automechanika
ISTANBUL

Reklam olanakları
Advertising options

24.–27.3.2027
İSTANBUL TÜYAP

automechanika.com.tr

Neden reklam vermelisiniz?

Reklam hizmetlerine ilişkin geniş ürün portföyümüzle, fuardaki hedeflerinize ulaşmanızda size destek oluyoruz. İster fuar alanında yer alan dikkat çekici reklamlar, ister basılı yayınlarımız, online banner veya B2B Platform'daki premium konumlanmanız olsun, Automechanika'nın erişiminden ve uluslararası, endüstriyi aşan ağından her alanda yararlanabilirsiniz.

Bir bakışta avantajlarınız:

- Fuarda görünürlüğünüzü artırın
- Marka bilinirliğinizi artırın
- Ürünlerinize daha fazla dikkat çekin
- Ağınızı genişletin

Why book advertising?

With our broad product portfolio of advertising services, we support you in achieving your trade fair goals. Whether through eye-catching advertisements on the exhibition grounds or print publications, online banners or B2B Platform, you benefit from Automechanika's reach and its international, industry transcending network – online and on site.

Your advantages at a glance:

- Increase your visibility at the event
- Increase your brand awareness
- Attract more attention for your products
- Expand your network



Sponsorluklar
Sponsorships



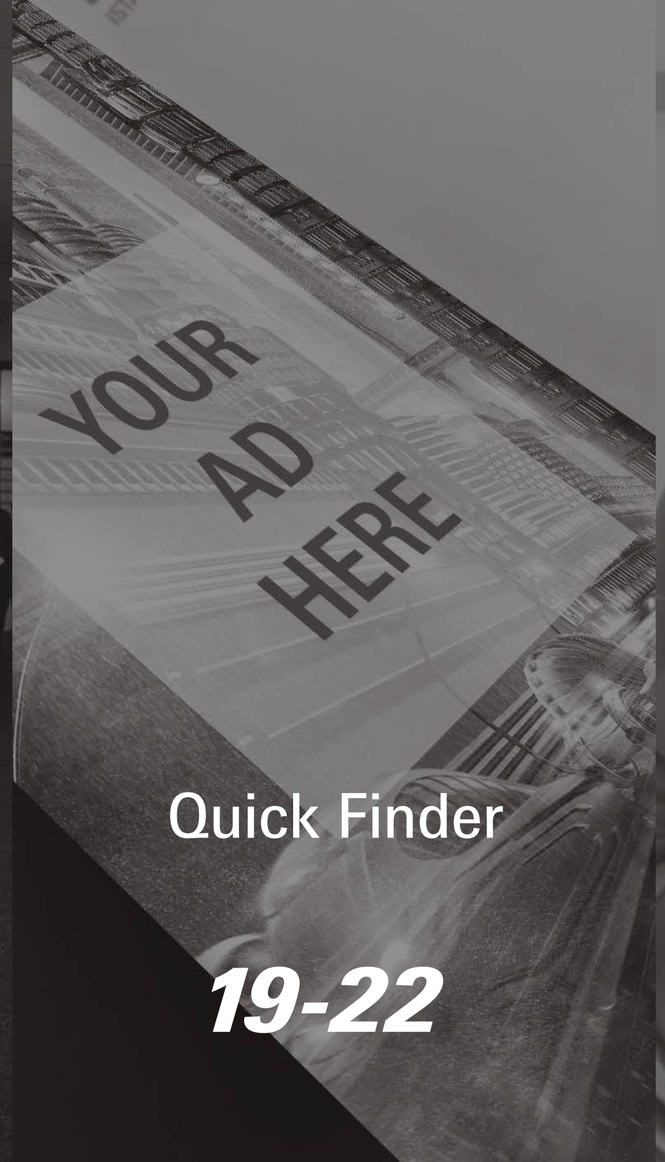
Açıkhava Reklamları
Outdoor Advertising

6-9



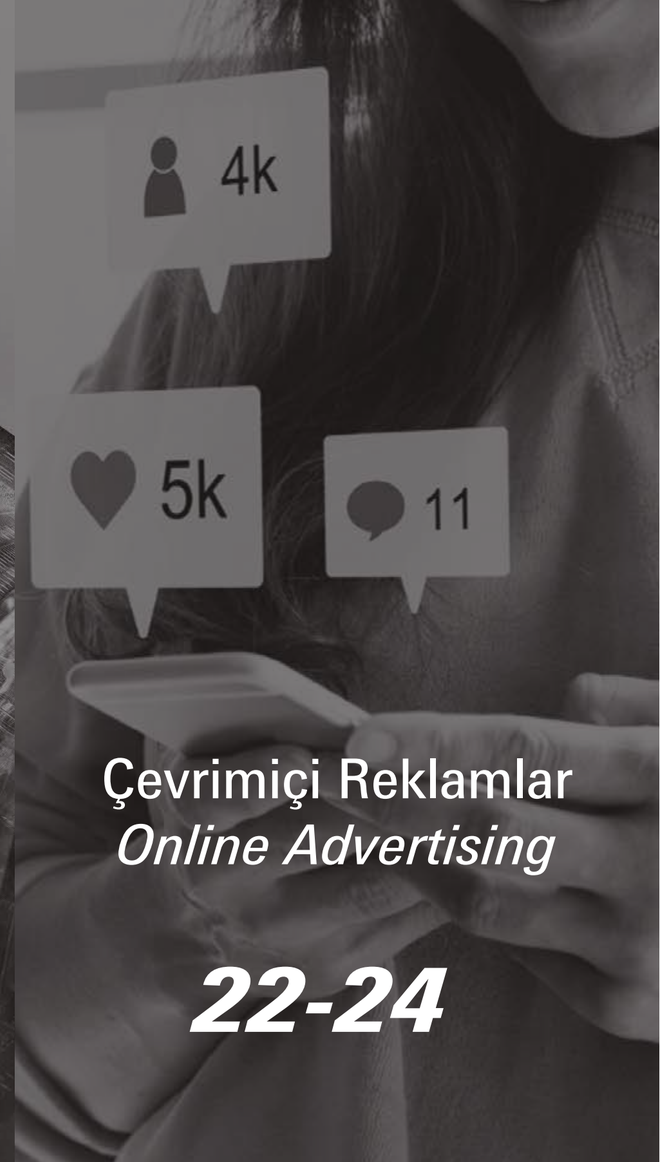
Kapalı Alan Reklamları
Indoor Advertising

