



messe frankfurt



Deutsche Messe

automechanika
ISTANBUL

8 - 11 June 2023
TÜYAP / ISTANBUL

**Secure
your
success**

Deadline for orders: 18.05.2023



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.

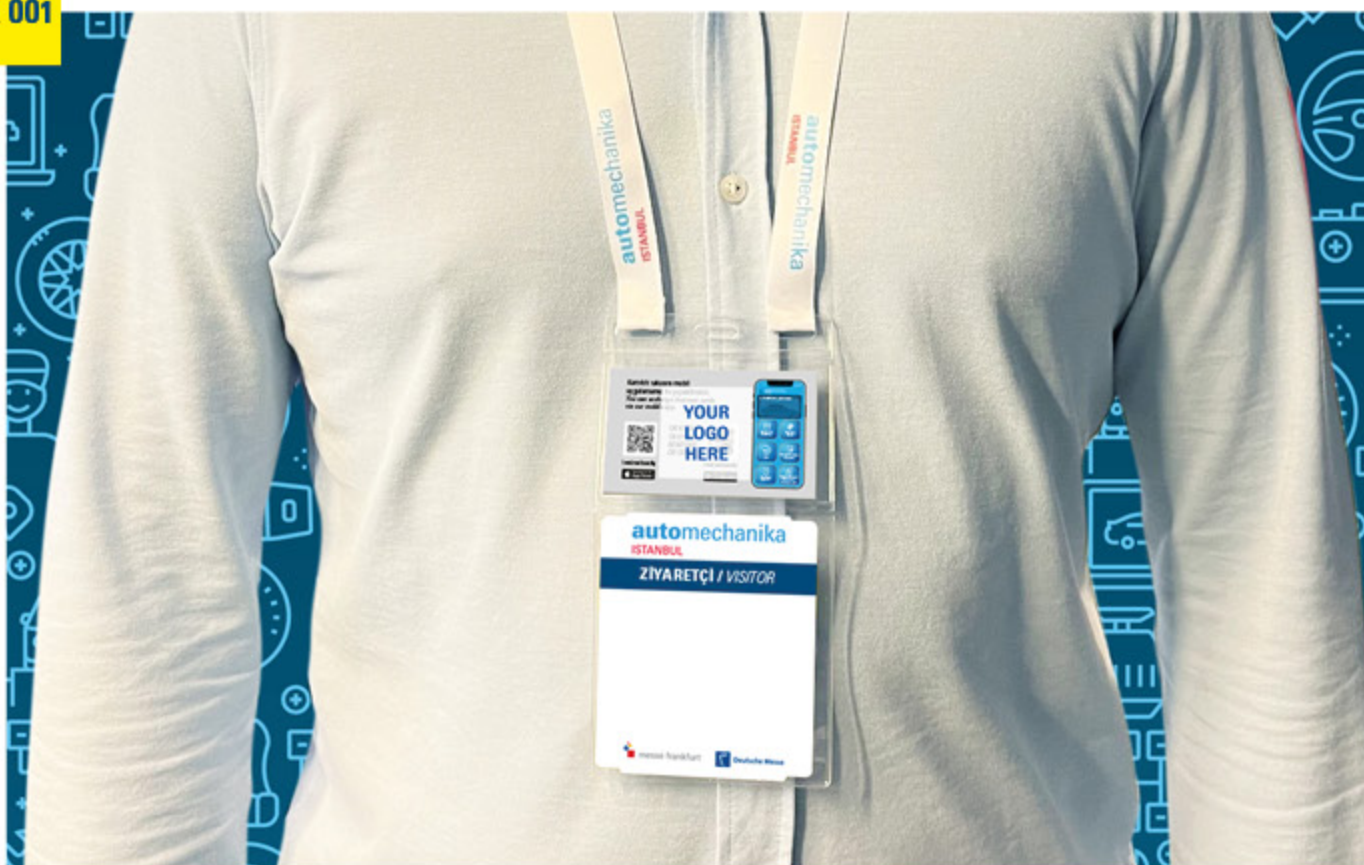
PREMIUM	– 850 € – 25,000 €	Pages: 4-7
ON-SITE	– 85 € – 9,000 €	Pages: 10-15
DIGITAL	– 2,500 € – 6,500 €	Pages: 18-19
ACADEMY	– 8,750 € – 14,000 €	Pages: 20-21





