

automechanika
ISTANBUL

23–26 May 2024
TUYAP / ISTANBUL



messe frankfurt



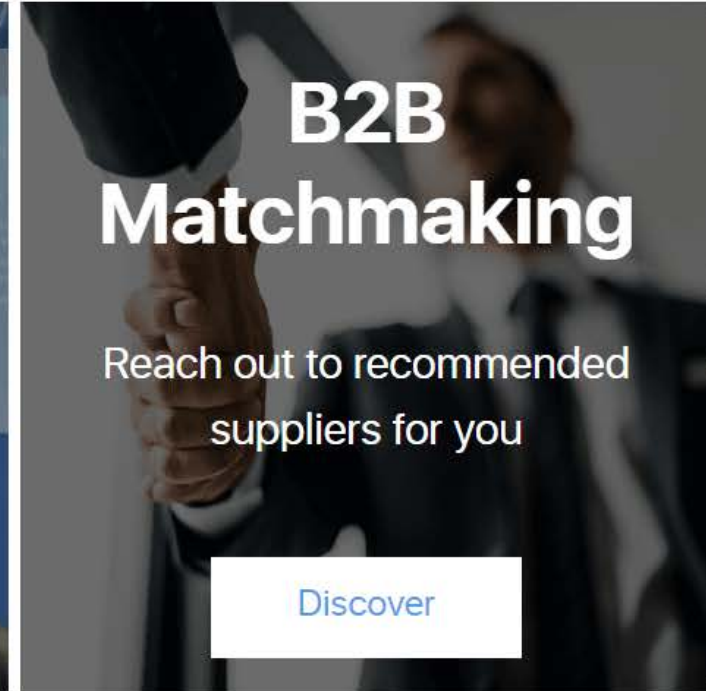
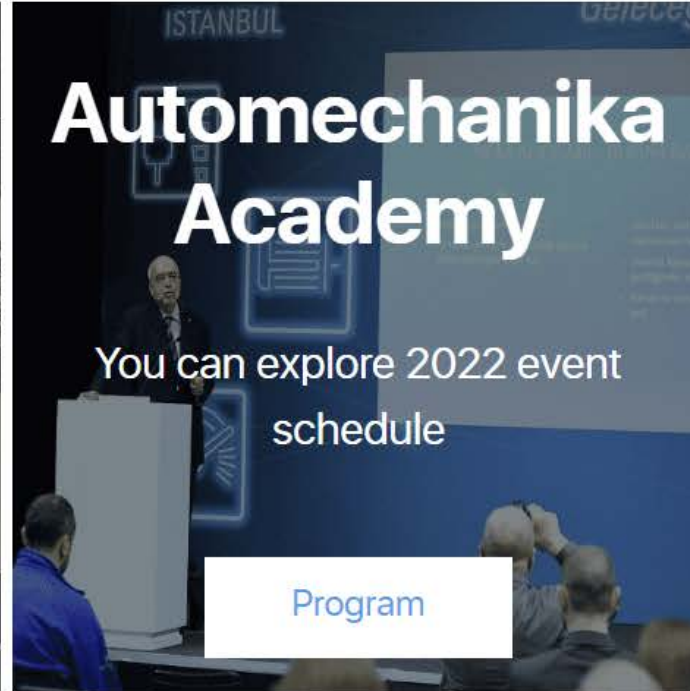
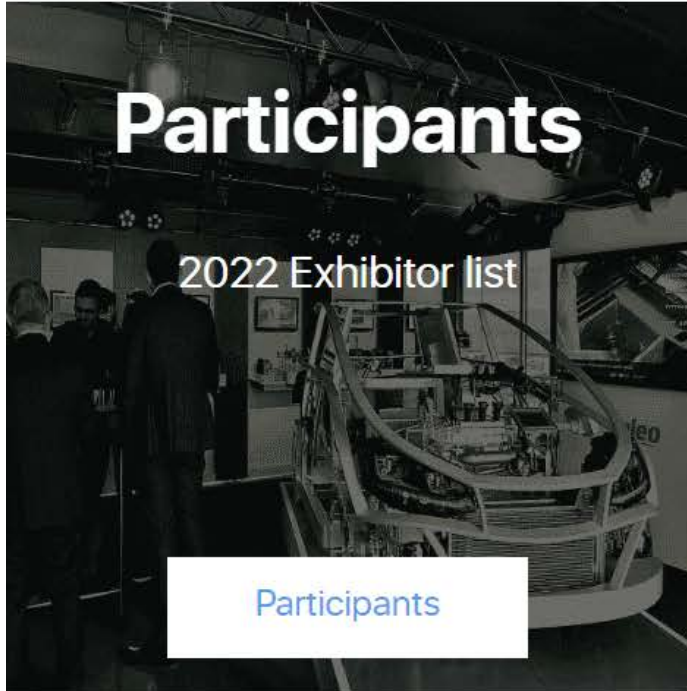
Deutsche Messe

**Advance.
Connect.
Reform.**

B2B Platform



Automechanika Istanbul 2023 | B2B Platform



Automechanika Istanbul 2023 | B2B Platform Statistics



**Total Page
Views:
1,596,363**



**Exhibitor Profile
Views:
601,482**



**B2B Matchmaking
Meetings:
736**



**Automechanika
Academy:
16 sessions / 35 speakers**



**Access from 155
countries around the
world**

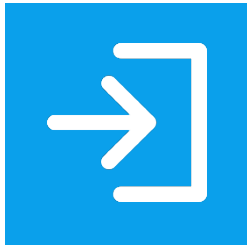
Automechanika Istanbul 2023 | Mobile App Statistics



