



19-21 MARCH 2027 BUDAPEST, HUNGEXPO

# UNIX-AMTS

**AUTO, MOTOR & TUNING SHOW 2027**

## Meet us at Automobil & Tuning Show Budapest, Europe

**AMTS** - Auto, Motor & Tuning Show - is Hungary's main automotive event and one of the greatest indoor car & moto shows in the middle of Europe. It has been created by the collaboration of many famous exhibitions and shows of the country. The season opening festival takes place at the Budapest Fair Center - Hungary's largest exhibition venue. In 2027, AMTS will have **more than 1.400 unique vehicles** of 15 countries exhibited in **more than 135.000 square meters**.

During the three days of the show, indoor and outdoor automotive programs will be entertaining the visitors all day long. AMTS consists of 10 unique events, namely Carstyling.hu Tuning Show, Car Saloon, Moto Saloon, Drift Championship, Hot-Rod Show, Off- Road Show, Classic Car Show, Electromobility Expo, Aftermarket Expo and the Tuning Car Meeting. All of them can be visited with the same ticket!

## Brand new pavilions, new themes, reimagined exhibition area

Based on the experience of previous years, UNIX-AMTS 2027 will take place to the usual large, but completely redesigned area. Taking advantage of the possibilities of the all-new Hungexpo Budapest Congress and Exhibition Center, the show will also fill at least 7 halls with vehicles, stands and entertainment,

The event shows a completely new face both in terms of themes and vehicle lineup, and in addition, a number of organizational measures guarantee the comfort and safety of both the exhibitors and the participants: optimized outdoor and indoor event areas that are more spacious than ever before, stands distributed by wide pedestrians, modern infrastructure and plenty of technical innovation expands the repertoire in 2027.

## Become our partner today!

For 20 years of organizing our show, AMTS has become a famous trademark not only for tuners, but for hundreds of automotive companies in Europe. Be part of our success story and become our partner today! Take a look at our offer and exhibiting options on the following pages; and if you see potential in any of our solutions to promote your business, don't hesitate to contact us!

### CAR & MOTO SALOON

#### New cars and importeurs

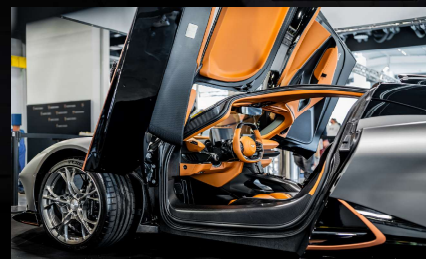
In the hall dedicated to the exhibition of saloon cars, the visitors can meet the latest models of car manufacturers, importers and dealers.

#### FZ Car's Elite Collection – Supercar Exhibition

Our brand-new concept is simple: only the very best, with no compromises. In a dedicated prestige pavilion, we showcase only those brands and models that truly represent the pinnacle of the supercar world.

#### Motorcycles & Accessories

This section features leading motorcycle brands, along with products and services from the supporting industry, accessories, and a wide range of motorcycle-related programs and attractions.



### TUNING & AFTERMARKET

#### Carstyling.hu Tuning & Hifi Show

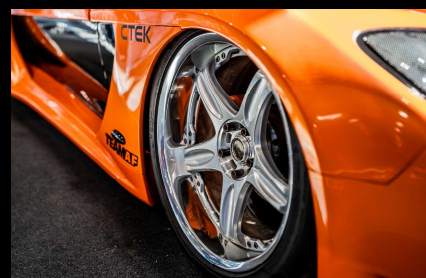
The most significant tuning show of Central- and Eastern Europe presents vehicles, stands of international tuning companies of more than 15 countries.

#### UNIX VIP Stand and Aftermarket Expo

Together with AMTS's strategic partner UNIX, the show's repertoire also covers the aftermarket industry. With dozens of partner companies exhibiting, the show became a real celebration and meeting point of the automotive scene.

#### International tuning meeting and competition

Hungary's greatest tuning car meeting, with hundreds of tuned cars of the country, and a constantly growing number of cars from the international scene with Show and Shine and DB Drag contest.



### CLASSIC & CUSTOM

#### Classic Automobil Show

For fans of old-timers, veterans and American cars, AMTS brings you the correct line-up in an own pavilion dedicated to classic vehicles.

