



messe frankfurt



Deutsche Messe

**automechanika**  
ISTANBUL

8 - 11 June 2023  
TÜYAP / ISTANBUL

**No. 1**

industry event  
in the region

## Automechanika Istanbul Digital Platform

### Digital Platform Statistics

- Total Platform Page View: 776.227
- Total Searches: 351.642
- Exhibitor Profile View: 207.532
- B2B Matchmaking Meeting Request: 188
- 16 live panel broadcast

### Participants

2022 Exhibitor list

[Participants](#)

### Automechanika Academy

You can explore 2022 event schedule

[Program](#)

### B2B Matchmaking

Reach out to recommended suppliers for you

[Discover](#)

## Automechanika Istanbul Digital Platform

**Premium Package Concept = 750 Euro + VAT**

### 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 Premium Package Exhibitors

- Exclusive B2B Matchmaking System
- Top Position in Search Systems
- Listing with The Premium Icon
- Business Card Collection on Profile
- Contact via WhatsApp
- Offline Messaging
- 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 at the fairground
- Organize Digital Meetings After the Exhibition
- Special Filtering on Search Engine
- Opportunity to Access all Premium features through the Year

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

## Automechanika Istanbul Digital Platform

**Advanced Package Concept = 350 Euro + VAT**

### 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 Advanced Package Exhibitors

- Listing with the Advanced Package Icon
- Business Card Collection on Profile
- Contact via WhatsApp
- Offline Messaging
- Corporate Social Media Account on Profile
- Photo Gallery
- Detailed Product Presentation
- Adding Products to Favorites
- Reporting Feature
- Opportunity to Access all features through the Year

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

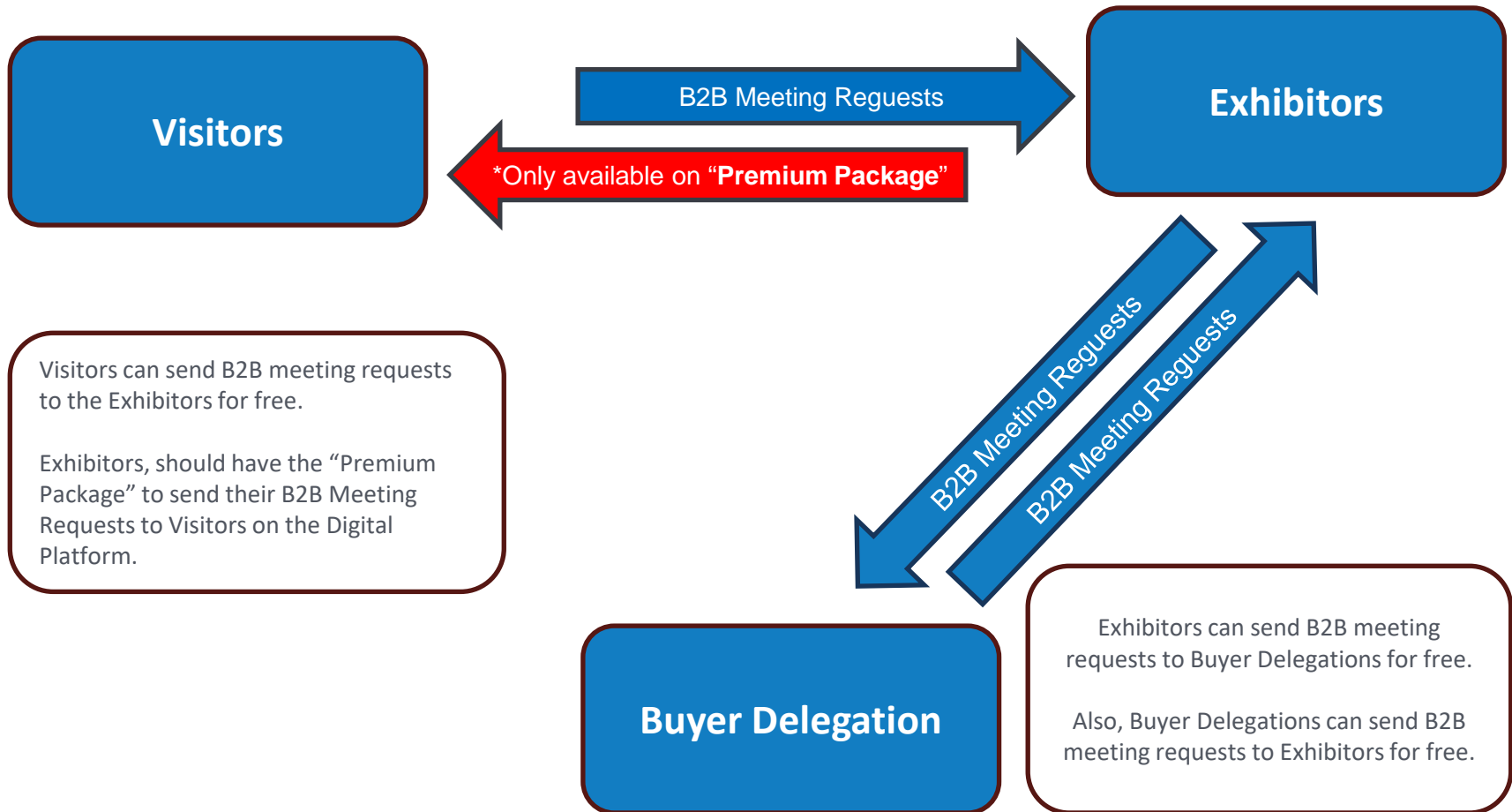
## AUTOMECHANIKA ISTANBUL DIGITAL PLATFORM

