

Press release

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Automechanika Buenos Aires how to create more and better business in the main event of the sector

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The international exhibition of the automotive industry comes back in 2020 with a series of news and benefits for exhibitors to maximize their investment.

The 11th edition of Automechanika Buenos Aires promises to be much more than a four-day exhibition: the event launched a 360° proposal for the participating companies to take advantage of it before, during and after the meeting that will take place on November 4-7 in La Rural Trade Center of Buenos Aires.

With the aim that exhibitors maximize their investment, the organizers have developed a series of tools that can be used from the moment they confirm their participation.

It is a pack of benefits included in the booth hiring, that includes, for example, a **digital marketing platform** from which they can create very easily their own micro-site of the event, send digital invitations to their contacts, customize banners to be used in their web pages, among others.

Besides, they have **printed invitations** –the number they need to send to their customers-, **signatures** for emails, **images** to be posted in **social networks** and a **diffusion service** in all the exhibition channels: newsletters, social networks –Facebook, Instagram, Twitter and LinkedIn- and press releases.

The proposal seeks to promote that exhibitors interact with visitors since a long time before the event date and generate a previous and progressive *engagement* with their customers, that it ends in a meeting or concrete business within the exhibition.

For more than 20 years, Automechanika Buenos Aires has been celebrating and promoting business meetings in person. With the passing of time, new technologies have become an essential allied: with an intelligent combination of both worlds –the “real” and the “digital” one- exhibitors can have innovative experiences and better sales results.

This way, the companies integrate Automechanika Buenos Aires to its

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Luis María Campos Av. 1061 - P 5°
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annual business plan as a marketing allied with an integral proposal. The exhibitors are also offered customized service and training to take advantage of all these resources.

Automechanika Buenos Aires will be carried out on November 4-7, 2020 in La Rural Trade Center of Buenos Aires. The ones who are interested in reserving a space and knowing more about these tools can contact the Organizing Committee by email at automechanika@argentina.messefrankfurt.com or by phone at (11) 4514 1400.

The exhibition is only for businessmen and professionals of the sector. With an invitation: free of charge. People under 16 years will not be admitted, even if attending with an adult.

Further information:

www.automechanika.com.ar

Press information and photographic material:

<https://ar.messefrankfurt.com/buenosaires/es/prensa/movilidadinfraestructura/automechanika-ba/prensa-foto-video.html>

Links to websites:

www.facebook.com/AutomechanikaBuenosAires |

www.twitter.com/AutomechanikaBA |

www.instagram.com/automechanikabuenosaires

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2019

Background information on Messe Frankfurt Argentina

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Salón Moto, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third

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party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia and Arminera, among others.

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