10-18



Quick Finder

19-22



Çevrimiçi Reklamlar
Online Advertising

22-24

Ziyaretçi boyun ipi
Visitor lanyard

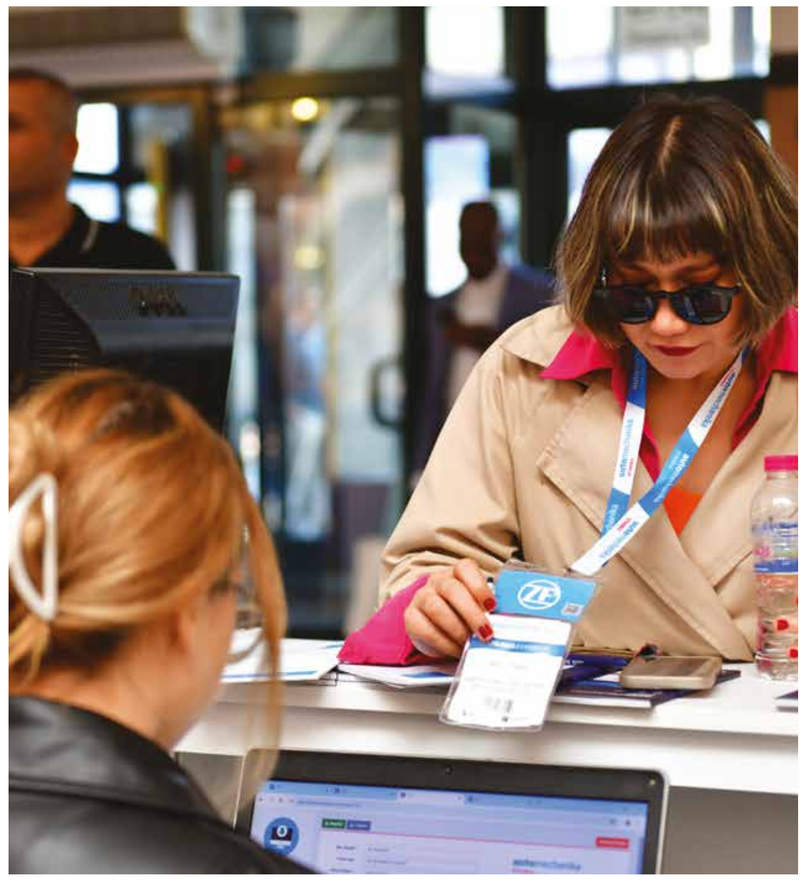
SP-001

★★★★★

Tüm girişler ve kayıt masaları
All entrances and registration counters

55,000 EUR + VAT (20%)

24.02.2027



Etkileşim noktası
Interaction point

SP-002

★★★★★

Ana fuaye
Main foyer

20,000 EUR + VAT (20%)

Max.
200 x 200 cm.
h: 300 cm.

24.02.2027



Automechanika Tüneli
Automechanika Tunnel

SP-003

★★★★★

Salon 10 ile 11 arası geçiş
Passage between Hall 10 and 11

30,000 EUR + VAT (20%)

7700 x 1800 px.
MP4 format
Max. 60 sec.

24.02.2027



Atrium
Atrium

TDR-01

★★★★★

Atrium
Atrium

500 x 300 cm
3 Yüz / 3 Faces
360° görünürlük
360° visibility

30,000 EUR + VAT (20%)

24.02.2027



Kayıt Alanı
Registration Area

SP-004

★★★★★

Ana fuaye
Main foyer

- ✓ Ana fuaye kayıt alanında 3 adet, 4 cephesi görünür kolon giydirme (1 yüzü 72 x 270 cm)
  3 four-sided column wraps in the Main Foyer Registration Area (each face: 72 × 270 cm)
- ✓ Ana fuaye kayıt alanında ışıklı duvar paneli (200 x 120 cm)
  Illuminated wall panel in the Main Foyer Registration Area (200 × 120 cm)
- ✓ Ana fuaye kayıt alanındaki personel kıyafetlerinde logo konumlandırma
  Logo placement on staff uniforms in the Main Foyer Registration Area

30.000 EUR + VAT (20%)

24.02.2027



Akademi
Academy

SP-005

★★★★★

Salon 11
Hall 11

- ✓ Tüm Automechanika Academy içerik paylaşımlarında logo kullanımı
  Logo placement across all Automechanika Academy content and promotional posts
- ✓ 4 gün boyunca tüm oturumlarda yüzlerce profesyonele görünürlük
  Brand visibility to hundreds of professionals across all sessions over 4 days
- ✓ 2 özel oturum düzenleme imkanı
  Opportunity to host 2 exclusive sessions

20.000 EUR + VAT (20%)

24.02.2027



Açıkhava Reklamları
Outdoor Advertising

Sponsorluklar *Sponsorships* **3-5**

Kapalı Alan Reklamları *Indoor Advertising* **10-18**

Quick Finder **19-22**

Çevrimiçi Reklamlar *Online Advertising* **22-24**

Ayrıntılar için
görseli büyütün
Zoom in for
more details

HOTEL
TÜYAP Palas

P 4
P 3
P 2
P 1
P 5

12 A
12
11
11 A
10
5
6
4
7
8
9
3
2
1
6

1 2 3 4 5 6 7

1
2
3
4
5
7

McDonald's

METROBÜS

Kolon Giydirme
Pillar Branding

1. DKG-01
2. DKG-02
3. DKG-03
4. DKG-04
5. DKG-05
6. DKG-06
7. DKG-07

Reklam Panosu
Billboard

1. ABB-01
2. SBB-01
3. SBB-02
4. GZB-01
5. GZB-02
6. SBB-06
7. MBB-01

Daha fazlasını keşfedin
Explore more

Reklam panosu
Billboard

MBB-01

★★★★★

P1 (Batı) otoparkı
P1 (West) parking lot

600 x 300 cm.

20,000 EUR + VAT (20%)

24.02.2027



Reklam panosu
Billboard

ABB-01

★★★★☆

P1 (Batı) otoparkından giriş
Entrance from P1 (West) parking lot

350 x 200 cm.

12,500 EUR + VAT (20%)

24.02.2027



Reklam panosu
Billboard

SBB-01/02

★★★★☆

McDonald’s arkasındaki
özel servis durağı
Private shuttle station behind McDonald’s

700 x 200 cm.

5,000 EUR + VAT (20%)

24.02.2027



Reklam panosu
Billboard

GZB-01/02

Metrobüs (Güney) girişi
Metrobus (South) entrance

700 x 200 cm.

