

Automechanika Istanbul Digital Platform Package

Digital Platform Concept = 1000 Euro

Why Exhibitors Should Use These Services?

Exhibitors will have many opportunities to increase the traffic of their physical stands in the fairground.

Exclusive Services for Automechanika Istanbul Digital Platform Participants

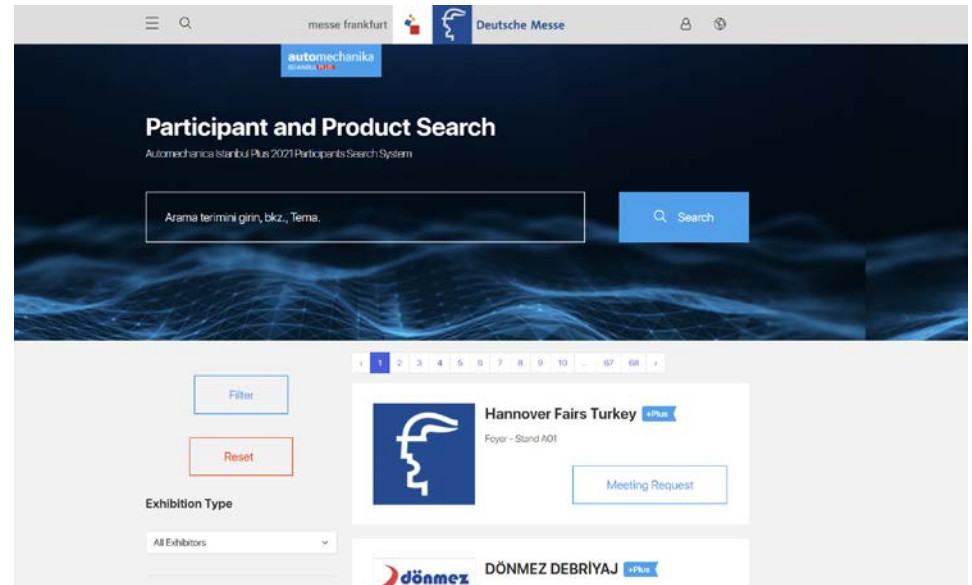
- Top Position in Search Systems
- Listing with The Premium Icon
- Business Card Collection on Profile
- Contact via WhatsApp
- Offline Messaging
- Exclusive B2B Matchmaking System
- Corporate Social Media Account on Profile
- Photo Gallery
- Video Gallery
- Documents Gallery
- Detailed Product Presentation
- Adding Products to Favorites
- Reporting Feature
- Redirection to Digital Platform Profile from Mobile App
- Logo usage on Conference Sessions
- Organize Digital Meetings After the Exhibition
- Special Filtering on Search Engine

**These features are not available for standard physical exhibitors.*

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Top Position in Search Systems

- Automechanika Istanbul Digital Platform participants will appear on top in exhibitor product search.
- In search results, company Logo, stand & booth number and companies' short information will also be shown.



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Listing with The Plus Icon

- In “Exhibitor & Product Search” page, the listed companies will be marked with Plus Icon.



Hannover Fairs Turkey +Plus

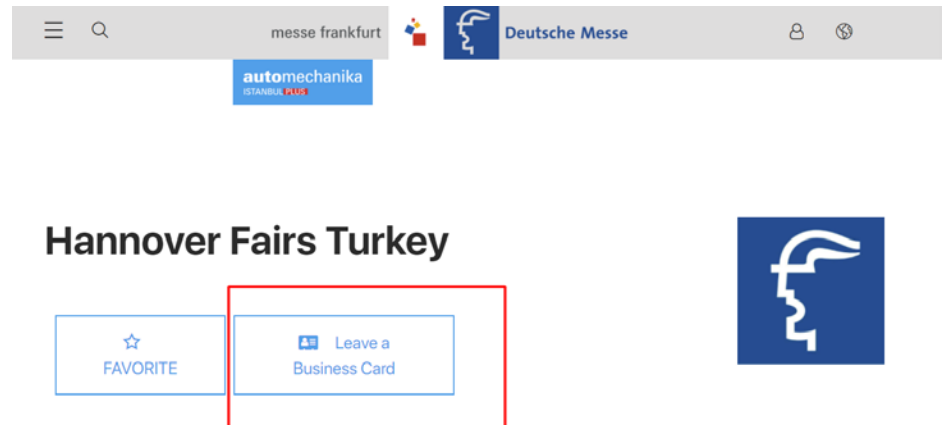
Foyer – Stand A01

Meeting Request

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Business Card Collection on Profile

