

# Case Study

## Blackball Media - Car Dealer Magazine

### Purpose

To find a venue that can host an exhibition for 1000 readers consisting of a hall for 80 stands (3x2m) and a separate room for 500 delegates theatre style along with a number of smaller meeting rooms for other break out sessions

### Venue

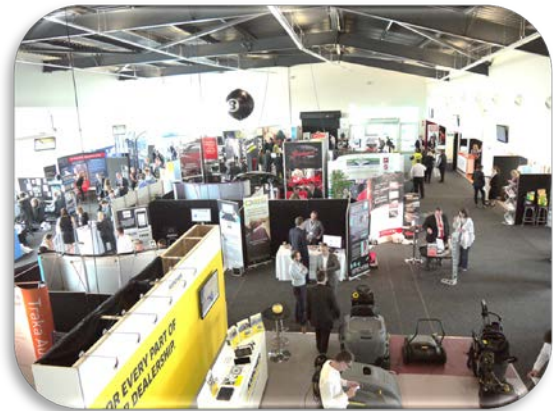
Hall 1, Hall 2, Hall 3, Auditorium, IMC Suites, Presidents Suite, Race Admin 2 and Garage Block 4

### Audience

1000 readers

### Duration

Two day build and one live day



“We needed a venue that would excite delegates. The Car Dealer Expo was planned to be the biggest in the industry and we didn’t want a run of the mill venue. Being in the Automotive industry Silverstone seemed like the obvious choice and after our visit it was clear that it would lend itself perfectly to what we had planned. The team on the day couldn’t have been more helpful in ensuring that our Expo went off without a hitch. We’re back at Silverstone next year and going even bigger”

# SILVERSTONE