



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

**July 21 - 23, 2021**

Centro Citibanamex, Mexico City, Mexico

**EXPERIENCE MORE**

**ADVERTISING & BRANDING  
OPPORTUNITIES**



messe frankfurt

# 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

1.140 X 380 Pixels

\$3,000

## 4.1 ONLINE BANNER

1.140 X 285 Pixels

\$2,500

## 6.1 ONLINE BANNER

1.140 X 190 Pixels

\$2,000

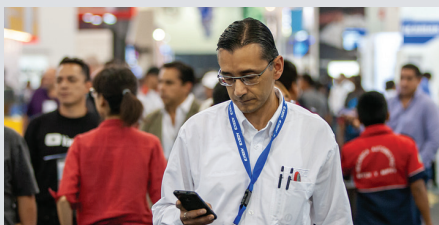


Flash and gif banners are no longer supported on our website. Please ensure that the animation has a seamless motion sequence that users can view.

1 link per banner / links can be changed periodically.

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**

\$4,500

### **INSIDE BACKCOVER**

\$4,500

### **FULL PAGEAD**

\$3,000

### **HALF PAGEAD**

\$2,000

### **LOGO / BOLD LISTING**

\$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.

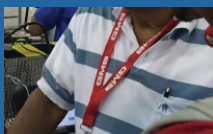
# ELEVATE YOUR BRAND

**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



### ARCH@CONCOURSE

INVESTMENT — \$4,500



### SHOW BAGS

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



### COLUMN WRAP

INVESTMENT — \$4,000



### ESCALATOR RAILING

INVESTMENT — \$5,000



### CONCOURSE WINDOW

INVESTMENT — \$3,000



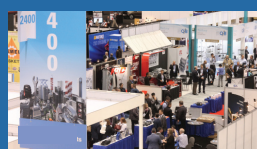
### SEMINAR BANNER

INVESTMENT — \$5,000



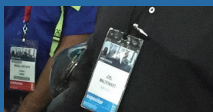
### AISSIGN

INVESTMENT — \$3,000



### BADGE LOGO

INVESTMENT — \$4,500



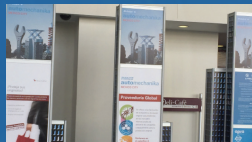
### RESTROOM SPONSOR

INVESTMENT — \$2,000



### BILLBOARD AD PANEL

INVESTMENT — \$2,000



### RECHARGE STATION

INVESTMENT — \$2,000



### MAP LOCATOR

INVESTMENT — \$2,000



### MODELS/GREETERS

INVESTMENT — \$1,000



### SPECIAL VEHICLE

INVESTMENT — \$500



### ID SIGN LOGO

INVESTMENT — \$500



### SHOW/SEMINAR PENS

INVESTMENT — \$1,500



### FLOOR ADS

INVESTMENT — \$1,000



### 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.

# INA PAACE Automechanika Mexico City

July 21 - 23, 2021, Centro Citibanamex, Mexico City, Mexico

CONTACT US TODAY!

LAURA.MORENO@MEXICO.MESSEFRANKFURT.COM

## 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 its affiliates via these medias

### PACKAGES

- ☐ Platinum Sponsorship Package \$15,000
- ☐ Gold Sponsorship Package \$ 8,000
- ☐ 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 \$ 800
- ☐ Special Vehicle Sponsorship \$ 500
- ☐ ID Sign Logo \$ 500

### DIRECTORY ADVERTISING

- ☐ Back Cover \$ 5,000
- ☐ Inside Cover - Front \$ 4,500
- ☐ Inside Cover - Back \$ 4,500
- ☐ Full Page Ad \$ 3,000
- ☐ 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 "2021 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: \_\_\_\_\_