



messe frankfurt



Deutsche Messe

**automechanika**  
ISTANBUL

2.-5.6.2022  
TÜYAP / ISTANBUL

**Secure  
your  
success**

Deadline for orders: 13.05.2022





# Why advertise?

Effective on-site and online marketing is part of a successful trade fair appearance. This increases your brand awareness. You can convey your messages in a targeted way and reach your target group directly on the exhibition grounds and online media. Benefit from the multitude of different forms of advertising to successfully design your individual marketing goals.

## Your advantages at a glance:

- ✓ Generate more leads
- ✓ Attract more visitors to your stand
- ✓ Promote your products prominently
- ✓ Increase your presence beyond the trade fair

With our advertising options around the venue, you can impressively present your brand at the most strategic locations of the trade fair – and thus attract even more visitors to your trade fair stand.



# Regardless of your budget, we've got you covered!

Choose from a variety of different advertising options and generate even more interest in your trade fair stand. Surprise your target group with extraordinary advertising or attract even more visitors with a sensational campaign. Our attractive advertising media are located directly at the strategically most important locations of the trade fair and offer you every opportunity to address your target group effectively.

**PREMIUM – 500 € - 15,000 €**  
**ON-SITE – 50 € - 4,000 €**  
**DIGITAL – 550 € - 3,750 €**  
**ACADEMY – 5000 € - 8,000 €**

**Pages: 4-7**  
**Pages: 10-15**  
**Pages: 18-19**  
**Pages: 20-21**







# PREMIUM

PR 001



Logo on Visitor Badge + Lanyard

EXCLUSIVE

Price  
15,000 € + VAT

Visibility  
100%

PR 002



Digital Wall  
Registration Area

Price  
5,000 € + VAT

Duration  
15 second

Dimensions  
300 x 200 cm

Frequency  
Min. 100 / day

Visibility  
100%

LIMITED

PR 003



Digital Wall  
Foyer

Price  
5,000 € + VAT

Duration  
15 second

Dimensions  
300 x 200 cm

Frequency  
Min. 100 / day

Visibility  
100%

LIMITED

PREMIUM



PR 004

PREMIUM



### Monument Sign



Price  
7,500 € + VAT



Dimensions  
Length : Max. 300 m.  
Height : 1,5 m. Width: 1,5 m.



Visibility

EXCLUSIVE

100%

PR 005



### Visitor Shuttle Area Billboard



Price  
1 pcs: 500 € + VAT  
2 pcs: 900 € + VAT  
3 pcs: 1,200 € + VAT  
4 pcs: 1,400 € + VAT  
5 pcs: 1,500 € + VAT



Dimensions  
332 x 192 cm



Visibility

LIMITED

85%

PR 006

PREMIUM



### Mega Board



Price  
5,000 € + VAT



Dimensions  
600 x 300 cm



Visibility

EXCLUSIVE

100%

PR 007



### Outdoor Pillar



Price  
1 pcs: 1,250 € + VAT  
2 pcs: 2,250 € + VAT  
3 pcs: 3,400 € + VAT  
4 pcs: 4,000 € + VAT



Dimensions  
95 x 235 cm  
(1 side)



