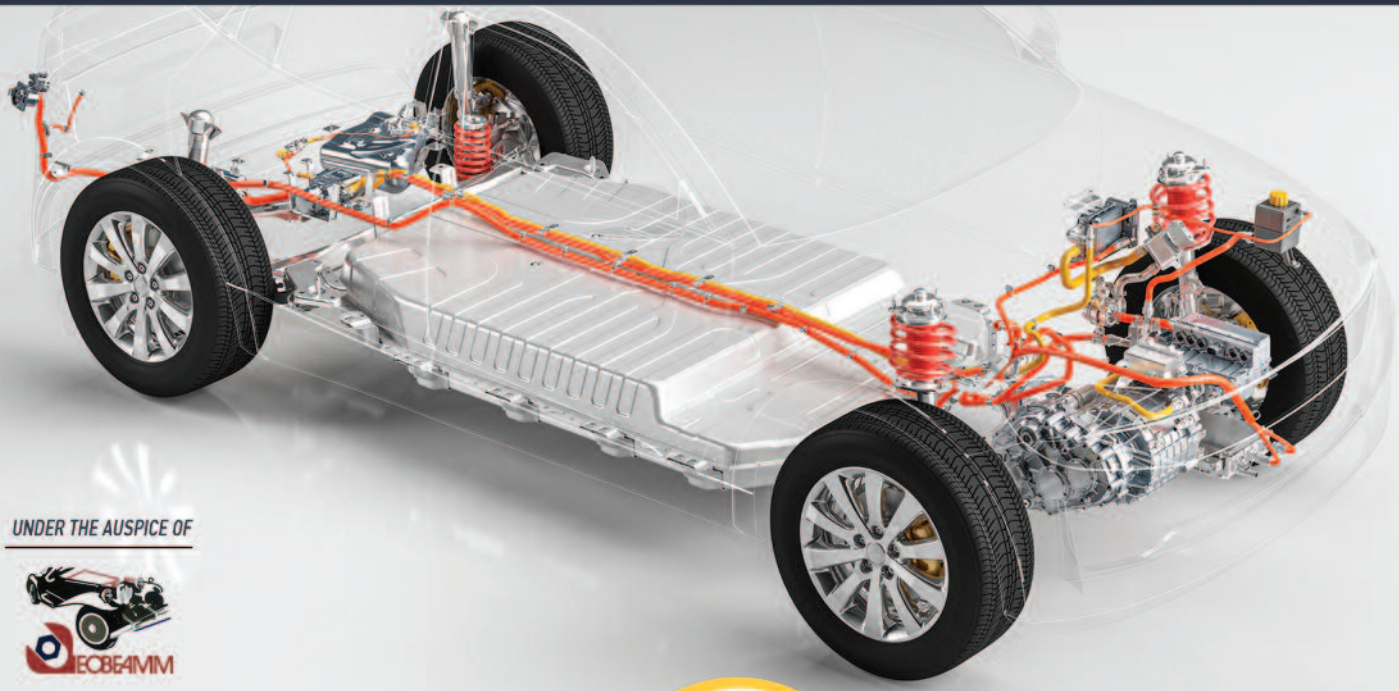


AUTO TEC EXPO

WORKSHOPS / SPARE PARTS / CARWASH



UNDER THE AUSPICE OF



PRODUCTION



29/09
01/10
2023

METROPOLITAN
EXPO ■ ■ ■ EXHIBITION CENTRE

- spare parts
- car & truck workshops
- tyre repairs
- refinishers
- car washes
- gas stations
- accessories

AUTOTEC EXPO



“

Dear All,

The trade fair **AUTOTEC 2023**, the landmark exhibition for the aftermarket car sector, will take place from **September 29 to October 1 at the Metropolitan Expo**, one of the largest and most modern exhibition centers in Europe that with its excellent facilities can satisfy every need for the realization of a such big and important event.

In **AUTOTEC 2023**, visitors will have the opportunity to meet a multitude of exhibitors, from the most important equipment, spare parts and service companies in the automotive aftermarket sector of car workshops, garages- vulcanizers- painters for passenger cars- trucks, car wash-

ers, gas stations, accessory shops, repair, maintenance and care of the car, while there will be as every year thousands of commercial visitors, confirming through their presence the trust they show in the organization team.