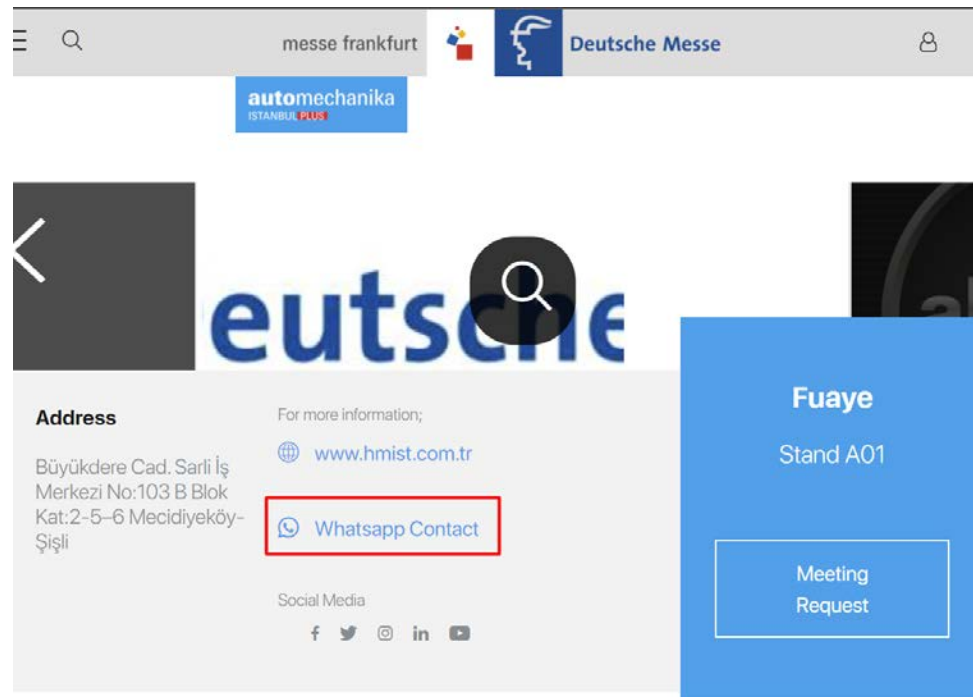
- In “Company Profile” section, the visitors can leave their business cards and share their contact information directly with the company.



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Contact via WhatsApp

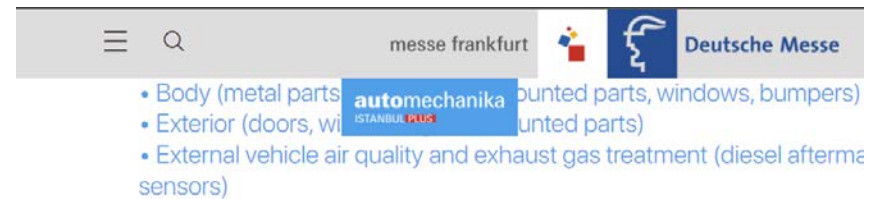
- In “Company Details” section, visitors can contact company representative on WhatsApp.



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Offline Messaging

- Offline messaging provides more communication features to visitors where they can send inquiries directly to the company.



