

SALON

AUTO / MOTO / VAN / MOBILITY 2021

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AUTO • MOTO • VAN • MOBILITY



1. FREE VISIBILITY (FOR EXHIBITORS)



FREE VISIBILITY

○ BMS catalog

- Each Auto/Moto/Van exhibitor will be mentioned in the official catalog, distributed
 - at the entrances of the Show (print and/or digital)
 - In January with Het Nieuwsblad, La DH, La Libre et L'Avenir

○ BMS Floor plan

- With the location of the stands of all exhibitors
- Available at the entrances and at various locations during the Show (print and/or digital)
- Integrated in the Motor Show catalog
- Download option on the Motor Show website



FREE VISIBILITY

- Autosalon **website** : renewed for the BMS 2020
 - Practical information
 - News & advice
 - Animations & events
 - Access to the e-shop
- **Facebook** (+ 62.500 fans) / **Instagram** page, **YouTube** channel
 - Posts
 - Pictures & animated GIF's
 - Video's
- Autosalon **newsletters** (+110.000 contacts)



2. PAID VISIBILITY

(ADVERTISING OPPORTUNITIES)



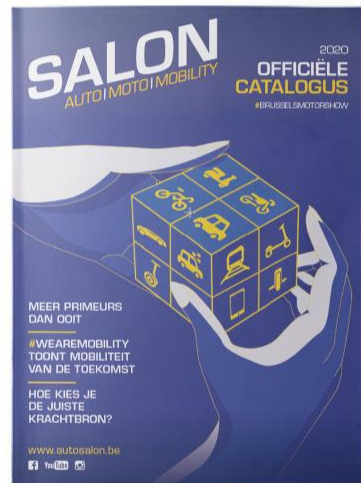
PAID VISIBILITY

- **BMS Catalog** in collaboration with Mediahuis
 - Distribution with Het Nieuwsblad (09/01), La DH et La Libre (11/01) et L'Avenir (12/01/2021) and at the entrances of the Show (print and/or digital - TBC)
→ +500.000 copies
 - Different advertising opportunities (gatefold, spread, insert & classic formats)
 - Also available as part of Mediahuis' multimedia packages
- **Floor Plan** in collaboration with Mediahuis
 - Distribution at the entrances and at various locations during the Show (print and/or digital - TBC)
 - Integrated in the Motor Show catalog
 - Download option on the Motor Show website

Contact

Dominique Brige : dominique.brige@mediahuis.be

Franck Duyck : frank.duyck@mediahuis.be



PAID VISIBILITY



Display or native campaign on the **BMS website** via Skynet

- www.autosalon.be
- Classic display campaign : leaderboard, IMU, etc.
- Impact display campaign : Take-Over
- Sponsor e-ticketing
- Other options : virtual BMS experience, car context, retargeting, native solutions, online contests, online bot, etc.
- Tailor-made campaigns

Contact

Skynet Advertising : sales@team.skynet.be



EDITION 2020
**Rendez-vous le
19 janvier pour une
nouvelle édition.**

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Les premières

Les shows

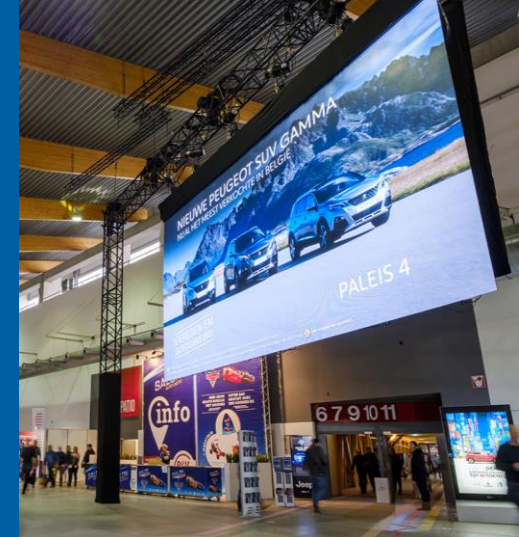
PAID VISIBILITY

- Indoor advertising via the OOH agency of Brussels Expo
 - Make sure you stand out by being visible in strategic areas of Brussels Expo : at the entrances and/or exits,... in the toilets, in the corridors that connect the different palaces...
- Outdoor advertising via the OOH agency of Brussels Expo
 - Available almost everywhere around Brussels Expo! More than 4000m² are at your disposal. It is an essential means of communication if you want to reach out to the visitors.
- Tailor-made possibilities
 - Creative displays with various animations, LCD screens and floor stickering, which guide visitors to your booth, ...

Contact : TBC

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FEBIAC



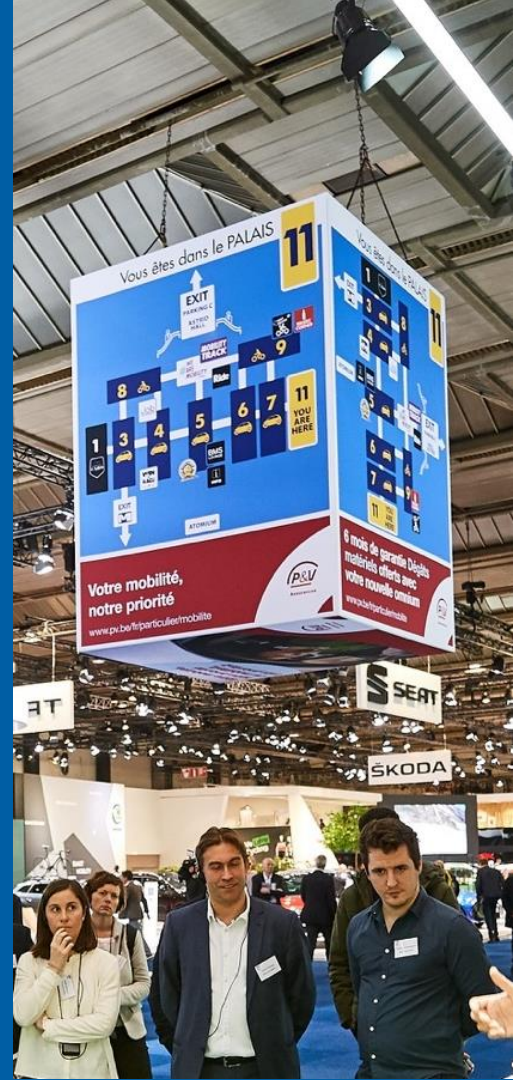
SPONSORING

For the BMS 2021, you will once again have the opportunity to become an official sponsor.

Such a partnership can take different forms. Do not hesitate to contact us to define together the best win-win solution. If you would like to know more, please do not hesitate to contact us :



Cindy Legros
cindy.legros@febiac.be
02 778 64 84



THANKS!



Anja Helsen

Media & Communication Manager

ah@febiac.be

02 778 64 02



Gilles Van Audenhaege

Media & Communication Assistant

Gilles.vanaudenhaege@febiac.be

02 778 64 87