Alongside the exhibition, there will be lot of side events that aim to attract the interest of the public and will include specialized speeches by experts and opinion makers in the field, workshops, educational seminars and presentations with the common denominator of new technologies and their application in products and the services of the wider automotive sector, electric mobility and digitali-



zation.

The purpose of the organization is **AUTOTEC expo** to become an annual appointment for the automotive aftermarket industry. It is important to mention that through the targeted promotion of the exhibition and its multiple communication channels, it will receive significant visibility both in Greece and abroad in order to attract a huge range of interested professional visitors as well as exhibitors who through the organization will

have the opportunity to hold targeted B2B meetings, to expand their contacts and increase their sales, to be informed in detail about all the products and services that will be presented in its context while they will feel the pulse of the market being at the center of international developments.

We gladly invite you to the great celebration of the automobile, to a new ecosystem, to the new world of motor vehicle repair and maintenance, welcome to **AUTOTEC 2023**.

With kind regards,
E. Charalambous – G. Chrysospathis – E. Lymperopoulos



AUTOTEC EXPO 2019

“of the visitors found what they wanted in the exhibition”



● why to participate in Autotec

- It is the largest domestic trade fair of the automotive aftermarket sector
- International and domestic participations of major companies in the sector
- Opportunity for targeted business meetings with the wider automotive repair, maintenance and care sector
- Launching new products and services to a perfectly targeted audience.
- Specialized workshops oriented towards new technologies and innovation
- Possibility of developing synergies
- Integrated advertising campaign aimed at promoting your brand



Estimated Number of Visitors

18.000



Exhibition Center

12.000 m²



Estimated Number of Exhibitors

200



- **innovation & new technologies**

Looking to the future, our aim is through the exhibition to promote the exchange of views, knowledge and experiences, while our priority is to support networking and collaborations.

The AUTOTEC expo will be a physical as well as an online meeting hub where, over time, industry leaders and interested professionals will be able to be informed about new trends and all international developments in the automotive industry.

1 **Informative seminars and workshops** with the participation of specialized professionals as well as leading scientists and opinion makers

2 **Thematic workshops and presentations of new products** and services oriented towards the future, innovative and ecological solutions

3 B2B meetings

AUTOTEC EXPO



● sections

- Spare Auto Parts
- Workshop Equipment - Vulcanizers
- Light-painting - Electrical Shops
- Lubricants
- Batteries
- Tools
- Tires Rims
- Improvements
- Windshield
- Fumes
- Colors
- Paint Systems
- Consumables
- Car Washers
- Washing Machines
- Chemical Products
- Cleaning Products
- Car Wash Equipment
- Accessories
- PC Software
- Management Programs
- Technical Companies
- Professional Clothing
- Security-Fire Protection
Fire Extinguishing Systems
- Branch Press/Magazines

● communication strategy

Our company gives a huge importance to the proper presentation of the exhibition, designing and implementing one comprehensive communications program to communicate the report to industry professionals but also to the public. The promotional plan includes targeted promotion in all Mass Media, Information as well as on Social Media. At the same time, special emphasis will be placed on communicating with journalists and editors of industry-specific press through advertising listings, sending invitations, press releases and newsletters to a targeted base of 20,000 recipients. Our purpose is the complete coverage and approach of the interested stakeholders.