7,500 EUR + VAT (20%)

24.02.2027



Reklam panosu
Billboard

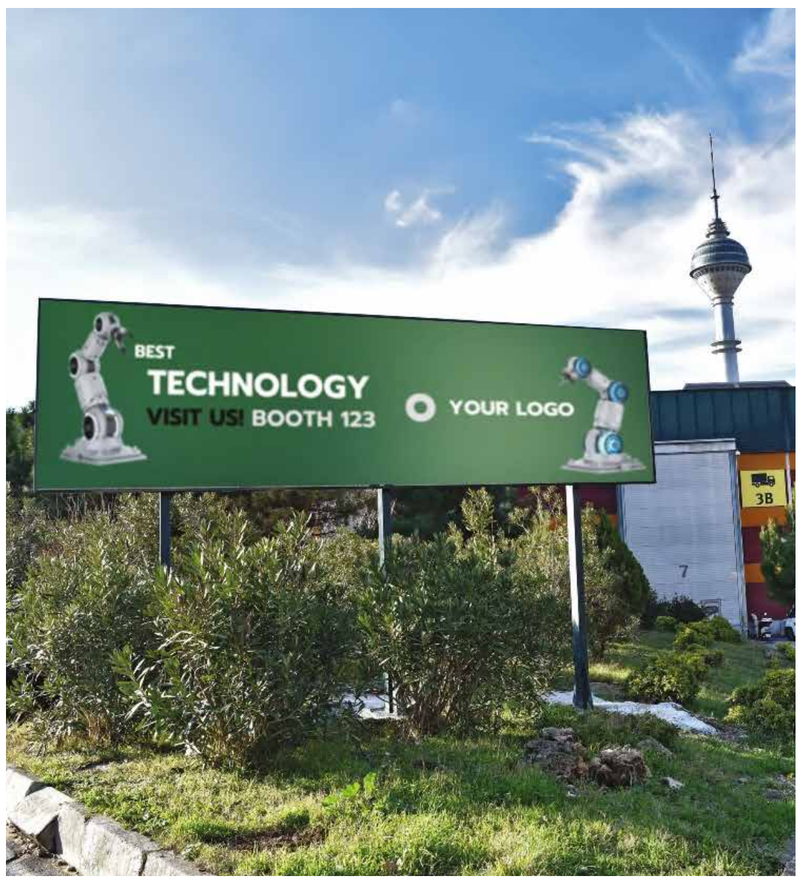
SBB-06

P5 (Doğu) otoparkından giriş
Entrance from P5 (East)
Parking Lot

700 x 200 cm.

4,000 EUR + VAT (20%)

24.02.2027



Kolon Giydirme
Pillar Branding

DKG-01/02/03/04/05/06/07

Ana fuaye girişi
Main foyer entrance

95 x 240 cm.

5,000 EUR + VAT (20%)

24.02.2027



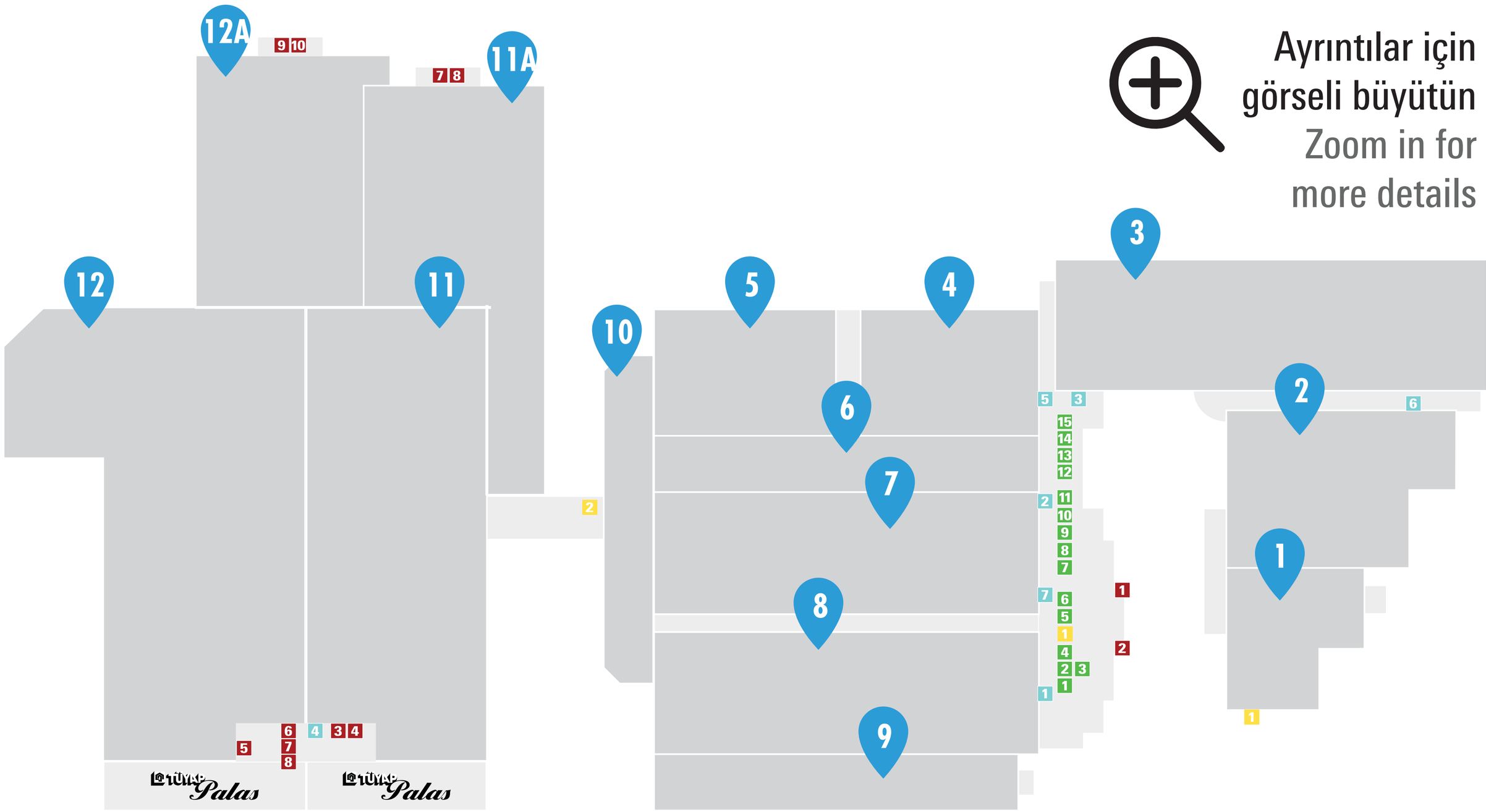
Kapalı Alan Reklamları
Indoor Advertising

Sponsorluklar *Sponsorships* **3-5**

Açıkhava Reklamları *Outdoor Advertising* **6-9**

Quick Finder **19-22**

Çevrimiçi Reklamlar *Online Advertising* **22-24**



Kolon Giydirme
Pillar Branding

1 FKG-01
2 FKG-02
3 FKG-03
4 FKG-04
5 FKG-05
6 FKG-06
7 FKG-07
8 FKG-08
9 FKG-09
10 FKG-10
11 FKG-11
12 FKG-12
13 FKG-13
14 FKG-14
15 FKG-15