**First-time app
Downloads:
4,564**



**Exhibitor profile
views:
29,705**



**Log-ins during
show days:
2,526**



**Users from 113 different
countries around the
world**

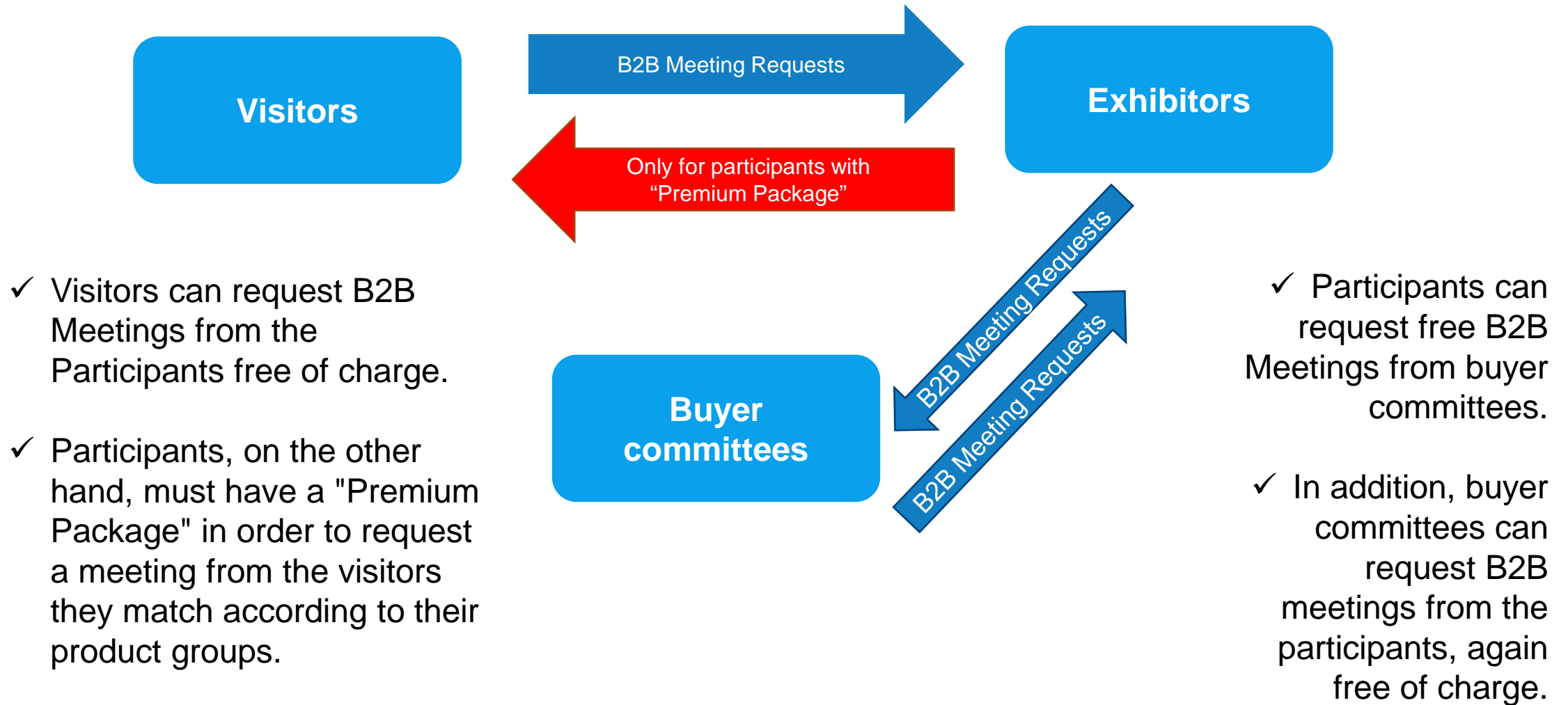
Automechanika Istanbul 2024 | B2B Platform

Premium Package Services:

- ✓ Exclusive B2B matchmaking system
- ✓ Higher ranking in search engine results
- ✓ “Premium Exhibitor” icon
- ✓ Collection of business cards through profile
- ✓ Communication via WhatsApp
- ✓ Messaging
- ✓ Links to social media accounts
- ✓ Photo gallery
- ✓ Video gallery
- ✓ Document gallery
- ✓ Detailed product introduction
- ✓ Adding products to favourites
- ✓ Reporting feature
- ✓ Direct link to profile from mobile app
- ✓ Ability to hold online meetings in 1 month after the show
- ✓ Logo display between Automechanika Academy sessions
- ✓ Premium filtering in search engines
- ✓ Accessibility for premium features throughout the year

Premium Package Price:
1,050 EUR + VAT (20%)

Automechanika Istanbul 2024 | B2B Platform



Automechanika Istanbul 2024 | B2B Platform

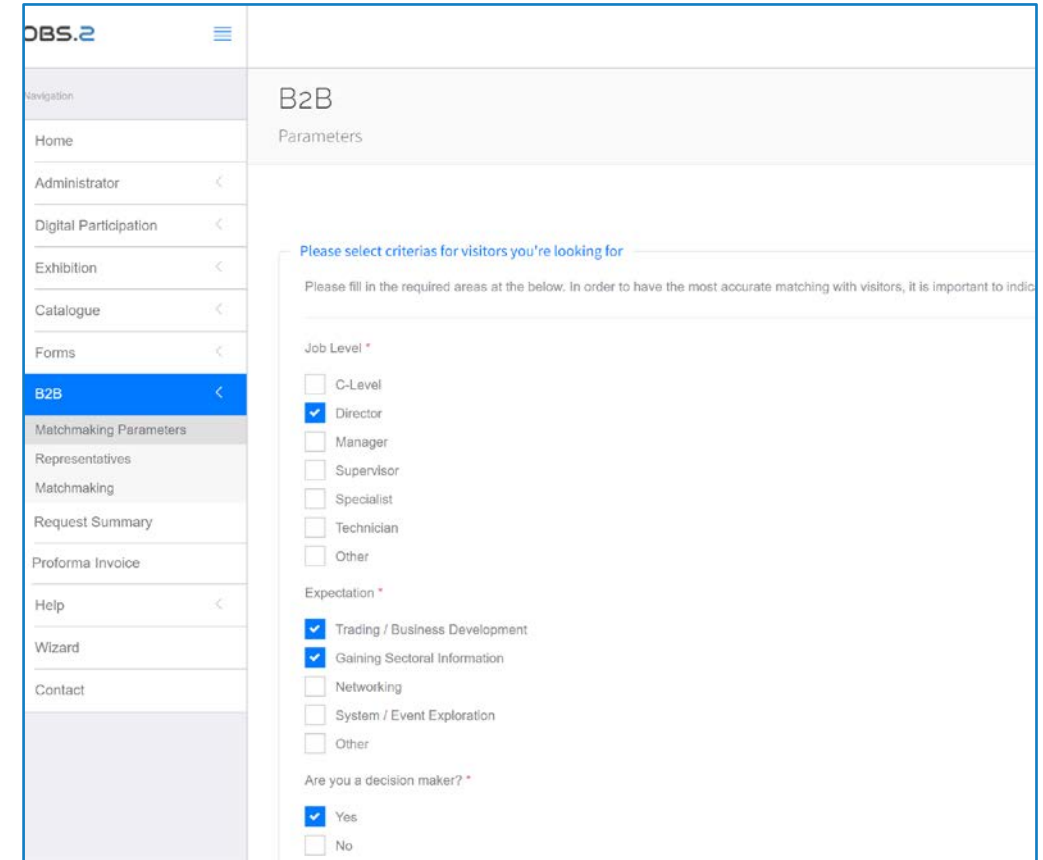
Exclusive B2B Matchmaking System:

B2B Matching System is a separate module for premium participants where they can organize B2B meetings with the procurement committee, companies and visitors.

This system automatically matches companies with visitors and buyer delegations according to the Job Description, Expectations and Interests parameters, which they enter in the B2B form in the OBS system, and enables meetings to be organized at their stands.

Premium companies can organize meetings with their matched customers both in the fair area and after the fair digitally (via Zoom).

In this way, you will have the opportunity to make calls both physically and digitally.



