



MCL

ADVERTISING & PARTNERSHIPS

CONTENTS

What is MCL?	03
Who's at MCL?	05
How Can I Promote my Brand at MCL?	07
Advertising	08
Interactive	14
Experiential	19
Educational	29
Retail	34
Corporate	37
Contact	39





WHAT IS MCL?

WHAT IS MCL?

MCL, formerly known as Motorcycle Live, is the UK's largest motorcycle show. Since 1931, it has welcomed north of 8.5 million people through its doors, and continues to act as an innovator within not only the motorcycle industry, but as an internationally renowned live event, delivering the best of the UK motorcycle industry, alongside live entertainment.

Featuring more than 50 global bike manufacturers spread across more than 60,000m² of floor space, numerous exhibitors & retailers of accessories, tech & apparel, MCL has become a mecca for bikers & shoppers alike. Alongside this, MCL has become famous for its numerous interactive features, giving riders from ages 2 & up the opportunity to ride for free, as well as live shows & music, and this year the brand-new Super Stage will bring celebs, racers & technical demos to tens of thousands like never before.

2026 will see a continuation in appealing to the next generation of riders, in order to increase sales of motorbikes, accessories & safety equipment, whilst maintaining the core mission for regular visitors.



A crowd of people at a motorsport event, looking up and taking photos with their phones. The scene is dimly lit, suggesting an evening or indoor setting. In the foreground, a young man in a black and orange Honda racing jacket looks upwards. Next to him, a woman with glasses and curly hair holds up her phone to take a picture. A young boy in a blue Minion-themed jacket leans on a metal barrier, also looking up with an open mouth. Other spectators in the background are also looking in the same direction, some holding phones. The overall atmosphere is one of excitement and anticipation.

WHO'S AT MCL?

WHO'S AT MCL?

As Europe's 2nd largest motorcycle show, MCL attracts a huge number of people from across the UK & EIRE. In 2025, in excess of 97,000 individuals visited the show, with 70% travelling more than 1 hour*.

92% of those plan to visit again*, and 91% of all visitors were full motorcycle licence holders, owning at least one motorcycle.. Data indicates circa 18,000 individuals visit for the first time, an increase of 80% on 2024's visitor numbers.

Of those visiting, 88% were male, with 16.34% under 35.

Aside from the masses of public attendees, MCL also plays host to thousands of industry professionals on Trade Day, as well as hundreds of members of the press across 9-days. It's the only event of its kind to offer true B2B & B2C networking within a truly passion driven industry.

Extracted from core data*



MCL

BlueSure

WELCOME TO MCL
MOTORCYCLELIVE.CO.UK

MCL

MCL

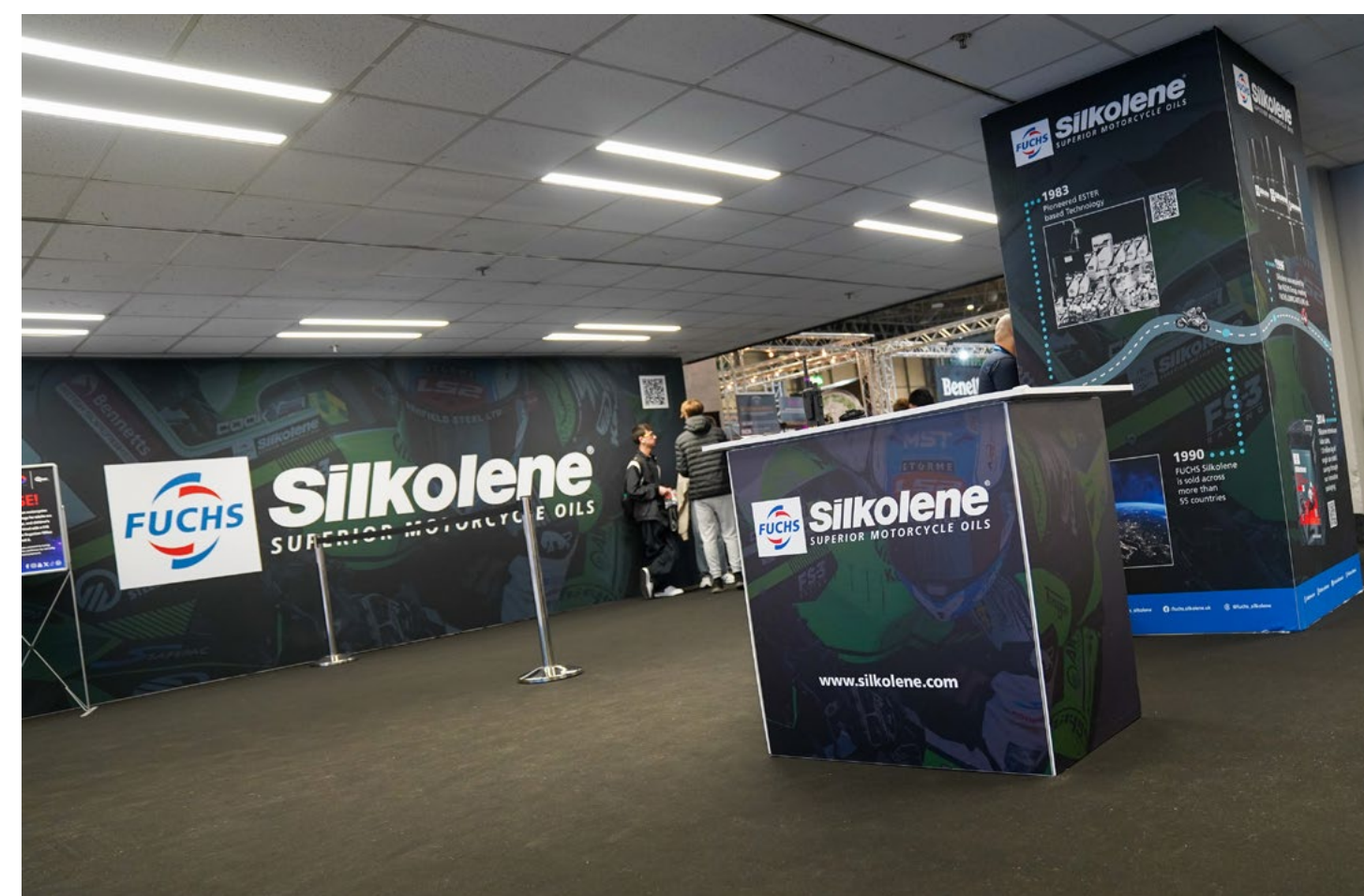
HOW CAN I
PROMOTE MY
BRAND AT MCL?