Işıklı Duvar Paneli
Illuminated Wall Panel

1 KDP-01
2 KDP-02
3 FDP-33
4 FDP-34
5 FDP-41
6 FDP-42
7 FDP-43
8 FDP-44
9 FDP-29
10 FDP-30
11 FDP-37
12 FDP-38

Işıklı Textilebox
Illuminated Textilebox

1 FTB-01
2 FTB-02
3 FTB-03
4 FTB-04
5 FTB-05
6 FTB-06
7 FTB-07

LED Ekran
LED Screen

1 TLE-MAIN
2 TLE-01

Kolon giydirme
Pillar branding

FKG-01/02/03/04/05/06/
07/08/09/10/11/12/13/14/15

★★★★☆

Ana ve prestij fuaye (15 konum)
Main and prestige foyer
(15 positions)

100 x 250 cm.
4 yüz / 4 sides

5,000 EUR + VAT (20%)

24.02.2027



Işıklı duvar paneli
Illuminated wall panel

KDP-01/02

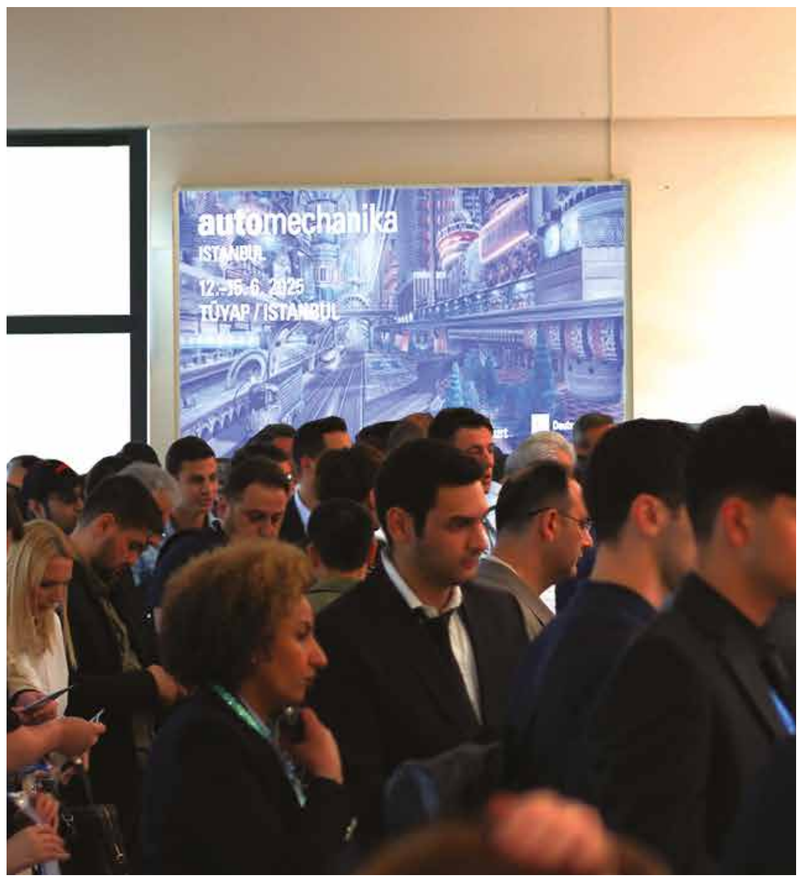
★★★★☆

Ana fuaye kayıt alanı
Main foyer registration area

200 x 120 cm.

3,000 EUR + VAT (20%)

24.02.2027



Işıklı duvar paneli
Illuminated wall panel

FDP-33/34

★★★★☆

Salon 11 girişi
Hall 11 entrance

200 x 120 cm.

3,000 EUR + VAT (20%)

24.02.2027



Işıklı duvar paneli
Illuminated wall panel

FDP-41/42/43/44

★★★★☆

Salon 12 girişi
Hall 12 entrance

200 x 120 cm.
120 x 200 cm.

3,000 EUR + VAT (20%)

24.02.2027



Işıklı duvar paneli
Illuminated wall panel

FDP-29/30

★★★☆☆

Salon 11-A girişi
Hall 11-A entrance

195 x 115 cm.

1,500 EUR + VAT (20%)

24.02.2027



Işıklı duvar paneli
Illuminated wall panel

FDP-37/38

★★★☆☆

Salon 12-A girişi
Hall 12-A entrance

200 x 120 cm.
120 x 200 cm.

1,500 EUR + VAT (20%)

24.02.2027



Işıklı tekstil panel
Illuminated textilebox

FTB-07

Salon 7 girişi
Hall 7 entrance

300 x 235 cm.

5,000 EUR + VAT (20%)

24.02.2027



Işıklı tekstil panel
Illuminated textilebox

FTB-06

Salon 2 girişi
Hall 2 entrance

200 x 200 cm.

4,000 EUR + VAT (20%)

24.02.2027



Işıklı tekstil panel
Illuminated textilebox

FTB-03

Salon 3 girişi
Hall 3 entrance

500 x 200 cm.

5,000 EUR + VAT (20%)

24.02.2027



Işıklı tekstil panel
Illuminated textilebox

FTB-05

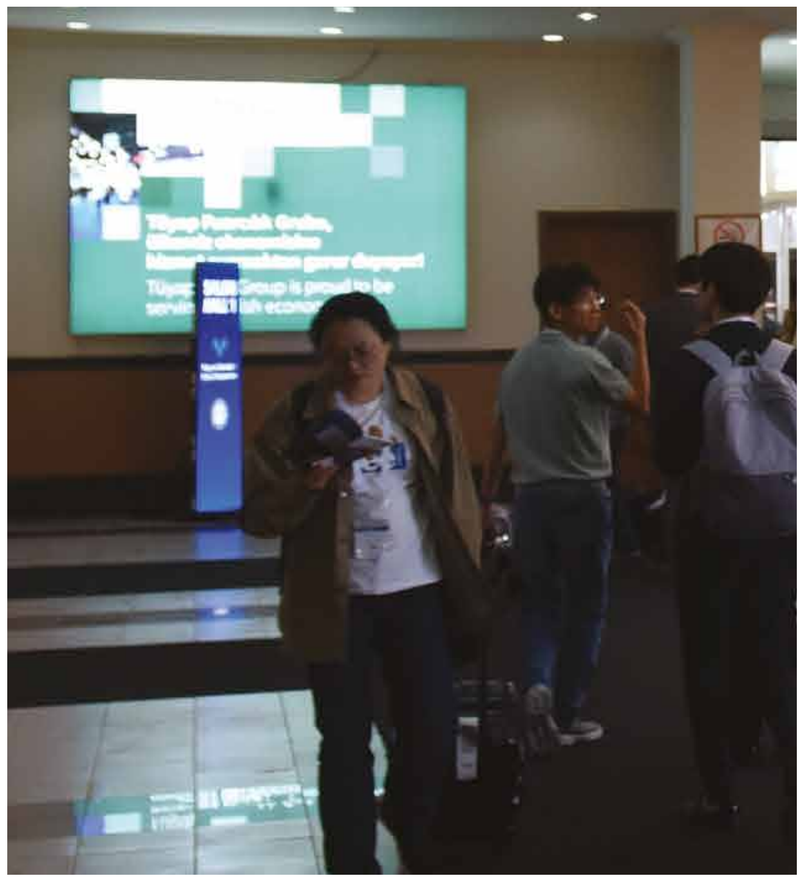
★★★★★

Salon 4 girişi
Hall 4 entrance

300 x 200 cm.

