ever attended as an exhibitor" (Tri-Coaching Partnership)**

**"Everything I thought I needed was in one place & everything I didn't know I needed was there too" (Adam Bird, ADI)**

## Meet thousands of buyers from the driver & rider training industry

The Driving Instructor Show LIVE is the UK's leading and largest event aimed at meeting the needs of the driver and rider training professional.

Now in it's 4th year, the Show attracts multi-instructor driving school owners, ADI's, PDI's, Part 1 & 2 trainees, rider trainers and road safety professionals. Each visitor is a business owner and decision maker.

The Driving Instructor Show LIVE 2020 is aimed at all 4,943 active driver, rider trainers, trainee instructors, driving school owners and road safety professionals carrying on business within a 60 mile radius of the venue and a further 42,057 throughout the rest of the UK.

## Why exhibit?

The Driving Instructor Show LIVE features a broad range of industry suppliers. If your target audience includes Driving School Owners, ADI's, PDI's, Rider Trainers and Road Safety professionals then The Driving Instructor Show LIVE is one of the most important business opportunities for you in 2020. THE ONLY EVENT OF ITS KIND IN THE UK WHERE YOU CAN MEET AND DO BUSINESS WITH OVER 1000 BUYERS OF YOUR PRODUCTS AND SERVICES

Running alongside the exhibition will be up to 30 FREE driver & rider training workshops delivered by some of the top trainers in the industry.

Over the last 3 years the event  
has attracted

**2,327**

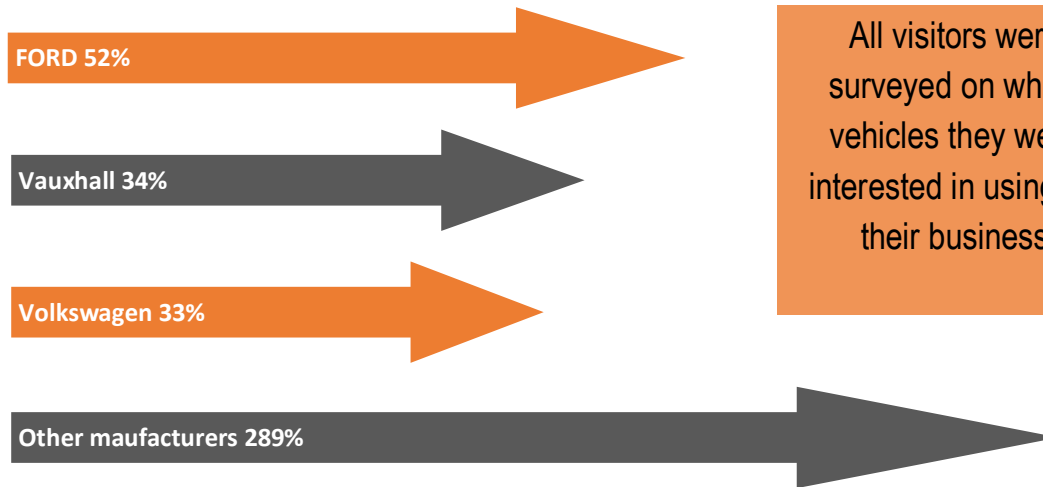
visitors

Exhibiting gives you direct access to visitors looking to enhance their businesses with new products and services, cut operating costs, exploit alternative revenue streams and keep ahead of the competition.

Exhibitors include, but are not limited to:

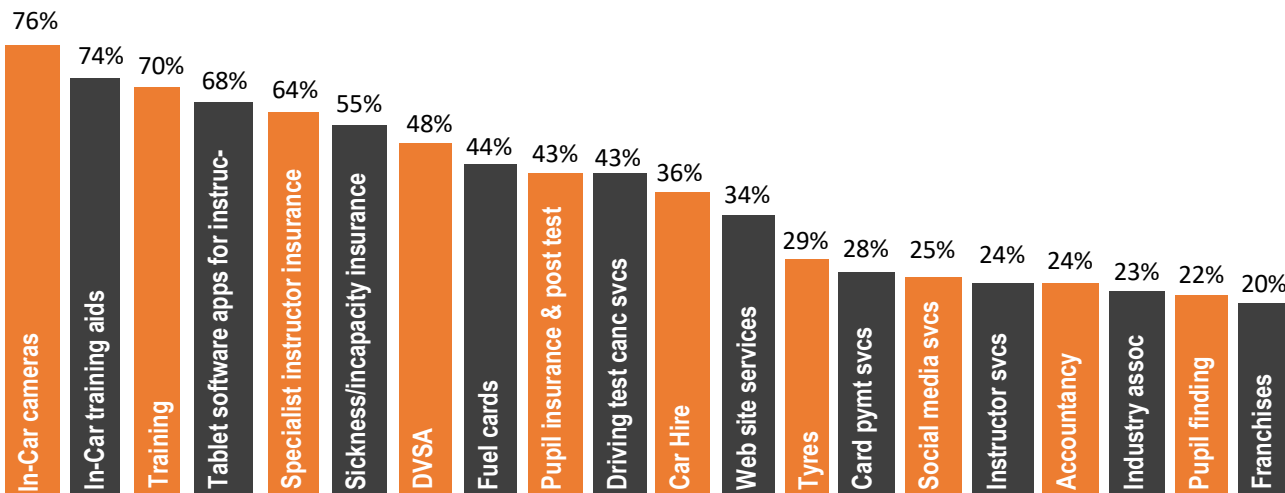
**Training cars, In-car cameras, in-car training aids, PDI/ADI training, Training apps, Specialist Insurance, Health/sickness/incapacity insurance, DVSA, Fuel cards, Driving test cancellation websites, Car hire, Instructor web site builders, Tyres, Breakdown & maintenance, Mobile card payment services (merchant), Social media specialists, On-line diary/ADI support services, Accountancy, Industry associations, Pupil finding services, Driving School franchises, Disability driving services & incident management services.**

## Visitor profile



All visitors were surveyed on which vehicles they were interested in using for their business

## Products and services of interest



97%

of visitors are business owners & decision makers

79%

of visitors stated attending the event was important to their business

80%

of visitors said they would visit the next event





Modern exhibition halls and facilities

- 
- 1200 FREE car parking spaces
  - FREE entry to the museum for all exhibitors and visitors



Facilities newly refurbished to the highest standards.

## THE VENUE

The British Motor Museum, home of the world's largest collection of historic British cars, is situated near Gaydon, Warwickshire, just 1 mile from junction 12 of the M40.

Located within this modern building is 3 exhibition halls, Main Hall 1, Main Hall 2 and the Sky Suite offering a total of just under 1800 sqm. Main Hall 1 has ground floor vehicle access.

Car parking for exhibitors and visitors is located to the front of the venue and is all hard standing. A total of 1700 FREE spaces are available on both show days.

## THE MUSEUM

The museum holds the world's largest collection of historic British cars—from the iconic Mini to the Rolls Royce, from the early 1900 to the present day.

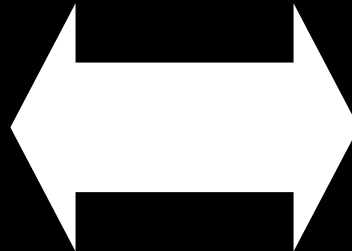
**All exhibitors and visitors will be allowed FREE entry to the museum during show open hours (normal price £14.50 pp).**

**ENTRY FOR SHOW VISITORS IS FREE**

Every exhibitor is offered support from the moment they reserve a space right up to the day of the event and beyond.

### Marketing, what's included for you at no extra cost

- Pre-show guide designed to attract visitors to your stand
- Exhibitor training & tips on maximising sales
- Listing in the official events guides
- Distribution of the events guides to over 15000 ADI's
- Dedicated marketing campaign targeting ADI's, PDI's, Part 1/2 trainees, rider trainers & road safety professionals by using social media, email and via the 2 main ADI associations