ALL DIGITAL PLATFORM FEATURES	Media Package (Included)	Advanced Package 350 Euro	Premium Package 750 Euro
Listing with Premium & Advanced Icon	<input type="checkbox"/> Logo <input type="checkbox"/> Hall & Booth Info <input type="checkbox"/> Web & Address Information <input type="checkbox"/> Products	✓	✓
Business Card Collection on Profile		✓	✓
Contact via WhatsApp		✓	✓
Offline Messaging*		✓	✓
Corporate Social Media Accounts on the Profile		✓	✓
Photo Gallery		✓	✓
Detailed Product Presentation		✓	✓
Adding Products to Favorites		✓	✓
Reporting Feature		✓	✓
Opportunity to Access all Premium Features through the Year		✓	✓
Exclusive B2B Matchmaking System 			✓
Top Positioning on Search Engine			✓
Documents Gallery			✓
Video Gallery			✓
Redirection to Premium Profile and Listing with Premium Icon on Mobile App			✓
Organize Digital Meetings After the Exhibition for a Month			✓
Premium Filtering on Search Engine			✓

These features are not available to the standard physical exhibitors. \*It will be active until at the end of the exhibition.

## Automechanika Istanbul Digital Platform

### B2B Matchmaking System





## Automechanika Istanbul Digital Platform

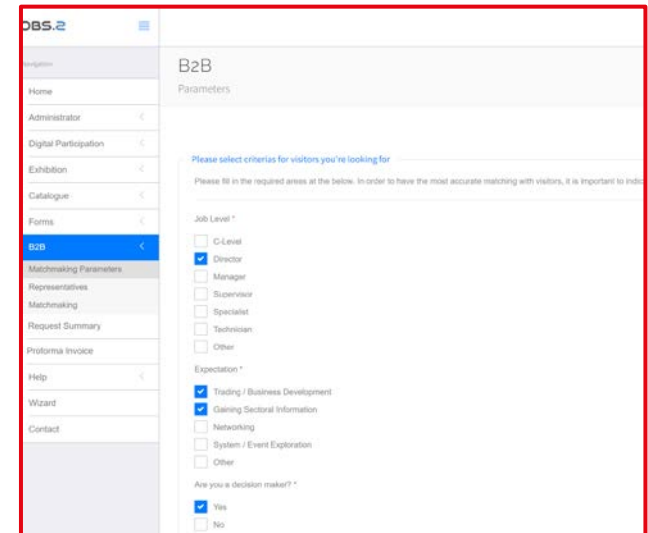
### Exclusive B2B Matchmaking System

B2B Matchmaking System is an entirely dedicated module for premium exhibitors to organize and 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 includes parameters such as; job level, expectation, and interested areas.

Premium companies will be able to organize meetings with matched customers digitally (via Zoom) after the fair.

Therefore, you have the opportunity of matching both physically and digitally.



The screenshot shows the 'B2B Parameters' form in the OBS 2.0 system. The left sidebar contains a navigation menu with options: Home, Administrator, Digital Participation, Exhibition, Catalogue, Forms, **B2B**, Matchmaking Parameters, Representatives, Matchmaking, Request Summary, Proforma Invoice, Help, Wizard, and Contact. The main content area is titled 'B2B Parameters' and includes a blue header bar. Below the header, there is a section titled 'Please select criteria for visitors you're looking for' with a sub-instruction: 'Please fill in the required areas at the below. In order to have the most accurate matching with visitors, it is important to indicate your preferences.' The form is divided into two main sections: 'Job Level \*' and 'Expectation \*'. The 'Job Level \*' section has a list of checkboxes: C-Level, Director (checked), Manager, Supervisor, Specialist, Technician, and Other. The 'Expectation \*' section has a list of checkboxes: Trading / Business Development (checked), Gaining Sectoral Information (checked), Networking, System / Event Exploration, and Other. At the bottom, there is a question 'Are you a decision maker? \*' with 'Yes' (checked) and 'No' options.

## Automechanika Istanbul Digital Platform

### Exclusive B2B Matchmaking System

Matched Visitors according to the parameters that you filled on the B2B form will be shown into two groups as Buying Delegations & Visitors” respectively.