Visibility

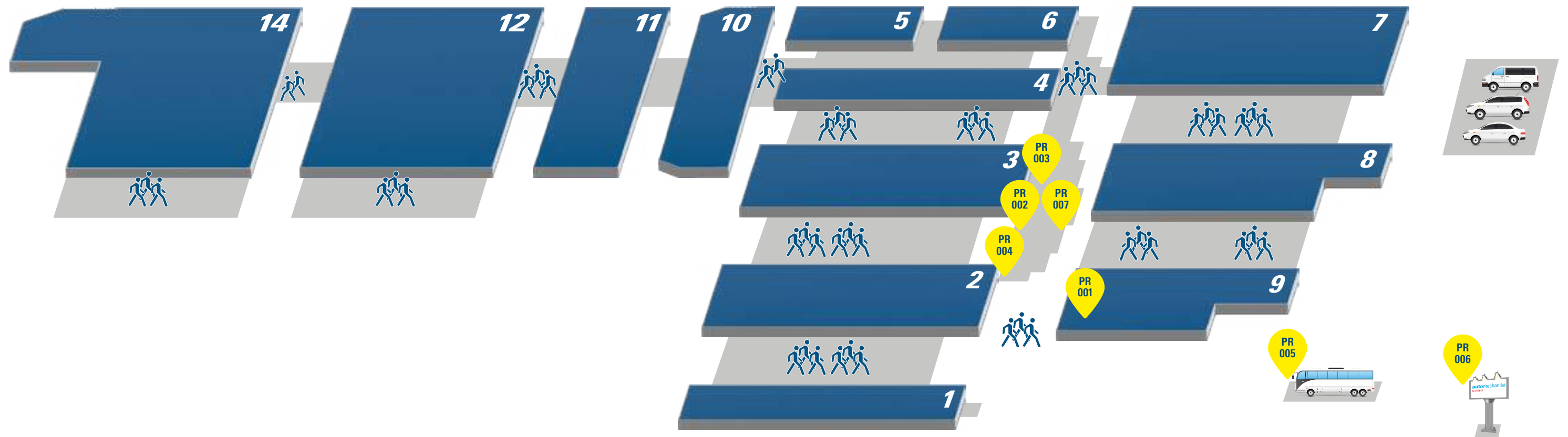
LIMITED

95%





# VENUE MAP PREMIUM



## PREMIUM

**PR 001** Logo on Visitor Badge + Lanyard

**PR 006** Mega Board

**PR 002** Digital Wall  
Registration Area

**PR 007** Outdoor Pillar  
PR007-1  
PR007-2  
PR007-3  
PR007-4

**PR 003** Digital Wall  
Foyer

**PR 004** Monument Sign

**PR 005** Shuttle Station Billboard  
PR005-1  
PR005-2  
PR005-3  
PR005-4  
PR005-5





# ONSITE

PR 001



## 3D Block



Price  
2,500 € + VAT



Dimensions  
100 x 250 cm



Visibility  80%



Location  
Customizable

PR 002



## Mega Block



Price  
3,000 € + VAT



Dimensions  
60 x 180 cm  
120 x 180 cm



Visibility  
%90



Location  
Customizable

PR 003



## Pillars



Price  
1,500 € + VAT

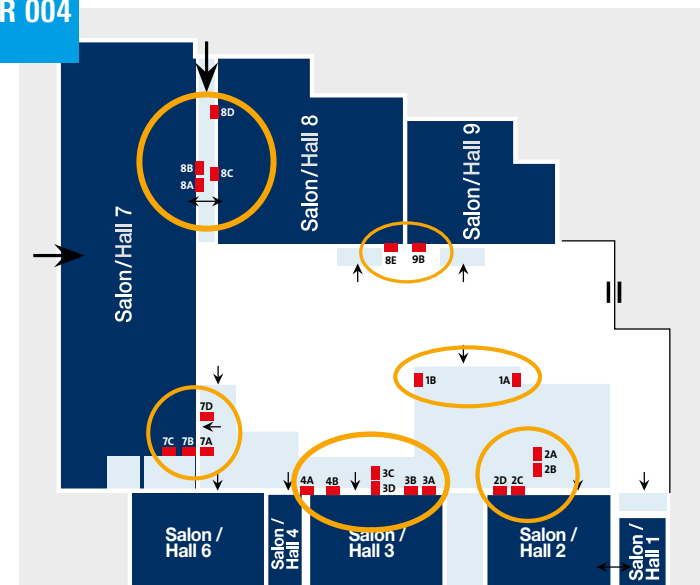


Dimensions  
100 x 250 cm



Visibility  95%

PR 004



## Illuminated Wall Panels



Price  
1 pcs: 1,500 € + VAT  
2 pcs: 2,500 € + VAT  
3 pcs: 3,500 € + VAT



Dimensions  
120 x 200 cm



Visibility  95%



ONSITE



# ONSITE



Visibility  95%

A horizontal bar chart with a blue bar representing 95%.