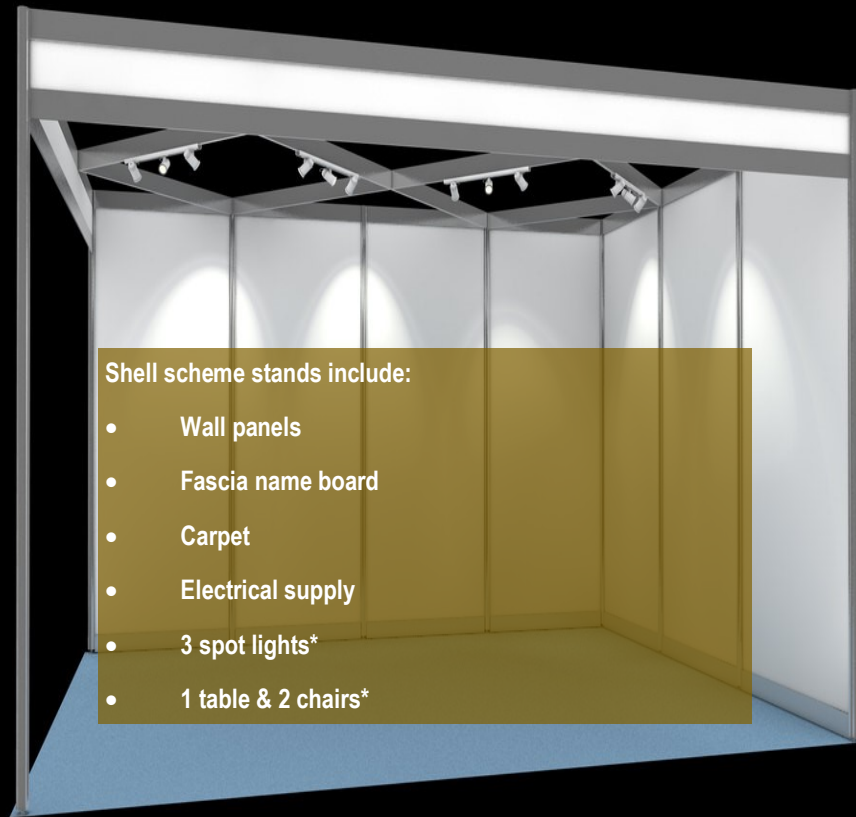
- Access to your personal space on the show's mobile app
- Access to every visitor before, during & after the event via the mobile app. Make appointments with visitors.
- Access to the Exhibitors area of the show's website to create your own company profile
- Dedicated visitor badges with QR code for scanning contact details

EVENT IS FREE OF CHARGE TO ALL VISITORS

TO BOOK YOUR SPACE PLEASE CALL MIKE SPOONER ON 07887 527523 OR EMAIL: [info@drivinginstructorshow.co.uk](mailto:info@drivinginstructorshow.co.uk)

# EXHIBITOR PACKAGES AND COSTS

## Shell scheme stand



Shell scheme stands include:

- Wall panels
- Fascia name board
- Carpet
- Electrical supply
- 3 spot lights\*
- 1 table & 2 chairs\*

- £895.00 + VAT per 3 x 2m shell scheme stand
- £498.00 + VAT per 2 x 1.5m shell scheme stand
- £195.00 + VAT per 1 x 1m shell scheme stand\*

50% Deposit required on booking

\* 1 x 1m stand includes 1 power socket ONLY

## Space only stand



Space only stands are floor space only. You will need to organise construction of your own unique stand. The space will include:

- Carpet
- Electrical supply
- 1 table & 2 chairs

- £794.00 + VAT per 3 x 2m space
- £398.00 + VAT per 2 x 1.5m space
- £2830.00 + VAT per 7 x 5m space

