

Iberia's Leading Trade Fair for Automotive Parts, Equipment and Service Suppliers
13–16 March, 2013. Madrid – Spain



The driving force to your business

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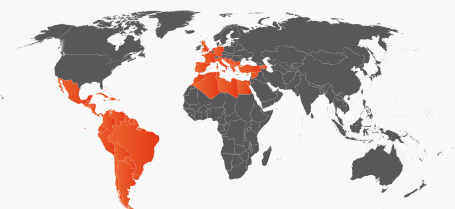
IFEMA
Feria de Madrid

3 CORE STRATEGIES TO DESIGN A TRADE FAIR TO SUIT THE CLIENT'S NEEDS.

1 TO HELP STRENGTHEN AND POSITION THE AFTERMARKET AND SERVICE STATION INDUSTRY WORLDWIDE

“Your company,
the **Key** to building a
stronger,
more innovative
and more international
industry”

MOTORTEC AUTOMECHANIKA IBÉRICA'S COMMERCIAL SCOPE



IBERIAN MARKET, EURO-MEDITERRANEAN REGION,
NORTH AFRICA AND LATIN AMERICA

MOTORTEC AUTOMECHANIKA IBÉRICA, THE LEADING EVENT IN THE AFTERMARKET AND SERVICE STATION INDUSTRY

- **INTERNATIONAL POTENTIAL.** Spain and, specifically, Madrid as a strategic geo-economic city. Exceptional business platform for southern Europe, northern Africa and Latin America.
- **GEARED TOWARDS PROFITABILITY:** maximum return on investment. Personalised advising for each exhibitor, on both the different participation models and the types of communication that help raise each participating company's visibility.
- **COMMERCIAL MEETING FOR THE INDUSTRY** for all agents belonging to the world of Part & Systems, workshops and service stations. Three large industries; visibility and business in a unique venue with many common synergies.
- **IMPROVE COMPETITIVENESS** and boost the production and commercial process for the Iberian market, for exports or as a business platform between visitors and exhibitors from outside of Spain.
- **PROFESSIONAL MEETING POINT** and forum for news and trends for visitors. A centre for business and human relations.
- **AFTERMARKET WEEK.** Events and activities in addition to Motortec Automechanika Ibérica, with extensive media coverage and a single purpose: to make drivers aware of the importance of good preventive maintenance of their vehicles.

2 TO BUILD A BUSINESS TOOL ACCORDING TO THE EXPECTATIONS OF EACH VISITOR PROFILE

“Each and every industry professional who visits Motortec Automechanika Ibérica must find what they are looking for”

OBJECTIVE: TO ENSURE THE GREATEST TURNOUT OF PROFESSIONAL VISITORS, PARTICULARLY THOSE WITH DECISION-MAKING POWER, through:

- **IDENTIFYING VISITOR PROFILES** according to each exhibitor's needs. Segmentation according to exhibition supply and demand needs.
- **MEETING POINT FOR INTERNATIONAL VISITORS.** International positioning with particular emphasis on southern Europe, northern Africa and Latin America. Madrid will be transformed into one great workshop facilitating connections between visitors and exhibitors.
- **GREAT ABILITY TO ATTRACT** visitors through the trade fair, as well as all industry members.
- **TRAINING AND INFORMATION** for the purpose of being the best platform for spreading ideas, knowledge and concerns in the Aftermarket and Service Station Industry.

ALL WORKSHOPS AND SERVICE STATIONS IN ONE LARGE MEETING: THE AFTERMARKET FESTIVAL.

- ACTIVITIES:**
- **Communication campaign** adapted to the different industries and according to each visitor's needs.
 - **Trade fair customised to professional visitors' needs** to promote business between exhibitors and visitors and meet visitors' expectations.
 - **National and International Buyers Program** designed to attract the main existing and potential clients and opinion leaders in the industry.
 - **Work together with National and Regional Associations of workshops** as well as the main chains of multi-brand workshops and service station associations.
 - **Activities, demonstrations and training** adapted to each group of visitors.
 - **Online System for Inviting Professionals** which ensures maximum attendance and coverage.
 - **Presence and support from Motortec Automechanika Ibérica** at all industry-related events.

3 WE WANT TO BE EACH EXHIBITOR'S PARTNER, ALLOWING THEM TO ACHIEVE COMMERCIAL AND BUSINESS RESULTS

“We organise the participation of each company according to own goals, which are our goals”

INDUSTRY COMMITMENT

- **THE ENTIRE VALUE CHAIN** present at Motortec Automechanika Ibérica: Manufacturers; Dealers; Purchasing groups, etc.
- **AFTERMARKET ALL IN ONE PLACE:** Mechanics, Workshop equipment, Auto body and Paintwork, Windows, Tyres, Accessories, Oil companies and everything related to the world of service stations.
- **EACH INDUSTRY WILL ENJOY ITS OWN IDENTITY** and importance under an “umbrella” trade fair format in which important synergies are created.