Contact

Hannover Fairs Turkey you can contact these people for information;

Cihan Keser

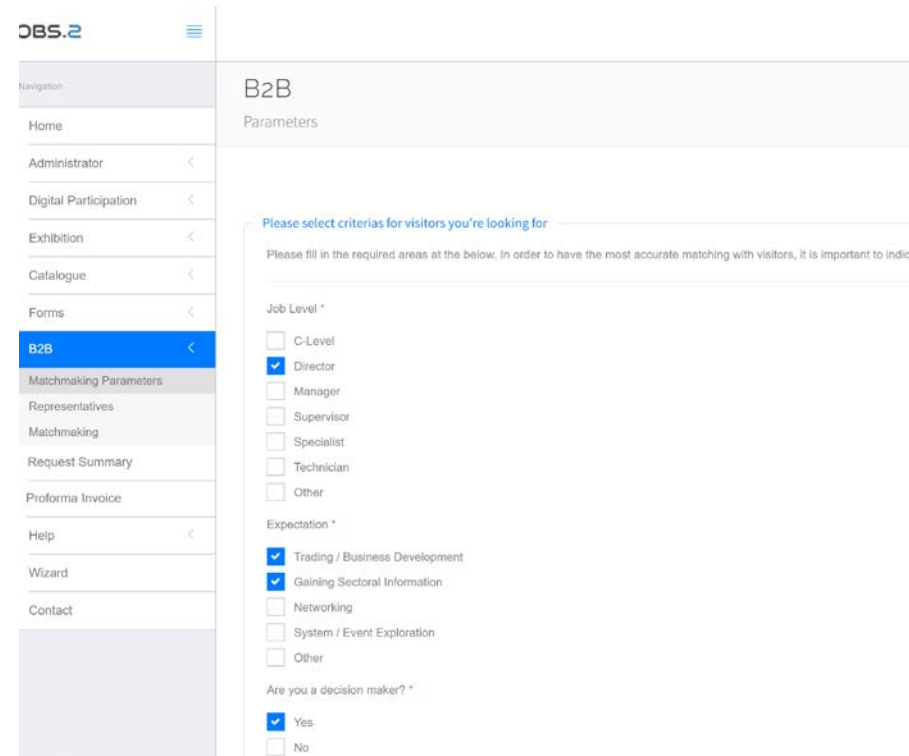
IT, Digitalization Projects and Data Management - Director of IT, Digitalization Projects and Data Management
Telephone: +902123346900

Meeting Request [Send Message](#)

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Exclusive B2B Matchmaking System

- B2B Matchmaking System is an entirely dedicated module for Digital Platform exhibitors to organize & schedule their B2B Meetings with Buyer Delegations & Companies and visitors.
- B2B Matchmaking system automatically match the company with visitors according to the predefined criteria they entered on the OBS System – B2B form including their job level, expectation, and interested areas parameters.
- Digital Platform companies will be able to organize meetings with matched customers digitally (via Zoom) after the fair.
- There will be the possibility of matching both physically and digitally.