While all Exhibitors can arrange their meetings with Buyer Delegations, only the Exhibitors with Premium Package will be able to organize meetings with visitors they match according to their Product Categories.

### B2B Matchmaking

Home / B2B / List

Lists

This section is the list of visitors who match your company according to your criteria in the matching parameters form. You can send meeting requests to these visitors.

[All](#) [Buyer Delegations](#) [Visitors](#) [Help](#)

Cihan Keser

Hannover Fairs Turkey

Director of IT, Digitalization Projects and Data Management Turkey

Meeting Request

54%

1



## Automechanika Istanbul Digital Platform

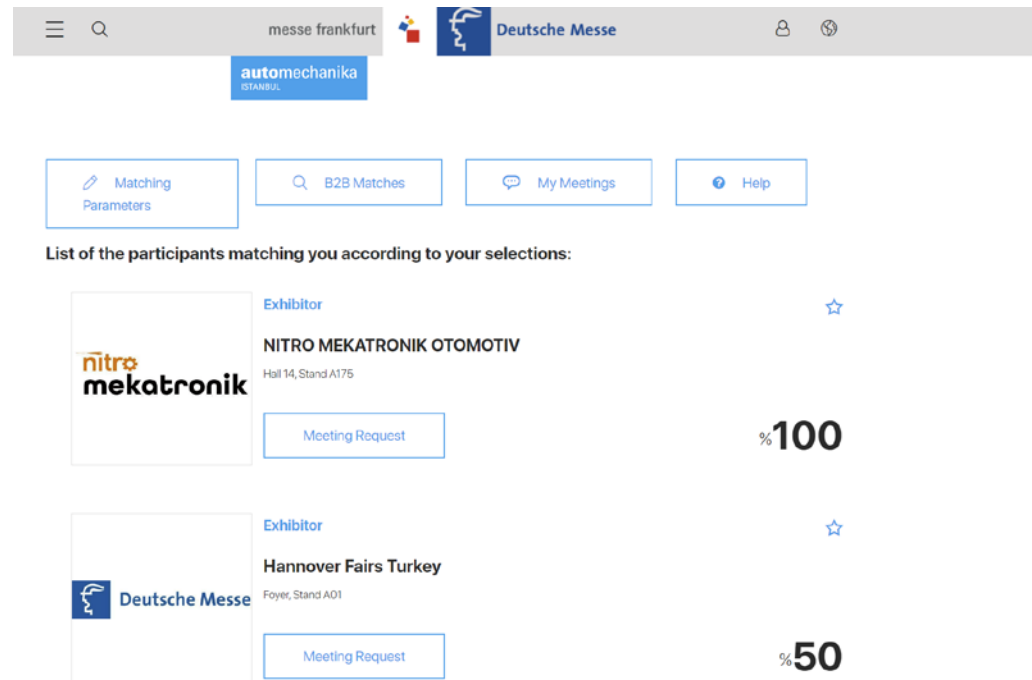
### Exclusive B2B Matchmaking System

Matching Companies and Visitors can send their meeting requests to each other via the B2B Matchmaking System.

Companies and Visitors can see their availability on their schedules and thus they can arrange their meetings on the desired time.

Premium Companies also are able to organize Digital Meetings (via “Zoom Meetings”) for 1 month after the Exhibition.

With this service Companies can manage their B2B Meeting requests both of during and after the Exhibition within a more comprehensive way.



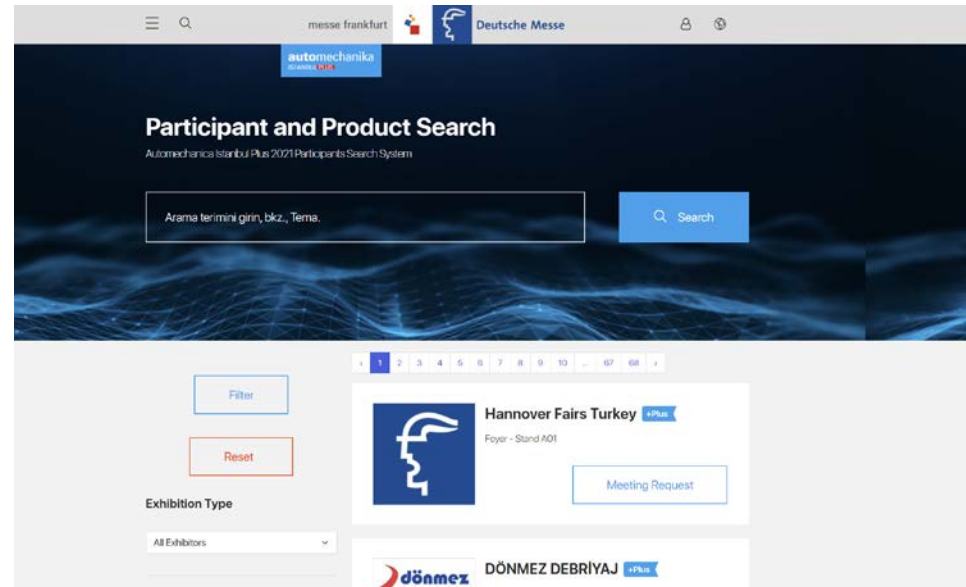
The screenshot displays the user interface of the Automechanika Istanbul Digital Platform. At the top, there is a navigation bar with the 'messe frankfurt' logo, a search icon, and the 'automechanika ISTANBUL' logo. To the right of the navigation bar, there is a 'Deutsche Messe' logo and user profile icons. Below the navigation bar, there are four main menu items: 'Matching Parameters', 'B2B Matches', 'My Meetings', and 'Help'. The main content area is titled 'List of the participants matching you according to your selections:'. It lists two exhibitors: 'NITRO MEKATRONIK OTOMOTIV' and 'Hannover Fairs Turkey'. Each exhibitor entry includes a logo, a 'Meeting Request' button, and a percentage value (100% for Nitro Mekatronik and 50% for Hannover Fairs Turkey). The interface is clean and professional, with a blue and white color scheme.

