

25 MAY 3 JUNE 2012





www.salondemadrid.com

IFEMA CALL CENTRE

CALLS FROM SPAIN INFOIFEMA EXHIBITORS

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INTERNATIONAL CALLS automovil@ifema.es

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

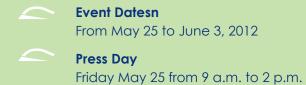
8,036 Media impact

THE MADRID INTERNATIONAL **AUTO SHOW**

25 MAY - **3** JUNE **2012**



General Information



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