PREMIUM

PR 001



Logo on Visitor Badge + Lanyard

EXCLUSIVE

Price
25,000 € + VAT



Visibility

100%

PR 002



Digital Wall
Registration Area



Duration
15 second



Frequency
Min. 100 / day

LIMITED



Price
6,000 € + VAT



Dimensions
300 x 200 cm



Visibility

100%

PR 003



Digital Wall
Foyer



Duration
15 second



Frequency
Min. 100 / day

LIMITED



Price
6,000 € + VAT



Dimensions
300 x 200 cm



Visibility

100%



PREMIUM

PR 004

PREMIUM



Customized Monument / Hologram Sign

Price
10,000 € + VATDimensions
Length : Max. 300 m.
Height : 1,5 m. Width: 1,5 m.

Visibility

EXCLUSIVE

100%

PR 005



Visitor Shuttle Area Billboard

Price
1 pcs: 850 € + VAT
2 pcs: 1,500 € + VAT
3 pcs: 2,250 € + VAT
4 pcs: 3,000 € + VAT
5 pcs: 3,750 € + VATDimensions
332 x 192 cm

Visibility

LIMITED

85%

PR 006



Mega Board

Price
6,000 € + VATDimensions
600 x 300 cm

Visibility

EXCLUSIVE

100%

PR 007



Outdoor Pillar

Price
1 pcs: 1,500 € + VAT
2 pcs: 2,750 € + VAT
3 pcs: 4,000 € + VAT
4 pcs: 5,000 € + VATDimensions
95 x 235 cm
(1 side)