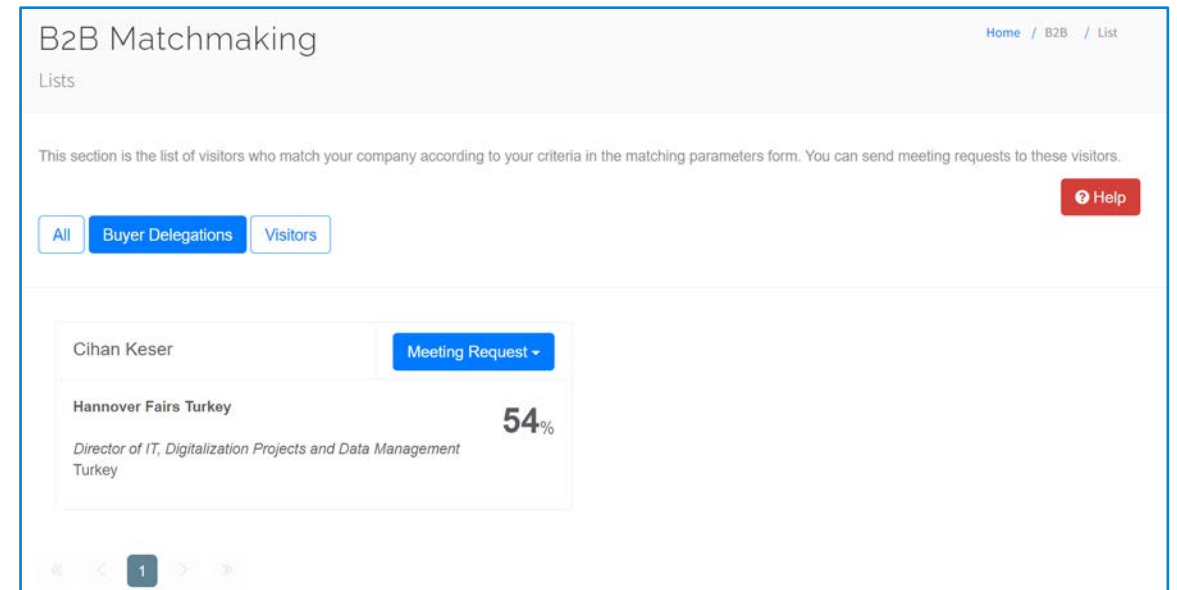
The screenshot displays the 'B2B Parameters' form within the OBS.2 system. The left sidebar contains a navigation menu with options: Home, Administrator, Digital Participation, Exhibition, Catalogue, Forms, B2B (selected), Matchmaking Parameters, Representatives, Matchmaking, Request Summary, Proforma Invoice, Help, Wizard, and Contact. The main content area is titled 'B2B Parameters' and includes instructions: '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 form contains several sections with checkboxes: 'Job Level' (C-Level, Director (checked), Manager, Supervisor, Specialist, Technician, Other), 'Expectation' (Trading / Business Development (checked), Gaining Sectoral Information (checked), Networking, System / Event Exploration, Other), and 'Are you a decision maker?' (Yes (checked), No).

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Exclusive B2B Matchmaking System:

Visitors who match with your company in line with the parameters filled in the B2B form are grouped into two groups as members of the Buyer Committee and visitors.

While all participants can organize meetings with procurement committees; Only the participants with the premium package will be able to organize meetings with visitors they match according to their interests.

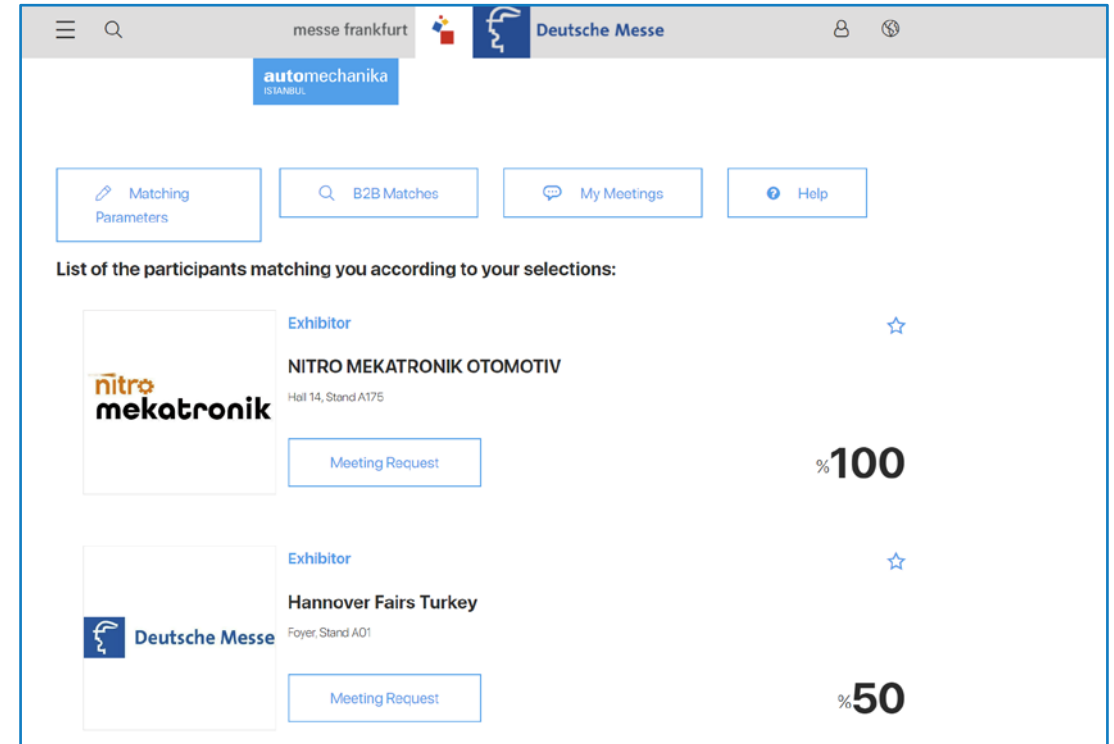


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Exclusive B2B Matchmaking System:

According to the availability of companies and visitors, the day and time details of the meeting can be adjusted through the system.

Thanks to this service, you will have direct access to the buyers for the products you have presented, both during and after the fair.