| Category | Percentage |
|----------|------------|
| 95%      | 95%        |

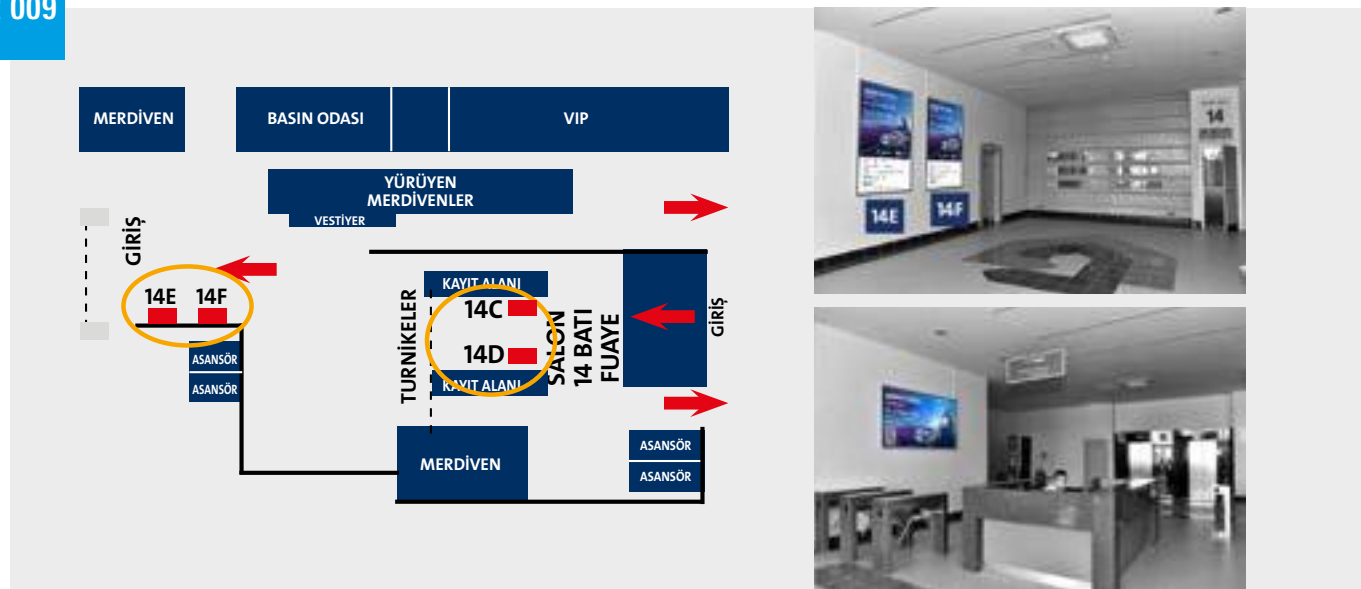


Visibility: 100%



PR 009

ONSITE



## Illuminated Wall Panels



Price  
1 pcs: 1,500 € + VAT  
2 pcs: 2,500 € + VAT



Dimensions  
120 x 199 cm



Visibility  90%

PR 012



## Quick Finder Full Page Ad



Price  
1,000 € + VAT



Dimensions  
10 x 21 cm



Visibility  100%

PR 013



## Logo on Quick Finder Exhibitor List



Price  
50 € + VAT



Dimensions  
1cm height



Visibility  100%

PR 010



## Quick Finder Back Cover



Price  
3,850 € + VAT



Dimensions  
10 x 21 cm



Visibility  100%

PR 011



## Quick Finder Cover Ad



Price  
2,200 € + VAT

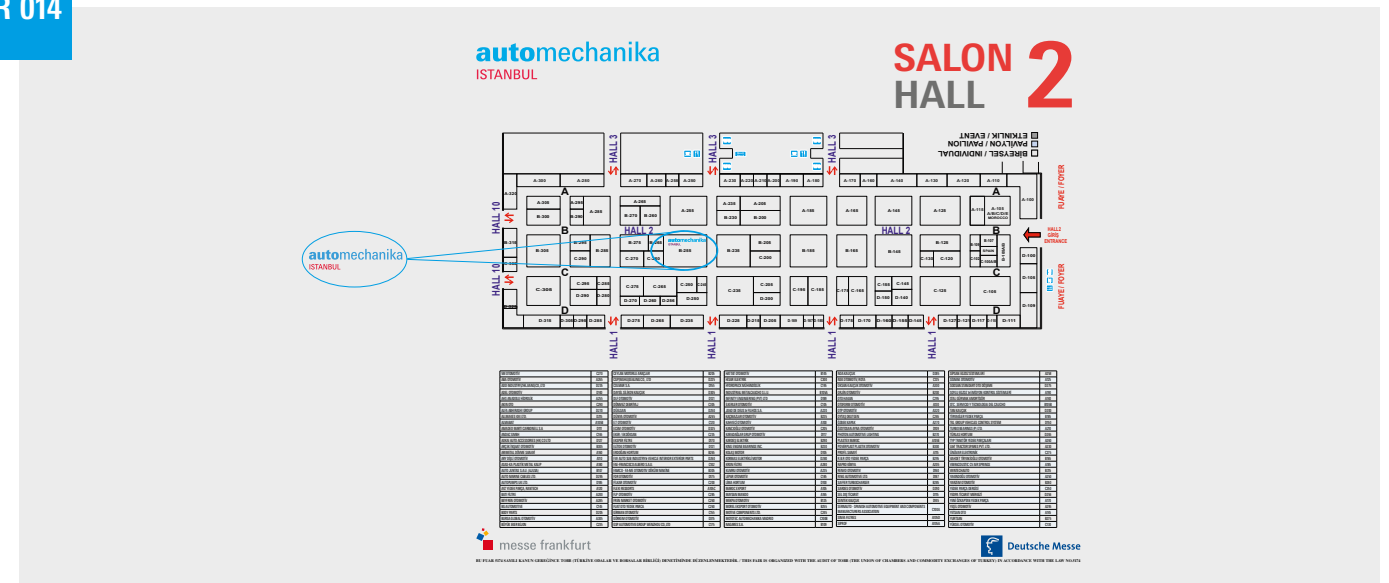


Dimensions  
10 x 21 cm



Visibility  100%

PR 014



## Logo on Floor Plan (Quick Finder + Onsite)



Price  
1,000 € + VAT

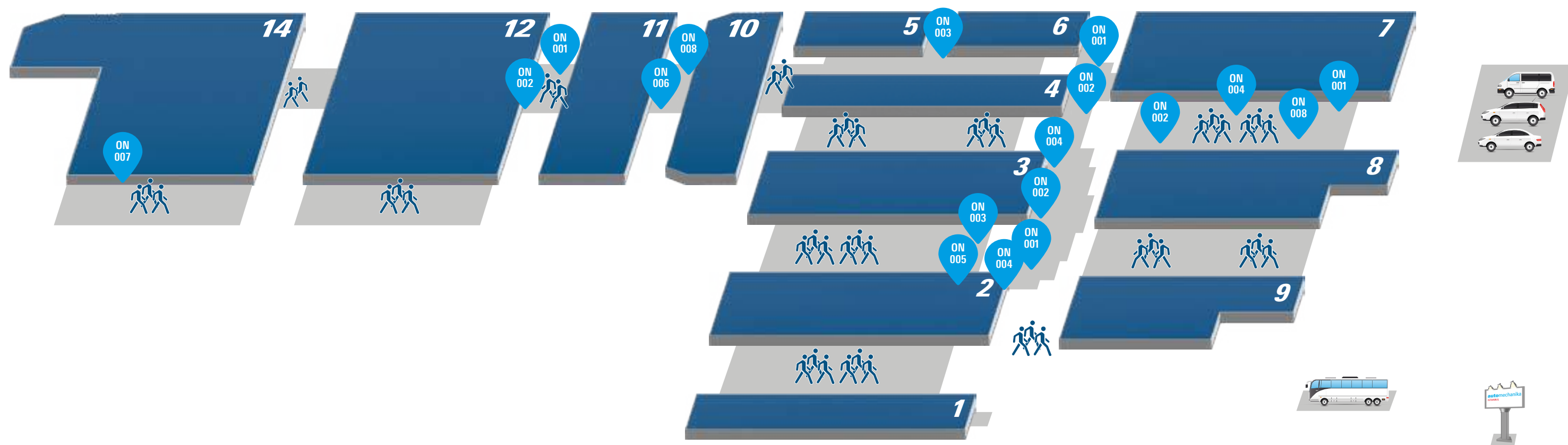


Visibility  95%





# VENUE MAP ONSITE



## ONSITE

|        |             |        |                         |        |                         |        |                         |        |                           |        |                                     |        |                         |
|--------|-------------|--------|-------------------------|--------|-------------------------|--------|-------------------------|--------|---------------------------|--------|-------------------------------------|--------|-------------------------|
| ON 001 | 3D Block    | ON 002 | Mega Block              | ON 003 | Pillars                 | ON 004 | Illuminated Wall Panels | ON 005 | Illuminated Wall Panels   | ON 006 | Illuminated Wall Panels             | ON 007 | Illuminated Wall Panels |
| ON 008 | Display Box | ON 009 | Illuminated Wall Panels | ON 010 | Quick Finder Back Cover | ON 011 | Quick Finder Cover Ad   | ON 012 | Quick Finder Full Page Ad | ON 013 | Logo on Quick Finder Exhibitor List | ON 014 | Logo on Floor Plan      |