Visibility

LIMITED

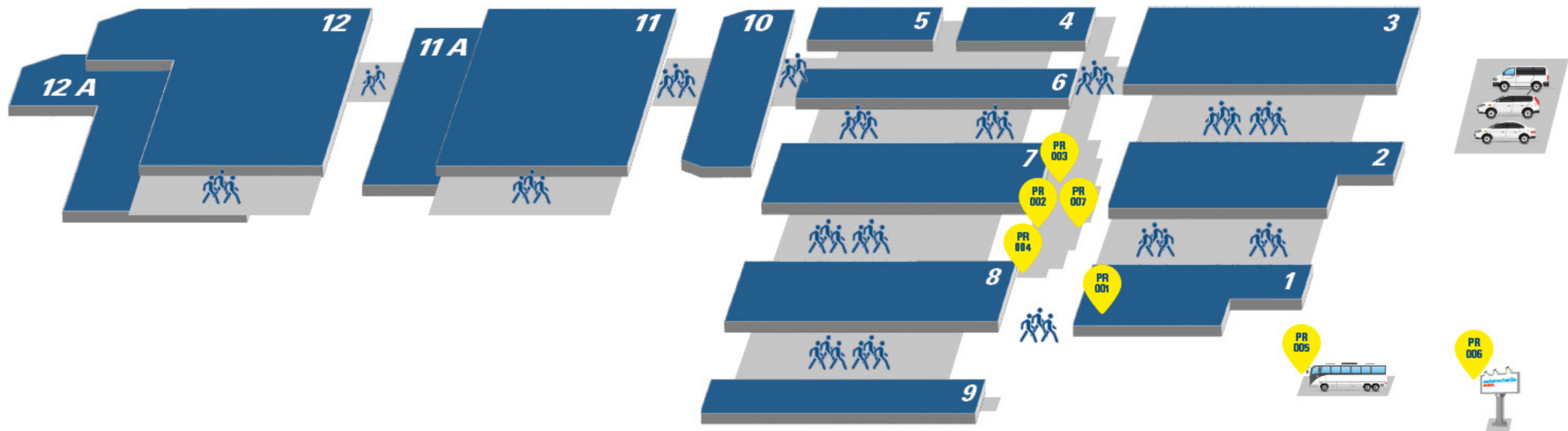
95%



PREMIUM



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

FA 001



3D Block

Price
3,000 € + VAT

Dimensions
100 x 250 cm



Visibility 80%



Location
Customizable

FA 002



Mega Block

Price
3,000 € + VAT

Dimensions
60 x 180 cm
120 x 180 cm

Visibility
%90

Location
Customizable

FA 003



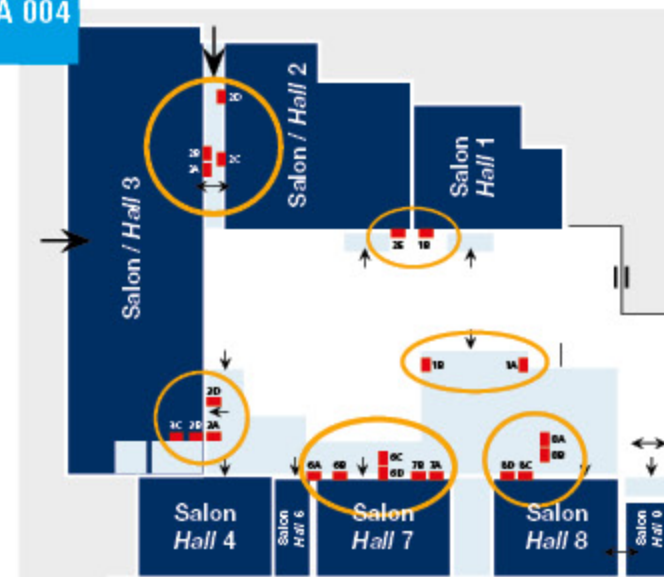
Pillars

Price
2,500 € + VAT

Dimensions
100 x 250 cm

Visibility 95%

FA 004



Illuminated Wall Panels

Price
1 network: 1,500 € + VAT
2 networks: 2,500 € + VAT
3 networks: 3,500 € + VAT

Dimensions
120 x 200 cm



Visibility 95%



ONSITE

FA 005

ONSITE



Illuminated Wall Panels



Price
1 network: 1,000 € + VAT
2 networks: 2,500 € + VAT
3 networks: 3,500 € + VAT



Dimensions
120 x 200 cm

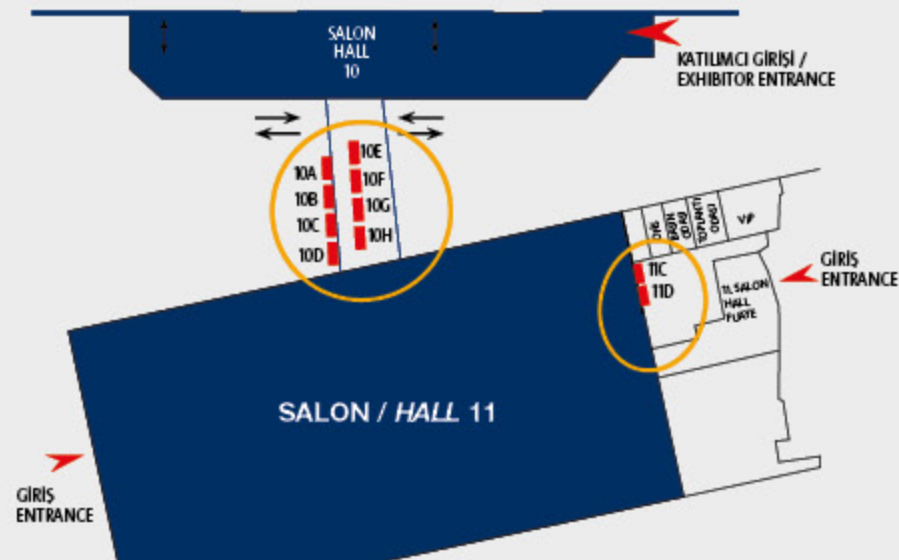


Visibility 95%

ONSITE

ONSITE

FA 006



Illuminated Wall Panels



Price
1 network: 1,000 € + VAT
2 networks: 2,500 € + VAT
3 networks: 3,500 € + VAT



