

SILVERSTONE YOUR ULTIMATE TRADE AND PROMOTIONAL SITE VENUE

CALL 01327 323267 OR EMAIL
TRADESITES@SILVERSTONE.CO.UK
WWW.SILVERSTONE.CO.UK

With over 800,000 motor sport fans visiting Silverstone every year, the Home of British Motor Racing is the ultimate venue for trading and promotional activity. Our unrivalled calendar of high-profile events including the 2011 AirAsia British Grand Prix MotoGP, draws spectators from all around the globe, providing you with a dynamic captive audience with which to drive your business forward.

Our programme of ongoing investment ensures this legendary venue delivers some of the best facilities available in the UK, and will do for years to come. By booking an Official Silverstone Trade and Promotional Stand you're guaranteed to receive both a great location and a high level of support from our team – and with our prices remaining unchanged for the fifth year running, you can rest assured that you're getting great value for money.



2011 MAJOR ATTRACTIONS

Headline events 2011



| Date | Event | Price (£/M ²) |
|---------------|---|---------------------------|
| 04/05 June | Silverstone Supercar Ft. FIA GT1 World Championship | £20 |
| 10/11/12 June | 2011 AirAsia British Grand Prix MotoGP | POA |
| 30/31 July | FIM Superbike World Championship | £35 |
| 24/25 Sept | MCE British Superbike Championship | £30 |
| 08/09 Oct | British F3/GT Championships | £5 |
| 15/16 Oct | DUNLOP MSA British Touring Car Championship | £20 |
| 05/06 Nov | Walter Hayes Trophy | £4 |

All dates are provisional and subject to change

Club meetings 2011



| Date | Event | Price (£/M ²) |
|---------------|---------------------------------------|---------------------------|
| 26 March | Britcar | £4 |
| 27 March | BRSCC | £4 |
| 02/03 April | BARC | £4 |
| 09/10 April | BRSCC | £4 |
| 16/17 April | MSVR – Formula 2 | £4 |
| 17 April | British Sprint Karts | £4 |
| 23 April | VSCC | £4 |
| 30 April | AMOC | £4 |
| 01 May | Greenpower | £4 |
| 07/08 May | BARC | £4 |
| 14/13/15 May | HSCC | £4 |
| 17/18/19 June | BMCRC | £4 |
| 06 Aug | MSVR (TBC) | £4 |
| 13/14 Aug | BDC | £4 |
| 27/28 Aug | 750MC | £4 |
| 09/10/11 Sept | 6 Hours of Silverstone Le Mans Series | £20 |
| 17/18 Sept | CSCC | £4 |
| 22 Oct | HSCC | £4 |
| 29 Oct | 750MC | £4 |

All dates are provisional and subject to change

Silverstone Supercar Ft. FIA GT1 World Championship



Event dates: 04/05 June

Est. attendance: 27,000

Silverstone's legendary curves will resonate to the thundering sound of the world's finest supercars, as tens of millions of pounds worth of cars do battle over what promises to be a spectacular weekend of racing, marking FIA GT1 World Championships 13th visit to the circuit.

Whether you're a supercar owner or a supercar fan, there's no finer way to see these beautiful creations being put through their paces, at one of the worlds most historic and challenging race circuits. The winners of the FIA GT1 World Championship will take home the historic and coveted Royal Automobile Club Tourist Trophy, which has in the past been won by such legends as Sir Stirling Moss, Graham Hill and Derek Bell.

- FREE Open Paddock
- FREE Grandstand seating
- FREE entry for children 15 and under
- FREE car parking
- Silverstone Radio on 87.7FM
- Giant screen
- Trade mall and shops
- Cafés/bars and food outlets
- Event mobility
- Plus entertainment and much more

FIM Superbike World Championship



Event dates: 30/31 July

Est. attendance: 40,000

We are pleased to welcome Britain's round of the FIM Superbike World Championship back to Silverstone following last year's successful event. With so many British riders on the grid, expectations will be high following two all British podiums at the event in 2010.

The revised layout was a resounding success, providing plenty of overtaking and receiving a big thumbs-up from the riders.

- FREE car parking
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- Giant screens
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- Cafés/bars and food outlets
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2011 AirAsia British Grand Prix (MotoGP)



Event dates: 10/11/12 June

Est. attendance: 160,000

The AirAsia British Grand Prix is now starting from the new Pit and Paddock Complex 'The Silverstone Wing' in 2011.