# DIGITAL



## Mobile App. Banner

Price  
Banner A 3,750 € + VAT  
Banner B 3,500 € + VAT

Dimensions  
960 x 195 px

**LIMITED**

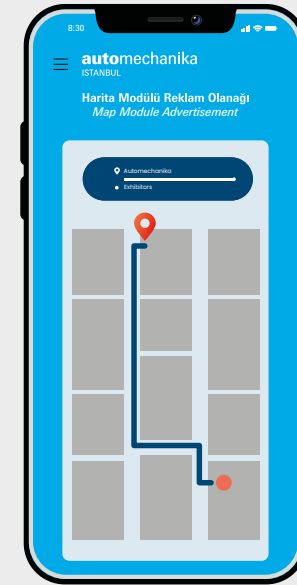
Visibility  
100%



## Special Digital Package

Price  
1 E-blast and  
1 Social Media Post  
1,500 € + VAT

Visibility  
100%



## Map Module Advertisement

Price  
2,500 € + VAT

Visibility  
100%

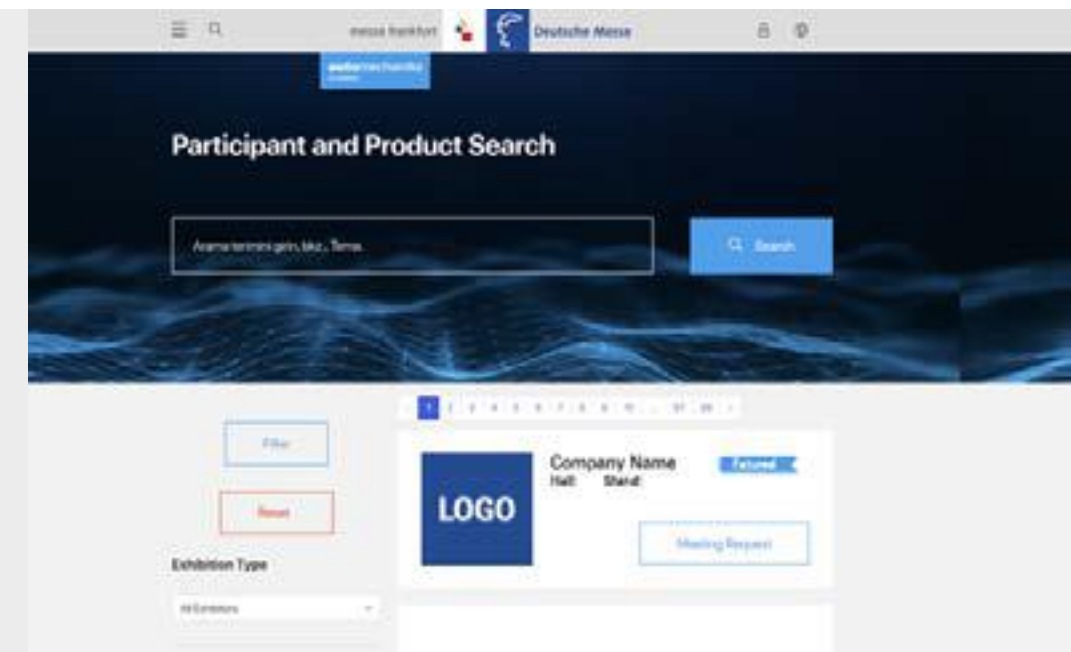


## Digital Exhibition Catalogue - USB

Price  
550 € + VAT

Dimensions  
468 x 60 px

Visibility  
100%



## Automechanika Istanbul Digital Platform



By placing advertisements at the digital platform, you'll be able to maximize your visibility even before the opening day of Automechanika Istanbul and after the show as the digital platform remains active. Please contact our show team for advertising opportunities.



DIGITAL



# **automechanika ACADEMY**



## Session Slot A



Price  
5,000 € + VAT



Time Limit  
45 minutes



Content to be approved  
by the show team.



## Session Slot B



Price  
8,000 € + VAT



Time Limit  
90 minutes



Content to be approved  
by the show team.







# ORDER FORM

Requested Advertising Options (Please provide product ID or name):

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Company Name: 

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Contact Person: 

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Address: 

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Phone: 

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E-mail: 

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Web: 

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Stamp and Signature:

*For detailed information:*

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