



SALON INTERNACIONAL
DEL AUTOMOVIL
DE MADRID
THE MADRID INTERNATIONAL
AUTO SHOW

25 MAY
3 JUNE
2012

ORGANISED BY



IFEMA
Feria de
Madrid

YOUR MEETING

A MADRID

www.salondemadrid.com

IFEMA CALL CENTRE

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Since
1996

THE MADRID INTERNATIONAL AUTO SHOW



- The biggest and **most significant motoring event** held in **Madrid** every two years
- Highly anticipated
- A unique opportunity **to show off the entire range of vehicles**
- An event which is both a showcase for innovations and an **excellent forum for doing business**
- It is held in **Madrid, the largest market-place for Vehicle sales in Spain** (36% of the total sales)
- A **dynamic and interactive show** which encourages the **visitor** to be an **active participant**
- With a series of activities designed to involve the visitor and to aid and stimulate business
- Attractive to **visitors from all over Spain** (50% come from outside Madrid)
- Offering **fun and excitement**

IFEMA, Spain's leading organiser of Trade Fairs.

- Renowned for its **quality of service to exhibitors**
- At a **superb venue**, Feria de Madrid, planned with every comfort in mind for exhibitors and visitors
- Equipped with the **infrastructure and communications media** so that our **exhibitors** can hold their own conventions during the show

6,000,000 Visitors

500,000 sq.m.
Net Surface Area Occupied

15,380 Spanish and foreign
journalists

8,036 Media impact

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General Information



Event Datesn

From May 25 to June 3, 2012



Press Day

Friday May 25 from 9 a.m. to 2 p.m.



Public Opening Times

Friday May 25 from 2 p.m. to 9 p.m.

May 26 to June 3 from 11 a.m. to 9 p.m.



Coincidence with

GENERA (Energy and Environment International Trade Fair May, 24 - 25)



Open to

General public and professionals



Organiser

IFEMA

Industries

- Automobiles
- Light Commercial Vehicles
- Special Bodyworks
- Tyres and Accessories
- Car-audio, Electronics and Telephony
- Tuning
- Fuel, Lubricants and Chemical Products
- Insurance Companies and Financial Entities
- Associations and Organizations
- Trade Press

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Advertising the Show

Publicity

- ▶ The Motoring Press, Women's and Lifestyle Magazines, the Daily Press, Outside Publicity Stands on the streets of Madrid (manned by representatives of the manufacturers)
- ▶ Radio, Television, Internet and Social Networks
- ▶ Supported by IFEMA's Corporate Image Campaign

Promoting the event

- ▶ Promoting the show at other trade fairs organised by IFEMA
- ▶ E-mailing IFEMA's database of trade visitors
- ▶ Posting the Show on the Tourist Web Sites of Madrid's City Council and Regional Government
- ▶ Publication by IFEMA of what's new at the Show
- ▶ Live radio broadcasts from the Show

Guest Programme

- ▶ Programme for Spanish and International Guest Journalists

Activities

For the General Public

- ▶ "Green Line": Ecology will be a theme of the Show
- ▶ Exciting Driving Tracks
- ▶ Test drives in Coned areas
- ▶ Road Safety Circuits
- ▶ Competitions
- ▶ Driving Lessons
- ▶ Kid's Zone
- ▶ Ladies Corner
- ▶ Prize Draws
- ▶ Bloggers Lounge: A dedicated area for bloggers and Social Media experts

For Professionals

- ▶ **Technical Workshops** (in collaboration with GENERA)
- ▶ **Discussion Forums and Industry-based Meetings** (with the support and collaboration of the most important Associations representing the automotive industry)

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Rates for exhibition space

From 16 to 100 sq.m.	120,96 € / sq.m.
From 101 to 250 sq.m.	101,52 € / sq.m.
From 251 to 500 sq.m.	78,84 € / sq.m.
From 501 to 1.000 sq.m.	59,40 € / sq.m.
Up to 1.000 sq.m.	52,92 € / sq.m.
Boxes	31,32 € / sq.m.

(2008 Prices)

Discounts

15 % discount on services booked on-line via the Exhibitors' Area