

Mexico's leading international trade fair for the automotive service industry
targeting trade visitors from Latin and Central America

Advertising & Branding Opportunities

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.

CONTACT US TODAY TO INCREASE YOUR BRAND RECOGNITION AND BOOTH TRAFFIC!

Jeffery.Johnson@USA.MesseFrankfurt.com

/

Caitlin.Clements@USA.MesseFrankfurt.com



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!](#)

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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.....

ELECTRONIC E-BLAST

INVESTMENT — \$1,000



ONLINE FLOOR PLAN LOGO

INVESTMENT — \$500



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WEB OPPORTUNITIES

30%
Placement of the first banner after roughly 1/3 of the page height

60%
Placement of the second banner after roughly 2/3 of the page height

60%

100%

2:1 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

Flash and gif banners are no longer supported on our website. Please ensure that the animation has a seamless motion sequence that users can view.

1 link per banner / links can be changed periodically.

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

PRODUCTION COSTS INCLUDED UNLESS SPECIFIED. ALL SPONSORSHIPS ARE SUBJECT TO SHOW MANAGEMENT APPROVAL.

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.

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PRODUCTION COSTS INCLUDED UNLESS SPECIFIED. ALL SPONSORSHIPS ARE SUBJECT TO SHOW MANAGEMENT APPROVAL.

ONSITE OPPORTUNITIES.....

RECHARGE STATION

INVESTMENT — \$2,000



MODELS/GREETERS

INVESTMENT — \$1,000



MAP LOCATOR

INVESTMENT — \$2,000



SPECIAL VEHICLE

INVESTMENT — \$500



SHOW/SEMINAR PENS

INVESTMENT — \$1,500



ID SIGN LOGO

INVESTMENT — \$500



FLOOR ADS

INVESTMENT — \$1,000



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

MORE CUSTOM IDEAS:

Vehicle Shoutout

Wi-Fi Buyout

Photo booths

Gaming Lounge

Refreshment cart

Seminar notebook and pen

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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



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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: _____ Fax: _____ Email: _____

*By providing your fax number and/or e-mail address you are consenting to receive communications from Messe Frankfurt, Inc. and it's affiliates via these medias

PACKAGES

- | | | | |
|---|----------|---|----------|
| <input type="checkbox"/> Platinum Sponsorship Package | \$15,000 | <input type="checkbox"/> Seminar Banner | \$ 5,000 |
| <input type="checkbox"/> Registration Sponsorship Package | \$ 8,000 | <input type="checkbox"/> Badge Logo | \$ 4,500 |
| <input type="checkbox"/> Multimedia Sponsorship Package | \$ 8,000 | <input type="checkbox"/> Arch@Concourse | \$ 4,500 |
| <input type="checkbox"/> Event Sponsorship Package | \$ 7,500 | <input type="checkbox"/> Column Wrap | \$ 4,000 |
| <input type="checkbox"/> Digital Bundle Deal 1 | \$ 4,500 | <input type="checkbox"/> Concourse Window | \$ 3,000 |
| <input type="checkbox"/> Digital Bundle Deal 2 | \$ 2,750 | <input type="checkbox"/> Aisle Sign | \$ 3,000 |
| <input type="checkbox"/> Digital Bundle Deal 3 | \$ 1,250 | <input type="checkbox"/> Restroom Advertisement | \$ 2,000 |

PRE-SHOW

- | | | | |
|---|----------|---|----------|
| <input type="checkbox"/> Electronic E-Blast | \$ 1,000 | <input type="checkbox"/> Recharge Station | \$ 2,000 |
| <input type="checkbox"/> Online Floor Plan Logo | \$ 500 | <input type="checkbox"/> Map Locator | \$ 2,000 |

WEBSITE

- | | | | |
|---|----------|--|----------|
| <input type="checkbox"/> 2.1 Online Banner | \$ 3,000 | <input type="checkbox"/> Show/Seminar Pens | \$ 1,500 |
| <input type="checkbox"/> 3.1 Online Banner | \$ 2,500 | <input type="checkbox"/> Floor Ads (11" X 14") | \$ 1,000 |
| <input type="checkbox"/> 4.1 Online Banner | \$ 2,000 | <input type="checkbox"/> Model / Greeter | \$ 1,000 |
| <input type="checkbox"/> 10.1 Online Banner | \$ 1,000 | <input type="checkbox"/> Special Vehicle Sponsorship | \$ 500 |
| | | <input type="checkbox"/> ID Sign Logo | \$ 500 |

DIRECTORY ADVERTISING

- | | |
|---|----------|
| <input type="checkbox"/> Inside Cover - Front | \$ 5,000 |
| <input type="checkbox"/> Inside Cover - Back | \$ 5,000 |
| <input type="checkbox"/> Full Page Ad | \$ 4,000 |
| <input type="checkbox"/> Half Page Ad | \$ 2,500 |
| <input type="checkbox"/> Logo / Bold Listing | \$ 750 |

DIGITAL

- | | |
|---|----------|
| <input type="checkbox"/> Mobile App Promoted Post | \$ 1,000 |
| <input type="checkbox"/> Mobile App Push Messages | \$ 500 |

ONSITE

- | | |
|--|----------|
| <input type="checkbox"/> Show Lanyards | \$ 5,000 |
| <input type="checkbox"/> Show Bags | \$ 5,000 |
| <input type="checkbox"/> Escalator Railing | \$ 5,000 |

Subtotal \$ _____

+ 16% VAT = \$ _____

***Prices in USD**

Payment Information:

Total Sponsorship Investment: \$ _____

- Bank Wire** Contact us **Check Enclosed**, Make payable to: Messe Frankfurt Inc., 3200 Windy Hill Rd., Suite 500 West, Atlanta, GA 30339 USA
*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: _____