

AUTOMOTIVE EVENTS

VEHICLE LAUNCHES | TEST DRIVES | TRAINING | FILMING
AWARDS | SHOWCASES | MEDIA & TEAM EVENTS

Discover flexible, blank spaces &
collaborative event support at
Farnborough International



DISCOVER A VENUE WHERE ANYTHING IS POSSIBLE

YOUR SPACE TO CREATE EXTRAORDINARY

Farnborough International is a leading exhibition and conference centre, which hosts more than 55 B2B and B2C exhibitions, conferences and experiences annually.

Our array of flexible, blank spaces have been designed and developed for the sole purpose of hosting events of all types and scale.

From product launches to film shoots, dealer training days to consumer test drive events, we have the perfect mix of expertise, location and facilities to deliver memorable events and experiences.

A PERFECT LOCATION FOR AUTOMOTIVE EVENTS

- An experienced team and venue for numerous automotive events
- Display multiple vehicles inside our blank exhibition spaces – Hall 1 (12,332sqm) & Hall 5 (3,150sqm)
- Drive in access - vehicle doors: H7m x W6m, ceiling height: 8m
- 10 x Conference rooms for up to 1,000
- Large external space to display and demonstrate vehicles
- Private roads for test drives and ample free parking onsite
- Branding opportunities around site for a bespoke experience
- Secure and private site with excellent travel links
- Access to water and additional services e.g. valeting
- Award-winning hospitality and catering
- A variety of excellent nearby accommodation

Farnborough International Exhibition & Conference Centre



AUTOMOTIVE EVENTS AT

FARNBOROUGH
INTERNATIONAL

EXHIBITION &
CONFERENCE
CENTRE

Indoor car
positioning

Excellent
travel links

Secure and
private site

Outdoor display areas and
private roads for test drives

3,000+
free parking spaces

Branding opportunities around site

Blank canvas
spaces

Hall 1
12,332 sqm

Conference rooms for up to 1,000

Drive-in
access

Hall 5
3,150 sqm



AUTOMOTIVE EVENTS

PREVIOUS AUTOMOTIVE CLIENTS



CASE STUDIES

ALEXANDER DENNIS VEHICLE LAUNCH



ALEXANDER
DENNIS

Alexander Dennis' Marketing Team were tasked with creating an exceptional event to launch the next generation of their zero-emission buses, the Enviro400EV and the Enviro100EV.

The client needed a large, blank canvas space to create a spectacular reveal and presentation of the two new products to their key clients as well as exhibition space for a chassis, components and heritage vehicles. The team at Alexander Dennis wanted to give their clients a luxury experience so a gala dinner was incorporated into the presentation area with a separate, Scandi-themed space for daytime catering.

🔗 [Welcome to the next generation \(youtube.com\)](#)

TESTIMONIAL

“Thank you Farnborough International for allowing us to do all unusual elements of the launch, and for the amazing support from your team members, especially Ashleigh who went above and beyond to make the event run so smoothly.”

Marina Matosevic, Group Marketing Manager, Alexander Dennis
Farnborough International Exhibition & Conference Centre



CASE STUDIES

THE BRITISH MOTOR SHOW



Nearly 60,000 families and car fans flocked to Farnborough in 2023 to visit The British Motor Show, making it one of the largest consumer events in the UK. Declared a 'staggering success' by press, visitors & exhibitors, the show exceeded expectations across the board.

The latest cars, stunt shows, celebrities on stage, under 17 driving and test drives all create memorable moments, leaving smiles on the faces of visitors days after the event. The show delivers an amazing display of ultra rare supercars, amazing classic cars, the latest new cars and EV's, plus modified cars, motorsport and kids rides too.

TESTIMONIAL

"We've now held the British Motor Show at Farnborough International Exhibition & Conference since 2021 and very much see the venue as the home of the show. The team have been relentless in their drive to support my business and our event. It's a joy to work with all departments across the venue team and I look forward to continuing our partnership in the future."