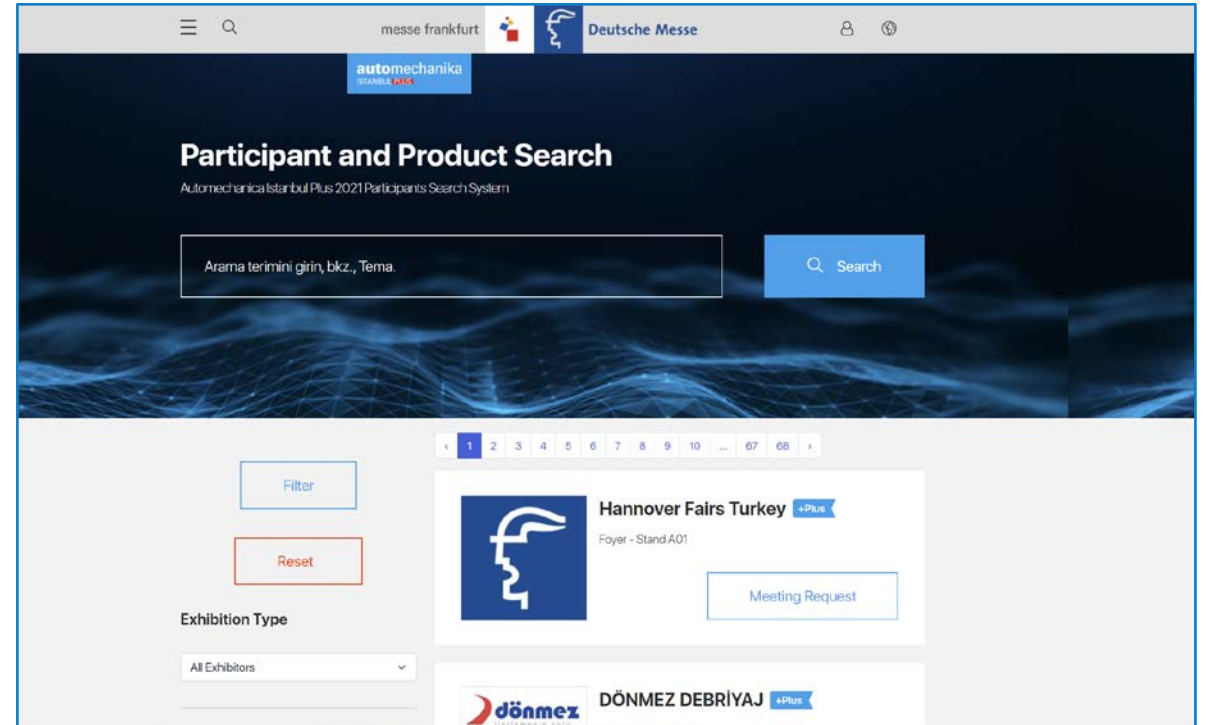


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Higher ranking in search engine results:

Participants with **premium package** will be listed at the top of the search engine and alphabetically within themselves.

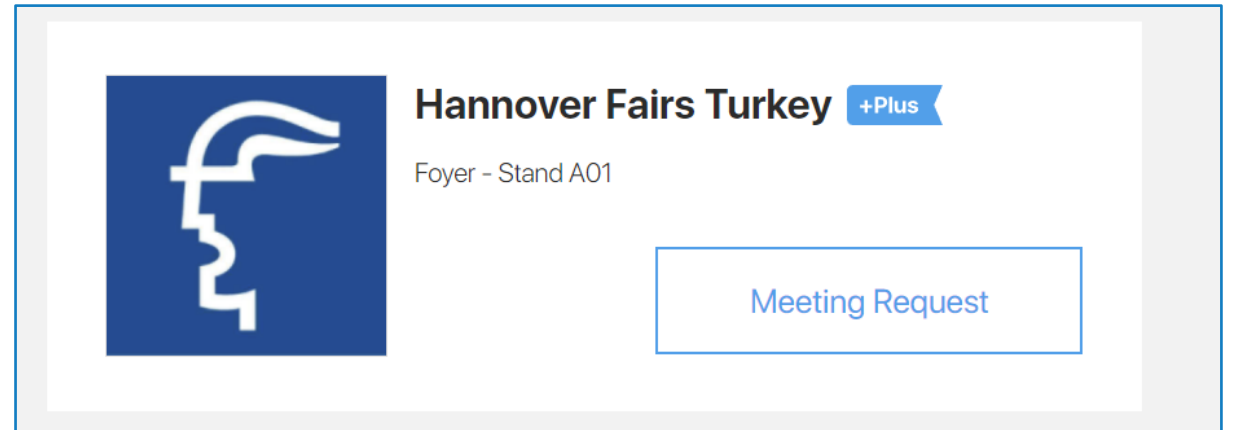
Company logo, hall-stand number and company information will be displayed in the search results.



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Special display with “Premium” icon:

On the "**Exhibitor & Product Search**" page, companies that purchase the Premium package will be visible with a special icon.



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Collection of business cards on profile:

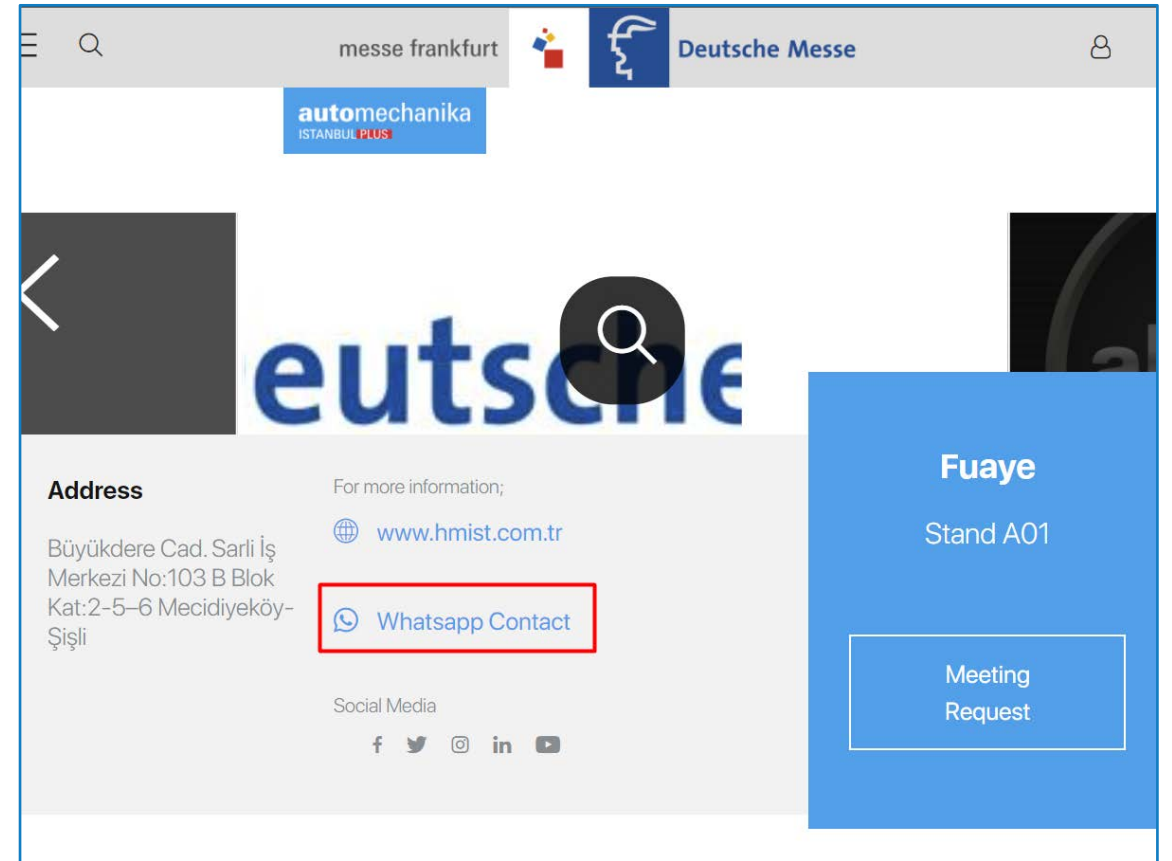
Visitors will be able to leave business cards and share contact information only for premium package participants on the **"Company Profile"** page.