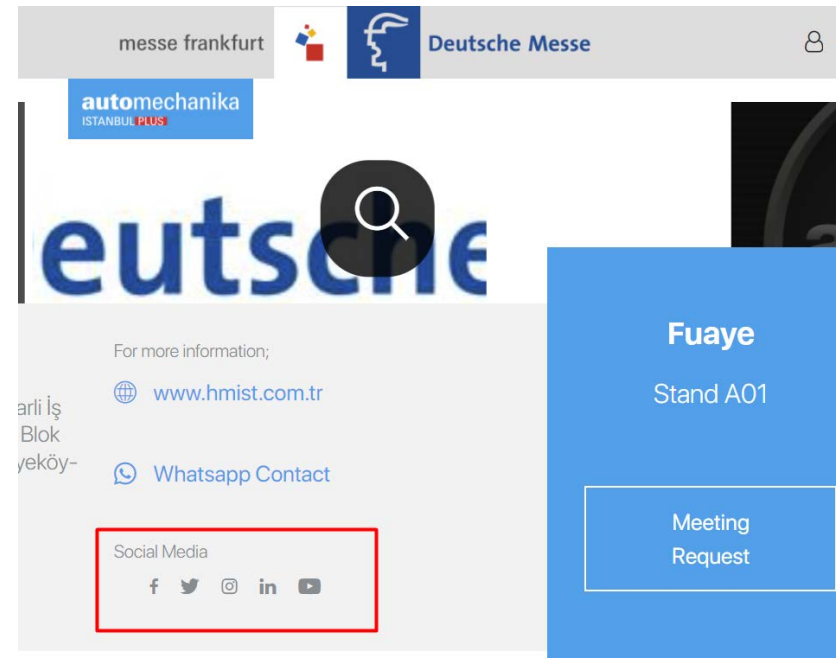


The screenshot shows the OBS.2 B2B Matchmaking Parameters form. The left sidebar contains a navigation menu with options: Home, Administrator, Digital Participation, Exhibition, Catalogue, Forms, B2B (selected), Matchmaking Parameters, Representatives, Matchmaking, Request Summary, Proforma Invoice, Help, Wizard, and Contact. The main content area is titled 'B2B Parameters' and includes a section for selecting criteria for visitors. The criteria section has two parts: 'Please select criterias for visitors you're looking for' and 'Please fill in the required areas at the below. In order to have the most accurate matching with visitors, it is important to indicate...'. The first part includes a 'Job Level *' section with checkboxes for C-Level, Director (checked), Manager, Supervisor, Specialist, Technician, and Other. The second part includes an 'Expectation *' section with checkboxes for Trading / Business Development (checked), Gaining Sectoral Information (checked), Networking, System / Event Exploration, and Other. At the bottom, there is a section for 'Are you a decision maker? *' with checkboxes for Yes (checked) and No.

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Corporate Social Media Account on Profile

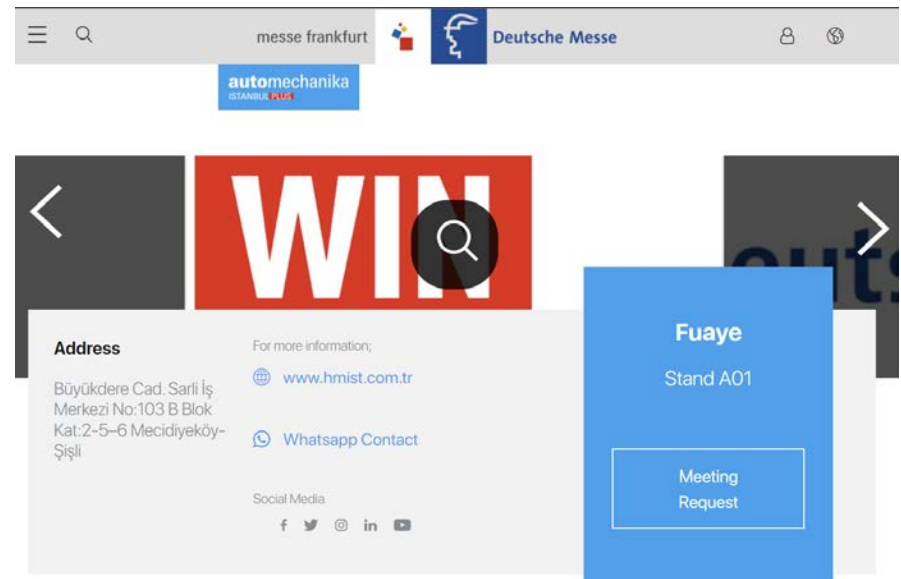
- Digital Platform companies can fill the social media links on the “Contact Information” section to extend their reach on social media networks.
- This feature is the most important tool to be used by companies to create more interaction with their company and products with customers.



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Photo Gallery

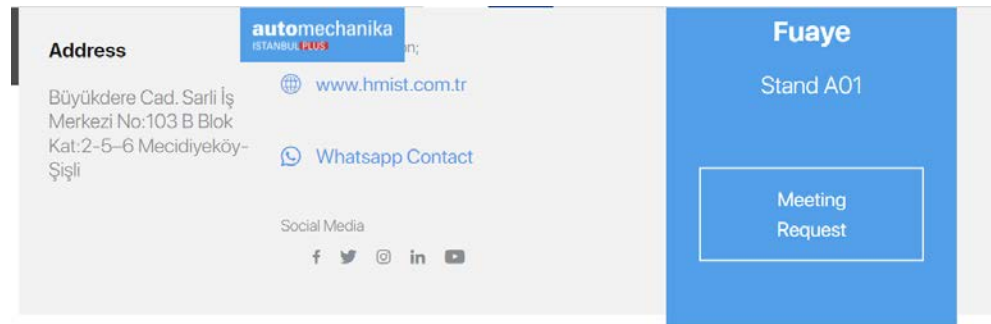
- Photo Gallery provides features to Digital Platform companies to show and highlight their products and marketing materials or even company photos in the vertical slider.
- This feature is one of the most effective tool to get more impressions on company products.



