

FUTURE MOBILITY PARK.

EXPERIENCE. UTILIZE. CONNECT.

Automechanika Frankfurt
14 – 18 September 2021

Automechanika Frankfurt



Leading International Trade Fair of the Automotive Industry for Equipment, Parts, Accessories, Management & Services



Around **5000 exhibitors from 75 countries** present the products and services of tomorrow



135,000 trade visitors from **184** countries



High density of decision makers:
7 of 10 visitors from top management



65% of the visitors consider the topics electric mobility / mobility concepts to be increasingly important

Tomorrow's
Service &
Mobility

"Celebrating Innovations." Breaking new ground & sharpening the profile - in 2020, the Festhalle will once again become a hotspot for innovative solutions and future trends in the field of new mobility with two subgroups:

„Mobility as a Service & Autonomous Driving“

“Alternative Drive Systems & Fuels“

Future
Mobility
Park

Future Mobility Park – Experience. Utilize. Connect.

Innovative test and event parcours at the heart of the exhibition grounds!

Workshop / Aftermarket

Service
Modification

E-vehicles

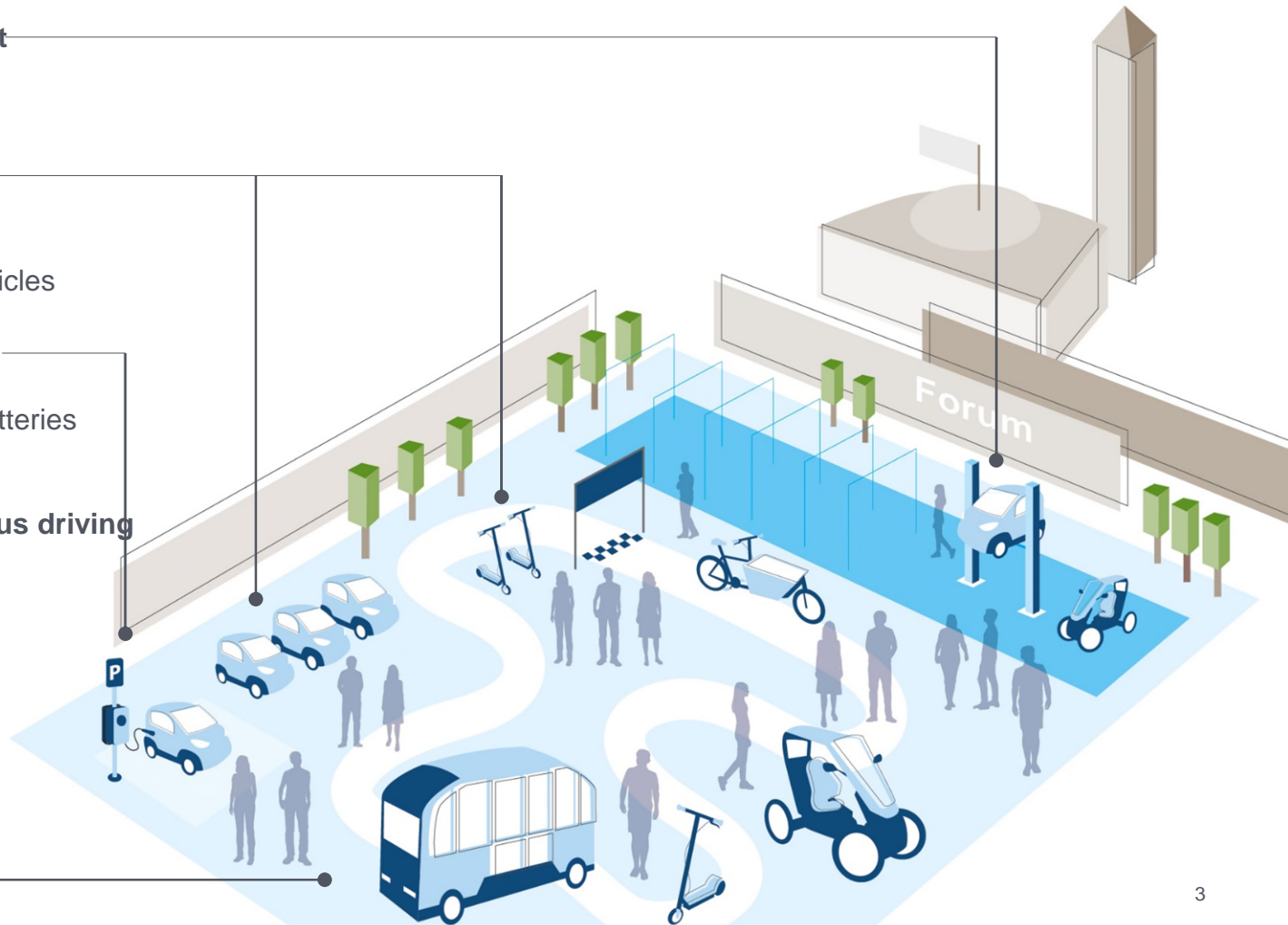
Passenger cars
Micro-Mobility
Cargo & commercial vehicles

E-Mobility Ecosystem

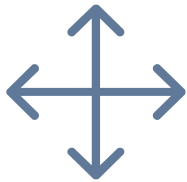
Charging systems
Storage technology & batteries
Photovoltaics

Connected / autonomous driving

Various vehicles



Future Mobility Park – Experience. Utilize. Connect. Benefits for your company!



Dynamic
product
presentation



Interaction
with relevant
target groups



Lead
generation



High media
coverage

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Exhibitor packages

BASIC Package*

- Product presentation (9 sqm)
- Communication/advertising: Press Release, ad placement, social media
- Attribution on parcours website
- 25 ticket vouchers for visitors
- 2 exhibitor passes
- Logo placement on banners at parcours barrier
- Logo placement on participant wall at parcours

* The prices do not include the media package worth EUR 585,00, 19% VAT, 0,60 EUR/m² AUMA fee and EUR 2,95 EUR/m² environmental contribution.

3.300,-€

Marketing Add-On

- PR-contribution in social media
- 2. logo placement on banners at the parcours barrier
- Logo placement on the website
- Testimonial (not promotional) on the parcours website
- App banner: interactive site plan, 7,000 impressions
- Online banner: editorial page „Topics and Events“ 10:1 banner, 5,000 impressions

1.250,-€

Academy Add-On**

- Integration Academy (Podium)
- Mention by name in the press release
- Online banner: exhibitor search 10:1 banner billboard, 5,000 impressions
- Article in the Automechanika Daily

** limited to a maximum of 5 packages

2.900,-€

Additionally on request: Stand construction Add-On

- Stand construction and equipment
- Stand space
- Premium wifi
- Power supply
- AUMA fee
- Environmental contribution

Price on request

Contact

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