ADVERTISING

As Europe's 2nd biggest motorcycle show, MCL presents a unique opportunity to reach an huge number of passion driven, highly engaged individuals, both in person & through ever growing digital platforms.

Thanks to an enormous database, including previous ticket holders, a well-served suite of social media platforms, and relationships with the biggest industry publications, MCL provides the perfect platform to inform & educate your brand's potential customers.

This is supported by a number of large-scale visual branding assets available at the event itself, both physical & digital, overt & subliminal.



PRE-EVENT

MCL's pre-event publicity & PR is managed by Motocom, the UK's largest & most experienced industry marketing agency.

MCL work closely with them to ensure delivery of maximum value & impact of Partners' campaigns, maximising brand visibility through multiple mediums:

- **Email Mailshots & Newsletters**
- **Targeted Social Media Campaigns**
- **Website Branding**
- **Media Collaborations**

In 2025, MCL social media saw 8.1m organic impressions, with 1.8m reel/video views, 134,000 interactions and nearly 3,000 website taps. With a number of highly targeted campaigns this year, MCL is set to reach more of the "right" people than ever.



EMAIL & NEWSLETTER

With a database of more than 95,000 previous visitors, and an average open rate consistently exceeding 40%, MCL's email database is one of the easiest ways to reach on average 49,000 engaged motorcycle fans.

From £850



ACTIVATION CAMPAIGNS

For 2026, MCL will be launching a number of all-new marketing strategies, aimed at both bringing more new riders to the sector & engaging existing motorcycle fans. This will form a year-round campaign for the first time, reaching a larger audience than ever before, leveraging influencers, partnerships & market analysis to reach the right people in the right way.

From £1500



WEBSITE

MCL's website attracted almost 650,000 individual viewers in 2025, with 119,000 of those during the first week of the show. As the first point of contact for many, both pre & post-ticket sale, advertising on the MCL website is an ideal way for thousands of highly engaged show visitors to see your brand.

From £500





EVENT

In 2025, MCL welcomed more than 97,000 visitors through the doors across 9-days, 91% of which are existing motorcycle owners.

Event branding provides a simple yet high-visibility way to promote your brand to thousands of highly-engaged ticket holders. In fact, more than 50% of visitors considered shopping & seeing new bikes & products the highlight of their visit to MCL25.

With multiple physical branding locations available, as well as a number of large format screens around the show for 2026, it's never been easier to make maximum impact for your brand.

ENTRANCE POS & TAKEOVER

With just 4 entrances to the show, the smallest of which are 5m in depth, and more than 20,000 individuals passing through each entrance at least one way during MCL, your brand will be the first & last people see during their time at the show.

FROM £6,695



HIGH LEVEL GRAPHICS & SIGNAGE

High level branding is the ideal way to not only provide a hugely visual presence to your brand, but also to cement your presence & as an exhibitor. Typically visible from at least 33% of the show area, it's a guaranteed way for attendees to easily locate you.