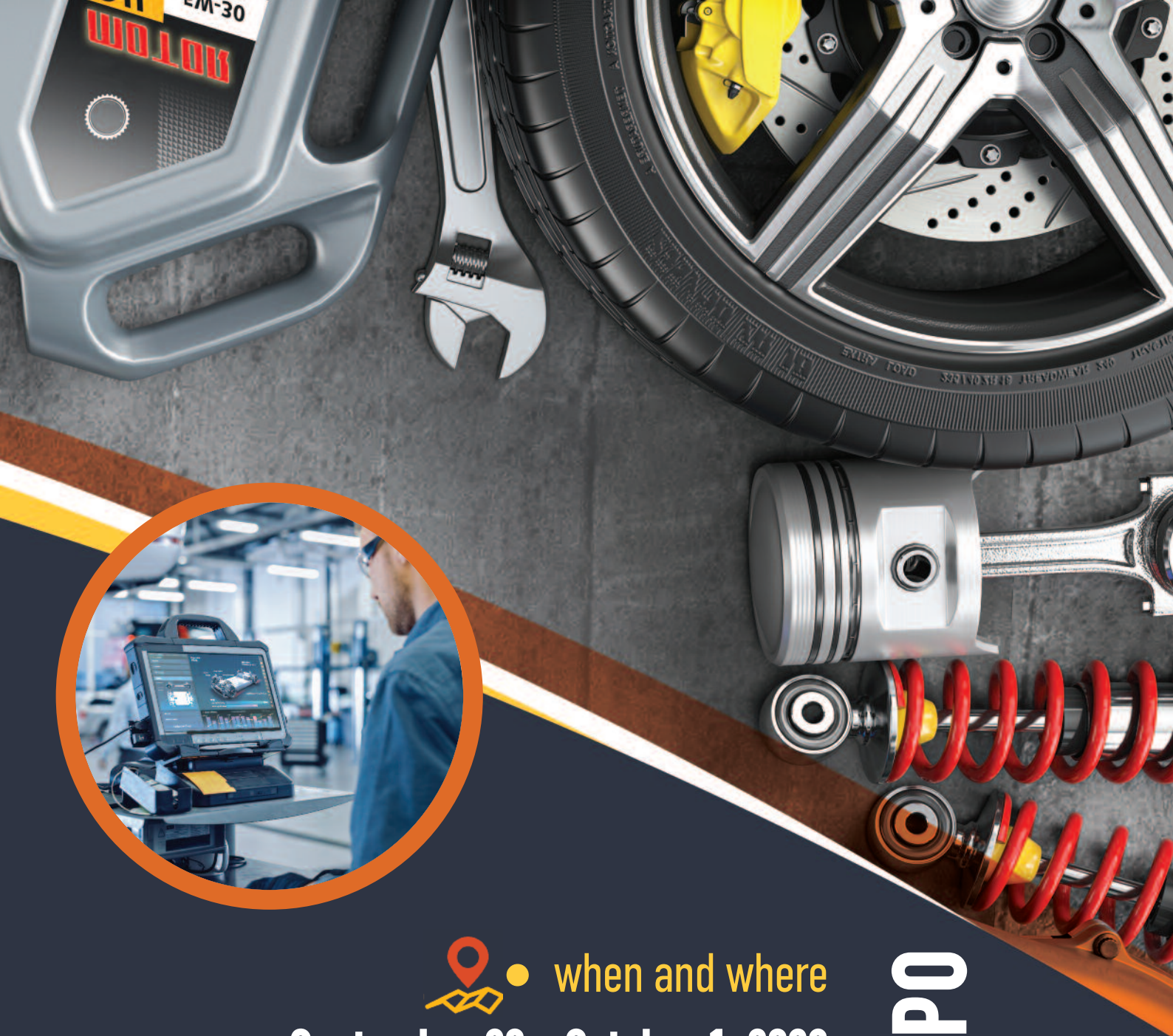
mass media



social media



branch press/ magazines



when and where

September 29 – October 1, 2023

METROPOLITAN EXPO

● opening days and hours

Friday 29/09 :	13:00-20:00
Saturday 30/09:	10:00-20:00
Sunday 01/10:	10:00-20:00

AUTOTEC EXPO

● stands' specifications

STANDS WITH SCHEME SHELL (STRUCTURE)

The rental price includes:

- Melamine panels of height 250cm
- Signboard of 30cm with the name of the company and the number of the booth
- Carpet (same color for all exhibitors)
- Spot lighting of 100W/3sqm
- A socket 500V / 220Volt /50sqm
- Invitations for trade visitors
- Free entry cards
- Registration in the list of exhibitors



STANDS WITHOUT SCHEME SHELL (STRUCTURE)

The rental price includes:

- Ground Trace
- Invitations for trade visitors
- Free entry cards
- Registration in the list of exhibitors

