

Vth International specialized exhibition
International Automotive Salon/ AUTOTEC

Vth International specialized exhibition
AUTOTEC 2007
runs as a part of
«International Automotive Salon».
14-17 February 2007
Moscow, IEC «Crocus Expo»

Event

«International Automotive Salon - 2007» is organized by the consolidated efforts of the leading operators of automotive exhibitions in Russia. International Fairs Agency «IFA LLC», International Exhibition Centre «Crocus Expo» and «ASM-holding» present to professionals a unique project that has united three independent exhibitions previously run at three different exhibition venues.

The consolidation of exhibitions is an important stage that the exhibition business was striving to achieve for a long time. This step fully corresponds to the needs of all participants of the exhibition process. It is much more preferable for the exhibitor and visitor to participate in large and significant trade exhibition, than in several narrow specialized but separate events.

Salon's concept is simple. Each co-organizer presents its own exposition, combining certain products for manufacturing and developing automotive production. Primary aim of the project is to present the complete situation, reflecting to the state of the Russian industries of motor vehicles maintenance and spare parts production.

AUTOTEC is an annual meeting of automobile industry specialists who highly appreciate the business atmosphere of the exhibition, which makes possible to carry out the professional dialogue with the maximum efficiency.

The exhibition will be held for the fifth time and has proved to be the professional event of high quality. According to the statistics, 94% of AUTOTEC 2006 visitors were professionals. This is a project, by the opinion of professionals, that corresponds best to the needs of the present day market of automobile service. The participants of the previous exhibitions have highly evaluated the advantages of the project, which allow the exhibitors communicate with partners in comfortable work atmosphere, which considerably improves the effect of participation.

Time

14-17 February 2007 – priority dates for the industry: pre-time of spring-summer season, peak of business activity in the industry.

Place

Moscow, IEC «Crocus Expo» – The most modern exhibition fairground in the country!

IEC «Crocus Expo» is one of the largest fairgrounds not only in Russia, but in the whole Eastern Europe. The technical equipment of the Centre meets the latest international standards and has a well developed infrastructure including free car parking for 20 000 cars.

Main sections

- Equipment, tools and materials for body repair
- Equipment and tools for repair of parts and components
- Painting equipment, tools and materials
- Diagnostic and test equipment
- Equipment for tire-station and car-wash
- Motor vehicle parts, components and units
- Spare parts and accessories
- Tires and wheels
- Paint, lacquer, special coating
- Automotive electrics and electronics
- Car chemistry, oils and lubricants
- Security systems
- Garage, parking
- Petrol filling stations, oil products

Possibilities

- Presentation of production to the wide range of specialist in automotive maintenance, repair, service stations, petrol stations, directors of large and small wholesale companies and retailers from all regions of Russia, the former Soviet Union republics and other foreign countries, representatives of haulers, leading Russian and foreign producers, car dealerships
- Creation and expansion of dealer networks
- Acquiring new and keeping existing business contacts
- Promotion to the market of new technologies and materials in the context of exhibition including participation in specialized activities of AUTOTEC
- Sales growth
- Creation and maintenance of the image of the company

Advantages

- Format “Only for specialists” – you do not waste time for non target audience! Exhibition is aimed at business visitors – 94% of the total number of visitors are professionals
- The best correlation of the cost of participation in the exhibition to the amount of obtained business contacts
- Maximum result from participation due to the show specialization

Support of the Moscow Government

AUTOTEC exhibition is the official event of the Moscow Government.

The support by governing body of the capital is determined by understanding of necessity for a specialized event for professionals in repair and service of motor vehicles.

Events

A number of scientific and practical conferences and seminars organized under with support of NAPAK (National Association of Automotive Component Manufactures), MAPTO (Moscow Association of technical service and car-repair Enterprises) and the leading companies of the industry.