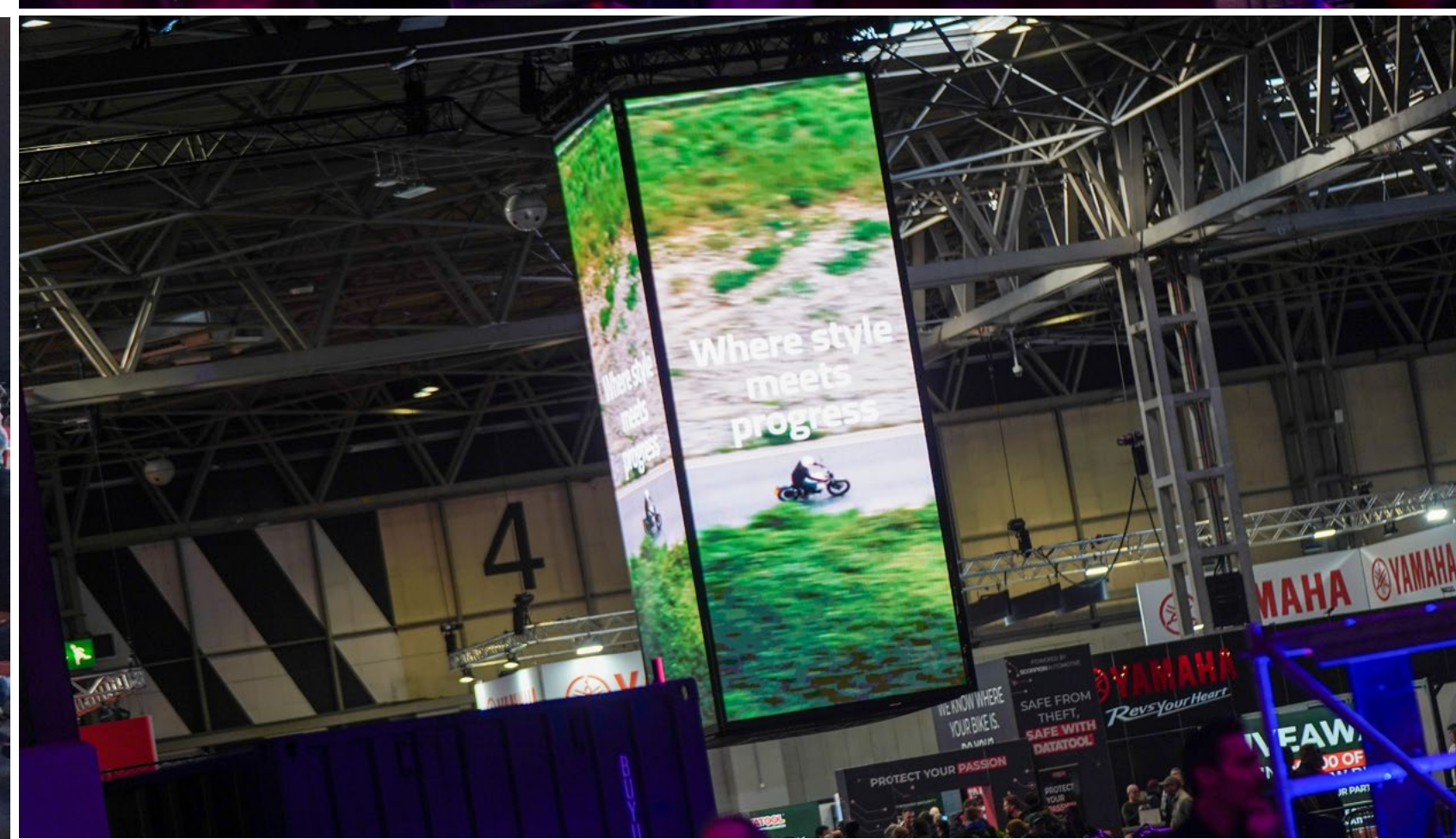
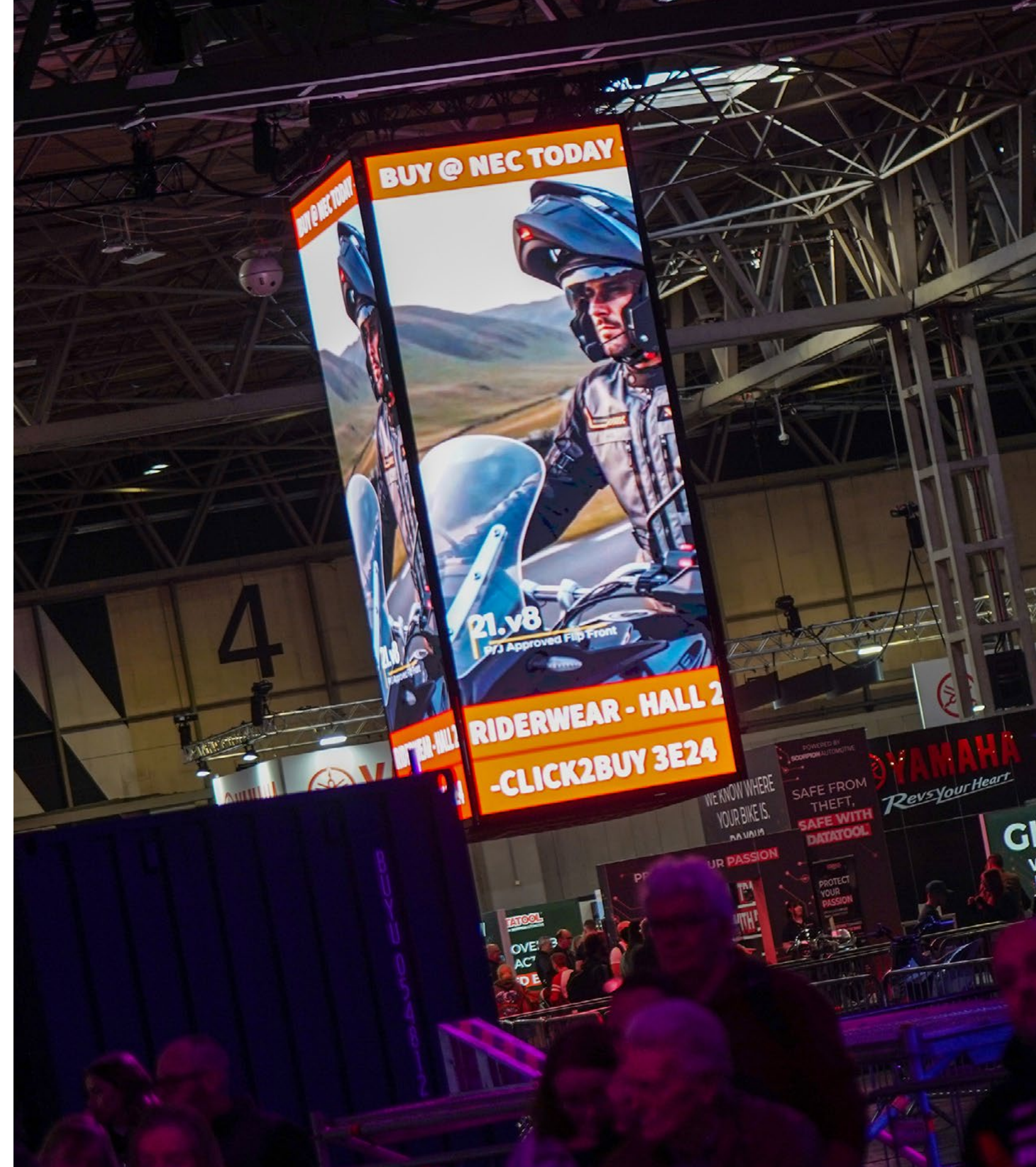
FROM £885



