

TAILOR MADE TRADE FAIR; a sales tool which fits the needs of each exhibitor

Maximising the profitability of every exhibitor at the fair is the goal of MOTORTEC AUTOMECHANIKA IBÉRICA. Through the concept of the Tailor Made Trade Fair, **we organise the participation** of each exhibiting company according to their particular **needs** and reinvest fair resources in **specific activities** adapted to their **business model**.

Please use this document to **define clearly your goals** and needs in relation to your participation in the fair, and MOTORTEC AUTOMECHANIKA IBÉRICA management will send you a proposal with specific, personalised **actions and tools** for before, during and after the fair, in order to gain the **greatest possible publicity and profitability** from your participation and multiply your business opportunities.

If you need further information or have any questions, MOTORTEC AUTOMECHANIKA IBÉRICA team for it **to give you personal advice**.

EXHIBITING COMPANY DETAILS

FIRST NAME _____ TAX IDENTIFICATION N. _____
CONTACT PERSON _____ POSITION _____
EMAIL _____ TEL _____ FAX _____

EXHIBITING ACTIVITY

- ☐ Manufacturer ☐ Exporter ☐ Buyers Group ☐ Trade Press
☐ Distributor ☐ Importer ☐ Services ☐ Associations & Organizations

AIMS OF YOUR PARTICIPATION

Indicate from 1 (little interest) a 3 (high interest)

COMMERCIAL : CUSTOMER & SALES MANAGEMENT

- ☐ Public relations with current clients. Profile _____ 1 2 3
☐ Present new products/services. Type _____ 1 2 3
☐ To increase distributors portfolio _____ 1 2 3
☐ Products training. Public profile _____ 1 2 3
☐ To increase suppliers portfolio. Profile _____ 1 2 3
☐ To increase sales _____ 1 2 3
☐ Open up new markets. Indicate markets/country
Spanish _____ 1 2 3
Foreign _____ 1 2 3

IMAGE & COMMUNICATION

- ☐ To strengthen company / brand image _____ 1 2 3
☐ To present innovations. Define _____ 1 2 3
☐ Events & presentations to clients _____ 1 2 3
☐ To be in contact with the market _____ 1 2 3
☐ To be in contact with the press _____ 1 2 3
☐ To be part of the market tendency _____ 1 2 3

What do you need from MOTORTEC AUTOMECHANIKA IBÉRICA to be the most useful tool for your business?
