

**July 10 - 12, 2019** 

Centro Citibanamex, Mexico City, Mexico







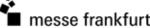














INA PAACE Automechanika Mexico City offers a variety of ways to stand out from the competition and drive business to your company. With a mix of affordable and effective advertising and branding opportunities you are guaranteed exposure and attention unrivaled to other marketing avenues.

# **FREE**MARKETING TOOLS

As an added value to participating in our show, we have invested in marketing tools to help drive traffic to your booth and your company, before, during and after the event. These are complimentary tools that are part of your space agreement. We strongly encourage you to use them as a part of your sales and promotion strategy.

#### PRE SHOW

With a creative mix of direct mail/e-mail and web advertising perfectly timed to get the attention of our buyers, our pre-show marketing opportunities will start driving business to your booth before you set foot on the show floor.

#### ONSITE

From the exhibit hall signage to exclusive onsite exposure opportunities, take advantage of the opportunity to stand out from the crowd and drive traffic to your booth.

Looking for something extra creative? Contact our sales team to create your own unique sponsorship package.



# **FREE** MARKETING TOOLS

# PRE-SHOW MARKETING

Submit a high resolution image of ONE product you wish to highlight. The submitted product can be a new product, a best seller or a new innovation. We will add this photo to your company profile in the online floorplan and mobile app.

INVESTMENT — FREE to IAM Exhibitors

## DIRECTORY LISTING

As a part of your participation, your company automatically receives the following listing at no charge.

#### **Basic Profile page**

- Includes a 500 word description and up to 5 product category listings to help IAM buyers locate your company.
- Access to the Matchmaking Platform where you can set up meetings with attendees.
- 1 press release upload to the official show website.

INVESTMENT — FREE to IAM Exhibitors

# SOCIAL MEDIA EXPOSURE

Join our online community and promote your company for free! Follow us on Facebook, Twitter, and Instagram to get the latest news and updates. Join in on the conversation using our

#AutomechanikaMexico
hashtag to interact
with exhibiting
companies, buyers

and industry
insiders. We
encourage you to
upload photos,
videos and post
comments to drive

our followers to your booth.

Facebook - 10,000 Twitter - 3,400 Instagram - 200

## VIP BUYER OUTREACH

Are there key
buyers you want to
see at INA PAACE
Automechanika?
Here is your
opportunity to tell
us who is on your
Buyer Wish List.
Simply complete
the form online and
we will extend a
personal invitation
to attend the show
on your behalf.

**Get Started NOW!** 



## PACKAGE OPPORTUNITIES

# PLATINUM PACKAGE

Includes sponsorship of show bags, logo on the badge, (12) table tents in the Cafe, hockeystick web banner, (3) mobile app push notifications, (3) social media blasts, (1) billboard ad panel, online floorplan logo, (1) full pg. directory ad

INVESTMENT - \$15,000

# REGISTRATION PACKAGE

Includes sponsorship of registration pens, (1) billboard ad panel, logo on the badge, (1) full page directory ad

INVESTMENT - \$8,000

# EVENT PACKAGE

Includes sponsorship of (1) billboard ad panel, (3) 11 x 14 floor ads, (6) table tents in the Cafe, (1) booth model greeter

INVESTMENT - \$7,500

#### MULTIMEDIA PACKAGE

Includes sponsorship of (1) 4.1 online banner ad, (3) social media blasts, (1) promoted post on the mobile app, (3) mobile app push notifications, (1) full page directory ad

INVESTMENT - \$8,000

#### **DIGITAL DEAL 1**

Includes (2) promoted post, (3) mobile app push notifications, (1) social media blast, (1) 10.1 online banner ad, online floorplan logo

INVESTMENT — \$4,500

#### DIGITAL DEAL 2

Includes (1) promoted post, (2) mobile app push notifications, (1) social media blast, (1) 10.1 online banner ad

INVESTMENT - \$2,750

#### DIGITAL DEAL 3

Includes (1) promoted post, (1) mobile app push notification, (1) social media blast