#### Show For Real Cruisers

Hand built muscle and veteran vehicles, incredible custom machines, pin-up girls and spectacular show is awaiting at AMTS's hot rod section organized by the team of '50 Brothers.

#### Famous celebrities of the automotive scene

AMTS is a meeting point for many of our national and international public figures, builders, racers and celebrities with whom visitors can meet in person.



### RACING & ADRENALIN

#### Gymkhana and Drift Championship

As for the eighth year now, the racing season also starts at the AMTS with several hundreds horsepower cars and the best pilots of Hungary.

#### OFF-Road Show Hungary

The newest theme of AMTS explores the world of off-road driving. Exhibition of special trucks transformed and built by Hungarians, which can be watched in action on an onsite professional off-road track.



#### Day-long indoor and outdoor programs

The show never stops at the AMTS: while the - unique in Europe - indoor car catwalk stage gives place for non-stop shows, beauty contests, concerts and presentations; continuous adrenaline rush awaits at the outdoor stunt-arena.

### EXHIBITING IN HUNGEXPO'S PAVILIONS

#### Discounted exhibition packages - reserve your place now!

AMTS offers discounted rates to all partners **with whom the contracts are made for the 2027 event till 30th November 2026**. Reserve your place and services now!

During our pre-registration period, we offer the following discounted packages to our partners, but of course we are also open to individual stand dimensions and ideas.

### RENTING A CUSTOM-SIZED EXHIBITION SPACE

If you're not choosing from our packages, you can reserve a custom-sized exhibition space at a discounted price in one of the pavilions of the event. The price of the area does not include extra services (carpeting, electricity, installation, etc.), they can be ordered separately for the stand.

- minimum 18 m<sup>2</sup> (3x6 m) indoor exhibition area, in the pavilion "A", "B", "C", "D", "E", "F", "G" or "H" of Hungexpo
- 4 x exhibitor tickets and 1 exhibitor parking space (over 24 m<sup>2</sup>, you get 1 x exhibitor ticket with each paid 10 m<sup>2</sup> space)
- web catalogue entry (company info, advertisement, logo)

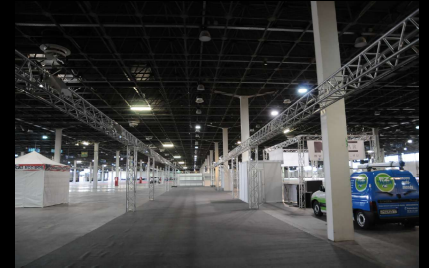
**Discounted base price for 18 m<sup>2</sup> stand area until 30th November, 2026: 1.130 EUR**

**Each additional m<sup>2</sup>-s: 63 EUR**

Until 15th January, 2027: **1.300 EUR**, each additional m<sup>2</sup>-s: **72 EUR**.

From 16th January, 2027: **1.515 EUR**, each additional m<sup>2</sup>-s: **84 EUR**.

**Extra charges:** corner stand (2 sides open): **10%**, head stand (3 sides open): **15%**, island stand (4 sides open): **20%**



### EXHIBITOR PACKAGES - TRADING BOOTHS

#### Each of the following packages includes the following features:

- indoor exhibition area, in the pavilion "A", "B", "C", "D", "E", "F", "G" or "H" of Hungexpo
- stand design, licensing, construction
- 3 kW power connection and consumption during the event, 1 x 220 V socket
- carpeting, octanorm installation, white wall, fascia panel, fascia sign (one colour, standard lettering, 20 chars max)
- web catalogue entry (company info, advertisement, logo)

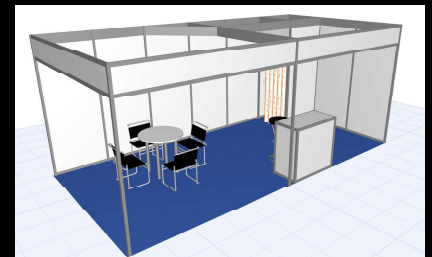
#### PACKAGE 1 - "BASIC BOOTH"

- 18 m<sup>2</sup> (3x6 m) indoor exhibition area, 1x1 storage, 1 x showcase
- 4 x exhibitor tickets and 1 x exhibitor parking space