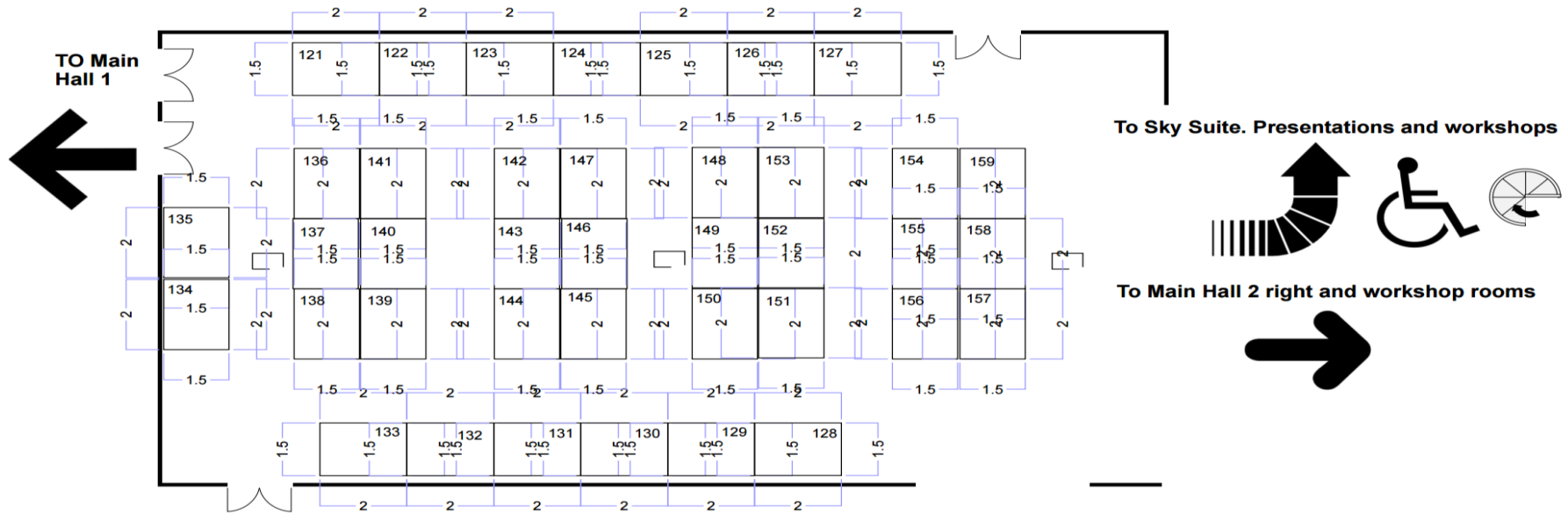
50% deposit required on booking

For more information or to book  
your stand please call Mike Spooner  
on:  
07887 527523  
Email:  
[info@drivinginstructorshow.co.uk](mailto:info@drivinginstructorshow.co.uk)

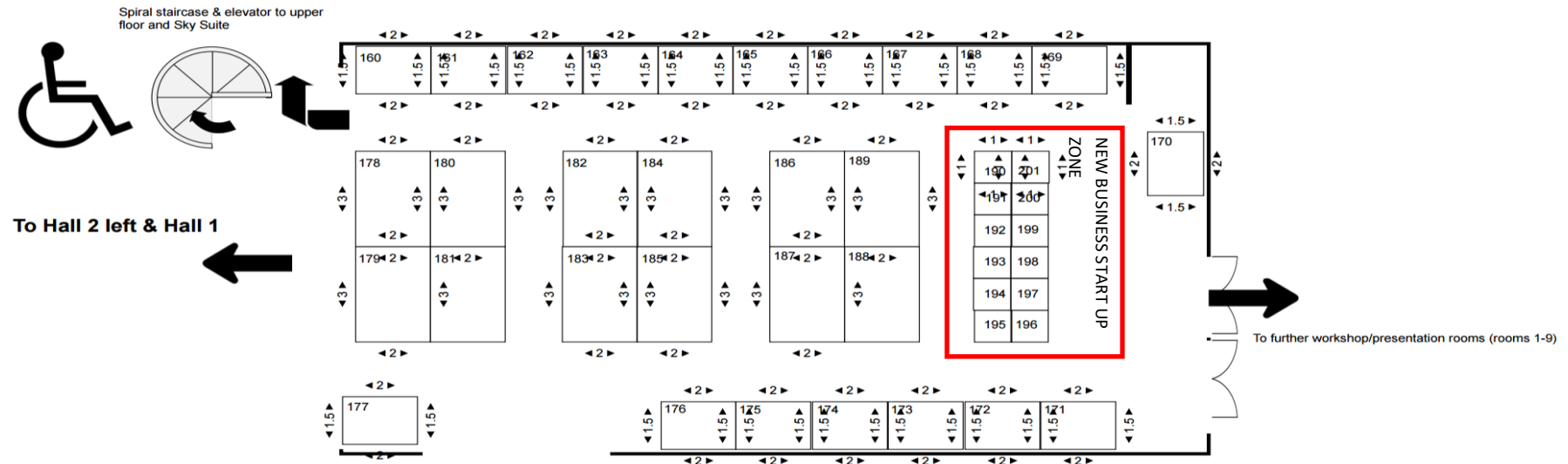
# Driving Instructor Show LIVE 2020 floor plan



## MAIN HALL 2 LEFT SIDE



## Hall 2 right





**EXHIBITION HALL LAYOUT**

**SKY SUITE**  
Keynote speakers  
Mezzanine Exhibition Floor  
Motor Museum Exhibition Hall (Roof Space Only)

**MAIN HALL 1**

**MAIN HALL 2 LEFT**  
**MAIN HALL 2 RIGHT**

**WORKSHOP ROOMS 1-9**

**JUNCTION TWELVE CAFE**

**ENTRANCE TO EXHIBITION**  
GROUND FLOOR VEHICLE ACCESS

**REGISTRATION**  
**MAIN RECEPTION**

**SKY SUITE**  
Lift to Sky Suite  
Stairs to Sky Suite

**Other rooms and areas:** Plant Room 2, Plant Room 3, Syndicate Rooms 1-19, Lecture Rooms 1-3, Catering Consumables Store, Executive Room, Post Room, Kitchen, Cafeteria, Rotunda, Lift Shaft, Furn Store (Misc Over), Furniture Store, Conference Entrance, Motor Museum Exhibition Hall (Roof Space Only).

**TO**  
**EXHIBITION**