



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

July 22 - 24, 2020

Centro Citibanamex, Mexico City, Mexico

EXPERIENCE MORE

**ADVERTISING & BRANDING
OPPORTUNITIES**



STAND OUT FROM THE CROWD

EXPERIENCE MORE traffic to your booth! Discover 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.

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

GOLD PACKAGE

Includes sponsorship of registration pens, (1) billboard ad panel, logo on the badge, (1) full page directory ad, (3) 11 x 14 floor ads, (6) table tents in the Cafe, (1) booth model greeter

INVESTMENT — \$10,000

SILVER 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

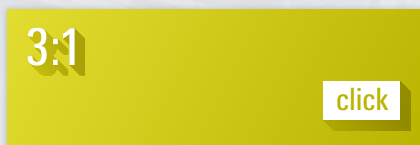


WEBSITE OPPORTUNITIES

3.1 ONLINE BANNER

\$3,000

1.140 X 380 Pixels



4.1 ONLINE BANNER

\$2,500

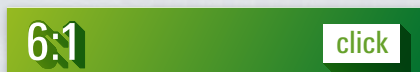
1.140 X 285 Pixels



6.1 ONLINE BANNER

\$2,000

1.140 X 190 Pixels



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.

Max. Filesize 250KB
JPG/PNG (static) / HTML5
(static/animated)

DIGITAL OPPORTUNITIES



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

INVESTMENT — \$1,250

ELECTRONIC BLAST

INVESTMENT — \$1,000

MOBILE APP PROMOTED POST

On the Activity Feed - Choose from text (140 characters), a photo (640 x 604 pixels/png), a link, or any combination of the three.

INVESTMENT — \$1,000

MOBILE APP SPONSORED PUSH NOTIFICATION

Messages can be customized and sent at a specific time. Everyone who downloads the app will receive your message.

INVESTMENT — \$500

MAXIMIZE YOUR EXPOSURE

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

DIRECTORY OPPORTUNITIES



BACKCOVER

\$5,000

INSIDE FRONTCOVER

\$5,000

INSIDE BACKCOVER

\$5,000

FULL PAGEAD

\$4,000

HALF PAGEAD

\$2,500

LOGO / BOLD LISTING

\$500

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.

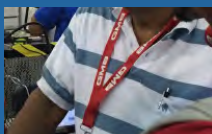
ELEVATE YOUR BRAND

EXPERIENCE MORE recognition. Make your presence known and increase awareness through a variety of show floor options.

ONSITE OPPORTUNITIES

LANYARDS*

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



SHOW BAGS

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



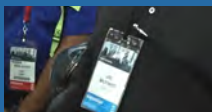
ESCALATOR RAILING
INVESTMENT — \$5,000



SEMINAR BANNER
INVESTMENT — \$5,000



BADGE LOGO
INVESTMENT — \$4,500



ARCH@CONCOURSE
INVESTMENT — \$4,500



COLUMN WRAP
INVESTMENT — \$4,000



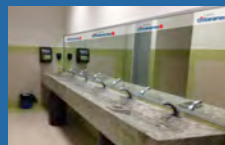
CONCOURSE WINDOW
INVESTMENT — \$3,000



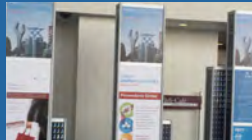
AISSIGN
INVESTMENT — \$3,000



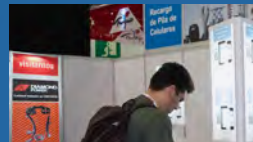
RESTROOM SPONSOR
INVESTMENT — \$2,000



BILLBOARD AD PANEL
INVESTMENT — \$2,000



RECHARGE STATION
INVESTMENT — \$2,000



MAP LOCATOR
INVESTMENT — \$2,000



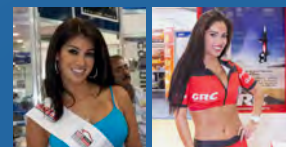
SHOW/SEMINAR PENS
INVESTMENT — \$1,500



FLOOR ADS
INVESTMENT — \$1,000



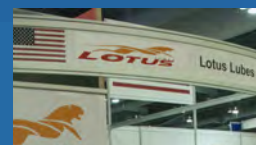
MODELS/GREETERS
INVESTMENT — \$1,000



SPECIAL VEHICLE
INVESTMENT — \$500



ID SIGN LOGO
INVESTMENT — \$500



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.

SPONSORSHIP AGREEMENT

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

- ☐ Platinum Sponsorship Package \$15,000
- ☐ Gold Sponsorship Package \$10,000
- ☐ Silver Sponsorship Package \$ 8,000

WEBSITE

- ☐ 2.1 Online Banner \$ 3,000
- ☐ 3.1 Online Banner \$ 2,500
- ☐ 4.1 Online Banner \$ 2,000
- ☐ 10.1 Online Banner \$ 1,000

DIGITAL

- ☐ Digital Bundle Deal 1 \$ 4,500
- ☐ Digital Bundle Deal 2 \$ 2,750
- ☐ Digital Bundle Deal 3 \$ 1,250
- ☐ Electronic E-Blast \$ 1,000
- ☐ Online Floor Plan Logo \$ 500
- ☐ Mobile App Promoted Post \$ 1,000
- ☐ Mobile App Push Messages \$ 500

ONSITE

- ☐ Show Lanyards \$ 5,000
- ☐ Show Bags \$ 5,000
- ☐ Escalator Railing \$ 5,000
- ☐ Seminar Banner \$ 5,000

- ☐ Badge Logo \$ 4,500
- ☐ Arch@Concourse \$ 4,500
- ☐ Column Wrap \$ 4,000
- ☐ Concourse Window \$ 3,000
- ☐ Aisle Sign \$ 3,000
- ☐ Restroom Advertisement \$ 2,000
- ☐ Billboard Ad Panels \$ 2,000
- ☐ Recharge Station \$ 2,000
- ☐ Map Locator \$ 2,000
- ☐ Show/Seminar Pens \$ 1,500
- ☐ Floor Ads (11" X 14") \$ 1,000
- ☐ Model / Greeter \$ 1,000
- ☐ Special Vehicle Sponsorship \$ 500
- ☐ ID Sign Logo \$ 500

DIRECTORY ADVERTISING

- ☐ Back Cover \$ 5,000
- ☐ Inside Cover - Front \$ 5,000
- ☐ Inside Cover - Back \$ 5,000
- ☐ Full Page Ad \$ 4,000
- ☐ Half Page Ad \$ 2,500
- ☐ Logo / Bold Listing \$ 500

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 "2020 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: _____