**Discounted package price until 30th November, 2026: 1.850 EUR**

Until 15th January, 2027: **2.150 EUR**

From 16th January, 2027: **2.450 EUR**



#### PACKAGE 2 - "SMALL TRADING BOOTH"

- 24 m<sup>2</sup> (4x6 m) indoor exhibition area, 1x1 storage, 1 x showcase
- 4 x exhibitor tickets and 1 x exhibitor parking space

**Discounted package price until 30th November, 2026: 2.450 EUR**

Until 15th January, 2027: **2.850 EUR**

From 16th January, 2027: **3.300 EUR**



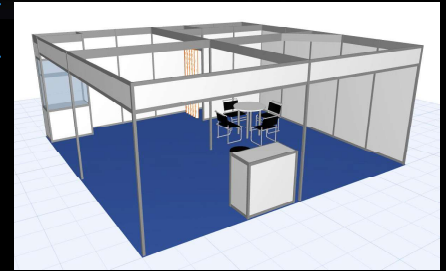
### PACKAGE 3 - "MEDIUM TRADING BOOTH"

- 36 m<sup>2</sup> (6x6 m) indoor exhibition area, 2x1 storage, 1 x showcase
- 4 x exhibitor tickets and 1 x exhibitor parking space

**Discounted package price until 30th November, 2026: 3.900 EUR**

Until 15th January, 2027: **4.450 EUR**

From 16th January, 2027: **5.100 EUR**



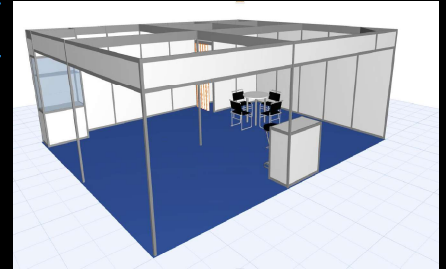
### PACKAGE 4 - "LARGE TRADING BOOTH"

- 48 m<sup>2</sup> (8x6 m) indoor exhibition area, 2x1 storage, 1 x showcase
- 6 x exhibitor tickets and 2 x exhibitor parking space

**Discounted package price until 30th November, 2026: 5.200 EUR**

Until 15th January, 2027: **5.950 EUR**

From 16th January, 2027: **6.800 EUR**



## EXHIBITOR PACKAGES - CAR STANDS

**Each of the following packages includes the following features:**

- indoor exhibition area, in the pavilion "A", "B", "D", "E", "F", or "G" of Hungexpo, stand design, licensing, construction
- 3 kW power connection and consumption, 1 x 220 V socket, stand carpeting, 1 x information desk, 1 x bar stool
- web catalogue entry (company info, advertisement, logo)

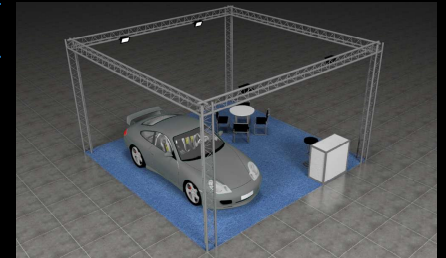
### PACKAGE 5 - "ONE CAR STAND"

- 36 m<sup>2</sup> (6x6 m) exhibition area
- 6x6 m ground support with 3.5 m height, 3 KW electricity, 4 reflectors
- 6 x exhibitor tickets and 2 x exhibitor parking space

**Discounted package price until 30th November, 2026: 5.200 EUR**

Until 15th January, 2027: **5.950 EUR**

From 16th January, 2027: **6.800 EUR**



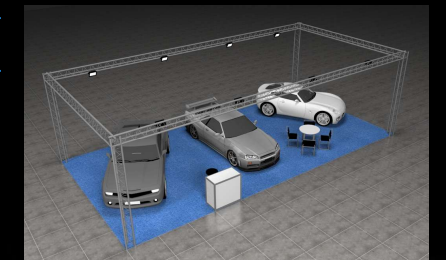
### PACKAGE 6 - "THREE CARS STAND"

- 72 m<sup>2</sup> (12x6 m) exhibition area
- 12x6 m ground support with 3.5 m height, 5 KW electricity, 8 reflectors
- 8 x exhibitor tickets and 2 x exhibitor parking space