MotoGP is the pinnacle of two-wheeled motorsport and Silverstone is focusing its attentions on delivering another exhilarating AirAsia British Grand Prix in 2011. MotoGP's highly anticipated return to Silverstone, in June 2010, was a resounding success, praised by riders, fans and media alike, and the Northamptonshire circuit is planning an even bigger two-wheeled festival in 2011.

- Silverstone Radio on 87.7FM
- Giant screens
- Trade mall and shops
- Cafés/bars and food outlets
- 2 wheel festival of world class entertainment

Check out these great offers!



- Book a stand before 13 May 2011 and receive a massive 20% discount*
- Book a stand of over 100m² and receive an amazing 50% discount
- Book at 3 events and receive a 10% discount

*Minimum stand size applies, all prices quoted exclusive of VAT, not available for all events, only one discount can be applied to each booking.

2011 MAJOR ATTRACTIONS

DUNLOP MSA British Touring Cars Championship



Event dates: 15/16 October

Est. attendance: 35,000

Silverstone is delighted to be hosting the final three rounds of the 2011 DUNLOP MSA British Touring Car Championship on Sunday 16th October. 2010 Champion Jason Plato always produces great performances on Silverstone's 1.6 mile National circuit and will be going all out to defend his title.

The BTCC has one of the richest histories in British motor racing, and 2011 looks set to only add to the enthralling story. The Touring Car weekend features a busy schedule of racing, with many support races. Away from the track there is plenty to keep the whole family entertained.

- FREE Open Paddock
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6 Hours of Silverstone Le Mans Series



Event dates: 10/11 September

Est. attendance: 30,000

For the seventh time, Le Mans Series cars will run at the Silverstone race track on 09/10/11 September. Created in 1923, the 24 hours of Le Mans, the most famous Endurance race in the world, conveys outstanding sportsmanship, challenges and technological values.

In 2010, the Intercontinental Le Mans Cup was launched at Silverstone during the 1000km event. This 6 hour, 1000km endurance race will return to Silverstone in 2011. Audi, Peugeot and Aston Martin LMP1 Teams will be battling it out at this unmissable Silverstone event.

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MCE British Superbike Championship in Association with Pirelli



Event dates: 24/25 September

Est. attendance: 35,000

Silverstone is to hold the penultimate rounds of the UK's leading National two wheel championship over the weekend 23/24/25 September as the Championship comes close to conclusion. Fans will be able to see the British Superbikes compete in three separate races on Sunday 25th September as they fight to take vital championship points off each other at this crucial stage of the season.

In addition to the three main BSB races there are a number of support series that will be taking to the Silverstone Circuit all featuring young talent preparing to take the next steps in their two wheel careers. As with all events at Silverstone, it is not just about the racing - we will also have a host of entertainment lined up which is sure to make a fantastic weekend event.

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Directions



Getting here by car

- Silverstone is located just off the A43 between M1 junction 15A and M40 junction 10.
- Approaching from the M1 exit at junction 15A and follow the A43 signposted for Oxford.
- After the junction with the A5 near Towcester, follow the brown tourist signs (with the chequered flag emblem) to our main entrance.
- Approaching from the M40 exit at junction 10 and follow the A43 signposted for Northampton. A few miles after the town of Brockley follow the brown tourist signs (with the chequered flag emblem) to our main entrance.

Public transport

- Nearest mainline stations are Banbury, Northampton and Milton Keynes.
- Fast trains from London Euston to Milton Keynes take 30 minutes.

Useful information

Silverstone Circuit, Towcester Northamptonshire NN12 8TN

Call 01327 323267 or email tradesites@silverstone.co.uk

Trading hours

The core trading times are generally 9.00am until 6.00pm of each event day, however these times will be confirmed prior to the event.

Additional tickets

Additional tickets can be purchased from our contact centre at a 20% discount (maximum of 4 tickets per trader, subject to prior booking). This offer excludes vehicle passes.

On-site facilities

A designated camping area may be made available to any traders who wish to remain on site during an event (subject to availability). Please note that this will not be within the trade mall area, and facilities may be limited.

SILVERSTONE
RADIO 87.7FM