Exhibitor	Meeting Request	Percentage
NITRO MEKATRONIK OTOMOTIV Hall 14, Stand A175	Meeting Request	100%
Hannover Fairs Turkey Foyer, Stand A01	Meeting Request	50%

## Automechanika Istanbul Digital Platform

### Top Position in Search Systems

- Automechanika Istanbul Premium Package 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.



## Automechanika Istanbul Digital Platform

### Listing with The Plus Icon

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



**Hannover Fairs Turkey** +Plus

Foyer – Stand A01

Meeting Request

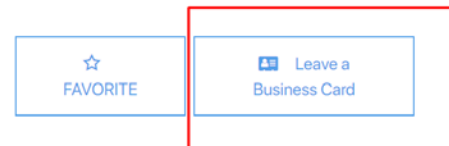
## Automechanika Istanbul Digital Platform

### 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.



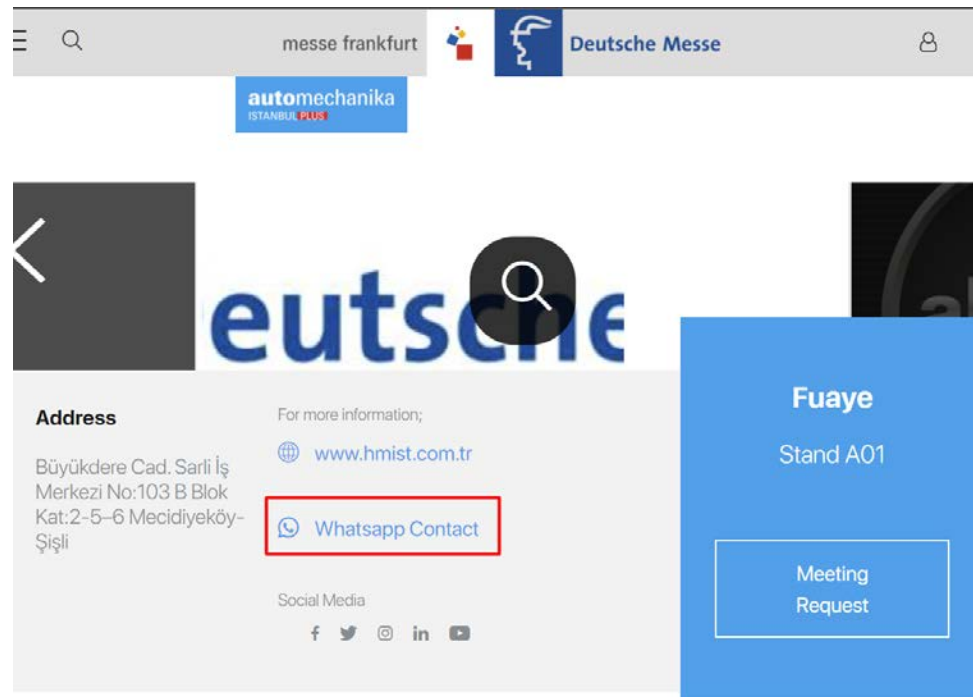
### Hannover Fairs Turkey



## Automechanika Istanbul Digital Platform

### Contact via WhatsApp

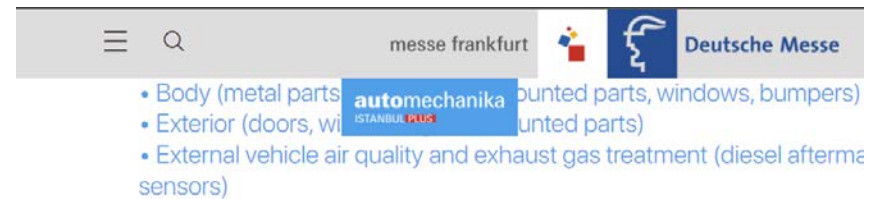
- In “Company Details” section, visitors can contact company representative on WhatsApp.