Dimensions
120 x 200 cm



Visibility 95%

FA 007



Illuminated Wall Panels



Price
14A : 1,000 € + VAT
14B : 2,500 € + VAT

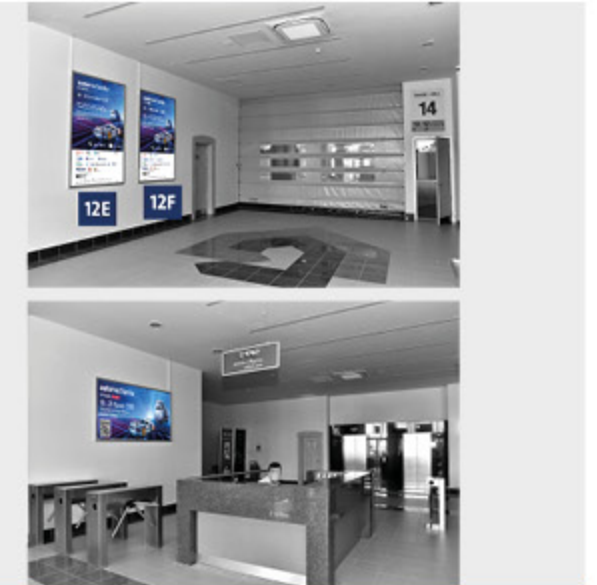
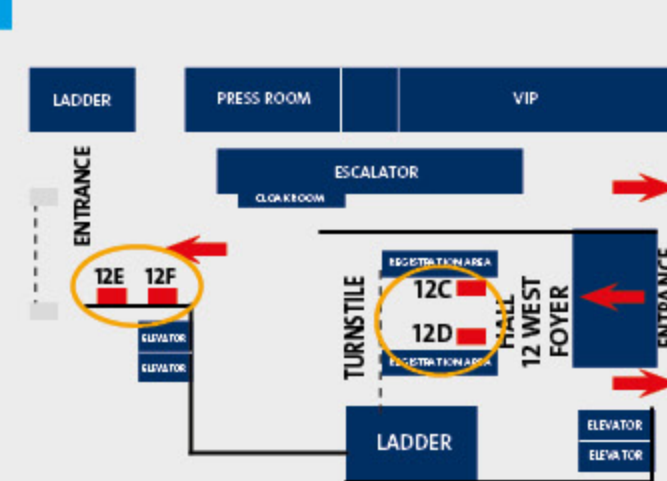