**Discounted package price until 30th November, 2026: 10.400 EUR**

Until 15th January, 2027: **11.950 EUR**

From 16th January, 2027: **13.650 EUR**



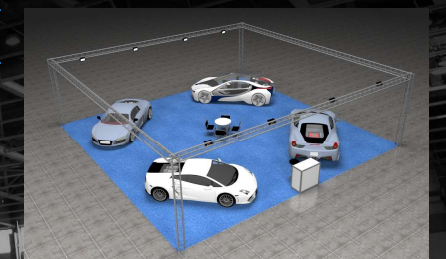
### PACKAGE 7 - "FOUR CARS STAND"

- 144 m<sup>2</sup> (12x12 m) exhibition area
- 12x12 m ground support with 3.5 m height, 5 KW electricity, 8 reflectors
- 14 x exhibitor tickets and 4 x exhibitor parking space

**Discounted package price until 30th November, 2026: 13.800 EUR**

Until 15th January, 2027: **15.400 EUR**

From 16th January, 2027: **17.100 EUR**



### AMTS „SILVER” SPONSORSHIP PACKAGE

#### Package price: 28.500 EUR

- 36 m<sup>2</sup> island booth and related services in the supporter's and/or its brand's design at AMTS, located in the central area of the event's largest and most visited "A" pavilion – including complete stand design, authorization, and implementation.
- Placement of supporter's promotional materials at the venue: 2 pcs of 4 x 1 m banners on the grandstand railings of the main stage, and 2 pcs of beach flags next to the drift track.
- Hourly screening of supporter's commercials (max 30 sec) on the event's giant LED walls.
- Hourly broadcast of supporter's audio spots (max 20 sec) during our advertising blocks.
- Opportunity for stage promotions, prize games / promotional programs, for which we provide concrete concepts. 3 times per day, with possible prizes – e.g., vouchers, products – offered by the supporter.
- AMTS PR articles: 1 PR article in the period leading up to the event.
- Display of supporter's logo in our offline creative materials and advertisements.

### AMTS „GOLD” PREMIUM SPONSORSHIP PACKAGE

#### Package price: 57.500 EUR

- 72 m<sup>2</sup> island booth and related services in the supporter's and/or its brand's design at AMTS, located in the central area of the largest and most visited "A" pavilion – including complete stand design, authorization, and implementation.
- Venue sponsorship: renaming one of the event's club pavilions after the Supporter's brand, displayed under this name in all our communications. Branding opportunities for the sponsored pavilion – banners, flags, decorative elements – subject to prior agreement.
- Totem branding in the passage area – 2 information boards (1 x 1 x 2.5m SYMA totems, with maps and venue information) complemented with the Supporter's branding on one side.
- Placement of supporter's promotional materials at the venue: 2 pcs of 4 x 1m banners on the grandstand railings of the main stage, 4 pcs of 5 x 1m banners on the drift track grandstands, 4 pcs of beach flags next to the drift track.
- Screening of supporter's commercials (max 30 sec) on the event's giant LED walls.
- Broadcast of supporter's audio spots (max 20 sec) once per hour in our advertising blocks.
- Opportunity for stage promotions, prize games / promotional programs, for which we provide specific concepts. 3 times per day, with possible prizes – e.g., vouchers, products – offered by the supporter.
- AMTS website appearance: permanent 325 x 160 px advertisement banner on amts.hu, until May 31, 2027.
- AMTS PR articles: 2 PR articles published prior to the event, also featured on our social media platforms.
- AMTS newsletter appearance: inclusion in 2 newsletters with a clickable creative + 250 characters of text.
- Display of supporter's logo in our offline creative materials and advertisements.

### AMTS „PLATINUM” TITLE SPONSORSHIP PACKAGE

#### Package price: 115.000 EUR

- 144 m<sup>2</sup> island booth and related services in the supporter's and/or its brand's design at AMTS, located in the central area of the largest and most visited "A" pavilion – including complete stand design, authorization, and implementation.
- Venue sponsorship: renaming one of the event's highlighted locations (theme-based or by prior agreement) after the Supporter or one of its brands, displayed under this name in all our communications. Full branding opportunity for the sponsored location – banners, flags, decorative elements – subject to prior agreement.
- Totem branding in the passage area – 4 information boards (1 x 1 x 2.5m SYMA totems, with maps and venue information) complemented with the Supporter's branding on one side.
- Placement of supporter's promotional materials at the venue: 2 pcs of 4 x 1m banners behind the Main Stage, 4 pcs of 4 x 1m banners on the stage grandstands, supporter-branded barrels and/or promotional items on stage (subject to agreement).
- Outdoor branding – 10 pcs of 4 x 1m banners placed on the fences and grandstands of the drift track and off-road track.
- Hourly screening of supporter's commercials (max 30 sec) on the event's giant LED walls.