Andy Entwistle, CEO, Automotion Events

Farnborough International Exhibition & Conference Centre



CASE STUDIES

POLESTAR CUSTOMER TEST DRIVES



During the summer of 2020, when business was certainly not as usual, Strata, a brand experience agency, were tasked by their client, Polestar, with creating test drive experiences for potential customers within Covid-19 restrictions in place at the time.

Hall 1, our blank canvas exhibition space was therefore ideal. A product demonstration area with key facts displayed was set up at one end of the hall with 2 vehicles on display alongside a coffee bar, and the test drive fleet parked up in the middle of the space. Guests were allocated a 1.5-hour time slot, enjoyed a refreshment on arrival before experiencing a product demonstration and finally a test drive starting and finishing in the exhibition hall. Cars were then sanitised by the Polestar team ahead of the subsequent group's arrival.

Polestar booked several tenancies at Farnborough International between August 2020 and January 2021 to conduct these customer test drives.

TESTIMONIAL

"It's amazing to find a venue with so many options for displaying vehicles inside – and you can actually get the vehicles in easily! The drive-in, drive-out access to the hall worked perfectly for our customer test drive events."

Event Manager, Strata Create

Farnborough International Exhibition & Conference Centre



AUTOMOTIVE EVENTS

LOCAL TEST DRIVE ROUTES & EXCELLENT TRANSPORT LINKS

Our venue benefits from excellent transport links, ample capacity for vehicle parking and various opportunities for local test drive routes.



AUTOMOTIVE EVENTS

WIDER AREA MAP



35 minutes
from London Heathrow



50 minutes
from London Gatwick



35 minutes
from London Central



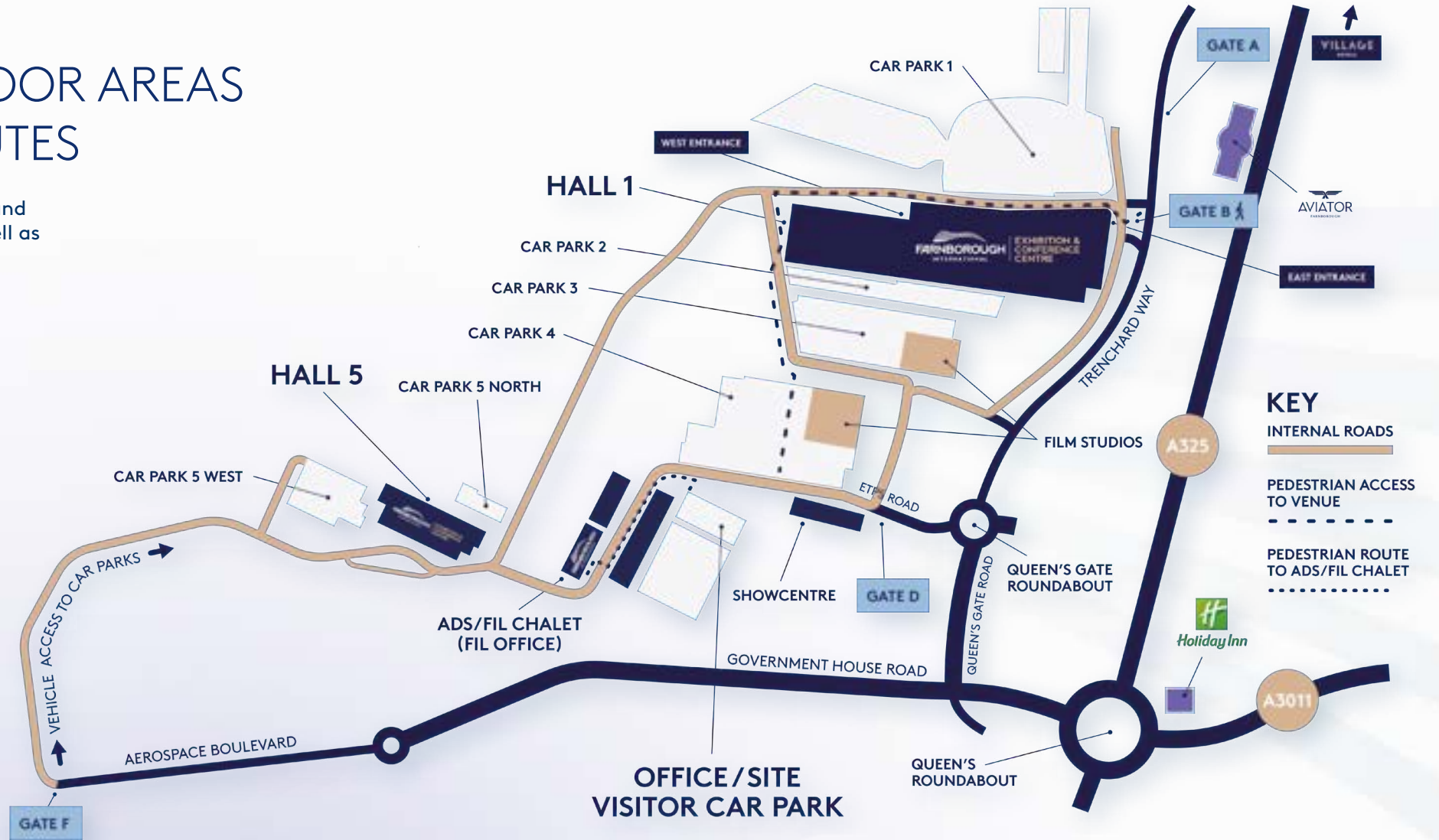
3,500 spaces
free onsite parking for
up to 3,500 cars