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Video Gallery

- Video Gallery provides features to Digital Platform companies where they can publish their corporate videos, product presentations or other visual marketing materials directly on this section.



Videolar



A New Message from General Manager

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Documents Gallery

- Documents Gallery provides features to Digital Platform companies where they can add their product catalogues, flyers, white papers, or various marketing materials in PDF.



Products Documents

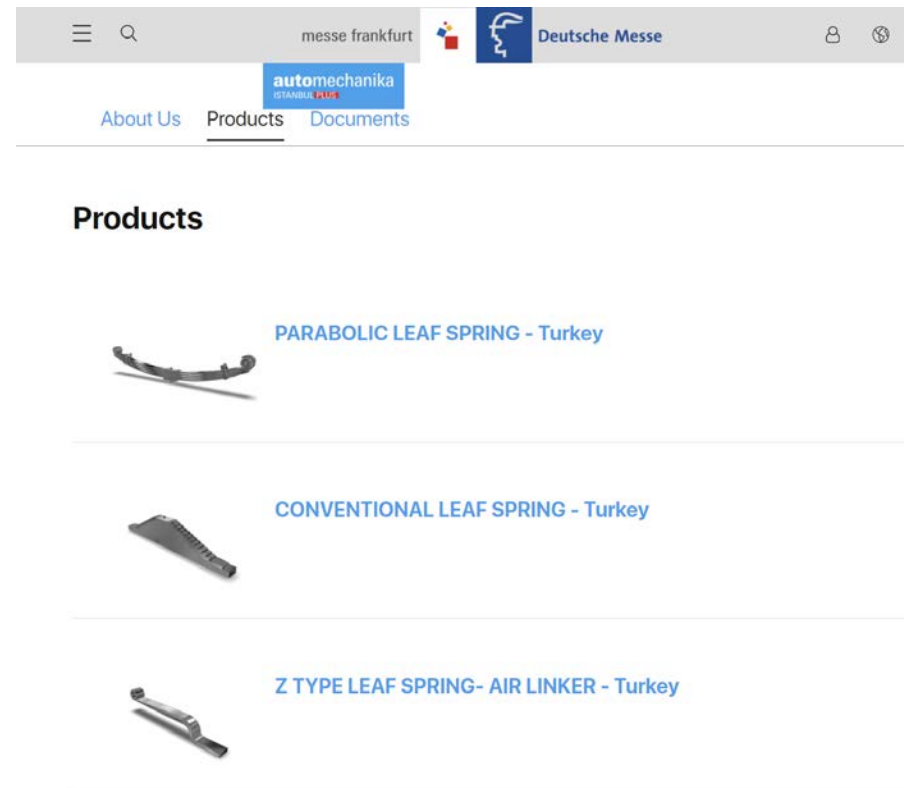
ents

ny Brochure (PDF)

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Detailed Product Presentation