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Communication via WhatsApp:

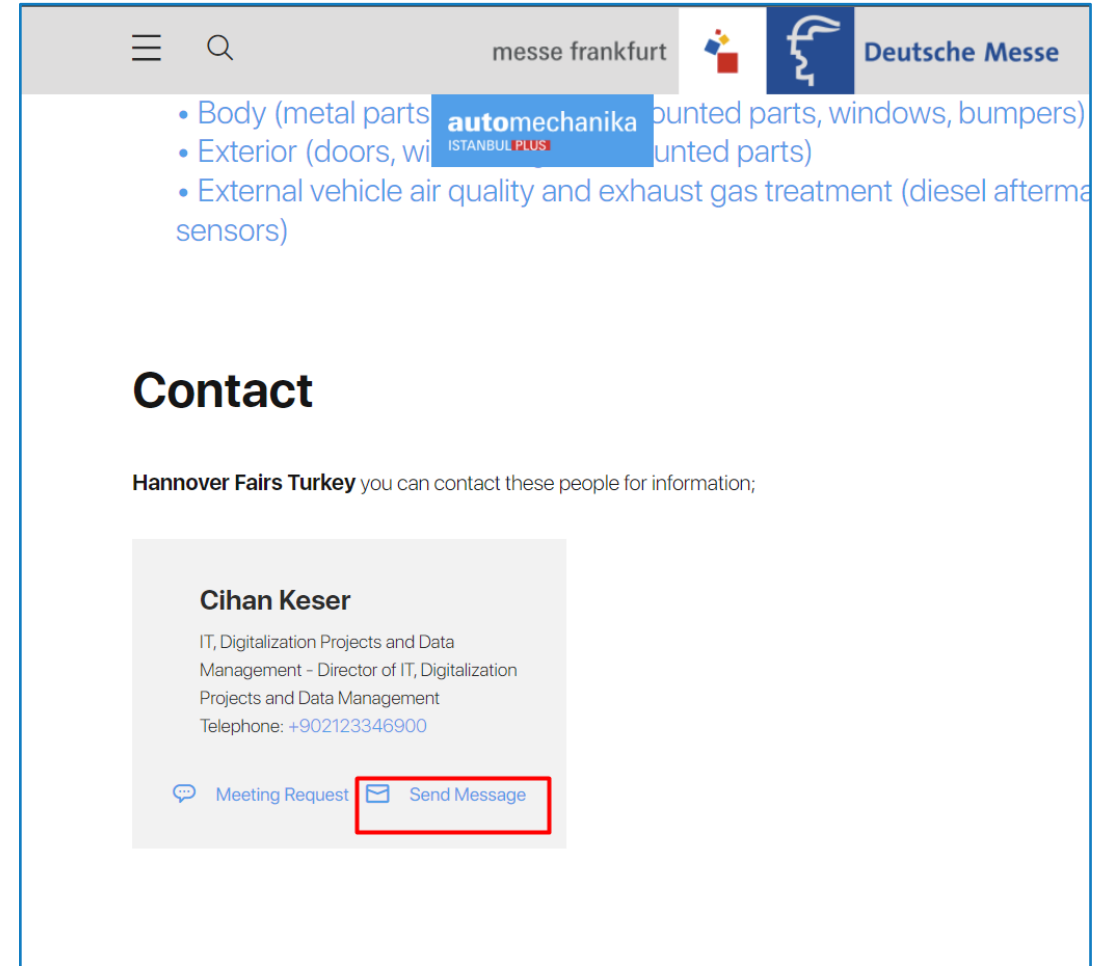
Visitors will be able to communicate directly with the company representative via the WhatsApp link in the "**Company Details**" section.



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Messaging:

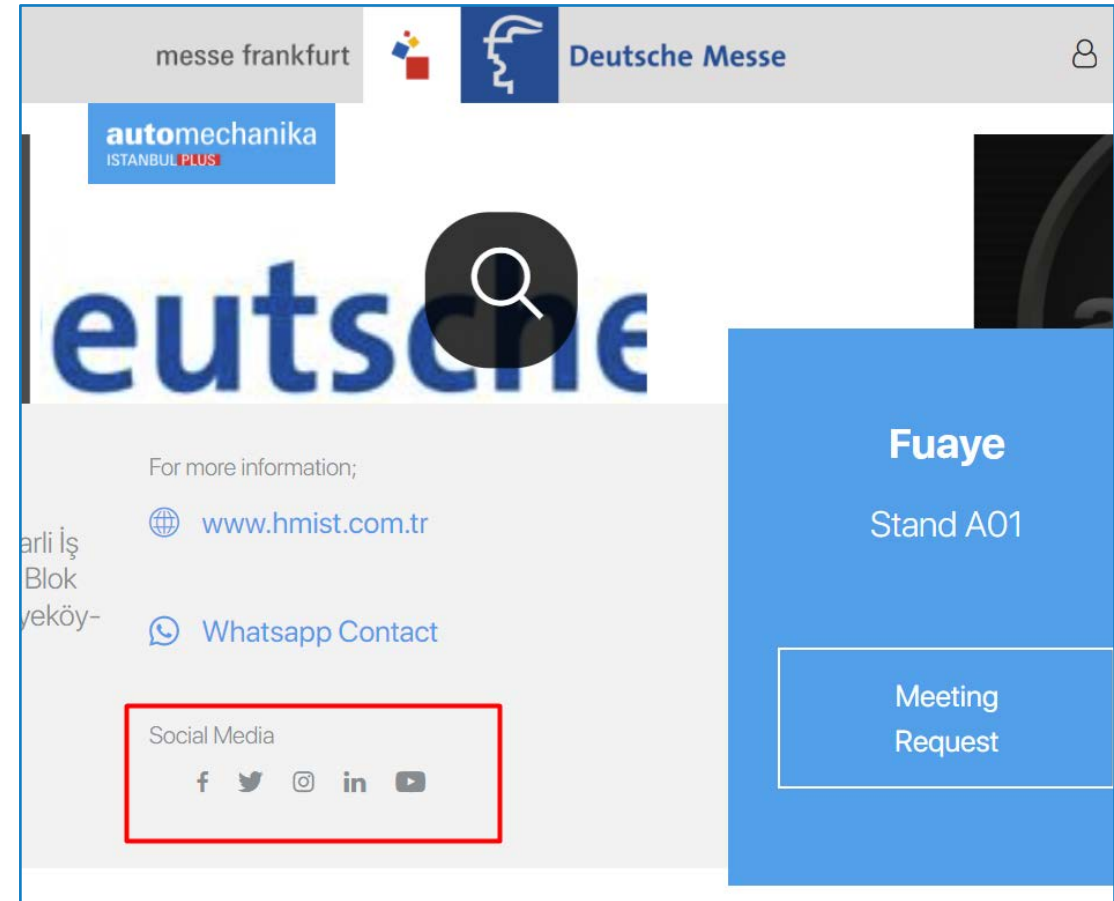
Visitors will be able to send an e-mail directly to the company in the **"Ask a Question"** section with the option to send a message.