## Automechanika Istanbul Digital Platform

### 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**

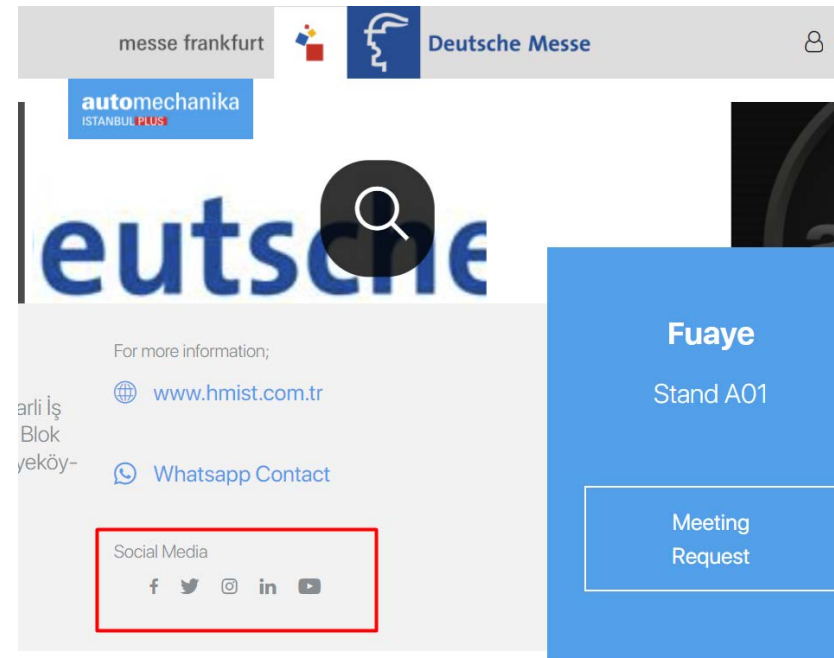
IT, Digitalization Projects and Data Management - Director of IT, Digitalization Projects and Data Management  
Telephone: +902123346900

Meeting Request [Send Message](#)

## Automechanika Istanbul Digital Platform

### Corporate Social Media Account on Profile

- Premium Package 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.

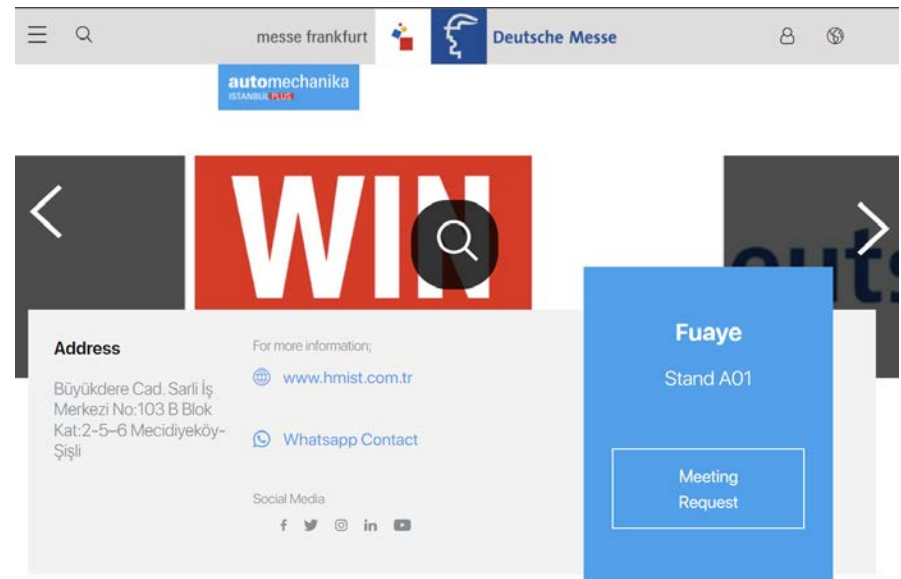




## Automechanika Istanbul Digital Platform

### Photo Gallery

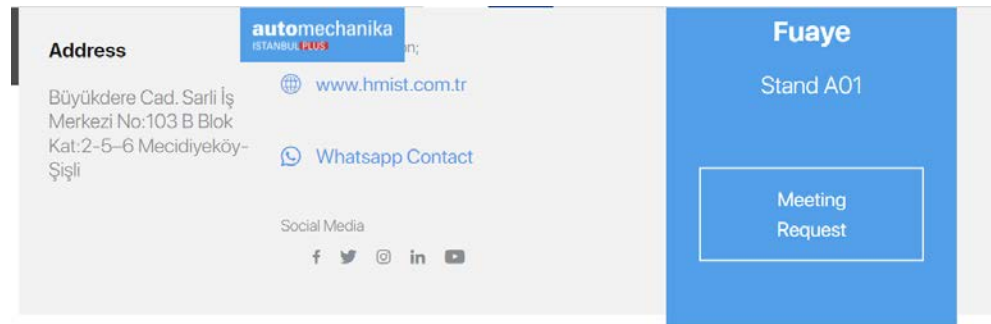
- Photo Gallery provides features to Premium Package companies to show and highlight their products and marketing materials or even company photos in the vertical slider.
- This feature is one of the most effective tool to get more impressions on company products.