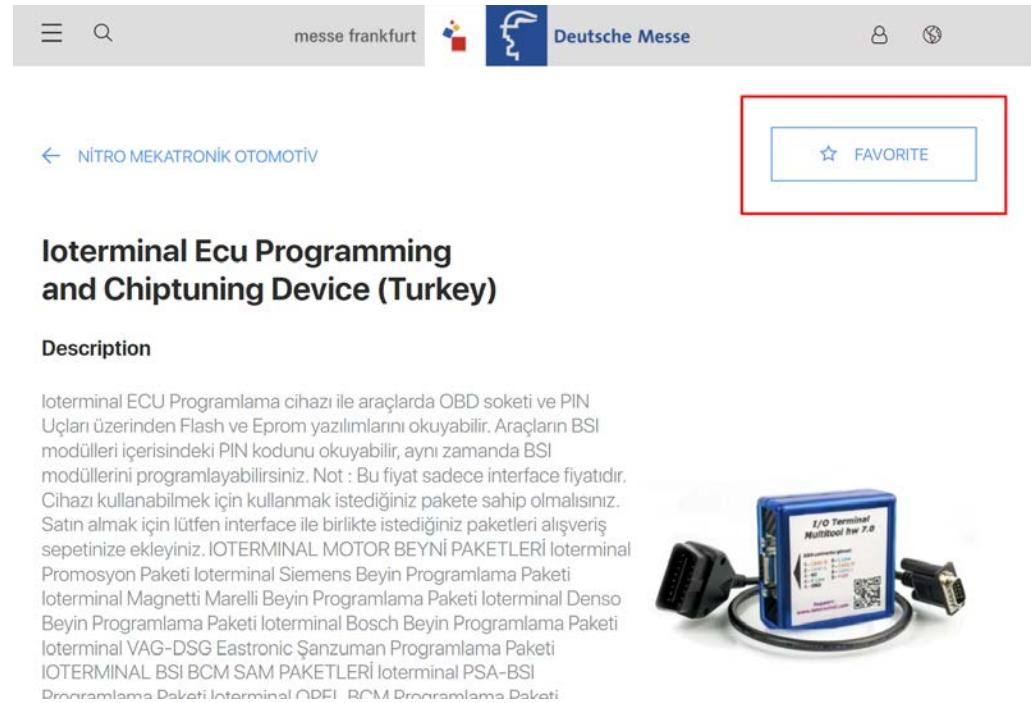
- Digital Platform companies also have an opportunity to highlight and publish their Products on the “Products” section.
- Visitors can easily present product details via clicking to the thumbnail image of the product. All the product details will be show in the same windows via popup.



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Adding Products to Favorites

- Visitors also can “Save” the products they interested.
- These products will be added to their profiles.
- Visitors also can review all products they saved in “Favorites” section on their profiles.




← NİTRO MEKATRONİK OTOMOTİV

Ioterminal Ecu Programming and Chiptuning Device (Turkey)

Description

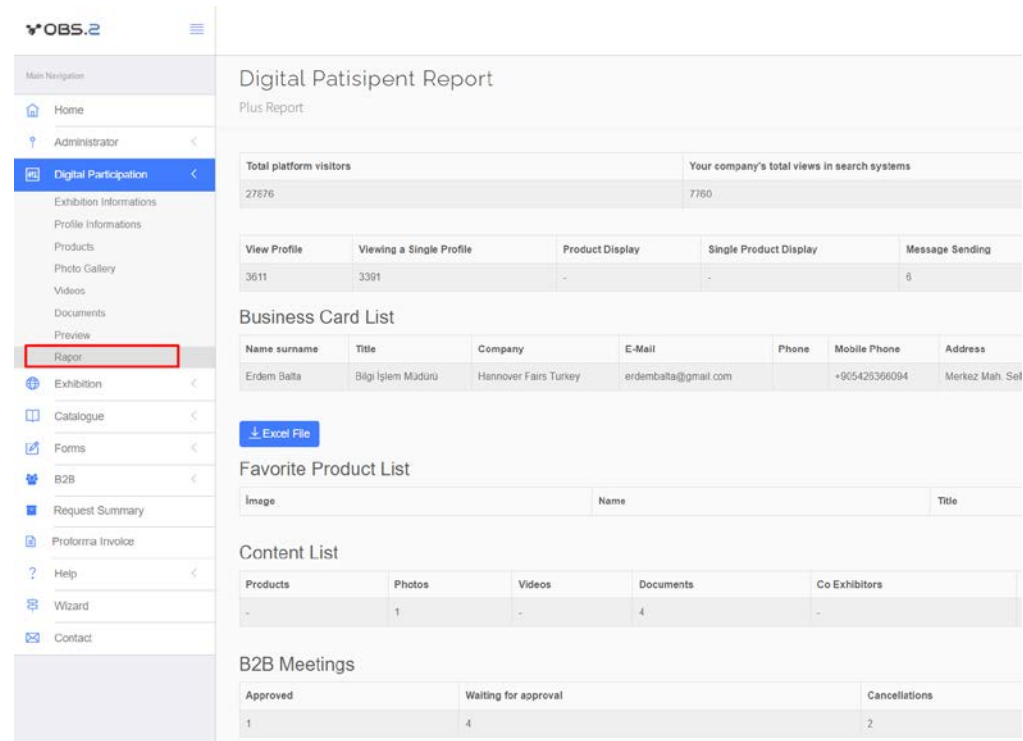
Ioterminal ECU Programlama cihazı ile araçlarda OBD soketi ve PIN Uçları üzerinden Flash ve Eprom yazılımlarını okuyabilir. Araçların BSI modülleri içerisindeki PIN kodunu okuyabilir, aynı zamanda BSI modüllerini programlayabilirsiniz. Not : Bu fiyat sadece interface fiyatıdır. Cihazı kullanabilmek için kullanmak istediğiniz pakete sahip olmalısınız. Satın almak için lütfen interface ile birlikte istediğiniz paketleri alışveriş sepetinize ekleyiniz. IOTERMİNAL MOTOR BEYİNİ PAKETLERİ Ioterminal Promosyon Paketi Ioterminal Siemens Beyin Programlama Paketi Ioterminal Magnetti Marelli Beyin Programlama Paketi Ioterminal Denso Beyin Programlama Paketi Ioterminal Bosch Beyin Programlama Paketi Ioterminal VAG-DSG Eastronic Şanzuman Programlama Paketi IOTERMİNAL BSI BCM SAM PAKETLERİ Ioterminal PSA-BSI Programlama Paketi Ioterminal OPEL BCM Programlama Paketi