5,000 EUR + VAT (20%)

24.02.2027



Işıklı tekstil panel
Illuminated textilebox

FTB-02

★★★★★

Salon 7 girişi
Hall 7 entrance

300 x 200 cm.

5,000 EUR + VAT (20%)

24.02.2027



Işıklı tekstil panel
Illuminated textilebox

FTB-01

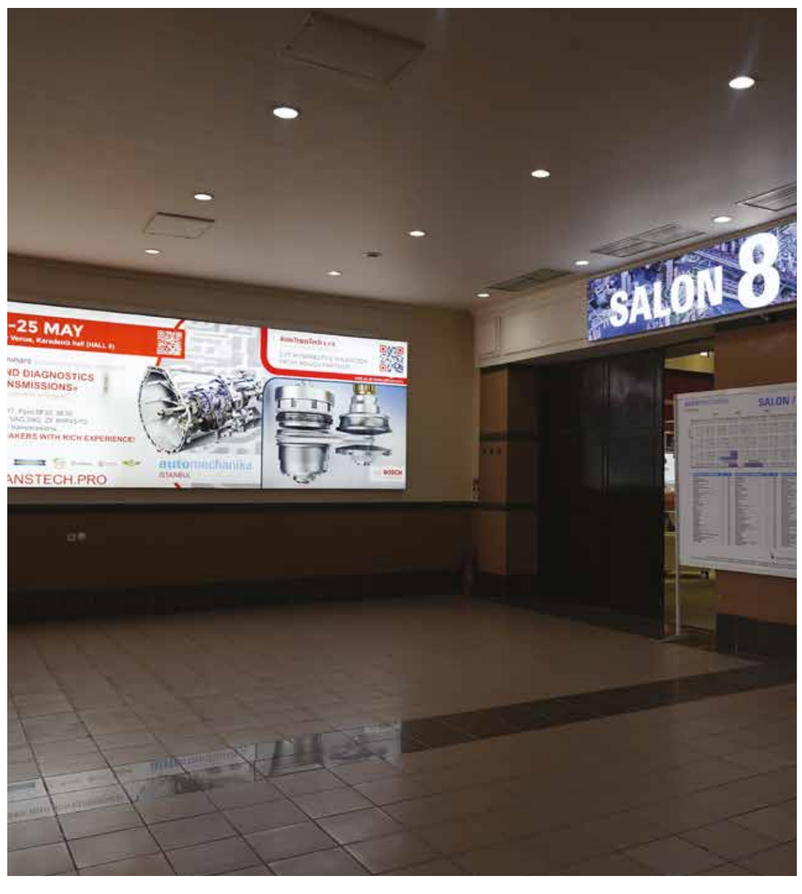
★★★★★

Salon 8 girişi
Hall 8 entrance

600 x 200 cm.

5,000 EUR + VAT (20%)

24.02.2027



Işıklı tekstil panel
Illuminated textilebox

FTB-04

★★★★☆

Salon 11 girişi
Hall 11 entrance

400 x 200 cm.

4,000 EUR + VAT (20%)

24.02.2027



Işıklı 2D panel
Illuminated 2D panel

IND-IDP-01/2/3/
4/5/6/7

★★★★☆

Fuaye ve salon geçişleri
Foyer and hall passages

150 x 250 cm.

4,000 EUR + VAT (20%)

24.02.2027



LED ekran
LED screen

TLE-MAIN

★★★★★

Salon 1 kayıt alanı + ana fuaye
Hall 1 registration area +
main foyer

1920 x 1280 px
MP4 / 30 sec.

15,000 EUR + VAT (20%)

24.02.2027



LED ekran
LED screen

TLE-01

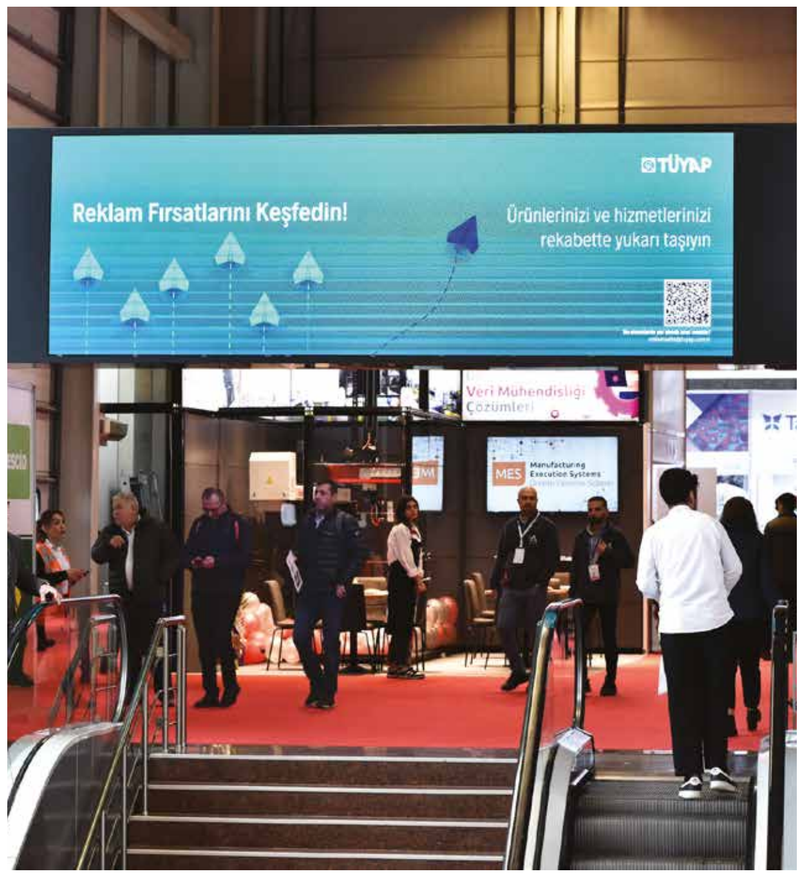
★★★★☆

Salon 10 ve 11-A arası yürüyen merdivenler
Escalators between halls 10 and 11-A

1792 x 576 px
MP4 / 30 sec.

