

New workshop, new habits



AUTÓTECHNIKA



autodiga 2017

18-21 October 2017



hungexpoexhibition

50 YEARS



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IF IT'S OCTOBER IT'S AUTÓTECHNIKA

AUTÓTECHNIKA-AUTÓDIGA

exhibition in Budapest's HUNGEXPO!

The most significant forum of the Hungarian automotive service and maintenance industry will open its gates for the 26th time in 2017. The players of the automotive repair industry can view the spectrum of diagnostic services, garage equipment and automobile parts under the same roof. Along with the concurrently held AUTOMOTIVE HUNGARY event, AUTÓTECHNIKA-AUTÓDIGA exhibition offers an opportunity for the players of the Hungarian supply, maintenance and garage industry as well as the automotive-related education sector to showcase their products and activities. Compared to previous years, the four-day event has an increased workshop-like function with enhanced professional and thematic content to offer to visitors. It creates an excellent chance for them to get an insight into the latest novelties and developments in relation with the automotive industry.

NUMBERS OF A SUCCESSFUL ASSORTMENT OF EXHIBITIONS

- ↘ **4 days**
- ↘ **12 countries**
- ↘ **60 lectures**
- ↘ **250 exhibitors**
- ↘ **10,000 professional visitors**

WHAT DOES

AUTÓTECHNIKA-AUTÓDIGA EXHIBITION HAVE TO OFFER?

- ↘ As an exhibitor, you can present your novelties and services.
- ↘ You can showcase your products, thus gaining new customers.
- ↘ You can get an insight into your competitors' portfolios, which enables you to better position yourself in the market.
- ↘ You can meet the prominent representatives of the Hungarian automotive industry at an easy-to-access venue.
- ↘ We offer favourable area rates adjusted to the needs of enterprises.
- ↘ You can reach professional visitors.

EXHIBITORS ARE WELCOME IN THE FOLLOWING THEMES:

- ↘ Equipment, parts
- ↘ Maintenance, service
- ↘ Recycling, environment protection
- ↘ Posterior fitting, repair, maintenance, replacement
- ↘ Rubber industry
- ↘ Additive materials, care
- ↘ Tuning
- ↘ Services, other accessories
- ↘ Education
- ↘ Professional organizations
- ↘ Trade journals, publications

WHAT MAKES IT WORTH TO BE AN EXHIBITOR:

- ↘ A strong professional nature
- ↘ National and cross-border media campaign
- ↘ You can showcase your products for Hungarian and international professional visitors and the key market players who we reach through major marketing and PR campaigns
- ↘ Interesting competitions and complementary events for the representatives and decision makers of the industry
- ↘ Customized services to boost the efficiency of your presence at the exhibition
- ↘ It's the leading professional fair of the region
- ↘ It's the most prestigious domestic professional exhibition
- ↘ The complex assortment of exhibitions based on the synergy of multiple fields
- ↘ Extensive professional support, rich professional programs



REGISTRATION FEES:

Registration and marketing fees:

For main exhibitors: 236 EUR + VAT
(Content: 2 parking tickets for the entire duration, exhibitor's entry tickets depending on the area, wifi access, basic online catalogue package including a listing as an exhibitor in the event's website, the option to upload your data into it, a link to your own website as well as 1 company logo, 1 brand (with logo), 1 (picture) display of a novelty in 3 thematic groups.)

For co-exhibitors: 193 EUR + VAT

SPACE RENTAL FEES:

| Rented area size: | Before 15 May, 2017 | Before 31 August, 2017 | After 31 August, 2017 |
|-------------------|---------------------|------------------------|-----------------------|
| 9-49 sqm | 74 EUR/sqm | 86 EUR/sqm | 96 EUR/sqm |
| above 50 sqm | 67 EUR/sqm | 78 EUR/sqm | 89 EUR/sqm |

VAT is not included in the price.

We offer pre-registration discounts for exhibitors.