Dimensions
14A : 120 x 199 cm
14B : 199 x 120 cm



Visibility 95%

FA 008



Illuminated Wall Panels



Price
1 pcs: 1,000 € + VAT
2 pcs: 2,500 € + VAT



Dimensions
120 x 199 cm



Visibility 90%

FA 009

ONSITE



Display Box



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



Dimensions
170 x 50 cm



Visibility

100%

FA 010



Quick Finder Back Cover



Price
5,000 € + VAT



Dimensions
10 x 21 cm



Visibility

100%

FA 011



Quick Finder Cover Ad



Price
3,000 € + VAT



Dimensions
10 x 21 cm



Visibility

100%

FA 012



Quick Finder Full Page Ad



Price
1,200 € + VAT



Dimensions
10 x 21 cm



Visibility

100%

FA 013



Logo on Quick Finder Exhibitor List



Price
100 € + VAT



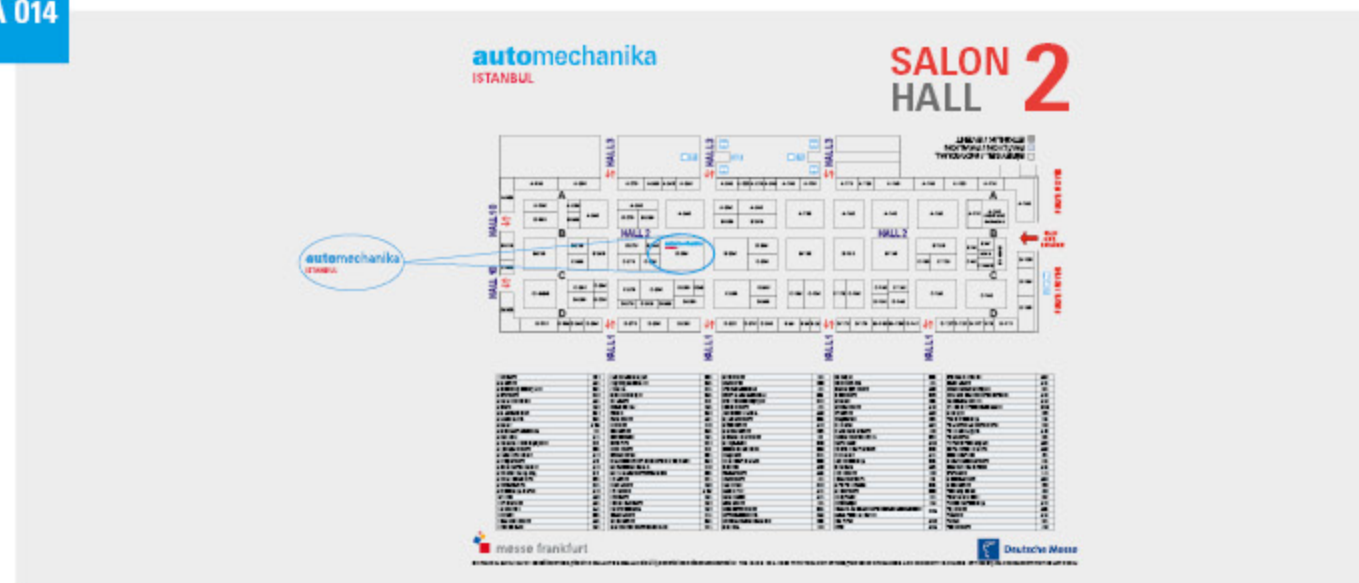
Dimensions
1cm height



Visibility

100%

FA 014



Logo on Floor Plan (Quick Finder + Onsite)