OUR AIM IS TO MAXIMISE PROFITABILITY AND VISIBILITY FOR THE EXHIBITOR. TAILOR MADE TRADE FAIR.

- ACTIVITIES:**
- **Identification of general and specific objectives** for each exhibitor.
 - **Promote and create tools that favour professional** contact between exhibitors and visitors.
 - **Personalised advising for each exhibitor** according to their participation format; Turnkey Stand packages and Free Design Stand projects.
 - **National and International Buyers Program**, which works to attract each exhibitor's main clients.
 - **Demonstrations, conferences and training “box”** areas at the trade fair for exhibitors to make their main news and innovations known to the public.
 - **Advising and courses on trade fair marketing.** How to optimise communication and maximise participation before, during, and after the trade fair.
 - **Business sessions, meetings and round tables** among different Aftermarket agents.
 - **Innovation Gallery** where each exhibitor can display their products' innovation and development. Achieve maximum impact and media coverage before, during and after the trade fair.
 - **Personalised image and communication** for each industry.

3 MAJOR INDUSTRIES WITH THEIR OWN IDENTITY BROUGHT UNDER ONE UMBRELLA WITH INTERCONNECTING SYNERGIES.

PART & SYSTEMS - ACCESSORIES

“Not all companies have the same needs.
Ask us for advice on how to maximise and make the most of your participation in the trade fair”

PRODUCT CATEGORY BREAKDOWN:

Engine, gearbox, exhaust
Axles, brakes, shock absorbers
Metal parts and bumpers
Windows
Roofs
Heating and air-conditioning
Car – audio
Batteries
Headlights
Alternative engines
Spare parts for industrial vehicles
Spare parts for vintage vehicles
Accessories
Personalisation of vehicles
Wheels, rims and tyres
Oil and lubricants

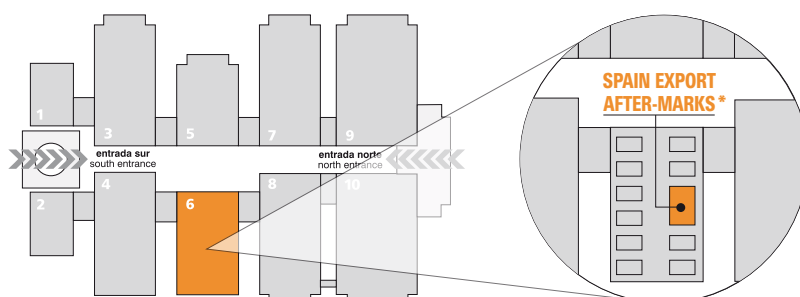
TAILOR MADE TRADE FAIR

- **Proper division of sectors** adapted to the needs of the aftermarket industry, helping to meet visitors' expectations regarding the exhibitions available and accessories presented at Motortec Automechanika Ibérica.
- **Personalised advising** according to the needs of each national and international manufacturer and distributor.
- **Aftermarket commitment:** we provide support for industry-related events.
- **Participation format** adapted exhibitor's needs: **turnkey stand packages and free design stand projects.**

NEW EXHIBITION AREA: SPAIN EXPORT AFTER - MARKS

Area located within the Part & Systems – Accessories Halls where Spanish Part & Systems manufacturers with potential for exportation may exhibit their products.

For the purpose of creating the most uniform area and organisation possible, easing visitor movement throughout the entire area, companies wishing to participate in this area must not exceed a contracted surface area of 100 sq.m



* Location Guidance

SERVICE STATIONS & CAR WASH

**“Together we will create the
Car Wash City;
Motortec Automechanika
Ibérica will become one large
Service Station”**

PRODUCT CATEGORY BREAKDOWN:

Service stations. Planning and construction
Oil companies
Car wash tunnels
Vehicle maintenance and care
Vending
Catering
Convenience stores

TAILOR MADE TRADE FAIR:

- **New division of sectors adapted to the specific needs of the service station industry:** “Car Wash City” and all items related to the industry: Car Wash Tunnels, Service Stations, Oil Companies, Design and Construction of gas stations, Vending, Retail sales, Catering and other industry-related services, which will be given the importance they deserve within this new proposed exhibition.
- **Outdoor area dedicated to demonstrating Car Wash tunnels** and other Car Wash components.
- **Business synergies with other industries present at Motortec Automechanika Ibérica.**
- **Personalised advising and image adapted to the specific needs of the Service Station and Car Wash Industry.**
- **Participation format** adapted to exhibitor’s needs: **turnkey stand packages and free design stand projects.**