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Reporting Feature

- Reporting Feature is a dashboard where companies can easily evaluate platform visitors.
- Unique or total company page visits, B2B meetings summary, business cards and many other statistics of exhibition experience will be available.
- Business card list can be exported as excel.



The screenshot shows the OBS.2 Digital Participation Report dashboard. The left sidebar contains a 'Main Navigation' menu with options: Home, Administrator, Digital Participation (highlighted), Exhibition Informations, Profile Informations, Products, Photo Gallery, Videos, Documents, Preview, Raport (highlighted with a red box), Exhibition, Catalogue, Forms, B2B, Request Summary, Proforma Invoice, Help, Wizard, and Contact.

The main content area displays the 'Digital Patisipent Report' (Note: typo in image) with a 'Plus Report' link. It includes two summary tables:

Total platform visitors		Your company's total views in search systems	
27676		7760	

View Profile	Viewing a Single Profile	Product Display	Single Product Display	Message Sending
3611	3391	-	-	6

Below these is a 'Business Card List' table with columns: Name surname, Title, Company, E-Mail, Phone, Mobile Phone, and Address. The first row shows: Erdem Baltas, Bilgi İşlem Müdürü, Hannover Fairs Turkey, erdemaltas@gmail.com, +905420396094, Merkez Mah. Sel.

There is an 'Excel File' download button.

Next is a 'Favorite Product List' table with columns: Image, Name, and Title.

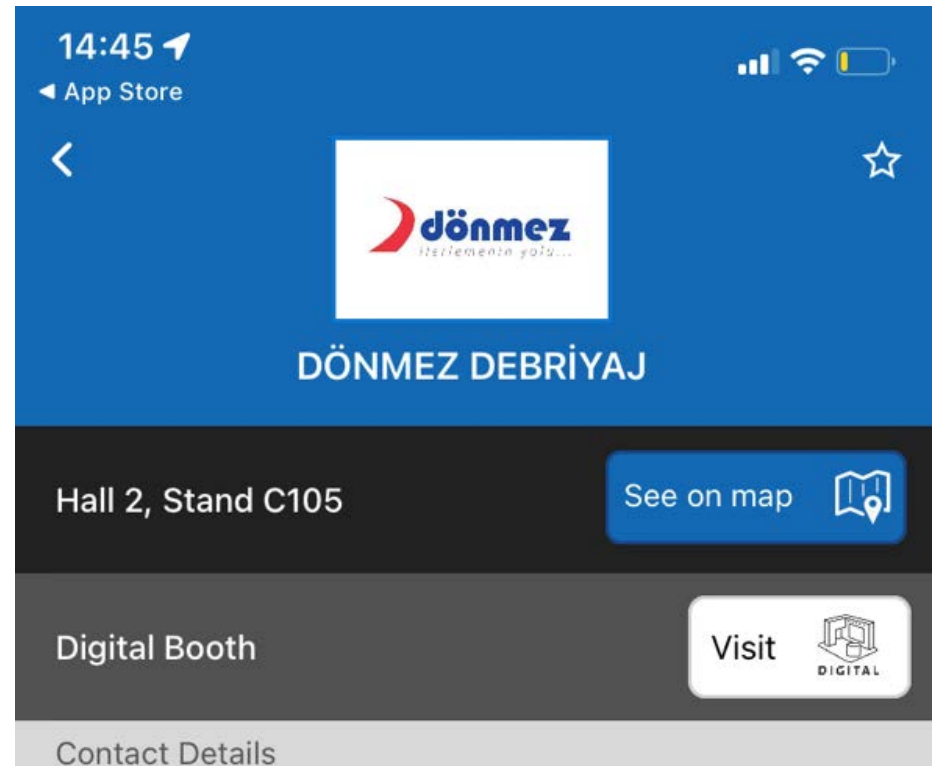
Then a 'Content List' table with columns: Products, Photos, Videos, Documents, and Co Exhibitors. The first row shows: -, 1, -, 4, -.

