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Motor Sport Business Forum 2008: Countdown

With one month to go before the launch of the motor sport industry event of the year, just a few delegate passes remain available. For all registered delegates and for those wishing to attend, here is a recap of what to expect at the 2008 Motor Sport Business Forum:

Star Speakers

Championship promoters, race circuit owners and global sponsors from across the motor sport industry will participate in the conference programme. Speakers include Vodafone's Global Director of Marketing David Wheldon, Total's Competition Director Philippe Corsaletti, MotoGP's Sponsorship Director Ferran Juncar, A1GP's CEO Pete da Silva, and Toyota Motorsport's Marketing & Sponsorship Manager Patrick Wendt.

F1 Teams

Formula One's teams will be present in force at the event, with participation in the conference from leading figures including Honda Racing CEO Nick Fry, WilliamsF1 CEO Adam Parr, and Red Bull Team Principal Christian Horner.

US Racing

US motor racing will have its strongest ever presence at the Forum. Tony George, CEO of the Indy Racing League and the Indianapolis Motor Speedway will deliver the keynote on the second day of the event and Steve Lauletta, President of NASCAR's Chip Ganassi Racing, will also give a presentation. They will be joined by other motor racing teams, sponsors and stakeholders from across the US.

Global Sponsors

The global sponsorship and marketing directors of some of the biggest companies in the world, including Vodafone, ING, Total, Santander, TAG Heuer, and Diageo, will take part as speakers, exhibitors and delegates.

Networking First

This year's event will run in tandem with the World Yacht Racing Forum. Both will take place 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.

Delegate Deluge

Over 350 delegates from more than 25 countries have already signed up to the 2008 Forum. Leading motor sport industry executives from as far afield as China, Australia, South Africa, Dubai and the US will be making the long trip to Europe just to attend the event.

Selected Quotes:

SPEAKERS AND DELEGATES

Vijay Mallya, Team Owner, Force India F1: "I'm very glad there is a business forum for motor sport. It allows people to present their strategies, show the commercial benefits of sponsorship in motor sport and share ideas. Any Forum that focuses on getting sponsors is a great initiative."

Christian Horner, Team Principal, Red Bull Racing: "The Forum has grown considerably over the last few years and has become an extremely useful and valid platform for discussion and debate about various issues not just in Formula One but in motor sport in general. I think the credibility of the Forum is well and truly established."

Nick Fry, CEO, HondaF1: "It is very noticeable over the three years I've been coming to the Forum just how much it has grown in every way. The number of exhibitors has grown immeasurably, the quality of the speakers has improved significantly, and the audience has grown too. The Forum's importance is that it appears to be one of the few places where people can discuss all aspects of motor sport, the sports side and the business side."

Lin Jarvis, Managing Director, Yamaha MotoGP: "The Forum is getting better every year. I just wish some of my other colleagues from MotoGP would come to the Forum to put in a more representative show for our sport. As always we can continue to learn from F1 and the other levels of motor sport, so for me it's always a valuable time to be here."

Pat Symonds, Engineering Director, RenaultF1: "We're all far too focused on the racing when we are at the track so it is good to meet people on an informal basis where the business can be the focus."

EXHIBITORS

Nadia Petrossi, F1 Corporate Sales Manager, Kangaroo TV: "It's been an fantastic experience, with exposure to different areas within the industry. The venue is fantastic and the organiser's service was excellent throughout."

Annette Harris, Events Manager, Vectrix: "Its the best exhibition I've ever done. It has been very productive in terms of meeting all the right contacts and we'll be back next year."

Kim Ward, Director, Aspect Model-making & Displays: "I don't want to tell people how good it is because I don't want my competitors here. It has been astonishing and exceeded expectations by far."

Register now to avoid disappointment: www.motorsportbusinessforum.com