

### Major sport events make business easier

#### With the IBDLM, Le Mans 24 hours are a business accelerator

Sport and business, go together very well. The first often offers a decor and an atmosphere that facilitates the second. Nothing like a big game or a big race to put oil in the wheels of decision-makers between companies.

Major sporting events have all developed their hospitality in this direction, but at the Le Mans 24 hours, a BtoB event stands out: the International Business Days, which bring together the proximity of the world's most prestigious car race and the gastronomic richness of a region renowned for facilitating and, above all, concretizing business relations. The concept has proved its worth: 2020 will mark the 13th edition of this event where contracts are actually signed in a unique atmosphere.

The creation of dressing rooms at Roland Garros in 1928, the business center that had become the presidential dressing room of the Stade Gerland in Lyon in the middle of the 2000s testify to this: Sport is a business facilitator.

This is how the concept of "hospitality" developed. This term, derived from the English word hospitality, has become a canon of sports marketing. It includes the ticket for an event and a service intended for B2B clients, decrypted Pauline Rousseau, Director of hospitality and public relations at Amaury Sport Organisation (ASO), organizer of Tour de France and the Paris Dakar. The target ? Companies in the first place, but also communities, within the limits of what is allowed, and rich people," explains Vincent Tong Cuong, Managing Director of Sportfive France, which has a specialized department in this field. The hospitality market has experienced strong growth in recent years to the point of representing, according to him, "the third largest income after TV rights and marketing on large events, ahead of derivatives".

Football, tennis, rugby are support sports for business meetings, but the dream setting for business support is motorsport and its cohort of images: mythical stables, legendary drivers, racing facts, pieces of bravery, but also the technological showcase it offers. In the field of motor sport, a race dominates the collective imagination: the Le Mans 24 hours, the world's oldest and most famous endurance race moves some 250,000 spectators each year to a city with 143,000 inhabitants, and gathers on a starting grid the gratin of the car racing and business.

But getting together is not enough. The public relationship itself will not stand alone. In order to do business, you also have to be able to discuss contracts around a table.

It is this balance, this carefully mix between the atmosphere of the event and the rigour of the business offered since 2008 by the International Business Days Le Mans. This international business convention, which takes place during the Le Mans 24 hour week, brings together each year about 100 decision-makers in the industry in general, particularly in the automotive,

aeronautical, rail, medical sectors... for a two-day programme punctuated by the discovery of the race and its nearest actors, gourmet breaks and 1to1 pre-arranged meetings.

The 13th edition will take place on 10 and 11 June during the free and qualifying practice sessions of the race. Participants will have the opportunity to discover the pits and paddocks of the teams involved in the race, to observe as closely as possible the work of the mechanics and drivers, but also of the two tyre manufacturers. They will have the opportunity to taste the best of the Sarthois terroir, to attend the qualifying night practice session from a privileged point of the circuit and especially to do business in this unique setting, in a pleasant and dedicated place where the confidentiality of the exchanges is guaranteed.

It's working, says François Lassalle, creator and organiser of the International Business Days Le Mans. Each year, contracts are signed during and after the agreement. While he is very jealous of the confidentiality of cases that are concluded under his auspices, this former purchasing director of major international automotive groups is able to mention a few examples among those that have been in effect for several years: thus the French team Peugeot Sport which in 2010 approved a new supplier met during these days and placed with it an order for an engine component for the Peugeot 908 Hdi FAP. Another example is the Don Foster Group, which became a supplier of Volvo 3P after the IBD 2013 or Cadware (3D CAD) which, in 2016, sold one of its software solutions to a general mechanical company.

For the more recent ones, François Lassalle signals that no: «nothing will be mentioned, because confidentiality is also the key to hospitality» and business.

**The next edition will be held on 10 and 11 June, again at the Technoparc of Le Mans 24 hour circuit, as usual during the practice sessions of the mythical race.**

#### **About the International Business Days Le Mans**

Since 2008 ....

2000 + pre-arranged meetings  
1000 + participants

96% like the concept  
35% Loyal participants

18 countries  
70 business expertise

#### **INFORMATIONS PRATIQUES**

[www.ibdlemans.com](http://www.ibdlemans.com)

2020@ibdlemans.com

+33 6 82 56 45 80



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