## Automechanika Istanbul Digital Platform

### Video Gallery

- Video Gallery provides features to Premium Package 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

## Automechanika Istanbul Digital Platform

### Documents Gallery

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



Products Documents

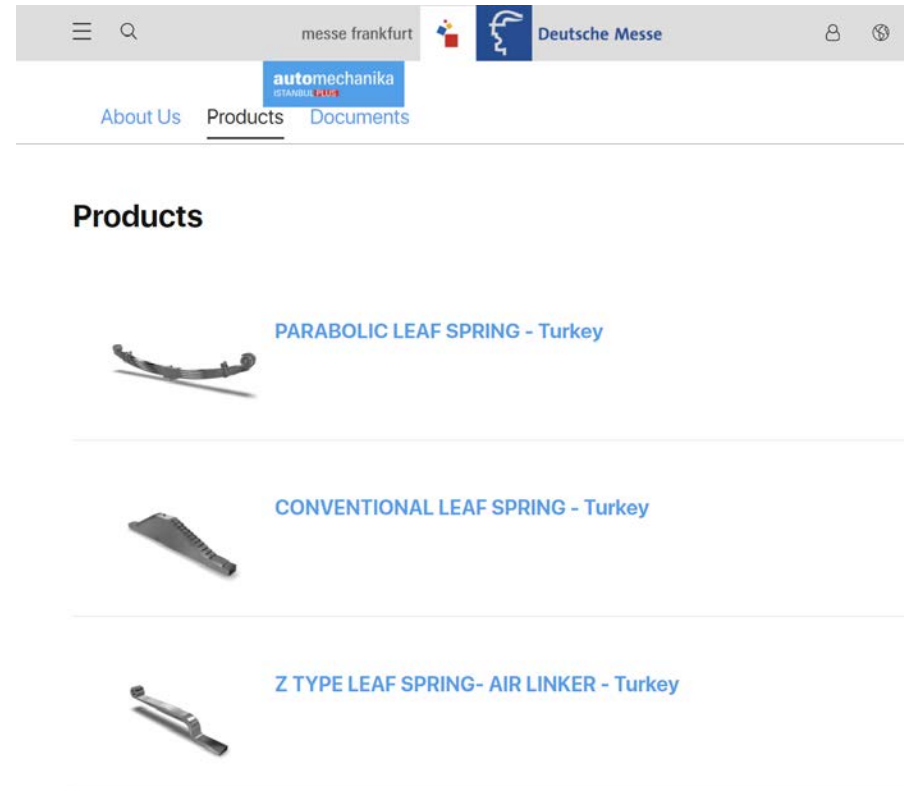
ents

ny Brochure (PDF)

## Automechanika Istanbul Digital Platform

### Detailed Product Presentation

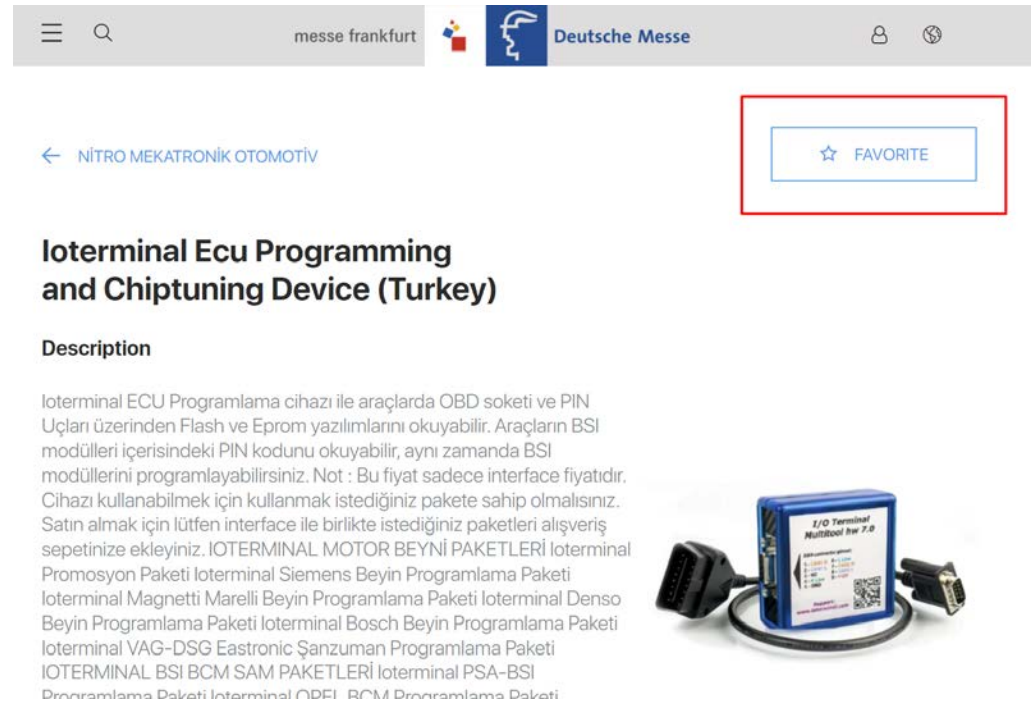
- Premium Package companies also have an opportunity to highlight and publish their Products on the “Products” section.
- Visitors can easily present product details via clicking to the thumbnail image of the product. All the product details will be show in the same windows via popup.