10,000 EUR + VAT (20%)

24.02.2027



Işıklı küpler (3 adet)
Illuminated cubes (3 pcs)

IND-CUB01/2/3/4/5

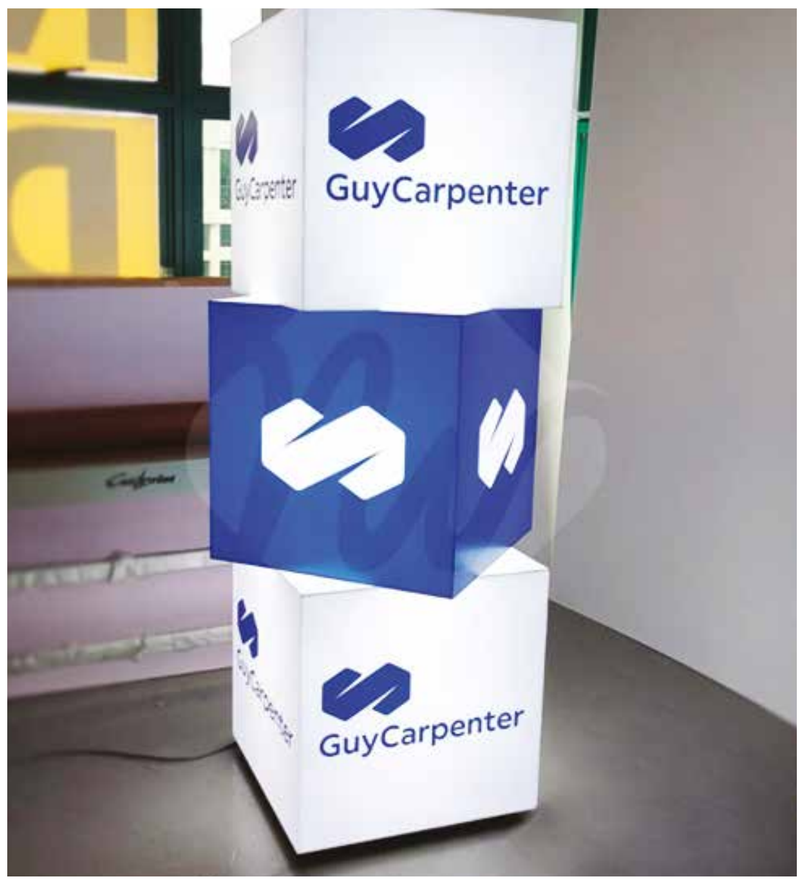
★★★★☆

Fuaye ve salon geçişleri
Foyer and hall passages

50 x 50 x 50 cm.
her biri / each

3,000 EUR + VAT (20%)

24.02.2027



Tuvalet posterleri
Restroom posters

WCP

★★★☆☆

Tüm tuvaletler
(en fazla 100 poster)
All restrooms
(max. 100 posters)

21 x 29,7 cm.

3,000 EUR + VAT (20%)

24.02.2027



Ürün sergi vitrini
Product display cabinet

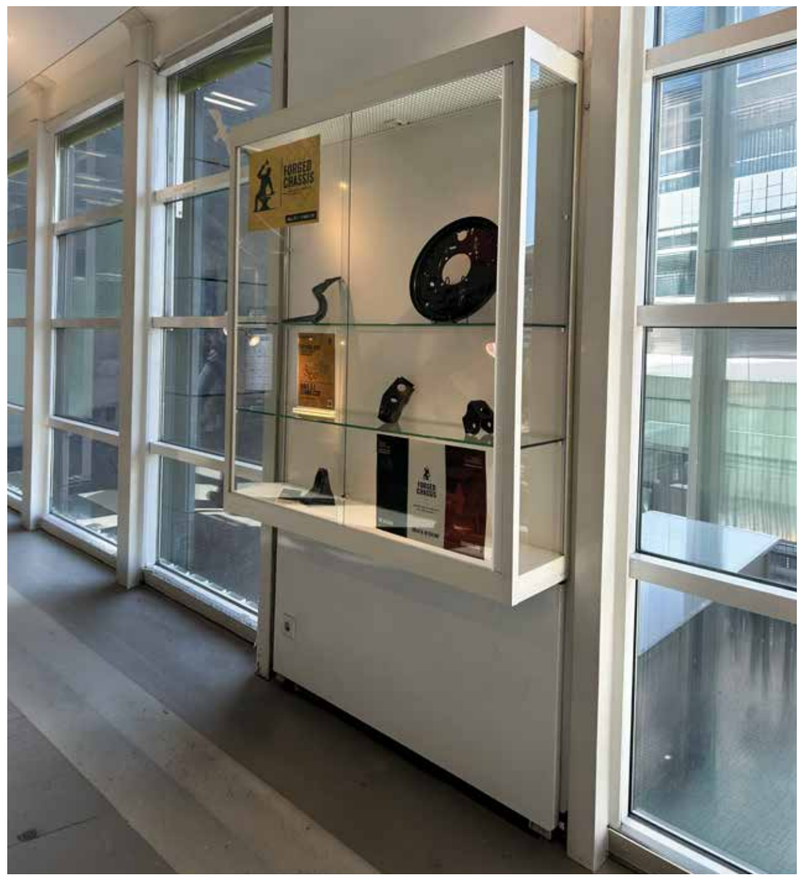
IND-DEK01

Fuaye ve salon geçişleri
Foyer and hall passages

100 x 50 x 200 cm.

3,000 EUR + VAT (20%)