AUTOMOTIVE EVENTS

SITE MAP – OUTDOOR AREAS & TEST DRIVE ROUTES

Our secure site provides multiple indoor and outdoor areas to showcase vehicles as well as internal roadways for test drives.



HOTEL ACCOMMODATION

LOCAL HOTELS

Hotels in Farnborough and the surrounding area are well-versed in scaling up to accommodate thousands of delegates attending events at Farnborough International Exhibition & Conference Centre, culminating in the accommodation of up to 80,000 attendees to the Farnborough International Airshow. The region offers a wide range of accommodation to suit all tastes and budgets, easily accessed whether driving or using public transport.



THE AVIATOR

The Aviator is located just across the road from the venue. The hotel has 169 bedrooms, a restaurant, cafe, cocktail bar, gym and conference facilities.



HOLIDAY INN

Holiday Inn Farnborough is located a short 10 minute walk or 3 minute drive from the venue. The hotel has 142 bedrooms, a restaurant, bar, mini gym and conference facilities.



VILLAGE HOTEL CLUB

Village Farnborough is located a short 20 minute walk or 4 minute drive from the venue. The hotel has 123 bedrooms, a restaurant, bar, gym and conference facilities.

Farnborough International Exhibition & Conference Centre



HOSPITALITY & CATERING

FOOD & BEVERAGE

Amadeus are contracted to provide all catering at Farnborough International Exhibition & Conference Centre, and have been working onsite since 2019 delivering innovative and exciting food and drink to our delegates and visitors.

As part of the NEC Group, Amadeus have won over 650 awards and work across a wide range of event venues and events to provide visitors with a unique and memorable food experience. Consideration and innovation is evident on every plate, whether that's sustainably sourcing local produce, scrutinising nutritional values or adding a little live theatre to table service.

AMADEUSTM
MADE *the difference*

Farnborough International Exhibition & Conference Centre





EXHIBITION &
CONFERENCE
CENTRE

AUTOMOTIVE EVENTS

CONTACT US FOR A BESPOKE PROPOSAL

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