## Automechanika Istanbul Digital Platform

### 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.



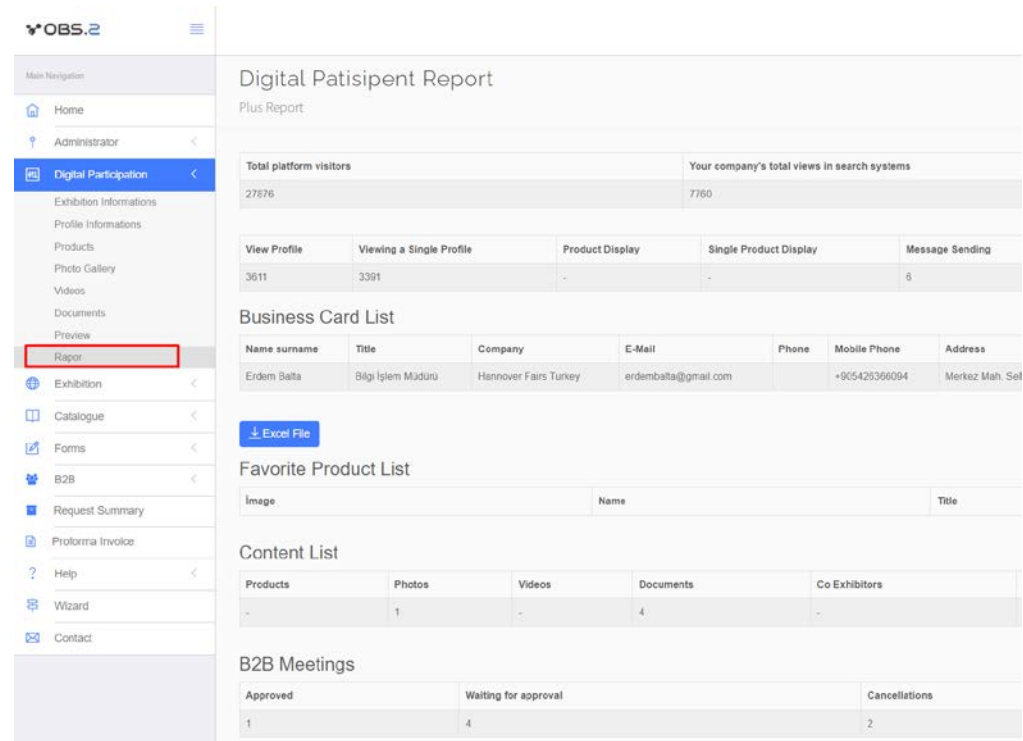
The screenshot displays the product page for the 'Ioterminal Ecu Programming and Chiptuning Device (Turkey)'. The header includes the 'messe frankfurt' and 'Deutsche Messe' logos. The product title is 'Ioterminal Ecu Programming and Chiptuning Device (Turkey)'. A 'FAVORITE' button with a star icon is highlighted with a red box. The description states: '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'.



## Automechanika Istanbul Digital Platform

### 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, Rapor (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.

Name surname	Title	Company	E-Mail	Phone	Mobile Phone	Address
Erdem Baltacı	Bilgi İşlem Müdürü	Hannover Fairs Turkey	erdembaltaci@gmail.com		+905420396094	Merkez Mah. Sel

An 'Excel File' download button is present below the Business Card List.

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

Below that is a 'Content List' table with columns: Products, Photos, Videos, Documents, and Co Exhibitors.