DIGITAL ADVERTISING

Digital advertising is ideal for promoting brand messages that are too complex for static media, such as technical demos & new products, using engaging, fast-paced content.

Media is played across the Super Stage & multiple large-format screens multiple times a day.



IN NUMBERS

- Adverts can last between 10-30 seconds
- At least 3 large format screens

FROM £1,500





INTERACTIVE

MCL is proud to be unique in its number of interactive exhibits, providing a huge draw for attendees, as well as consistently pushing the boundaries of what's possible with indoor events.

With riding opportunities available for anyone aged 2 & above, MCL provides the ultimate family day out. What better way to promote your brand than to attach it to one of our fully-interactive 'Zones', giving direct access & data* to the thousands of attendees who sign up?

With interactive exhibits typically being consistently busy across each day, it's a sure-fire way of your brand reaching thousands across the event duration.

**Subject to GDPR regulations*

KIDDIMOTO BALANCE BIKE PARK

Designed for our youngest visitors, Kiddimoto uses balance bikes to introduce children ages 2+ to the world of bikes.

It's one of the most shared areas from the show across social media with families.

- Naming rights
- Prominent branding opportunities
- Excellent opportunity to reach family audience

From £3,600



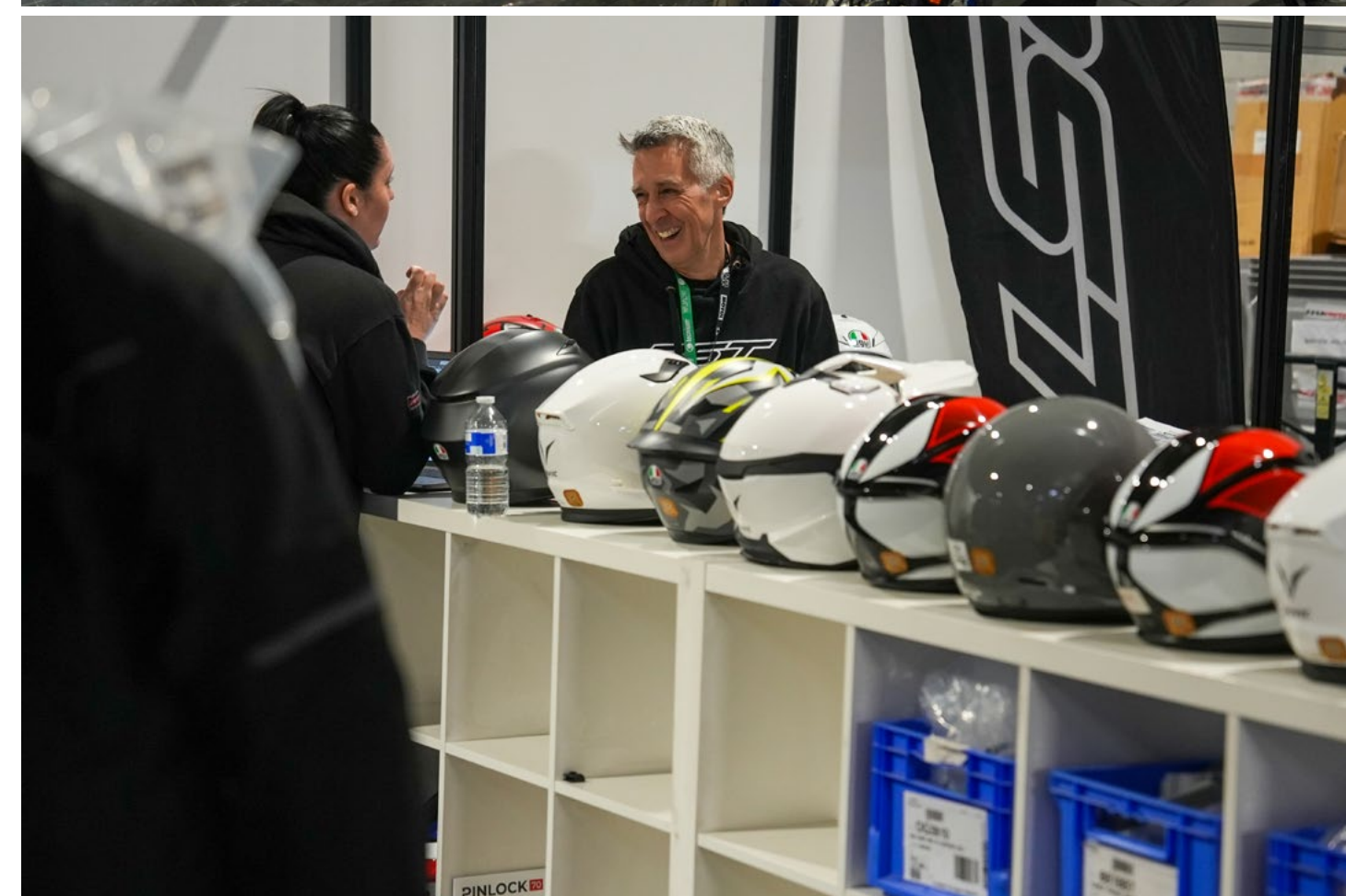
ELITE TEST RIDE ZONE

Consistently one of the most popular interactive parts of MCL, the Test Ride Zone gives those attendees with the appropriate licence & attributes the opportunity to test the performance & comfort of their dream bike in real world conditions with qualified instructors.

Long-term MCL Clothing Partners Arai, AGV & RST continue to support the Elite Test Ride Zone in 2026, supplying world-class protection for every rider completely free of charge.

- Naming rights
- Multiple branding opportunities
- Access to data from sign ups

£POA



E-RIDE ZONE

The E-ride Zone gives attendees the opportunity to face their preconceptions head-on & explore the latest performance & commuting electric bikes & quadricycles on a closed course within the NEC site

- Naming rights
- Multiple branding opportunities
- Access to data from sign ups

£POA





EXPERIENTIAL

Along with the multiple bike riding opportunities, MCL has evolved throughout its life to include a huge number of experiences, ensuring visitors feel they've received maximum value & enjoyment from their visit.

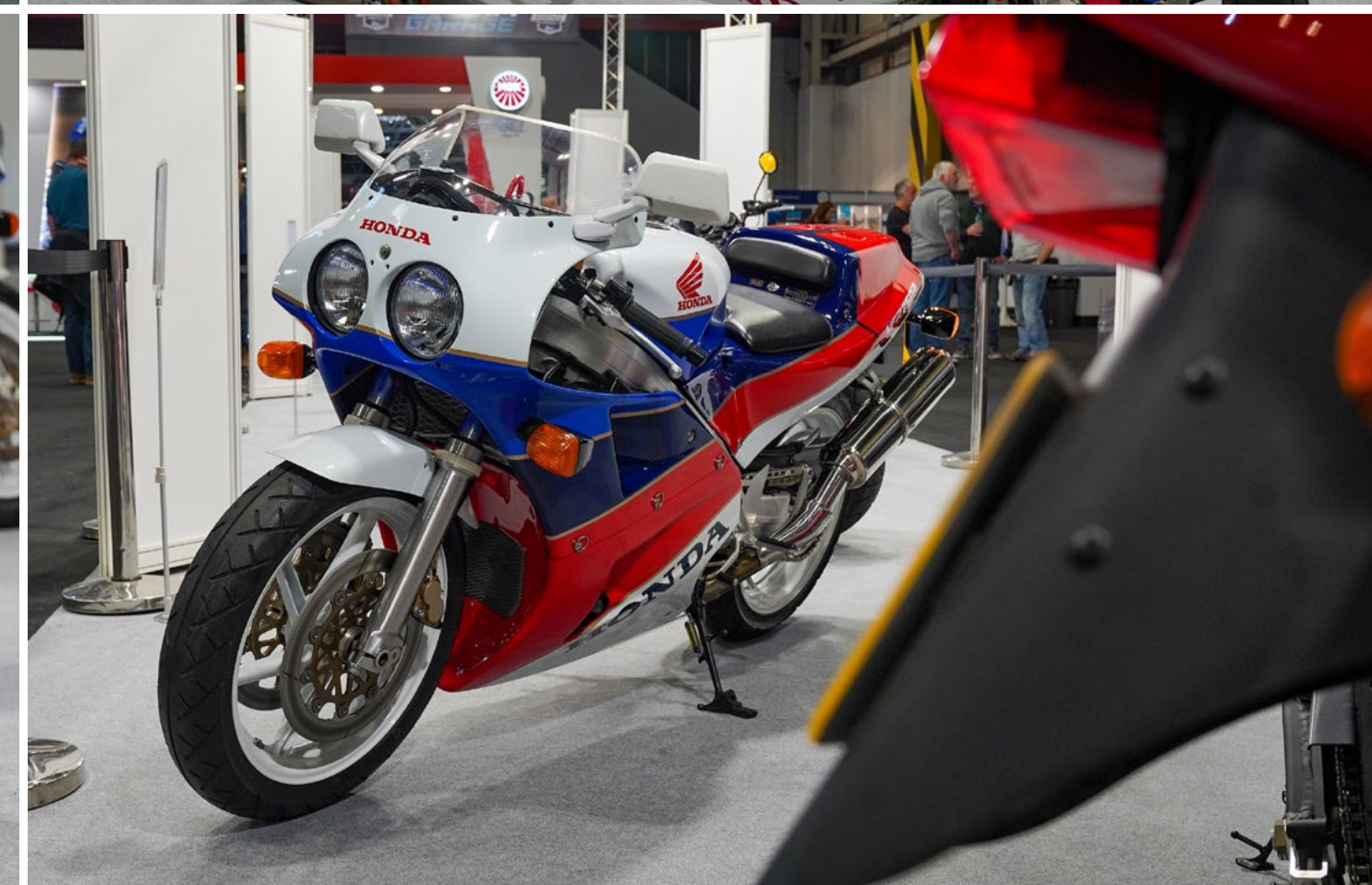
With our innovative Festival Zone, new for 2026 Super Stage, unique food offerings, and mixture of live music, high octane entertainment & chill out areas, MCL has something for every visitor.