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Social media links:

Premium companies will be able to direct visitors to their social media accounts and provide more social media interaction by filling out the social media links in the **"Contact Information"** section.

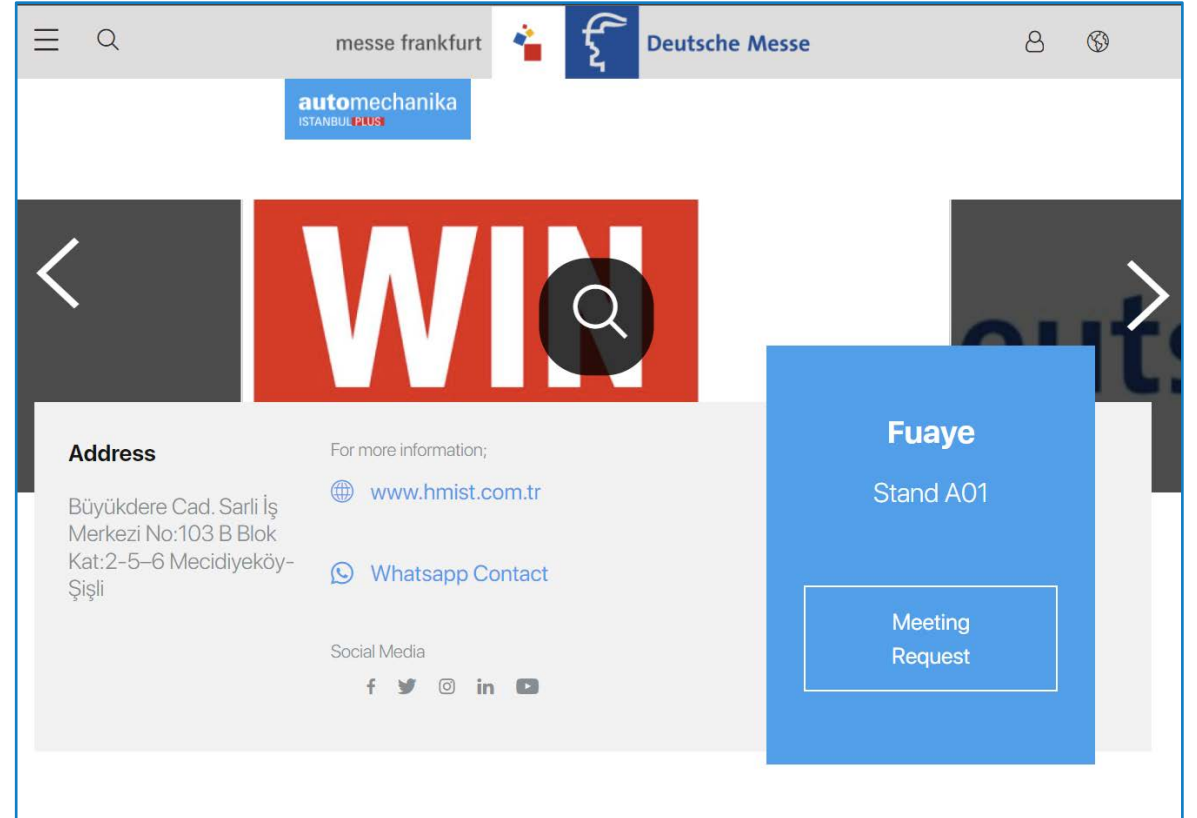


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Photo gallery:

The “**Photo Gallery**” feature allows attendees to share their products, marketing materials and company photos.

This feature is the most important tool to be used for companies' products to gain more interaction.



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Video gallery:

With the “**Video Gallery**” feature, companies will be able to share corporate videos, product promotions and visual marketing materials.

Address
Büyükdere Cad. Sarlı İş
Merkezi No:103 B Blok
Kat:2-5-6 Mecidiyeköy-
Şişli

automechanika
ISTANBUL **PLUS**


www.hmist.com.tr

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Social Media
[f](#) [t](#) [i](#) [in](#) [y](#)

Fuaye
Stand A01
[Meeting Request](#)