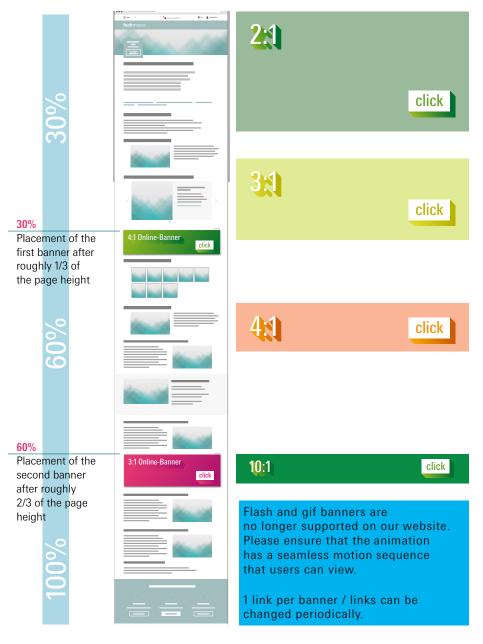
INVESTMENT - \$1,250



# PRE-SHOW MARKETING.....

# INVESTMENT — \$1,000 INVESTMENT — \$500 INVESTMENT — \$500 INVESTMENT — \$500 INVESTMENT — \$500

## WEB OPPORTUNITIES



#### 21 ONLINE BANNER

Pixel — 1.140 X 570 Max. Filesize 250KB

JPG/PNG (static) / HTML5 (static/animated)

INVESTMENT - \$3,000

#### 3.1 ONLINE BANNER

Pixel — 1.140 X 380 Max. Filesize 250KB

JPG/PNG (static) / HTML5 (static/animated)

INVESTMENT — \$2,500

#### 4.1 ONLINE BANNER

Pixel — 1.140 X 285 Max. Filesize 250KB

JPG/PNG (static) / HTML5 (static/animated)

INVESTMENT - \$2,000

#### **10.1 ONLINE BANNER**

Pixel — 1.140 X 114 Max. Filesize 25KB

GIF/JPG/SWF

INVESTMENT - \$1,000

# DIGITAL OPPORTUNITIES.

#### PROMOTED POST

- Choose from text (140 characters), a photo (640 x 604 pixels in png format), a link, or any combination of the three
- The first thing buyers will see on the Activity Feed - the most accessed section of the app.
- Every click on your ad will be tracked.

INVESTMENT — \$1,000



#### SPONSORED PUSH NOTIFICATION

Messages can be customized and sent at a specific time. Everyone who downloads the app will receive your message. You can even link your message to a website or feedback form.

INVESTMENT - \$500

# ONSITE OPPORTUNITIES

#### LANYARDS\*

(Does not include production) INVESTMENT — \$5,000



**BADGE LOGO** 

INVESTMENT - \$4,500



**AISLE SIGN** 

INVESTMENT - \$3,000



#### SHOW BAGS

(Does not include production) INVESTMENT — \$5,000



#### ARCH@CONCOURSE

INVESTMENT - \$4,500



RESTROOM SPONSOR

INVESTMENT - \$2,000



#### **ESCALATOR RAILING**

INVESTMENT - \$5,000



**COLUMN WRAP** 

INVESTMENT - \$4,000



**BILLBOARD AD PANEL** 

INVESTMENT - \$2,000



#### SEMINAR BANNER

INVESTMENT - \$5,000



#### **CONCOURSE WINDOW**

INVESTMENT - \$3,000



#### MATERIAL REQUIREMENTS

- Preferred applications include Adobe InDesign, Photoshop, PDF or Illustrator.
- Photographic images must be converted to CMYK and provided as TIFF or EPS files (no JPEGS). Image resolution should be at least 300 dpi.
- Where possible, fonts should be converted to outlines or embedded in the file.

# ONSITE OPPORTUNITIES.

#### **RECHARGE STATION**

INVESTMENT - \$2,000



#### MODELS/GREETERS

INVESTMENT - \$1,000





#### **MORE CUSTOM IDEAS:**

**Vehicle Shoutout** 

Wi-Fi Buyout

**Photo booths** 

**Gaming Lounge** 

Refreshment cart

Seminar notebook and pen

#### MAP LOCATOR

INVESTMENT - \$2,000



## INVESTMENT — \$500

SPECIAL VEHICLE



#### SHOW/SEMINAR PENS

INVESTMENT - \$1,500



#### **ID SIGN LOGO**

INVESTMENT - \$500



#### **CONTACT US TODAY!**

Jeffery.Johnson@USA. MesseFrankfurt.com

Caitlin.Clements@USA. MesseFrankfurt.com

#### **FLOOR ADS**

INVESTMENT - \$1,000



Got another cool idea?
Share it with our sales team
to create your own unique
sponsorship package.