Experiential attractions provide an excellent opportunity for brands within multiple sectors to make their mark in not only the memories, but the images of the thousands that attend MCL every year.

SHOW & SHINE

The all-new 'Show & Shine' feature will bring 12 of the UK's best bikes together in one place. From concours superbikes to fully customised classics, every bike will have been nominated & voted for by the public across multiple media platforms – 'Show & Shine' has the potential to be one of the most engaged features ever at MCL.

£15,000



THE COLLECTION

Another brand-new feature for MCL26 is 'The Collection', which will see a prominent private collection appear publicly for the very first time. For its inauguration, 'The Collection' will see a display of 12 of the best bikes from the UK, rarely visible to the public, giving visitors a rare opportunity to get up close & personal.

£15,000



FESTIVAL ZONE

The Experiential Hub of the show – this is where the really high-octane stuff happens! Home to the all-new ‘Super Stage’, Moto Action Zone & a huge street food & bar area - it’s one of the busiest areas of the show. With skylights capped, festoon lighting & smoke machines, the Festival Zone is the vibrant, beating heart of MCL.

- Naming rights
- Prominent Branding
- Unique & Memorable Performance Opportunities

£POA



SUPER STAGE

2026 will see a brand new stage take the place of the traditional 'Festival Stage', joining the show's traditional entertainment hub with Expert Lab to form the new bigger & better 'Super Stage' to form a highly engaging focus point for not only race fans, but those with a genuine interest in all things motorcycle.

With a dynamic, engaging & top-class presenting team, a whole host of celebrity guests, and the return of MCL's famous quiz, it promises to form the focal point for thousands of show visitors during MCL26.

£45,000



MOTO ACTION ARENA

For high-octane thrills, the Moto Action Arena is the place to be! With professional riders performing multiple freestyle moto-x & trials demos each day, it's an area that attracts a huge number of visitors of all ages (and their cameras), and consistently proves one of the most posted features across social media.

- Naming rights
- Engaging lifestyle activation opportunities

£POA



CATERING

With tens of thousands of visitors eating delicious street food, enjoying the bars or simply sitting down with a coffee during MCL, branding of catering assets is a sure-fire way of ensuring your brand is in peoples' faces – literally!

From napkins bearing your logo, through branded coffee cups, to high-quality plastic beer 'glasses' that visitors can keep forever, there are a huge array of possibilities available – all of which ensure your logo is right there for a huge number of MCL attendees.

- Packaging & asset branding
- Zone naming rights
- Discounted pricing structures

£POA



EXHIBITOR & VIP LOUNGE

Accessible to exhibitors, VIPs & their guests only, this is where the business meetings & private conversations happen – it's ideal for B2B engagement & privacy.

- Naming rights
- Multiple branding opportunities

FROM £4,500



BIKE PARK

Taking up an entire hall, the Bike Park provides secure, dry & completely free storage for those riding to the show. Capable of holding thousands of bikes, it's the first & last taste of MCL for many visitors.

- Naming rights
- Multiple branding opportunities

£4,500



LIVE LOUNGE

The Live Lounge sees various bands & artists play in one of the show's busiest street food areas, and provides a hugely engaging branding opportunity.

- Multiple branding opportunities

£POA





EDUCATIONAL

From future engineers to sales staff, MCL & the MCIA work alongside multiple manufacturers & industry figures to support those looking to join the industry

With the innovative Learn2Ride Zone & 2026 strategy looking to engage more new riders than ever, it's the ideal way to make an impact with your brand.

