



EXCLUSIVE RTO OFFER – MOTORCLASSICA FUTURELAB

Technology continues to develop in the automotive industry. This is changing how we drive, how we design and build cars, and our society as a whole. In the future will mechanics be programmers? Will panel beaters be extinct and everything is 3D printed? Will you drive at all? Only time will tell. What is certain is we must we continue to train people to preserve ancient skills, develop our teaching methods to keep pace with the rest of the world and most importantly develop the skills of young people for a tech based future, while maintaining the craftsmanship of the past. As we approach a generational change in the industry we risk losing the skills and attributes required to restore and preserve iconic motoring memories.

Motorclassica is uniquely placed to provide an introduction to the future, whilst reflecting on the past. The future of automotive is bright, we are about to experience a full scale rejuvenation of the worlds fleet due to changing attitudes on carbon. Therefore the opportunities (old and new) for students seeking vocational training are limitless.

With this in mind, we present **FUTURELAB**: A showcase of new technology, training for the next generation and preservation of ancient skills. FutureLab attempts to reverse the brain drain and loss of skills in automotive by encouraging young people to go into automotive trades, STEM based university courses, and education pathways that support automotive innovation.



In the absence of any other motor show or genuine public forum, Motorclassica shares a responsibility to inspire and educate the next generation of artisans and technicians. FUTURELAB is a perfect introduction to the spectrum of automotive careers, and a great opportunities for RTOs to introduce their range of vocational course.

WHY EXHIBIT?

Motorclassica enables your business to meet, interact and ultimately do business with high-nett worth individuals, a/b demographic motoring enthusiasts and automotive club and committee members.

100%

100% OF EXHIBITORS indicated that generating post show sales was a key KPI for their participation with 91% satisfied or very satisfied with the show's delivery on this KPI

96%

96% OF EXHIBITORS were satisfied or very satisfied overall with their participation in Motorclassica

100%

100% OF EXHIBITORS were satisfied or very satisfied with the quality of visitors that attended

93%

93% OF EXHIBITORS find Motorclassica a more effective marketing tool than any other expo.

TESTIMONIALS

“ On Friday 13 September, some Year 8s, 9s, and 10s went to Motorclassica in the city by public transport. We learnt that there are many ways to be in the car industry, including clay modelling, interior design, exterior design, and computer work making advertisements and videos.

Our favourite part was talking to Molly Taylor, and hearing her amazing stories about being a drift car racer, it inspired us to watch and learn more about drift car racing. Thank you to Mr Schubert, Mrs Buller and Mr Preston for taking us, we all had a wonderful day! ”

MIRANDA & JADE, STUDENTS YEAR 8. BORONIA K-12 COLLEGE

“ In regards to feedback for the program, my students were completely engaged the whole day. The information provided by all was very relevant to future pathways in the motor industry. ”

VINCE GENTILE, STUDENT WELFARE COORDINATOR/CHILD SAFE OFFICER, SPRINGSIDE COLLEGE P-9

“ Our stand was very busy all weekend... the kids usually went on to assemble interactive kits with the assistance of mum and dad (and us). There was also a lot of activity with inquiries into our electrical/engineering courses. ”

DON ELLIOTT, HOLMESGLEN TAFE

EXCLUSIVE RTO FUTURELAB PACKAGE

- › **3x3 shell scheme site**
(Includes white melamine walling, fascia, carpet, lighting and powerpoint)
- › **3 x 6 interactive display site in communal activity zone**
- › **Participation in schools program on Friday**
- › **1/4 page ad in the showguide**
- › **1/3 page course/school/department promo in the show guide \$500**
- › **Opportunity to conduct short technical presentations in a theatrette environment**

TOTAL VALUE: \$5,595.50 (ex GST)

PACKAGE COST: \$2,498.50 (ex GST)

For floorplan and more information, please contact:

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