Price
1,000 € + VAT



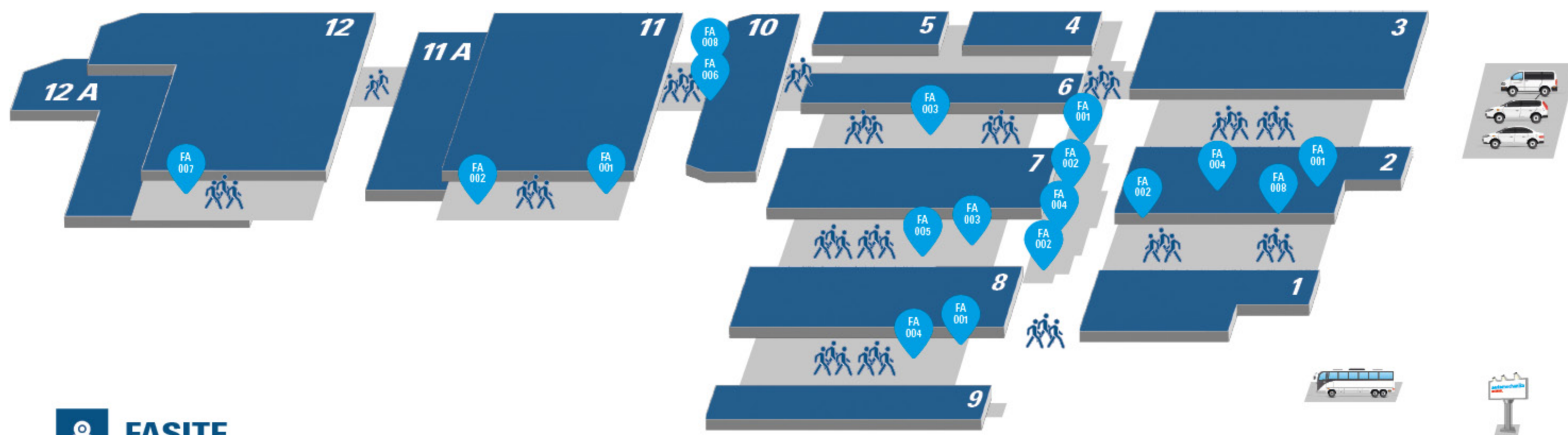
Visibility

95%

ONSITE



VENUE MAP ONSITE



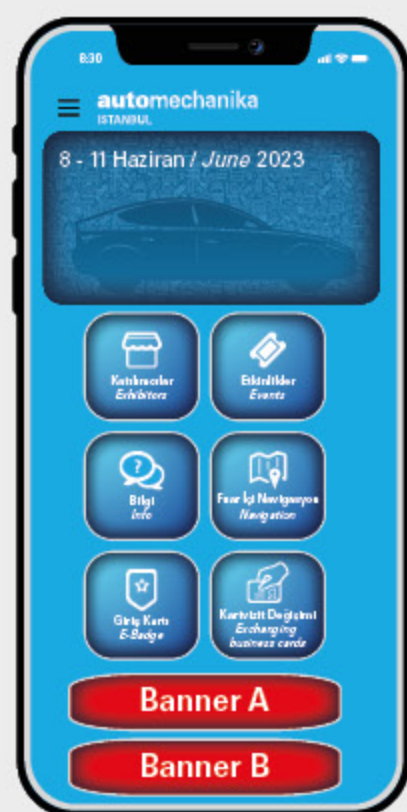
FASITE

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



DIGITAL

DG001

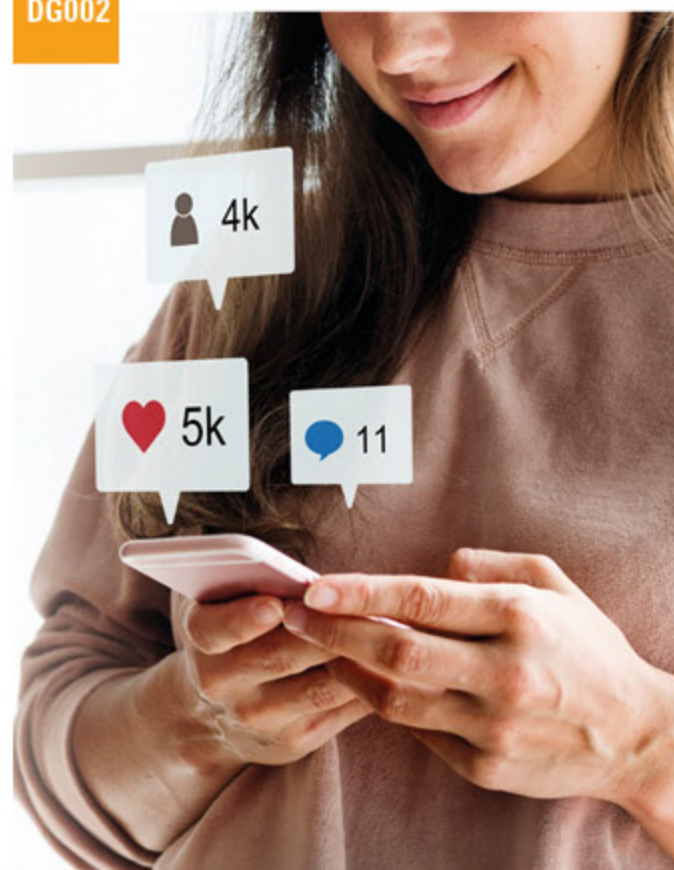


Mobile App. Banner

Price
Banner A 5,000 € + VAT
Banner B 5,000 € + VAT
Dimensions
960 x 195 px

LIMITED
Visibility
100%

DG002

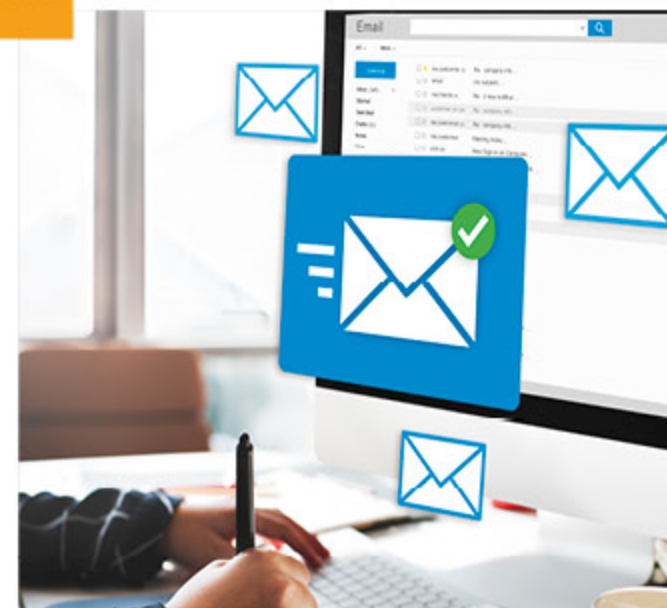


Digital Package A

Price
1 E-blast and
1 Social Media Post
2,500 € + VAT

Visibility
100%

DG003



Digital Package B

Price
2 E-blasts and
2 Social Media Posts
4,500 € + VAT

Visibility
100%

DG004

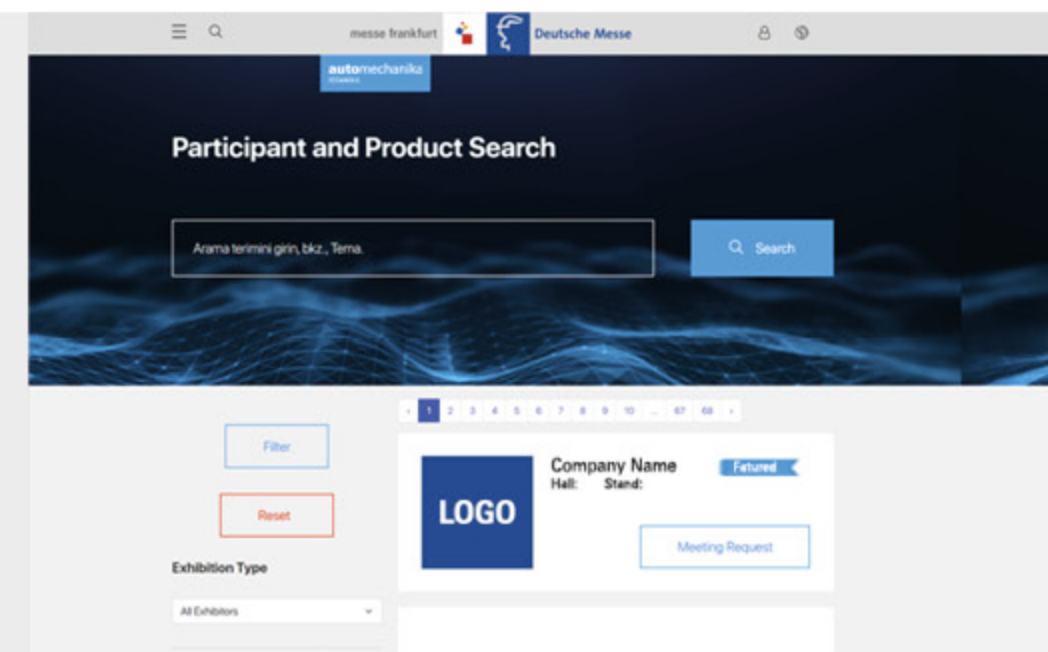


Turnstile LCD Display (10 seconds)

Format
1280x1920 px
JPG, GIF veya MP4
Price
5,000 € + VAT

Visibility
100%

DG004



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



automechanika
ACADEMY

AA001



Session Slot A



Price
5,000 € + VAT



Time Limit
45 minutes



Content to be approved
by the show team.

AA002



Session Slot B



Price
7,500 € + VAT



Time Limit
90 minutes



Content to be approved
by the show team.





ORDER FORM

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

Company Name:

Contact Person:

Address:

Phone:

E-mail:

Web:

Stamp and Signature:

For detailed information:

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