



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

**July 13 - 15, 2022**

[www.INAPAACEAutomechanika.com](http://www.INAPAACEAutomechanika.com)

## A NEW WAY TO EXPAND YOUR REACH

Meeting the needs of the Mexican market's desire for training, INA PAACE Automechanika Mexico introduces the **DIGITAL RESOURCE CENTER**. A platform designed to keep you connected 365 days a year.

### THIS IS YOUR OPPORTUNITY TO:

- Align your brand with a well-respected industry event with an **extensive reach** into your target audience
- Garner more leads with **year-round promotion** through the INA PAACE Automechanika network
- Enhance your visibility and generate awareness on a platform with more than **85,000 website views**
- Educate, entertain, or promote your company to current and **potential customers**
- Receive **analytics** and data on your video viewings

**\$2,500** Non-exhibiting companies

**\$2,000** 2022 Exhibitors



messe frankfurt

## DIGITAL RESOURCE CENTER AGREEMENT

Complete, sign and return with required deposit to: PAACE Automechanika Mexico, LLC., 3200 Windy Hill Rd., Suite 500 West, Atlanta, Georgia 30339, USA  
Phone: +1.770.984.8016 • Fax: +1.770.984.8023 • E-Mail: PAMsales@usa.messefrankfurt.com

Company: \_\_\_\_\_  
(Please list company name exactly as you would like it to be listed on published material)

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province/State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax\*: \_\_\_\_\_ Website: \_\_\_\_\_

Email\*: \_\_\_\_\_

\*By providing your fax number and/or email address you are consenting to receive communications from Messe Frankfurt, Inc. and its affiliates via these media.

☐ DIGITAL RESOURCE CENTER TRAINING VIDEO - 2022 EXHIBITOR RATE US\$2,000/VIDEO # OF VIDEOS = US\$ \_\_\_\_\_

☐ DIGITAL RESOURCE CENTER TRAINING VIDEO - NON-EXHIBITOR RATE US\$2,500/VIDEO # OF VIDEOS = US\$ \_\_\_\_\_

**SUBTOTAL = US\$ \_\_\_\_\_**

**16% VAT = US\$ \_\_\_\_\_**

**TOTAL COST = US\$ \_\_\_\_\_**

### VIDEO SPECIFICATIONS / REQUIREMENTS

The aspect ratio for all videos should be 16:9.

The dimensions should be at least 1280 x 720.

☐ **Bank Wire**  
Contact us

☐ Check Enclosed, Make payable to: PAACE Automechanika Mexico LLC., 3200 Windy Hill Rd., Suite 500 West, Atlanta, GA 30339 USA  
\*Please write "2022 Digital Resource Center" and name of show on the check NOTE: Funds accepted in US dollars & by US bank only.

**TERMS:** No refunds. Please note that your videos will not be placed or promoted until your fee is paid in full. It is understood that you are responsible for providing Messe Frankfurt / INA PAACE Automechanika Mexico with all company logos, video, text and materials for use, 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: \_\_\_\_\_