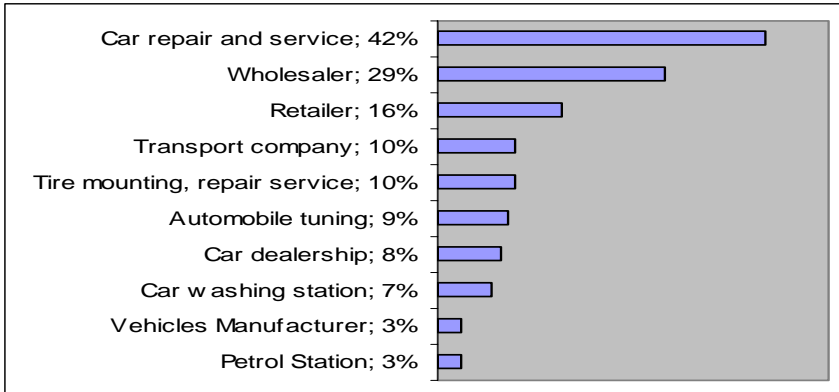
Cost of participation

Cost of participation in International Automotive Salon – 2007

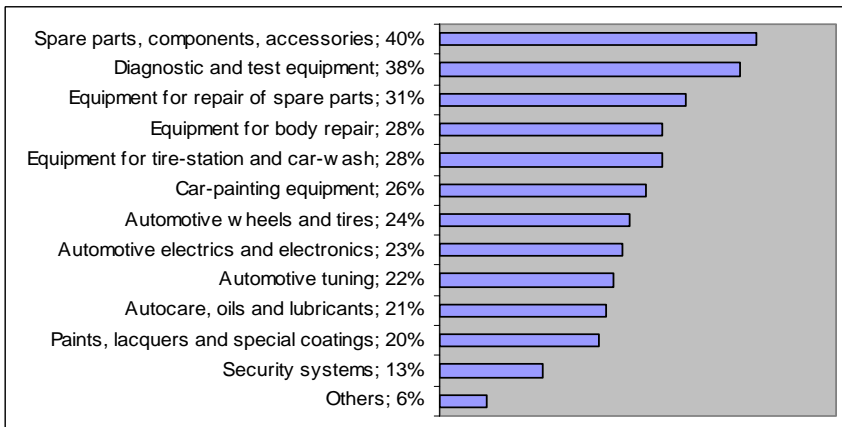
Space only – 1 sq.m.	165 USD (VAT not included)
Equipped space – 1 sq.m	205 USD (VAT not included)

Statistics:

Company's profile *

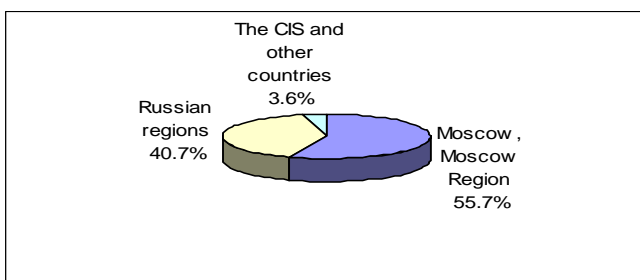


Interest in products*

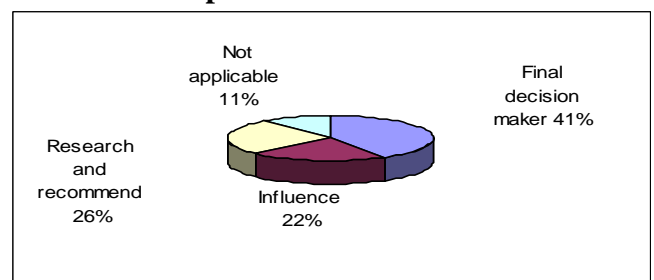


NB! (*) The visitors had a multiply answer choice

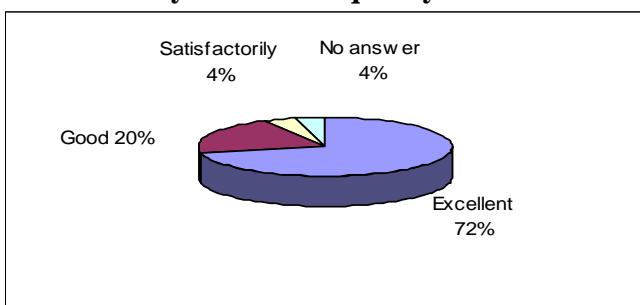
Visitors' geography



What is your authority in your company's purchase decision?



