



PAACE
automechanika
MEXICO CITY

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

September 24 – 26, 2020

Centro Citibanamex, Mexico City

Experience More!

Reserve your space today!



messe frankfurt

EXPERIENCE MORE... OPPORTUNITIES

MORE BUYERS

30,000

visits from 31 countries



523

exhibitors

from 24 countries

8 Country Pavilions

#1 most important trade fair to attend

85% of attendees are decision makers & influencers

72%

of attendees are interested in the Heavy Duty / Commercial Fleet segment

Top Visitor Groups

21% Distributors	5% Retailers
19% Technicians	4% Wholesalers
14% Shop Owners	4% Dealers

MORE EXPOSURE

Mexico is located at the heart of the automotive world, where the two leading manufacturing corridors of North America converge. Producing more than **4 billion vehicles per year**, and with the presence of **21 of the major vehicle manufacturers** in the world in 14 Mexican states, this is the **ultimate platform** for growing your market share in the automotive aftermarket. Mexico is the **number one producer of light vehicles in Latin America** and is the **6th largest auto producer in the world!**



96%

of visitors plan to return to the next event



MORE BRANDING



Establish Your Position as an Industry Leader

Sponsor a class at the Automechanika Academy Seminar & Training Program. **Train more than 13,000 mechanics, technicians and shop owners** on your newest technologies, techniques and solutions.

Get More Exposure in the Innovation Zone

Submit your 1st product to the Product Innovation Showcase for FREE and display your 1st Heavy Duty product in the Truck Competence Corner for FREE!

Boost Your Presence

Get more added value:

- Custom Sponsorship Opportunities
- Mobile App Sponsorships
- Show Directory Advertising

Matchmaking

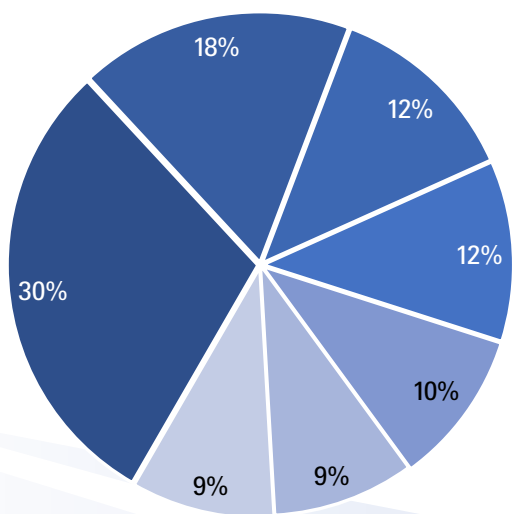
Our new matchmaking platform connects you to qualified buyers based on product interest.

Marketing Promotion

200,000 Automechanika visitors worldwide, 800,000 magazine subscribers, and 200,000 association members.

Parts & Components

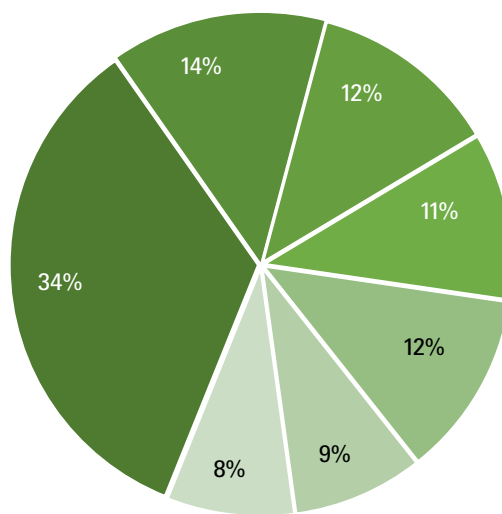
52% of buyers are looking for businesses with products in this category



- Powertrain
- Chassis
- Bodywork
- Standard parts
- Interior
- Charging Accessories 12 volt
- Rebuilt, refurbished & restored parts

Repair & Maintenance

48% of visitors have interest in products from this category



- Workshop equipment & tools
- Oil & Lubricants
- Bodyshop
- Paint protection & corrosion
- Equipment for agencies
- Towing service / roadside assistance / cellular services
- Waste disposal & recycling

EXPAND YOUR REACH

26% of attendees seek the latest technology in
Electronics & Systems

12% of buyers are looking for new products in
Accessories & Customizing

15% of our buyers want to find new services in
Dealer & Workshop Management

10% of visitors were interested in
Alternative Drive Systems & Digital Solutions (Tomorrow's Service & Mobility)

Other product categories to exhibit in:

REIFEN / Tires
Car Wash, Care & Reconditioning

93%

of attendees are satisfied
with the product range

POWERED BY... A GLOBAL NETWORK

Automechanika – 15 Events Worldwide

Birmingham (UK)
Buenos Aires
Dubai
Frankfurt
Ho Chi Minh City
Istanbul
Jeddah
Johannesburg

Kuala Lumpur
Mexico City
Moscow
New Delhi
Nur-Sultan
Riyadh
Shanghai

EXHIBIT NOW

What Does My Booth Include?

Booth Package: booth construction, company signage, carpet (show color), table, 2 chairs, 1 electrical outlet, lighting, exhibitor manual, personnel badges (3) per 9sqm, company listing in the show directory and the show website.

Raw Space: exhibitor manual, personnel badges (3) per 9sqm, company listing in the show directory and the show website.

Package Member Rate:

US\$ 336 +16% VAT per sqm
(USD 3,024 + 16% VAT per 9sqm booth)

Package Non-Member Rate:

US\$ 399 +16% VAT per sqm
(USD 3,591 +16% VAT per 9sqm booth)



Raw Space Member Rate:

US\$ 315 +16% VAT per sqm
(USD 11,340 + 16% VAT per 36sqm booth)

Raw Space Non-Member Rate:

US\$ 383 +16% VAT per sqm
(USD 13,788 +16% VAT per 36sqm booth)



CONTACT US TODAY!

www.INAPAAACEAutomechanika.com

Caitlin Clements Tel: +1.678.732.2402
Caitlin.Clements@USA.MesseFrankfurt.com