# DIRECTORY OPPORTUNITIES.

Reach your target market long after the show in the official show directory. A reference that buyers and exhibiting companies use throughout the year.

## INSIDE FRONT -OR-BACK COVER

INVESTMENT - \$5,000 EACH



#### LOGO / BOLD LISTING

INVESTMENT - \$750



#### AD MATERIAL PRODUCTION

- Preferred applications include Adobe InDesign, Photoshop or Illustrator.
- PDF files are accepted but are the responsibility of the advertiser
- Photographic images must be converted to CMYK and provided as TIFF or EPS files (no JPEGS). Image resolution should be at least 300 dpi.
- Where possible, fonts should be converted to outlines or embedded in the file.

#### FULL PAGE AD

INVESTMENT - \$4,000



#### HALF PAGE AD

INVESTMENT - \$2,500





#### **INA PAACE Automechanika Mexico City**

July 10 - 12, 2019, Centro Citibanamex, Mexico City, Mexico

## **Sponsorship Agreement**

#### **CONTACT US TODAY!**

Jeffery.Johnson@USA.MesseFrankfurt.com Caitlin.Clements@USA.MesseFrankfurt.com

#### Please return this signed agreement with 100% payment to reserve your online sponsorship:

INA PAACE Automechanika Mexico City: 3200 Windy Hill Rd., Suite 500 West, Atlanta, GA 30339 USA, Phone: +1.770.984.8016, Fax: +1.770.984.8023 Company: \_\_\_\_\_Contact Name:\_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_ \*By providing your fax number and/or e-mail address you are consenting to receive communcations from Messe Frankfurt, Inc. and it's affiliates via these medias **PACKAGES** □ Seminar Banner \$5,000 Platinum Sponsorship Package \$15,000 □ Badge Logo \$4,500 Registration Sponsorship Package \$ 8,000 □ Arch@Concourse \$4,500 Multimedia Sponsorship Package \$ 8,000 □ Column Wrap \$4,000 \$ 7,500 **Event Sponsorship Package** Concourse Window \$ 3,000 Digital Bundle Deal 1 \$ 4,500 ☐ Aisle Sign \$ 3,000 Digital Bundle Deal 2 \$ 2,750 Restroom Advertisement \$ 2,000 Digital Bundle Deal 3 \$ 1,250 Billboard Ad Panels \$ 2,000 PRE-SHOW **Recharge Station** \$ 2,000 Electronic E-Blast \$ 1,000 Map Locator \$ 2,000 Online Floor Plan Logo 500 Show/Seminar Pens \$1,500 WEBSITE ☐ Floor Ads (11" X 14") \$1,000 2.1 Online Banner \$ 3.000 Model / Greeter \$1,000 3.1 Online Banner \$ 2,500 Special Vehicle Sponsorship 500 4.1 Online Banner \$ 2,000 ID Sign Logo 500 10.1 Online Banner \$ 1.000 **DIRECTORY ADVERTISING DIGITAL** Inside Cover - Front \$5,000 Mobile App Promoted Post 1,000 Inside Cover - Back \$5,000 Mobile App Push Messages 500 ☐ Full Page Ad \$4,000 **ONSITE** □ Half Page Ad \$ 2,500 **Show Lanyards** \$5,000 \$ 750 □ Logo / Bold Listing **Show Bags** \$5,000 **Escalator Railing** \$5,000 Subtotal + 16% VAT = \*Prices in USD **Total Sponsorship Investment: Payment Information: Bank Wire** Check Enclosed, Make payable to: Messe Frankfurt Inc., 3200 Windy Hill Rd., Suite 500 West, Atlanta, GA 30339 USA Contact us \*Please write "2018 Sponsor" and name of show on the check NOTE: Funds accepted in US dollars & by US bank only. Sponsoring Regulations: No refunds. Please note that your sponsorship will not be promoted until your sponsorship fee is paid in full. It is understood that exhibitors are responsible for providing Messe Frankfurt with all company logos and materials for use with any sponsorship, and

that all company logos and material are subject to approval by Messe Frankfurt. We agree to abide by the conditions outlined above.

Signature:\_\_\_\_\_\_ Date: \_\_\_\_\_