How do you rate the quality of visitors?



Did you sign contracts at the exhibition?





Advertising campaign

Advertising campaign is a major tool for attracting the target group. Statistics of visitors of the exhibition as well as independent analysis carried out by the participants are a basis for the further improvement of all stages for preparation of International Automotive Salon/ AUTOTECH 2007.

Stages of advertising campaign:

- During the whole period of preparation for the exhibition there will be advertisements and announcements in leading specialized media editions aimed to the most professional audience
- Several stages of targeted addressed mailing using own database covering Russia, CIS and other foreign countries
- Advertisement at search engines and specialized websites
- Distribution of information through the channels of leading professional associations supporting the exhibition
- Broadcasts at central and regional television and radio channels
- External advertisement: electronic indicator boards, advertisement boards and overhead lines at central roads of Moscow
- Specialized regional program aimed to attract growing professional part of the target audience
- Distribution of informational materials at largest profile exhibitions in Russia and abroad
- Personal VIP-invitations to ministries, bodies of governments, embassies

The efficiency of our advertising policy is confirmed by the best correlation of the cost of participation to the newly gained business contacts.

Sponsorship

If you want to promote your company or support reputation of your brand we'll be glad to offer you various sponsorship packages!

Sponsorship of the exposition will provide a possibility to influence efficiently the formation of positive perception among the people who influence the success of your company and confirm the leading position of your company in the industry.

Format of the event allows selecting the most appropriate form of participation: sponsorship of the whole Automotive Salon or some of its parts.

We will be glad to develop an individual sponsorship package meeting marketing needs of your company.

Organizer

Relying on their long-term experience in organization fairs in Russia, the team of International Fairs Agency IFA dedicated to create and run the exhibitions and conferences up to the highest international standards of quality and efficiency.

Main priorities of the company are: individual approach to each client, high level of service, active assistance in running exhibition activities with maximum effect for the exhibitors.

In 2004 the International Exhibition Agency joined European Business Association. IFA is one of the first Russian exhibition companies entered AEB.

Organizing specialized activities, IFA follows the latest trends in the development of international exhibition industry where the specialization of projects has long proved to be efficient.

These projects attract target groups of professional visitors, creating comfortable business atmosphere and reflect modern market developments.

Today, besides AUTOTEC, International Fairs Agency organizes the following projects:

- Moscow International Exhibition «4 Wheel Drive Salon»
- Moscow International Exhibition «YACHT AND BOAT SALON»
- Moscow International Exhibition «Motobike Salon»
- Moscow International Credit and Finance Exhibition «CreditExpo»
- International Practical Conference «CREDIT-RUSSIA»
- International Building Salon. In the frames of the Salon the following fairs will be held:
 - International Specialized Exhibition «INTERIOR WORLD»
 - International Specialized Exhibition «Bathroom & Kitchen»
 - International Specialized Exhibition «Building Technologies & Engineering»
 - International Specialized Exhibition «Building & Construction Materials»
 - International Specialized Exhibition «Outdoor systems, Equipment & Techniques»
 - International Specialized Exhibition «LighTech».

The integrated approach of professionals from International Fairs Agency IFA to organizing business events, relevance of projects, unlimited abilities for presentation of products and services, favorable conditions for exchange of experience and bridging reliable business contacts in frames of expositions and conferences promotes the dynamic business development for participants and visitors.

AUTOTEC exhibition is running with the support of:



Moscow City Transport
and Communication
Department



National Association of
Automotive Component
Manufactures



Moscow Association of
technical service and car-
repair Enterprises



Association for Russian
distributors and manufacturers
of car service equipment



Russian Motor-Car
Manufacturers Association

Details

For further information, please visit our web-site: www.autotec.ru, or call us at: **+7 (495) 411 5202**