● rental cost

	WITHOUT SCHEME SHELL	WITH SCHEME SHELL
1 sided Booth	130/m2	plus 22€/m ²
2 sided Booth	140/m2	plus 22€/m ²
3 sided Booth	150/m2	plus 22€/m ²
4 sided Booth	160/m2	plus 22€/m ²

DISCOUNTS OF STANDS WITHOUT SCHEME SHELL

50-99m ²	5%
100-149m ²	10%
150m ² and more.....	15%

● financial settlement

Upon signing the participation contract, **40%** of the total amount is paid in cash or by check payable by **August 1, 2023**. The remaining **60%** is paid on no later than 1 month before the start of the exhibition with a check payable by **30 November 2023**.



- with the guarantee of Be-Best

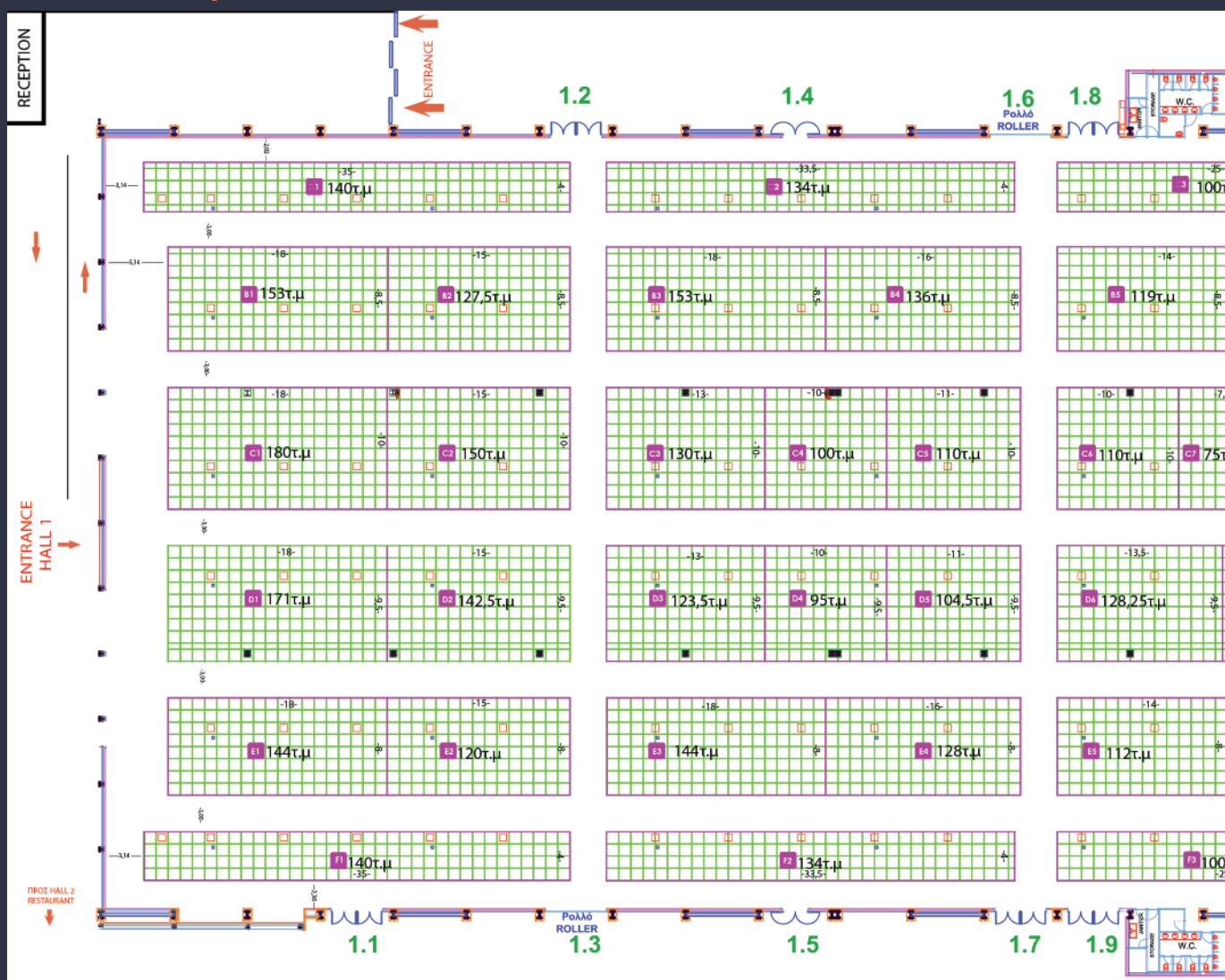
With many years of rich experience, the **Be Best** company is successfully active in the field of organizing exhibitions, conferences and events. Our company has to its credit the organization of many successful and important exhibitions in Greece with great traffic such as: OPAP Marathon expo, Autokinisi, Beyond, Art Athina, Health Wellness Fitness expo, Image+Tech expo, Infacoma, Aquatherm etc.