24.02.2027



Salon planında logo
Logo on hall plan

IND-HP01

İlgili salon girişleri
Relevant hall entrances

500 EUR + VAT (20%)

24.02.2027



Quick Finder

Sponsorluklar by BA
Sponsorships
3-5

Açıkhava Reklamları
Outdoor Advertising
6-9

Kapalı Alan Reklamları
Indoor Advertising
10-18

Çevrimiçi Reklamlar
Online Advertising
22-24

Tam sayfa reklam
Full page ad

QF-001

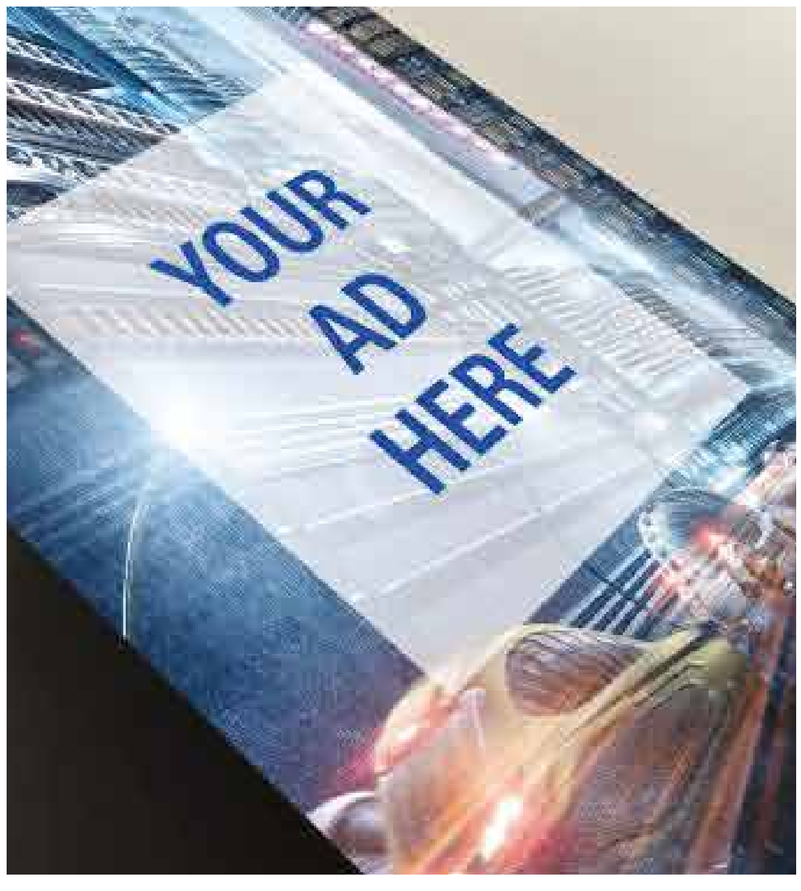
★★★★☆

Ön kapak arkası
Back of the front cover

10 x 21 cm.

7,500 EUR + VAT (20%)

24.02.2027



Tam sayfa reklam
Full page ad

QF-002

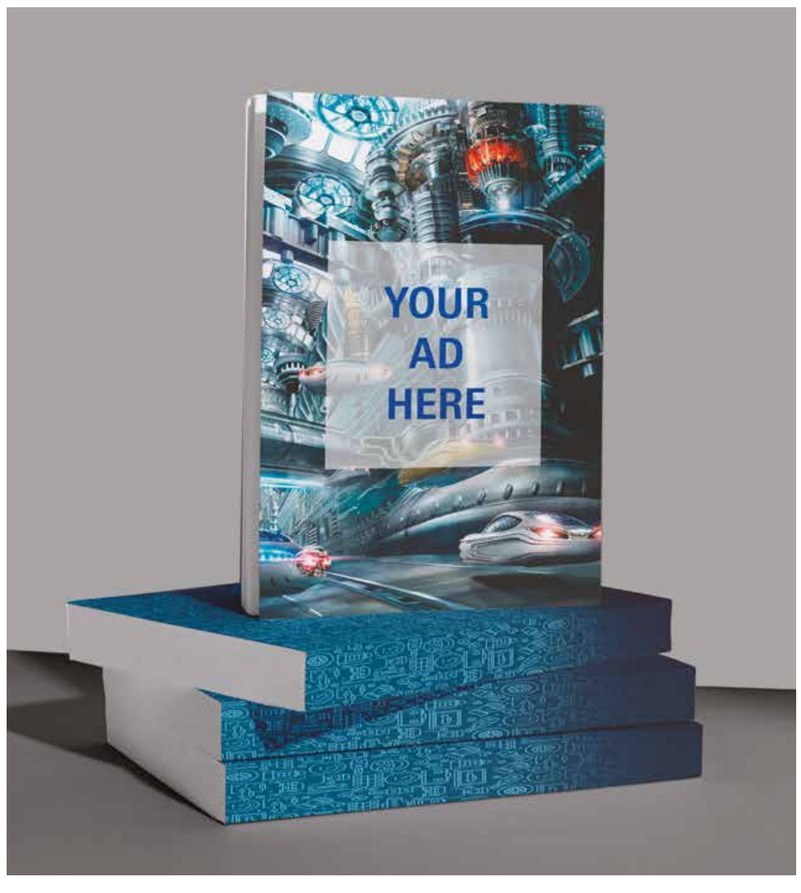
★★★★★

Arka kapak
Back cover

10 x 21 cm.

10,000 EUR + VAT (20%)

24.02.2027



Tam sayfa reklam
Full page ad

QF-003

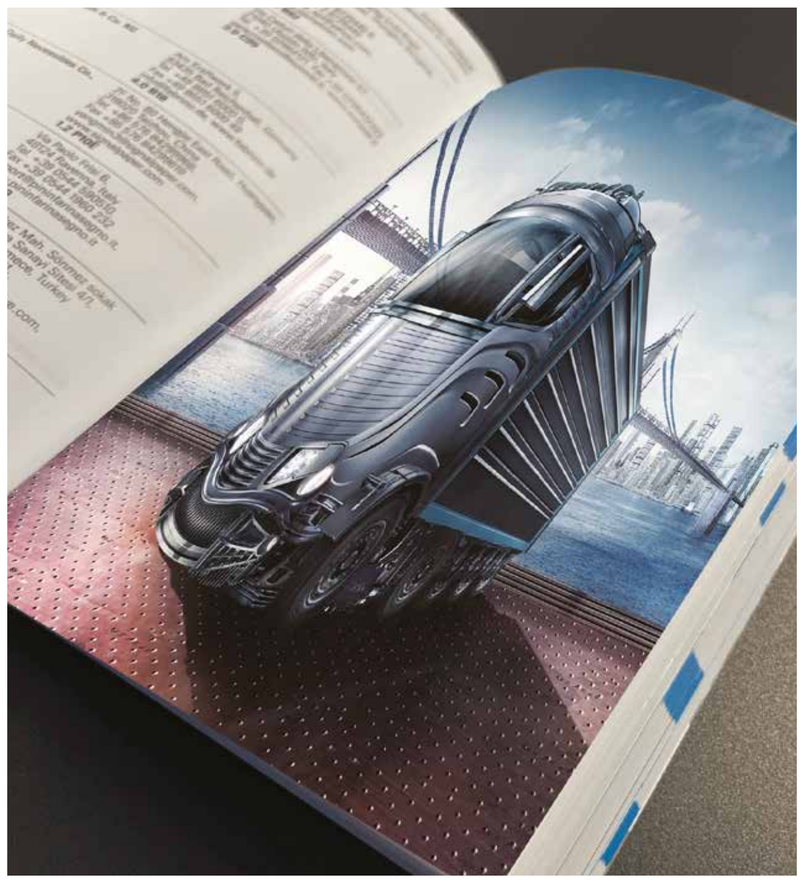
★★★★☆

Sağ sayfa
Recto

10 x 21 cm.