REPAIR AND MAINTENANCE – IT & MANAGEMENT

**“Motortec Automechanika Ibérica,
the best platform for doing
business and the best
showcase for presenting all
your workshop equipment,
tools and solutions”**

PRODUCT CATEGORY BREAKDOWN:

Workshop equipment
Tools
Body repair
Paints, lacquers and equipment
Waste management
Trailers
Workshop design and setup
Technical and financial workshop management

TAILOR MADE TRADE FAIR:

- **Careful and well-studied division of sectors within the trade fair.** All workshop solutions will have their own personalised, highly-important space with capacity for demonstrations.
- **Importance of every workshop-related industry:** Machinery and Lifting gear area, Diagnostic Components, Tools, Body Repair, Paints Area, Window Installation and Repair, and the latest innovations in Workshop Management.
- **Active campaign on workshops in technical media,** in magazines as well as digital portals.
- **Participation format adapted to exhibitor’s needs: turnkey stand packages and free design stand projects.**
- **Areas dedicated to day-events and demonstrations for workshops.**



**TO PARTICIPATE IN
AND MAKE YOUR
PRESENCE AT THE TRADE
FAIR MORE PROFITABLE
IS VERY SIMPLE.**

APPLICATION FORM 

**EASY
QUICK
SIMPLE**



MAKE YOUR OWN BUDGET 

EXHIBITOR GUIDE 

SOME PLAYERS OF 2011...

"If something's worth doing it's worth doing well."

AGUADO AUTOMOCIÓN

"Participating in this great market event, where we could show how enterprising Brembo is, we were very pleased to have been a part of the fair, to see the massive response to the sector and how important it was to our company to see our clients' expectations fulfilled."

BREMBO

"The debut of Denso Aftermarket Iberia in Spain and Portugal."

DENSO AFTERMARKET IBERIA

"To inspire the professional through innovations in the industry. That is what the fair was for, that is why we went, and that is what it did."

FILTROS CARTÉS

"In just a few days GT Motive was able to maintain and increase credibility, brand awareness, attract customers and build customer loyalty that would normally take a year. Thanks to IFEMA we were able to dream, aspire and achieve. See you in 2013!"

GT MOTIVE

"A very agreeable surprise, both for the large number of visiting professionals, as well as for the number of exhibitors. A good start for a better future."

IADA

"Motortec Automechanika 2011 has been the perfect forum to show, once and for all, who is who in the world of car wash systems and how important Istobal is in the Spanish market."

ISTOBAL

"An all round success in all ways, with a new international look which makes future editions look very attractive propositions."

NER-TOR

"A necessary platform for our business with regards our body shop clientele."

REYNASA RECAMBIOS

"This edition was an occasion to meet colleagues, make new friends, discover new technologies, hear interesting presentations and share experiences which motivate us to move ahead. It is a flourishing sector and we should all, manufacturers, distributors and workshops alike, be pushing in the same direction."

TALLERES RUVAMAR

"A Trade Fair useful it can become the second largest in Europe."

BERTON

"We were proven right in deciding to come to the fair, as demonstrated by comments made by clients and suppliers at the event, as well as those of our own commercial team".

COMERCIAL DEL MOTOR

"Motortec Automechanika 2011 was a great success for us and the perfect platform to position ourselves as an alternative in the sector and a leading multi-service manufacturer for the independent Aftermarket."

FEBI BILSTEIN

"It passed with flying colours."

GRUPO SERCA

"An unequivocal success with our clients and workshops, good exposure in the press and the sector- all this makes the hard work by Hellas worthwhile. And thanks to IFEMA, we have an excellent communication platform to aim even higher."

HELLA

"Motortec Automechanika Ibérica, the birth of a new trade fair model that has once again inspired us, We can't wait for the next edition, which we are sure, just like the first one, will more than meet our expectations."

INTERAUTO MADRID

"To see our stand full of workshops representatives throughout the day made our investment worthwhile."

MANN + HUMMEL

"The sensation we had was that the sector felt the need for the Madrid trade fair to keep going, and it showed in the number of enthusiastic visitors who came to the event. It is very clear that more than one will have regretted not having participated."

PHIRA

"For the Schaeffler Group it was a great event to show professionals our products, using training tools and communication systems like Tecnología Live!".

SCHAEFFLER IBERIA

...JOIN THE 2013.

automechanika worldwide



**A team ready to advise you and to ensure
your participation is a resounding success.**

CONTACT US

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