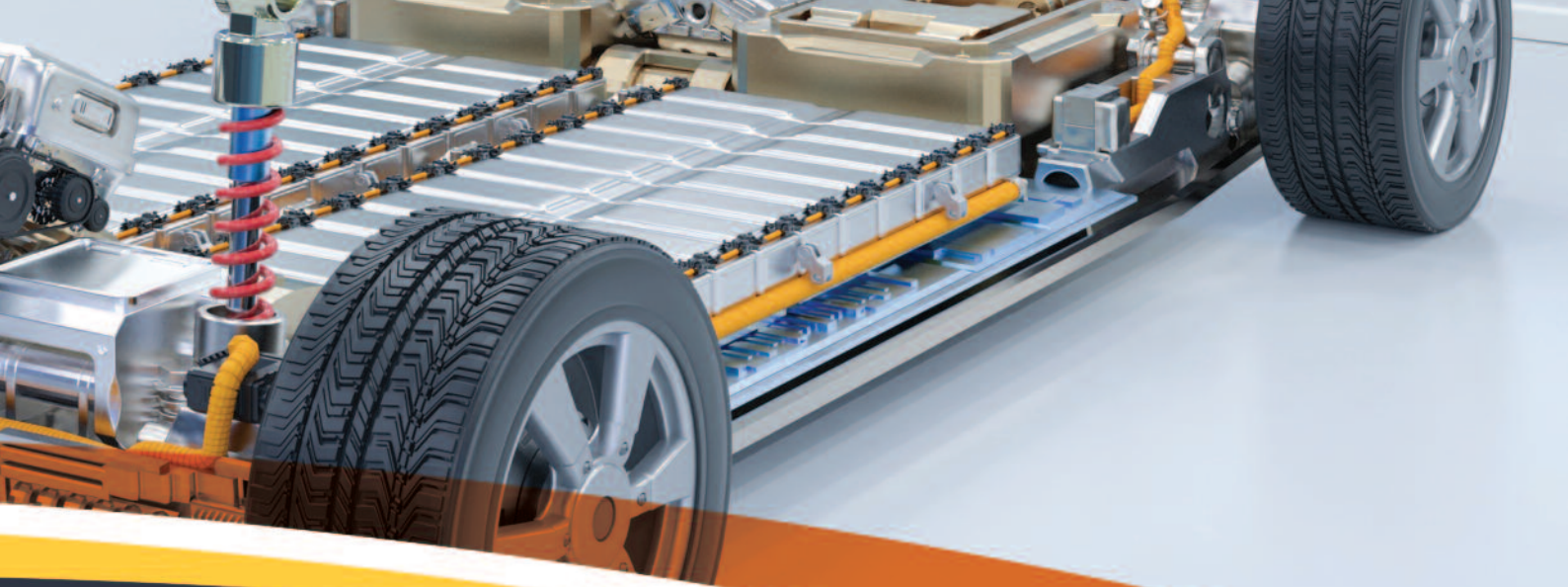
At the same time, **Be Best** is also active in the field of advertising and communication services, enjoying the trust of leading companies regarding the formulation of their promotion and promotion plan. **Be Best's** specialization in the field of communication and advertising is a competitive advantage, as well as a key tool through which it ensures the effective and successful promotion of the exhibitions it organizes.

