



1 August, 2008

Forum Unites Motor Sport and Yacht Racing

This year's Motor Sport Business Forum will offer even more value for delegates, sponsors and exhibitors as it will run in tandem with the World Yacht Racing Forum.

Both events will take place on 10-11 December at the Grimaldi Forum in Monaco and will come together for a jointly-hosted cocktail event at the end of the first day. The 'Track and Ocean' cocktail party will represent the first-ever networking opportunity for delegates to share business opportunities that co-exist between these high profile sports.

Motor Sport Business Forum event director Simon Berger said: "The parallels between global motor sport and world class sailing are well-known. Both are multi-billion dollar industries which attract the highest levels of sponsorship and technical know-how. We are proud to host the first-ever event to bring the sailing and motor sport industries together."

The Motor Sport Business Forum will feature Formula One teams, global motor racing sponsors, championship organisers, race circuit owners and world class drivers, from across the motor sport spectrum. Speakers set for the Forum this year include Vodafone's Global Director of Marketing David Wheldon, Honda Racing CEO Nick Fry, MotoGP Managing Director Pau Serracanta and Force India CEO Vijay Mallya.

The full conference programme will be released in the coming weeks and is expected to include even more high profile representatives from the global motor racing industry. With growing interest from motor sport markets across the world, the event is set to be the biggest Forum yet.

The exhibition area for 2008 has been expanded but space is already at a premium. Almost 70 per cent of the available space has been booked or reserved and almost all of last year's exhibitors have confirmed their intention to return. Register now to avoid disappointment.

To register for the 2008 Forum go to: www.motorsportbusinessforum.com

The Motor Sport Business Forum is organised by IM2 GmbH (Switzerland). To find out more information, please contact the organisers:

European Sales: +351 91 840 4041
Marketing and PR: +351 91 917 2287
Fax: +351 289 328 711
Email: s.whittell@im2events.com