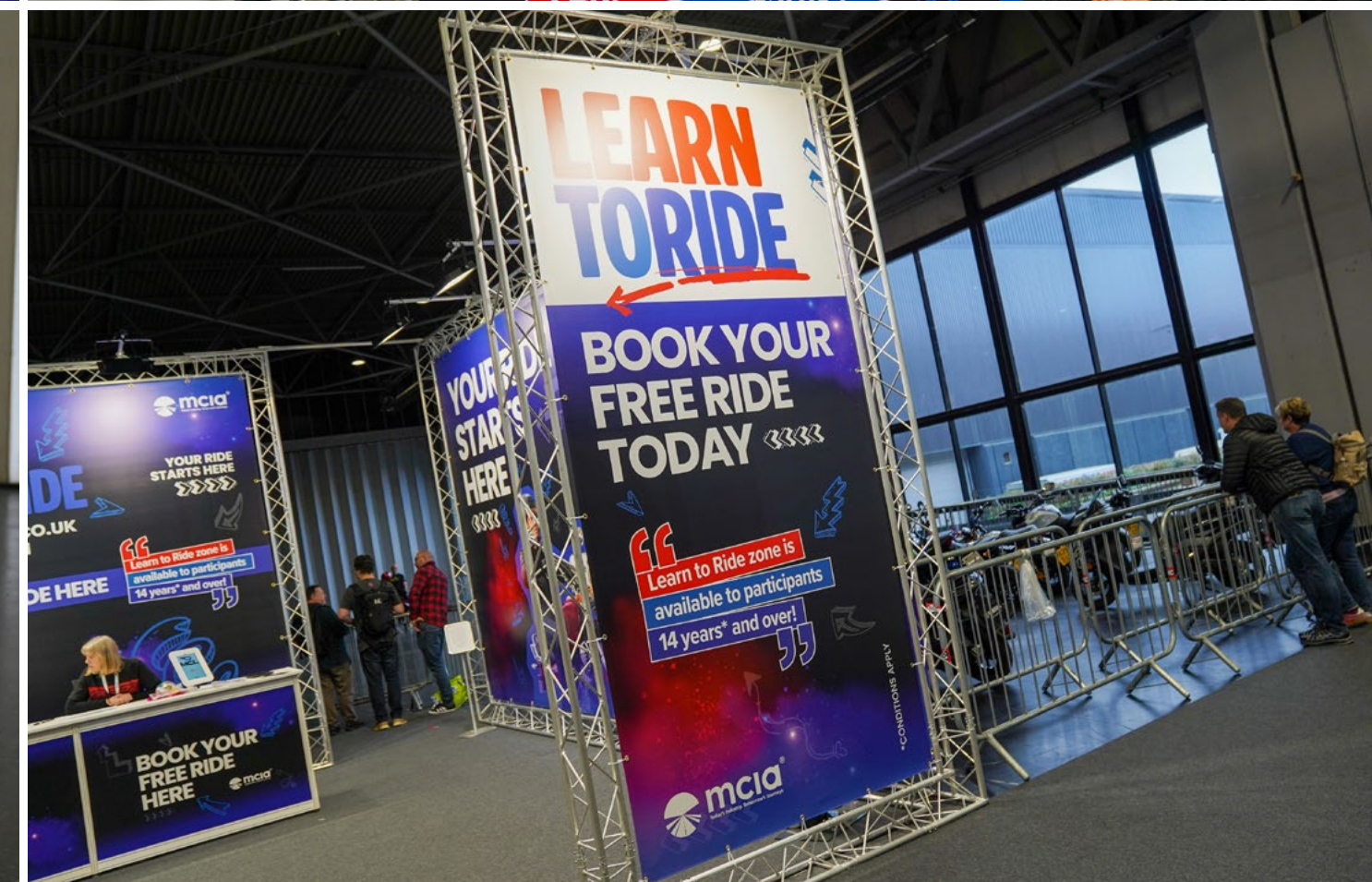
Investing in the future of the industry, from initial concept to end user, has never been more important, and MCL's educational activities work to ensure this.

LEARN2RIDE ZONE

Attracting new riders to the industry is becoming one of the main focusses around MCL, and the Learn2Ride Zone forms the central hub for that initiative. For 2026, it will be heavily promoted through social media content in order to bring a new audience to not only MCL, but the whole motorcycling world.