Products	Photos	Videos	Documents	Co Exhibitors
-	1	-	4	-

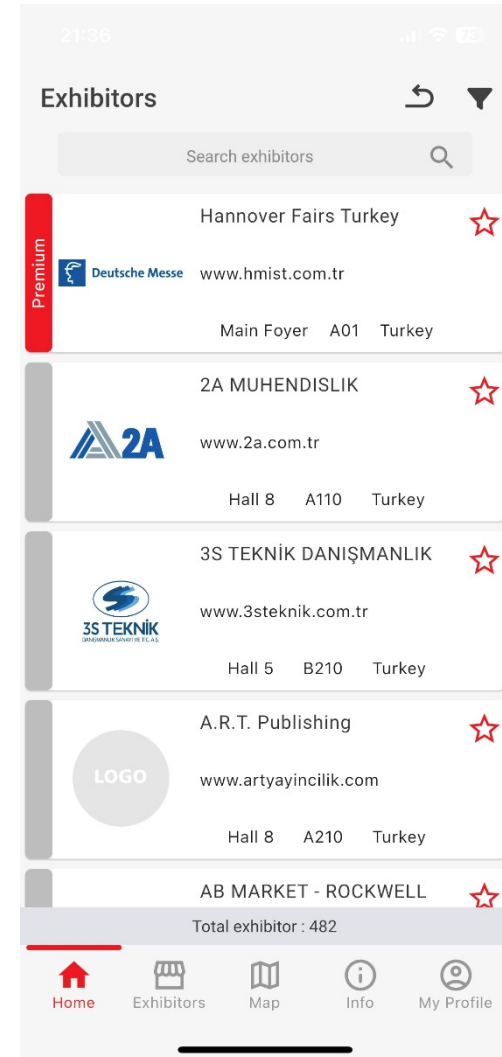
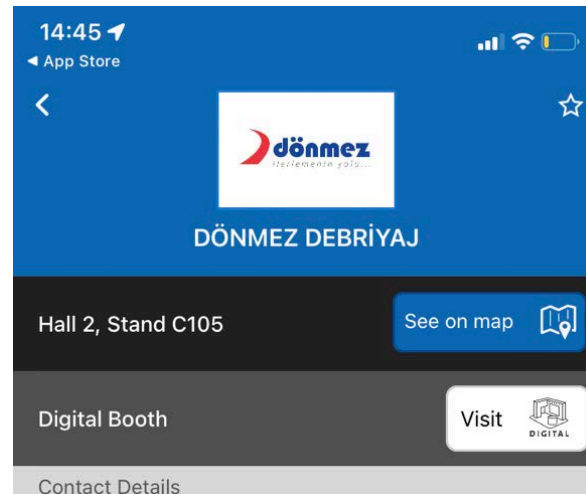
Finally, there is a 'B2B Meetings' table with columns: Approved, Waiting for approval, and Cancellations.

Approved	Waiting for approval	Cancellations
1	4	2

## Automechanika Istanbul Digital Platform

### 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.





## Automechanika Istanbul Digital Platform

### Logo Usage on Conference Sessions

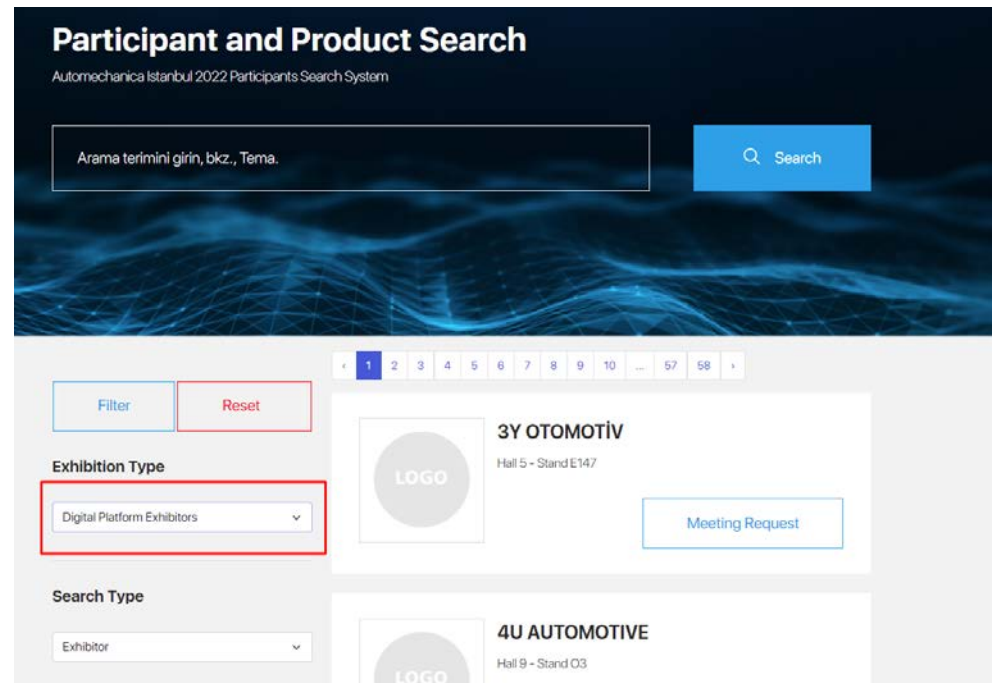
- Premium Package Exhibitors can benefit the Logo Usage feature on all Conference Sessions Break at the fairground which they can increase number of impressions and profile visits



## Automechanika Istanbul Digital Platform

### Special Digital Platform Filtering on Search System

- Premium Package Exhibitors 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.



## Automechanika Istanbul Digital Platform Package

### Contact

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[info@turkey.messefrankfurt.com](mailto:info@turkey.messefrankfurt.com)