- Broadcasting of the supporter's short commercial (max 10 sec) every 15 minutes on Hungexpo's Digital Signage surfaces (92 pcs of 43/55-inch 4K LED LCD screens located in the reception areas, foyers, and high-traffic zones) – more than 10,600 appearances over the 3 days of the event.
- Broadcasting of the supporter's audio spot (max 20 sec) once per hour in our advertising blocks.
- Opportunity for stage promotions, prize games / promotional programs, for which we provide specific concepts. 3 times per day, with possible prizes – e.g., vouchers, products – offered by the supporter.
- Screening of the supporter's commercial / image film before stage shows (the most popular and most viewed surface of the event), displayed on the stage LED wall (3 times per day).
- Miss AMTS sponsorship (optional) – The supporter or one of its brands featured as a sponsor of our beauty contest, on contestants' overalls, at the pre-event gala, and in all related promotions. One delegate invited as a jury member at Miss AMTS (pre-selections, gala, and final competition).
- AMTS website appearance: permanent 700 x 145 px banner on the homepage of amts.hu, until May 31, 2027.
- AMTS website appearance: permanent 325 x 160 px advertisement banner on the subpages of amts.hu, until May 31, 2027.
- AMTS PR articles: 3 PR articles published prior to the event, also featured on our social media platforms.
- AMTS newsletter appearance: 1 standalone newsletter, plus 2 newsletters with a clickable creative + 250 chars of text.
- Prominent display of supporter's logo in our offline creative materials and advertisements.
- Prominent display of supporter's logo in all our online advertisements.
- Display of supporter's logo in all highlighted social media content (Facebook, Instagram posts, creatives).
- Display of supporter's logo/creative on online tickets (approx. 25,000 pcs), with optional clickable promotion.
- Display of supporter's logo on the front of exhibitor passes.

### Each of the above packages includes the following services:

- Full booth carpeting, 5 kW power connection.
- Aluminum truss structures of 6 x 6 x 3.5m, 6 x 12 x 3.5m, or 12 x 12 x 3.5m, decorated in the supporter's design, with lighting.
- Matching furniture and stand elements covered in the supporter's brand colors/design.

## AMTS CAR BUILDING LIVE 2027 – ETELE PLAZA

### Package price: 1.450 EUR + CONTRIBUTED PRODUCTS / SERVICES

At AMTS 2026, the grand prize will be a tuned car, which will be raffled among visitors on the third day of the show. The vehicle will be rebuilt in mid-January at Etele Plaza, in the center of the shopping mall, on a dedicated stand – both promoting the event itself and of course the supporting partners involved in the build.

The prize car is one of AMTS's main promotional tools: both the build process and the finished car will receive extensive coverage on our own platforms with numerous posts and advertisements, as well as highlighted appearances during the event itself. In addition to our own channels, it will be showcased in several domestic media outlets and TV programs, even before the show. Since it will constantly be in the spotlight, the companies/brands supporting the build will gain strong promotion alongside it:

- Together with the prize car, we will showcase the products and services provided by the Supporter for the build.
- Supporters of the prize car will also appear in AMTS's pre- and post-event communications across many of our platforms – social media, our blog, the AMTS YouTube channel, etc.
- At the build location (Etele Plaza), the Supporter may appear with its own roll-up banner, info desk, demo wall, etc., and may host activities or games with their own hostesses.
- The photoshoot of the finished car / the related press conference will take place in the presence of the supporters' brands.
- Large LCD TVs will be installed at the stand, where alongside the event's promotions and image films, the supporters' commercials can also be prominently displayed (with audio).

The daily visitor traffic at Etele Plaza in January is 50,000–60,000 people, a large proportion of whom will encounter the program. The car and our installation will be on display from January 21–26, during which time we will also hold our first press conference on-site, presenting the car to the media – with special attention given to our supporters.

**The prize car sponsorship opportunity is reserved exclusively for exhibitors participating in AMTS with their own booth.**



**135.000+ m<sup>2</sup>**  
exhibition area



**77.000+ people**  
attended



**1.400+ vehicles**  
exhibited



**350+ exhibitors**  
of firms and clubs

## ORGANIZATION

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