Finally, a 'B2B Meetings' table with columns: Approved, Waiting for approval, and Cancellations. The first row shows: 1, 4, 2.

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Redirection to Digital Platform Company Profile from Mobile App

- Direct redirection will be made to the profile of the companies in the digital system via the search engine in the mobile application.



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Logo Usage on Conference Sessions

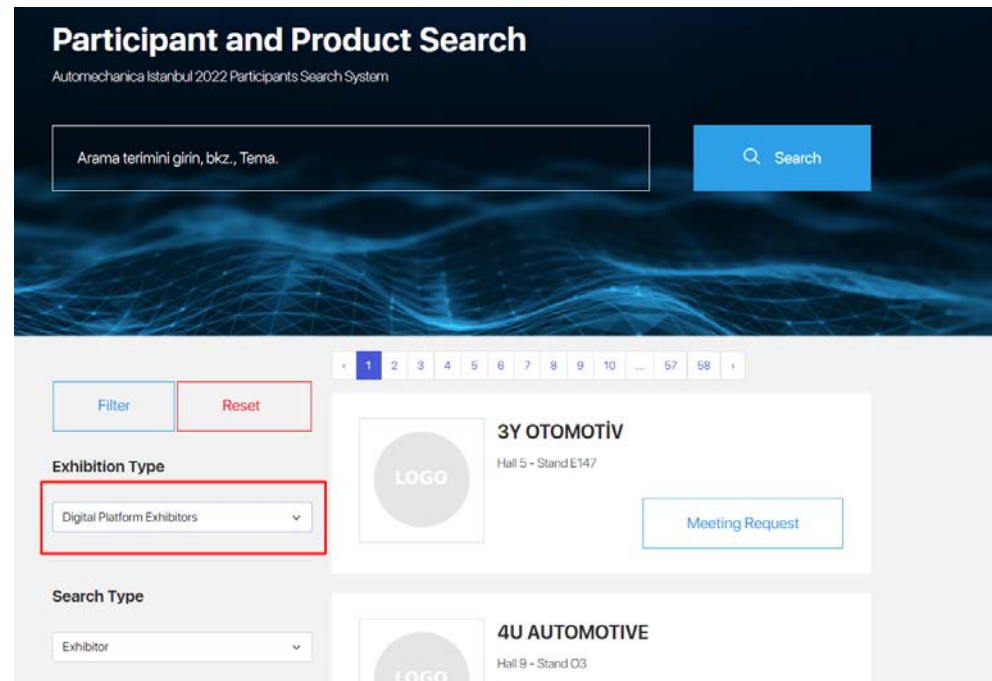
- Digital Platform Exhibitors can benefit the Logo Usage feature on all Conference Sessions Break which they can increase number of impressions and profile visits



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Special Digital Platform Filtering on Search System

- Digital Platform Participants will be shown on the Search Engine with a special filter based on their Participation types.
- These feature provides more easy access to the Digital Platform Companies.



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