



PAACE
automechanika
MEXICO CITY

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

HYBRID EDITION

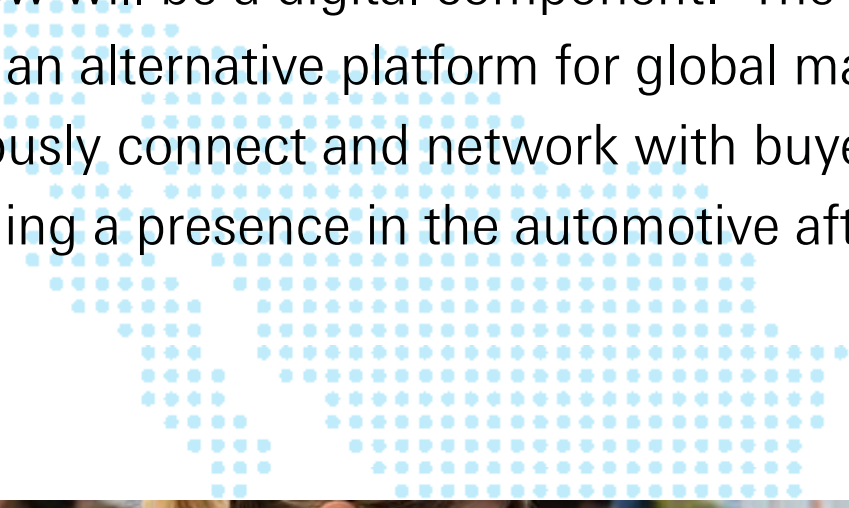
July 21 – 23, 2021
Centro Citibanamex, Mexico City



messe frankfurt

EXPERIENCE MORE

Held in Mexico City, INA PAACE Automechanika will host the 2021 edition in a hybrid format. Joining the traditional tradeshow will be a digital component. The online event will serve as an alternative platform for global manufacturers to continuously connect and network with buyers as well as maintaining a presence in the automotive aftermarket.



MORE OPTIONS

IN-PERSON FEATURES

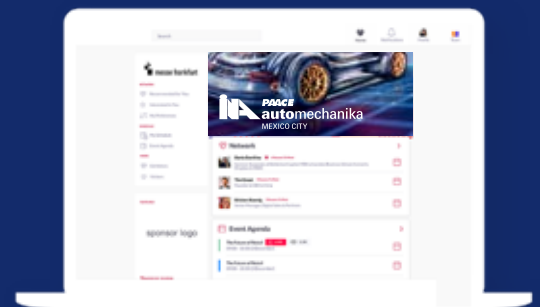
- ✓ FACE-TO-FACE MEETINGS
- ✓ CLEANING PROTOCOLS
- ✓ SOCIAL DISTANCING
- ✓ SAFETY PROCEDURES

- ✓ PRODUCT DEMONSTRATIONS
- ✓ LIVE TRAINING OPPORTUNITIES

VIRTUAL FEATURES

- ✓ MATCHMAKING
- ✓ CUSTOM EXHIBITOR PAGE
- ✓ 1:1 VIDEO CALLS
- ✓ CHAT FUNCTIONALITY

- ✓ MEETING + AGENDA SCHEDULING TOOL
- ✓ INTEGRATED LIVE STREAMING
- ✓ SEAMLESS USER EXPERIENCE



MORE CONNECTIONS

BENEFITS

- Extend brand presence and visibility in the market
- Garner more leads through a robust matchmaking program
- Contact and connect with previous and potential clients
- Showcase your products either on the show floor or on your customizable profile page

MATCHMAKING

- Networking engine that delivers smart recommendations
- A pre-planning tool enabling users to connect quickly and efficiently
- The chat functionality allows for matched visitors to reach out

PERSONALIZATION

- Company description
- List products offered
- Website / relevant links
- Embed promotional video
- Showcase product listings
- Link to product brochures
- Set up meetings
- Control meeting calendar

COMMUNICATION

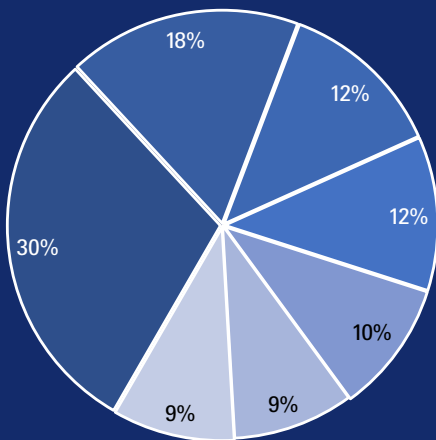
- Videos are seamlessly embedded in the platform. No need to download any extra software and works across both web and mobile.
- Chat functionality provides buyers and exhibitors to schedule meeting with each other based on exhibitor offerings meeting buyers' qualifications and specifications

MORE OPPORTUNITIES

PRODUCTS • SERVICES

PARTS & COMPONENTS

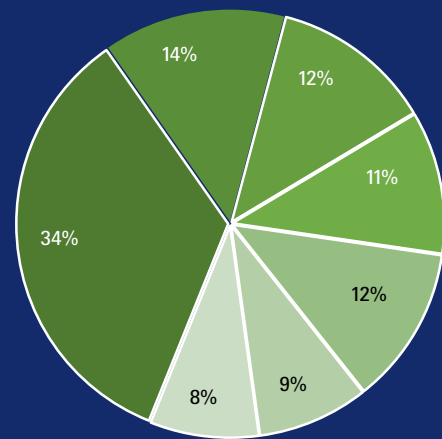
52% of buyers are looking for businesses with products in this category



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

DIAGNOSTICS & REPAIR

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

26% of attendees seek the latest technology in **ELECTRONICS & CONNECTIVITY**

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 & FUEL**

Other product categories to exhibit in:
TIRES & WHEELS
CAR WASH & CARE
BODY & PAINT
MOBILITY AS A SERVICE & AUTONOMOUS DRIVING

MORE REACH

VISITORS

37,000+
VISITS



TOP 5 VISITOR GROUPS

Distributors
Technicians
Shop Owners
Retailers
Wholesalers
Dealers



85%

MAKE PURCHASING DECISIONS*

21% DISTRIBUTORS

19% MECHANICS/TECHNICIANS

14% SERVICE REPAIR SHOPS

5% RETAILERS

4% WHOLESALERS



90%

VISITORS FROM LATIN AMERICA

CONTACT US TODAY!

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