

**automechanika**  
ISTANBUL

12. – 15. 6. 2025  
TÜYAP / ISTANBUL

## **B2B PLATFORM**

**Get the  
maximum  
benefit from  
your fair  
participation!**



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Deutsche Messe

# Award - Winning B2B Platform

Automechanika Istanbul B2B Platform won the “Strategic Transformation Leader” award at the Future of CIO & Awards, where the most prestigious awards in the technology world are given.

Created in parallel with the new generation approach, this platform stands out with its feature of providing an efficient trade fair experience for exhibitors by bringing them together with their target qualified visitors.



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# Why become **B2B PLATFORM** member?



**Attract a larger audience to your stand**



**Elevate your status as an exhibitor**



**Connect with remote visitors  
unable to attend in person**



**Meet and interact with premium buyers**

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# B2B PLATFORM

## Key features



**Reach the right buyers with B2B matching**



**Access exclusive features and private screenings directly through our mobile application at the fairground**



**Guide visitors effortlessly to your booth using QR codes, both onsite and online**



**Elevate your presence as a 'Premium Exhibitor' with a distinctive badge for your booth**



**Facilitate post-fair meetings for up to one month**

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# B2B PLATFORM

- Visitors can request B2B Meetings from the participants free of charge.
- Participants, on the other hand, must have a “Premium Package” in order to request a meeting from the visitors they match according to their product groups. Exhibitors can reach from 10 to 20 times more customers with premium membership.
- Participants can request free B2B Meetings from buyer committees.
- In addition, buyer committees can request B2B meetings from the participants, again free of charge.



# Get maximum efficiency from your participation with **B2B PLATFORM**

- Optimize your participation with our B2B Platform, tailored for discovering new business opportunities prior to the fair, facilitating face-to-face meetings at the event venue, and connecting you with thousands of potential buyers!
- With our platform, exhibitors and visitors gain access to swift and efficient matching opportunities, enabling exhibitors to achieve maximum visibility and buyers to seamlessly procure the products they need during the procurement process.

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# B2B PLATFORM **macthmaking system**

- The B2B Matchmaking System is a special module available exclusively to Premium Exhibitors that facilitates the organization of B2B meetings with buyer delegations, companies and visitors.
- This system automatically pairs companies with visitors and procurement delegations based on the parameters outlined in the B2B form within the OBS system, such as Task Description, Expectations, and Interests. It further facilitates the organization of meetings directly at exhibitors' stands. Additionally, companies and visitors can coordinate the specifics of the meeting, including day and time, through the system, subject to availability.
- Premium companies can engage with matched customers through physical and digital channels, organizing Zoom meetings both onsite at the fairground and post-event.
- Companies leveraging this service can directly connect with buyers for their products, both during and post-event.

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# B2B PLATFORM

**+1.130.000**

PAGE VIEWS

**573**

B2B MATCHING MEETINGS

**12**

PANEL

**35**

SPEAKERS

**510.252**

EXHIBITOR PROFILE VIEWS

**155**

COUNTRY VIEWS

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# Mobile application



**5,026 New Users**



**30,605 Exhibitor  
Profile Views**



**2,905 Log-in  
During the Fair**



**105 Countries Access**

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# Specialized perks for premium users

- 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

# Specialized perks for premium users

- 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



# THANK YOU!



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