AUTOTEC EXPO

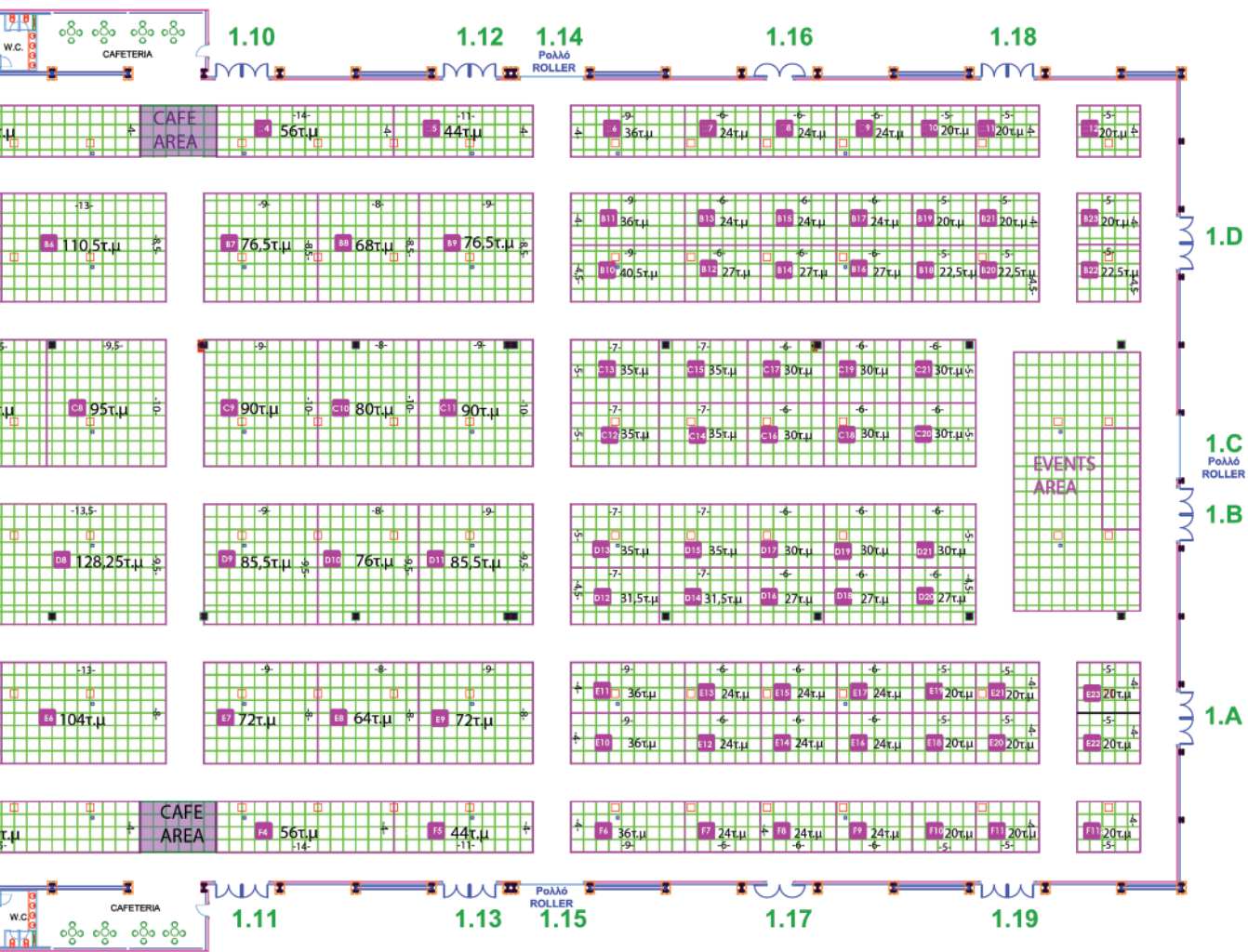


floor plan





AUTOTECH EXPO





AUTOTEC EXPO 
WORKSHOPS / SPARE PARTS / CARWASH

www.autotecexpo.gr

34 Athinas Str, Ilion, P.O. 131 22,
T (+30) 216 93.90.312 - 316, T (+30) 210 26.26.267
E info@be-best.gr, W www.be-best.gr

PRODUCTION

