

**26th - 28th  
October 2018**

**1<sup>th</sup>  
edition  
autofest**

[www.autofest.co.tz](http://www.autofest.co.tz)





# Prologue

The Automobile industry has many marketing entry – level positions for different products in the market, with no limit on sales advancement opportunities and internships in a variety of areas that may interest you. This starts from Automobiles as itself, mechanical ops, engineering, spare parts and assembly to the last consumer who will own or drive the automobile and that's in the direct chain of automobile



# The event

First staged in 2007, AutoFest is the largest most high profile auto show in Tanzania. The event draws enthusiasts and families from across the nation to experience.

This year marks the 11<sup>th</sup> edition of the AutoFest series. It is set to feature jaw dropping collection of cars, motorbikes and automobiles for three consecutive days from 26<sup>th</sup> – 28<sup>th</sup> October, 2018 at TanTarde Grounds, Dar es Salaam. Showing mechanical ops, engineering, spare parts and assembling to to the last consumer who will own or drive the automobile



# The event...

REGION:	DAR ES SALAAM
TIME:	1000Hrs 1900Hrs
INVITEES:	Open to all
Event Date :	26-28/October /2018
Location:	Dar es Salaam International Trade Fair Grounds
Duration :	Three days
Estimated number of attendees:	2000-3000 people
Participation fee:	Depend on the ZONE



# Our Audience

Its bigger than you Think. AutoFest 2018 will feature dedicated pavilion for every motoring passionate between the age of 12 years and above, from super cars and custom bikes, to truck and heavy machines manufacturers, suppliers

Distributors, without leaving spear parts associates specialists zones for tuning and customization



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2018

# The Theme

BE DEFENSIVE – DRIVE TO LIVE





# Our invitation

**We are inviting you to be our exhibitor for this unique activation event**





# Why Exhibit

AutoFest brings together global manufacturers, distributors, industry specialist, key – buyers and an army of passionate motoring enthusiast to enjoy exclusive car launches, interactive demonstrations and exciting features.

In its 11<sup>th</sup> edition, AutoFest will provide you a unique opportunity for partnership – harnessing the power of engagement through diverse assets hence creating a truly value for money event.





# Exhibit Benefits

The enormous international appeal combined with careful AutoFest planning, will elevate your company intended targets by

- Enhancing image and shaping consumer attitude through product direct experience
- Product exhibition / experience showcase that drive sales in an experiential course
- Business and customer live interaction creating positive publicity
- Differentiation platform
- Enhancing business, consumer and employee intra and extra relations



# Why AutoFest

A completely new experience for staff, clients and prospects.

Brand positioning alongside one of the most successful events in Tanzania

Unlimited and flexible space to allow for highly creative execution of your sponsorship activation

Stunning content (Video and photography)

Access to international legends and high profile networking with influential decision makers in the auto industry.

A full account management team to drive your sponsorship activation further.

An integrated marketing approach combining brand awareness, unrivalled hospitality, PR, Networking, advertising and brand ambassador access



# Extras

For planning purposes and exclusivity options, please announce interest as soon as possible.

Deadline for involvement is 20<sup>th</sup> August 2018





# Contacts

**For Booking:** we have come to observe the following:

Mail: [booking@autofest.co.tz](mailto:booking@autofest.co.tz)

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**Visit website**

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