- Naming rights
- Multiple branding opportunities

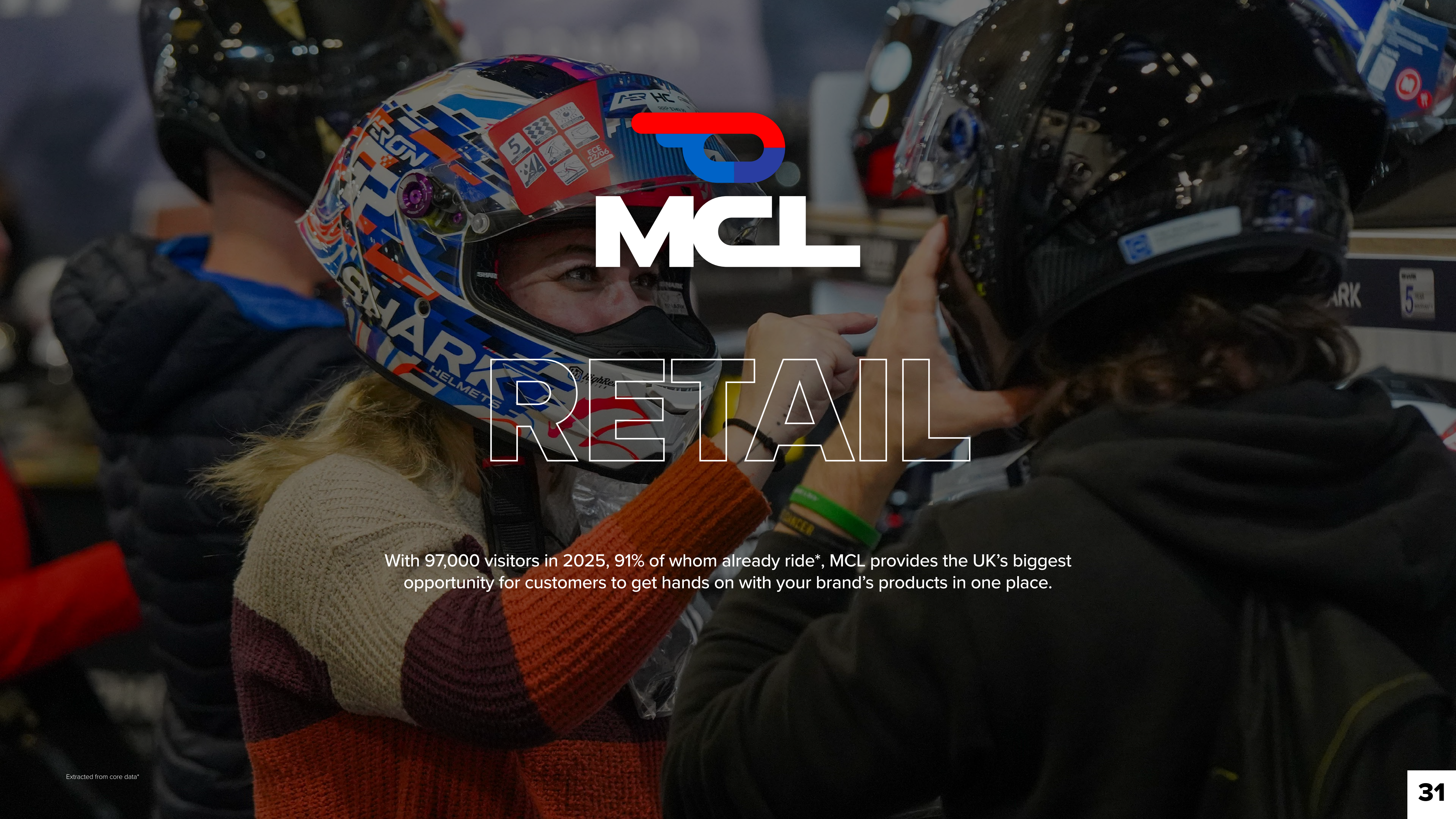
£7,500



NEW INITIATIVES

MCL are constantly striving to be at the forefront of education & careers within our industry, and welcome the submission of ideas, initiatives & mutually beneficial partnerships that can further opportunities for people within the motorcycling world.





MCL

RETAIL

With 97,000 visitors in 2025, 91% of whom already ride*, MCL provides the UK's biggest opportunity for customers to get hands on with your brand's products in one place.

Extracted from core data*

RETAIL

With 97,000 visitors in 2025, 91% of whom already ride*, MCL provides the UK's largest opportunity for customers to get hands on with your brand's products.

With a highly engaged, passion driven audience, many of whom visit specifically to try the latest products & make purchases, MCL provides the perfect platform to promote, launch & display your brand's newest lines.

With so many interactive elements to the show, inclusion of brands & products within features is something that can bring real-world value to brands.

Extracted from core data*



ENDEMIC BRANDS

For brands endemic to the industry, there really is no greater place in the UK for visitors to get hands-on with your products. With in excess of 88,000 motorcycle licence holders in attendance in 2025, it's the perfect way to introduce or promote your brand to a hugely engaged, passion driven audience.

MCIA MEMBER PRICE FROM
£287.91 SQM

TRADE SPACE FROM
£105.39 SQM



NON-ENDEMIC BRANDS

Far from just motorcycle industry brands that can benefit from retail space at MCL, it's a show that sees multiple non-endemic brands perform well across the 9-day event. From alternative lifestyle brands, through luxury spirits, to motorhomes, MCL has seen great success with brands from all walks of life.





CORPORATE

MCL provides the ideal platform for hosting corporate events on any scale, from large to small - with two stages, Exhibitor & VIP Lounge, & manufacturer areas.

Corporate events can be hosted around show opening times – whether that's morning or evening, it's easy to arrange an event using MCL features for your guests.

MCL is ideal for private launch events, for both bikes or products, utilising your stand space, catering facilities, alongside things such as the Moto Action Show.

CONFERENCE

MCL's Main Stage provides the perfect platform for both formal & informal brand presentations & conferences. With large scale screens, a huge variety of AV options & access to the Moto Action Arena , it's an engaging & refreshing option when looking for a venue.

£POA



MEETING & TRAINING VENUE

With multiple stages, interactive riding opportunities & options around MCL itself, the event provides an ideal venue for meetings, training & product launches, both during opening hours & pre & post show.

£POA





THANKS

For more information please contact:

Si McNally
+44 (0) 7723 318 723
s.mcnally@mcia.co.uk

Please note that all pricing is displayed at MCIA Member discounted price. For non-members, a 20% surcharge on these prices will be added.