**Deadline for discounted registration:
15 May, 2017**

PROGRAMMES

True to our traditions, the high-quality complementary professional events are built on the themes of **EDUCATION, KNOWLEDGE, FAIR.**

EDUCATION

FEATURED THEME DAY: 18 OCTOBER (WEDNESDAY) A MEETING OF PROFESSIONALS AND YOUTH VOCATIONAL TRAINING - FURTHER EDUCATION

The opening day of the exhibition is primarily for students who are about to choose a career path or already participate in vocational training but the events and presentations also target visitors interested in adult education.

Since students and potential adult training participants typically need to look into their vocational education options and finalize their plans by the end of the year, we assist them in assessing the available offers already in mid-October by viewing the presentations and the education institutions participating in the event with regard to the considerably wide spectrum of automotive industry training opportunities. They can get an insight into the branches of the automotive profession as well as the companies involved in the industry, and they can freely consult with the players of the economic and educational sphere. The vocational teachers' forum will discuss the situation of vocational education. "Forward-looking" professional presentations will offer a preliminary peek into the future by giving an insight into the most up-to-date technical solutions. The first day is also for conscious customers who come to the event with specific plans and questions.

KNOWLEDGE

**FEATURED THEME DAY:
19-20 OCTOBER (THURSDAY - FRIDAY)
TOMORROW IS NEAR...**

AUTÓTECHNIKA-AUTÓDIGA exhibition offers countless professional presentations in the theme of KNOWLEDGE, which enable participants to meet the technical demands posed by modern automotive industry. Similarly to last year, we again devote two days to provide up-to-date knowledge in the form of presentations covering the entire spectrum of car repair and maintenance services in order to prepare attendants of a mind to gain advantage over their competitors for tomorrow's challenges. **Regulatory changes - need to upgrade equipment!** This fair is the last chance for professionals to view the equipment on offer for the purposes of vehicle inspection before the regulation on uniform European technical inspections are adopted.

FAIR

**FEATURED THEME DAY:
21 OCTOBER (SATURDAY)
ALL PROFESSIONALS IN ONE PLACE**

AUTÓTECHNIKA-AUTÓDIGA exhibition is deservedly called a celebration of the Hungarian car repair and maintenance sector since it offers a unique opportunity to revitalize old professional relations and establish new contacts as well. In addition to the wide range of exhibitors, the fourth, closing day also enables business representatives to attend presentations, conferences and personal meetings to broaden their scope on the business-related and other environment of their operation so that they could more effectively develop their market position in the automotive maintenance segment.

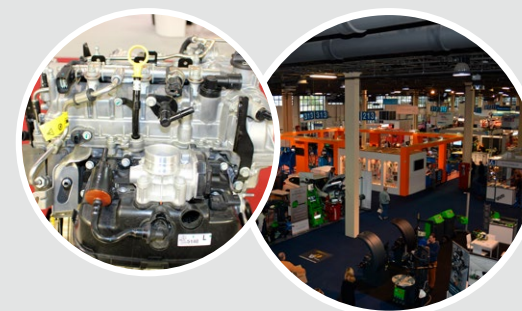
AUTÓTECHNIKA (CAR TECHNOLOGY) PLAYGROUND

Contests, demonstrations, skill tests organized for youth as well as the "eternal children".

AUTÓTECHNIKA+

This special offer is provided for our exhibitors in order to support the presence of our active partners, thus increasing the success of their participation in the exhibition and ensuring them a more efficient and profitable stand operation:

**Organize a competition or a presentation
- we will provide the venue for it!**



TRADE PARTNERS:

- National Association of Car Mechanics (AOE)
- X-Meditor Publishing and Event Organizations Ltd.

Further information:

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VENUE:

HUNGEXPO Budapest Fair Center
H-1101 Budapest, Albertirsai út 10.

We're devoted to your success:

Hungexpo Zrt.

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