2,500 EUR + VAT (20%)

24.02.2027



Katılımcı listesi ve salon planında logo

Logo on exhibitor list and floorplan

QF-004

★★★☆☆

500 EUR + VAT (20%)

24.02.2027



Çevrimiçi Reklamlar
Online Advertising

Sponsorluklar *Sponsorships* **3-5**

Açıkhava Reklamları *Outdoor Advertising* **6-9**

Kapalı Alan Reklamları *Indoor Advertising* **10-18**

Quick Finder **19-22**

Mobil uygulama reklamı
Mobile application ad

DIG-001

★★★★★

Açılışta tam ekran pop-up
Full page pop-up on launch

1080 x 1920 px.

5,000 EUR + VAT (20%)

24.02.2027



Mobil uygulama reklamı
Mobile application ad

DIG-002

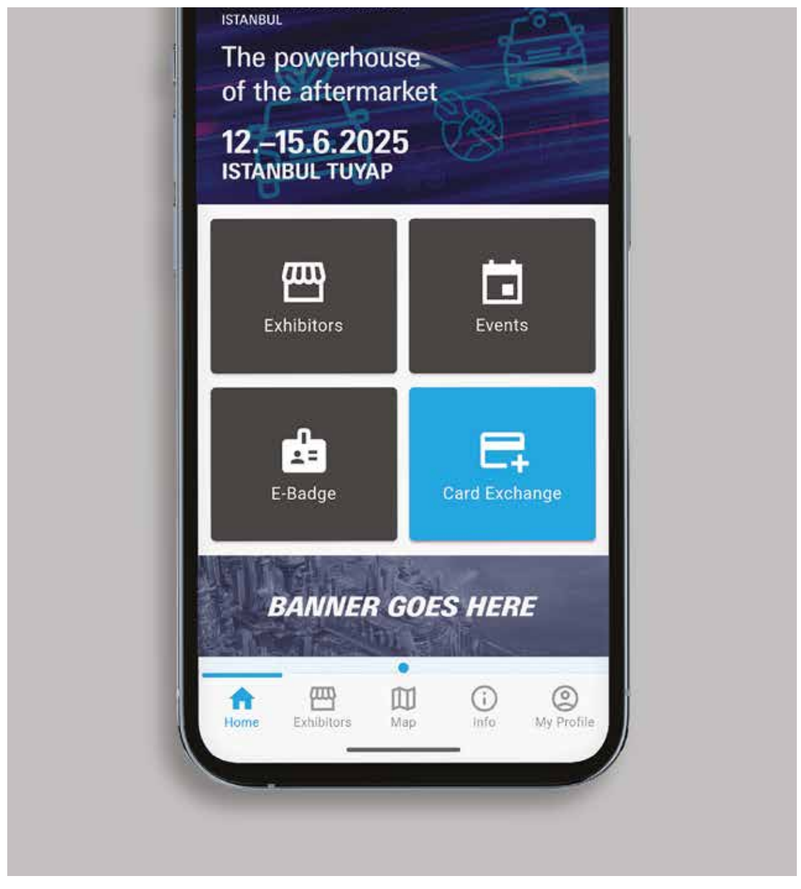
★★★★☆

Ana sayfa
Home page

1100 x 300 px.

3,000 EUR + VAT (20%)

24.02.2027



Website banner reklam
Website banner ad

DIG-003

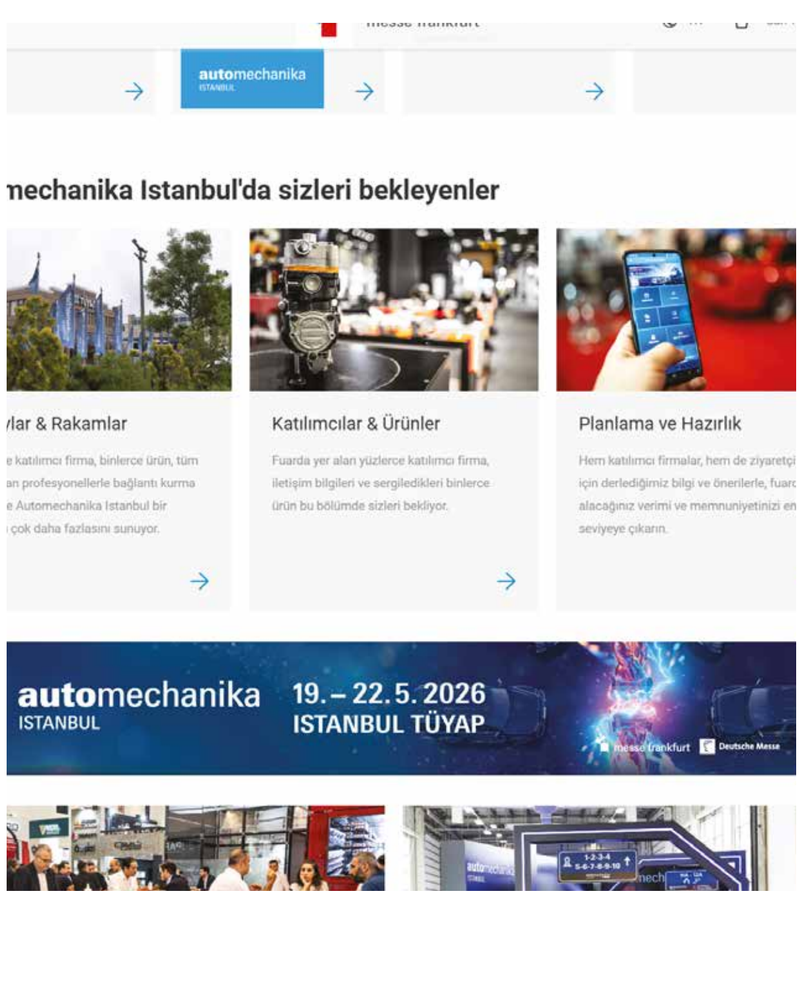
★★★★★

Ana sayfa
Home page

1100 x 300 px.

5,000 EUR + VAT (20%)

24.02.2027



Medya tanıtım paketi
Media promotional package

DIG-004

★★★★★

- ✓ Premium Katılımcı ve tüm B2B Platform özellikleri
  Premium Exhibitor and all B2B Platform features
- ✓ Salon planlarında ve Quickfinder'da logo kullanımı
  Logo usage on hall plans and in the Quickfinder
- ✓ 1 Adet e-newsletter gönderimi
  1 e-newsletter mailing
- ✓ 1 Adet sosyal medya paylasımı
  1 social media post
- ✓ Quickfinder'da tam sayfa reklam
  Full-page advertisement in the Quickfinder

7,500 EUR + VAT (20%)

24.02.2027



Talep ve sorularınız için bize ulaşın:

Deutsche Messe

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e-mail: tolga.cinar@hf-turkey.com

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