Videolar

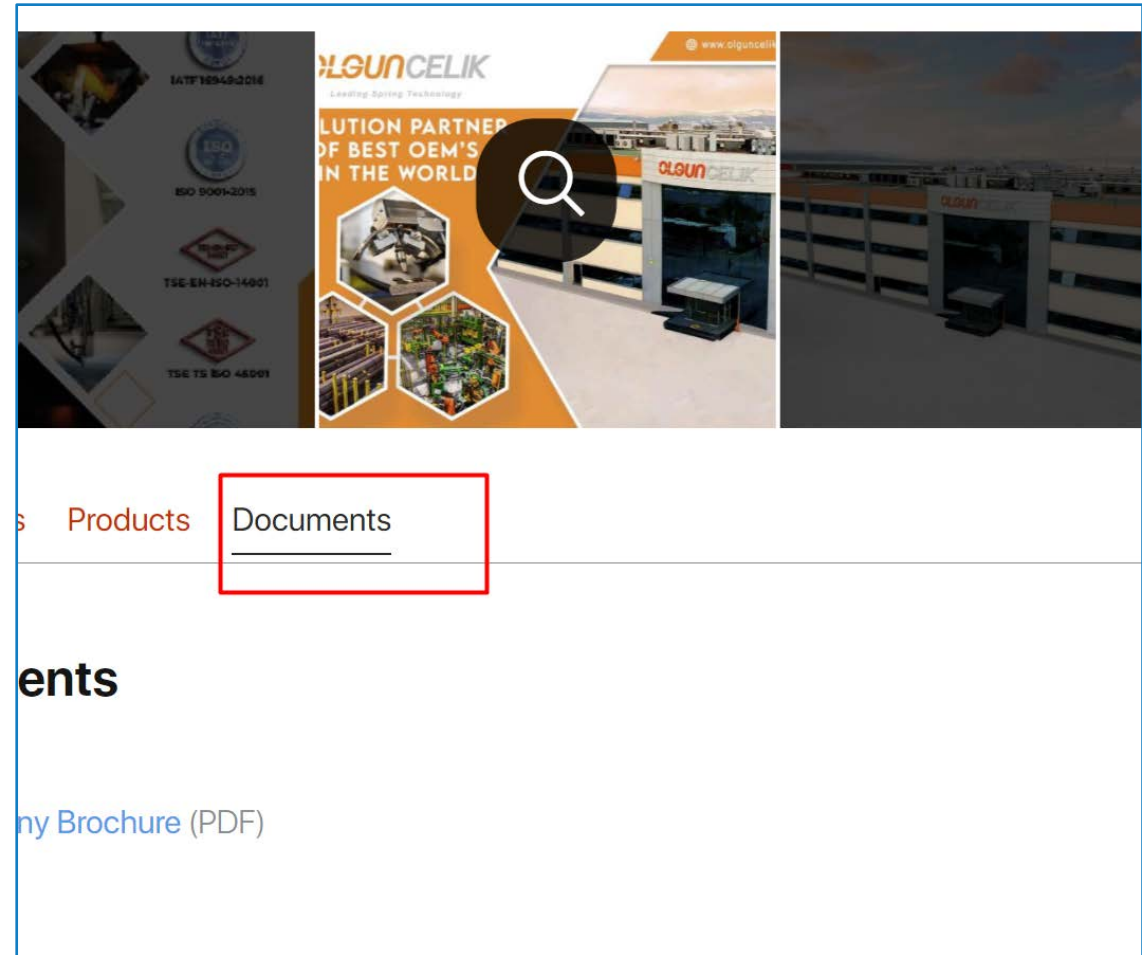


A New Message from General Manager

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Document gallery:

The “**Document Gallery**” provides companies with product catalogues, flyers, white papers, etc. It offers the opportunity to add promotional and marketing materials such as PDF format.

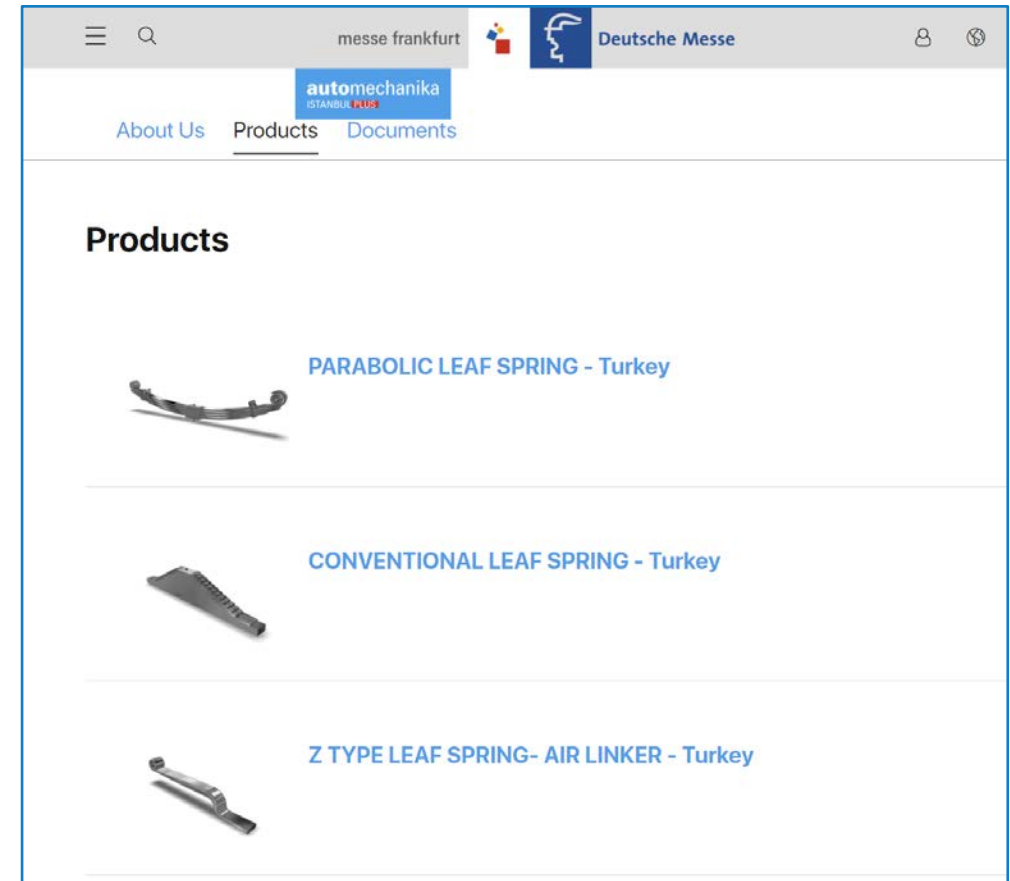


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Detailed product introduction:

B2B Platform package participants will have the opportunity to publish their products in the “**Products**” section.

Visitors will be able to view product details easily by clicking on the product images. All product details will be displayed in a pop-up window on the same page.



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Adding products to favourites:

Visitors can add the products of companies with Premium package that they are interested in to their **"Favorites"**.

Visitors will be able to view all the products they have saved in the favorites section of their profiles.



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Reporting feature:

With the reporting feature, companies; platform visits, individual and total company page visits, B2B meeting numbers, business cards left, etc. will be able to access a lot of information and statistics.

The business card information collected from the visitors can be obtained as a report in **excel** format.

Digital Patisipent Report
Plus Report

Total platform visitors	Your company's total views in search systems			
27876	7760			

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

Business Card List

Name surname	Title	Company	E-Mail	Phone	Mobile Phone	Address
Erdem Baltacı	Bilgi İşlem Müdürü	Hannover Fairs Turkey	erdemaltacı@gmail.com		+905426366094	Merkez Mah. Sel

[Excel File](#)

Favorite Product List

Image	Name	Title
-------	------	-------

Content List

Products	Photos	Videos	Documents	Co Exhibitors
-	1	-	4	-

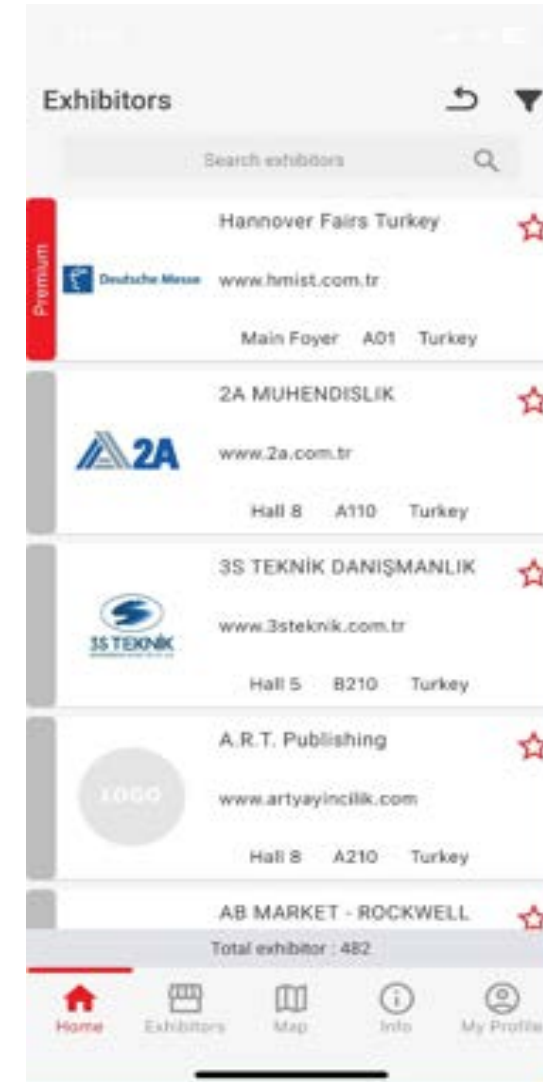
B2B Meetings

Approved	Waiting for approval	Cancellations
1	4	2

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Directing to profile from mobile app:

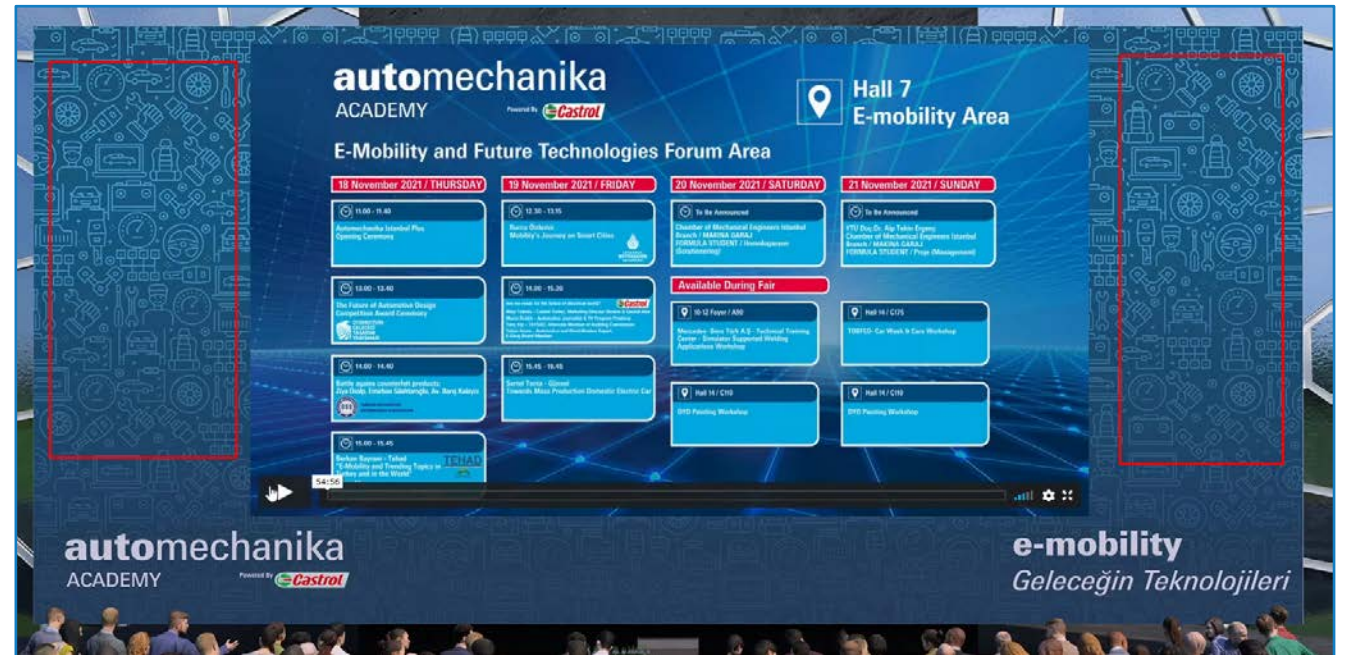
With the redirection in the search engine via the mobile application, the profile pages of the companies will be redirected.



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Logo display on Automechanika Academy sessions:

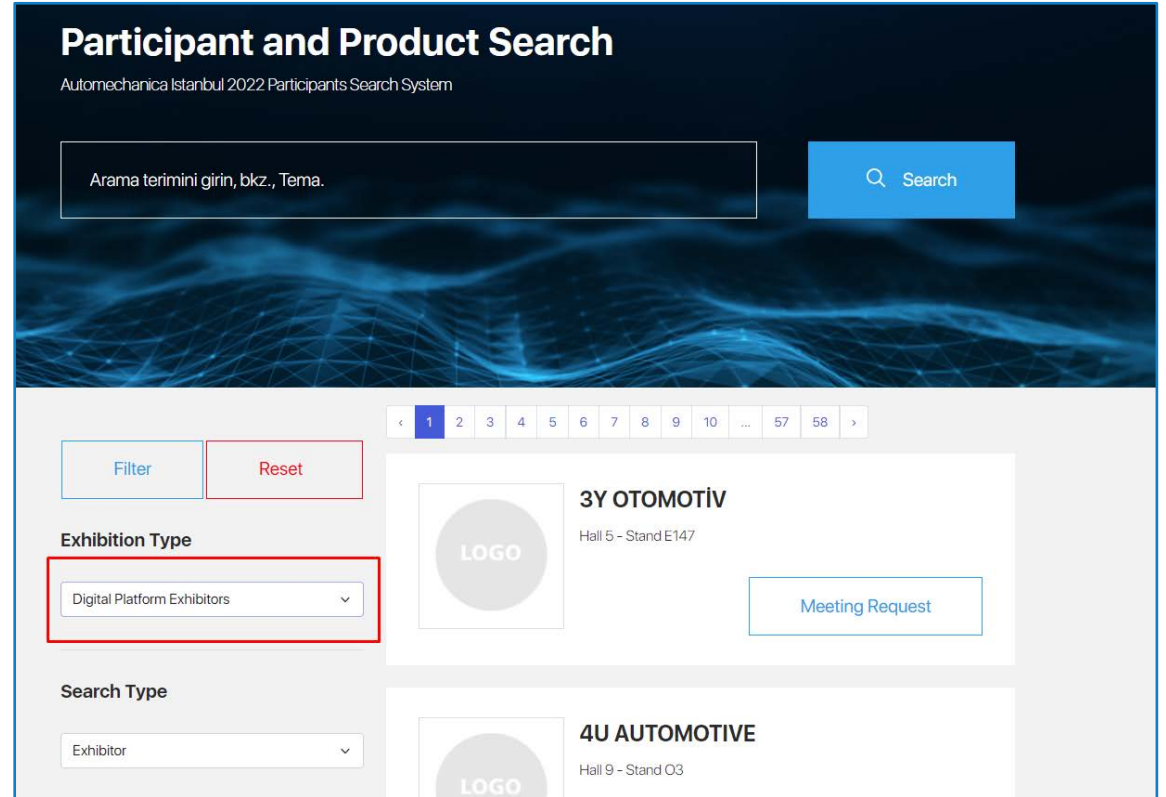
Participants of the B2B Platform package will have the feature of using the logo during Automechanika Academy sessions in the exhibition area and will be able to be directed to the company profile pages from the conference sessions.



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Custom filtering in search engine:

Premium package participants will be featured by filtering with the **"Premium Participants"** option in the Search engine.



Thank you!

You can contact us for your questions and comments:

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