

**Marketing – Promotion of Cluster**

**Rev Project Objective**

REV aims to develop and grow a cluster of like minded businesses. By promoting the cluster at both local and national events and to showcase the expertise, quality and specialism that the companies possess in this area.



**REV promotes cluster at Europe's largest motorsport show.**

**The Requirement**

REV successfully developed a cluster of around 300 companies based around the engineering and motorsport industries. With small, medium and international companies within the cluster, REV felt it was important to promote the cluster to a wider audience.

With the perception that business in Norfolk is primarily based around agriculture, it was important that REV promoted the expertise that companies in the cluster possess.



**The Solution**

Rev developed a programme to promote the cluster at various local and national trade shows. These included the Royal Norfolk Show, MACH and Autosport International.



It was decided to exhibit at Autosport International in 2007 and 2008 to promote the class leading motorsport sector that Rev has developed. Including bespoke car manufacturers, component designers and Snetterton race circuit.

Autosport International is the largest dedicated show for the motorsport industry in Europe. As such it was essential that Rev exhibited and promoted the cluster to the widest possible audience.

**The Result**

Together with Hethel Engineering Centre and Active Technologies, REV exhibited in the motorsport engineering trade hall.

REV invited all the cluster members to attend the show and organized free entry for 10 companies.

Over the two days we had over 600 visitors to our stand and we engaged with a wide array of businesses and individuals interested in getting to know the companies we have in the cluster. Both on a business level and as an inward investment opportunity.

Active Technologies exhibited state of the art throttle bodies and took some firm leads including one from the USA.

