

10 REASONS FOR DO NOT MISS

1 LEAD GENERATION

EICMA offers you the opportunity to carry out your marketing actions and rapidly expand your database through the large presence of public and qualified contacts.

2 BUSINESS LIVE

Met in person thousands of trade professionals and potential new customers interested in your products and services in a unique atmosphere.

3

BE AT THE CENTRE OF THE ACTION

For one week EICMA transforms Milan into the world capital of the two wheel sector, you will be in the right place at the right time.

4

COMPARISON WITH THE OTHER PLAYERS

The numerous and qualified presence of firms in the sector from all over the world offers you the opportunity to analyse your competitors from close at hand to improve and seek new inspiration for your business.

5

NETWORKING

Build up new and valuable professional relations, measuring yourself up in an international context, look on to and project yourself on to unexplored markets, sharing knowledge and processes to generate business opportunities.

6

DIRECT CONTACT

Experience in person the contact with the general public of EICMA and see the reactions that come when they meet your products and have this irreplaceable direct experience.

7

CONSOLIDATE YOUR BRAND

Make EICMA an event of communication to the full for your brand directly on your market of reference and in a highly reactive context.

8

STRENGTHEN THE BOND WITH YOUR ACTIVE CLIENTS

Much of your business comes from them, EICMA is the right place to listen to them, to meet their expectations and to increase their loyalty. Their contribution is decisive to make your business grow.

9

INTERNATIONAL VISIBILITY

Take advantage of the world stage offered by EICMA, its institutional value, the services it offers and the attention that the exhibition-event generates on the Internet, in the trade media and the general media.

10

NEW TRENDS

Experience the future of mobility on two wheels ahead of time and explore in person the state of the art of innovation in the sector.