



PAACE
automechanika
MEXICO

JULY 13 - 15, 2022

CENTRO CITIBANAMEX MEXICO CITY, MEXICO

2022

EXHIBITOR PROSPECTUS



messe frankfurt

MOVING FORWARD

We have spent the past few years waiting for the time when we could reconnect face-to-face.

THE TIME IS NOW.

While our virtual event kept us engaged, nothing will ever replace in-person, **LIVE** events. Manufacturers across the globe are eager to share their advancements and new technology developed during these unprecedented times. We are bringing inspiration, innovation and education through experiential events, business networking and product discovery. Read on to learn why **INA PAACE Automechanika Mexico** is the ultimate platform to engage and inform key decision makers from all across the industry.

WHO EXHIBITS

Leading equipment suppliers across all sectors of the automotive aftermarket industry will be on hand to showcase their innovations to help buyers more rapidly, efficiently, safely, and successfully sell, repair and maintain the broad range of vehicles in the market. INA PAACE Automechanika Mexico is a proven, high-quality investment that yields exceptional value. Get ready to build brand awareness, generate leads, expand market share, and increase profits.

WHY MEXICO

The show is strategically located in Mexico City, the business heart of the country, with one fourth of the population living within a radius of 150 km. The most important automotive companies based in Mexico, manufacturers, importers, wholesalers or retailers, have corporate offices in Mexico City. Being the city with the largest vehicle population in the country, thousands of repair shops, service stations and all kind of automotive-related establishments are found here.

RANKED 1
Largest vehicle producer
in Latin America

Mexico is the **6th**
largest manufacturer of
heavy-duty vehicles

18.7%
of Mexico's manufacturing
sector is automotive

5th
Largest auto part
producer in the world

“

Mexico is positioned as a gateway to a potential market of over one billion consumers and 60% of world's GDP.
*Promexico Trade and Investment

CONNECT WITH BUYERS FROM AROUND THE WORLD!

30,000 
visits from 31 countries


33 countries represented in
BUYER ATTENDANCE


22 countries represented in
EXHIBITOR PARTICIPATION


9 countries represented by
INDIVIDUAL PAVILIONS

Top Visitor Groups

21%	distributors	5%	retailers
19%	technicians	4%	wholesalers
14%	shop owners	4%	dealers

85%
decision makers
& influencers

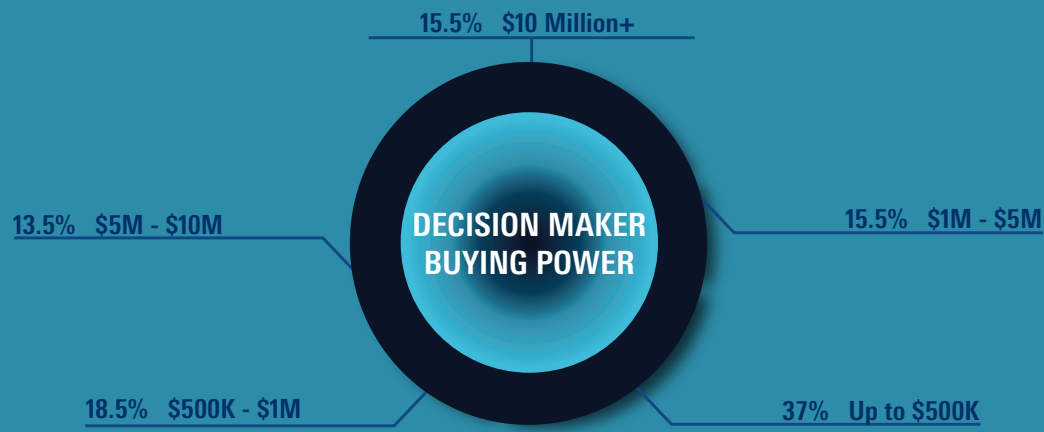
#1 most important
trade fair to attend

72%
heavy duty / commercial
fleet interest

“

Now through the Truck Competence program, we now have a platform that helps us reach both fleet managers and truck owners, as well as promote our quality parts and services in the aftermarket segment

EXPAND YOUR REACH



PRODUCT CATEGORIES

CREATIVE. CREDIBLE. CUTTING-EDGE.

AREAS OF INTEREST

- 52% PARTS & COMPONENTS**
- 48% DIAGNOSTICS & REPAIR**
- 26% ELECTRONICS & CONNECTIVITY**
- 12% ACCESSORIES & CUSTOMIZING**
- 15% DEALER & WORKSHOP MANAGEMENT**
- 10% ALTERNATIVE DRIVE SYSTEMS & FUELS**

Other product categories to exhibit in:

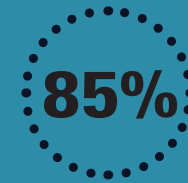
- TIRES & WHEELS**
- BODY & PAINT**
- CAR WASH, CARE & RECONDITIONING**



of visitors planning to return to the next event



of attendees are satisfied with the product range



of attendees are decision makers / influencers

OUR VISITORS





GET MORE BRAND EXPOSURE

The premier platform for reaching the entire automotive parts and service supply chain in Latin America.



ESTABLISH YOUR POSITION AS AN INDUSTRY LEADER

As a complement to the exhibit floor and a significant draw for attendees, our comprehensive educational program provides invaluable training. With more than 13,000 participants, Automechanika Academy creates a unique and effective platform to connect with the broad range of automotive industry professionals seeking insight on the latest technology, trends and best practices to become more efficient and increase revenue.

Take advantage of the opportunity to train the market on your newest technologies, techniques and solutions.

GET MORE EXPOSURE IN THE INNOVATION ZONE

Submit your latest products, equipment and innovations into the INNOVATION SPOTLIGHT. Submissions will be judged by a panel of experts and awards presented during the show for optimum media coverage.

WE ARE BRINGING THE BUYERS TO YOU

A targeted, integrated approach will reach key buyers and bring quality attendance including wholesalers, distributors, repair shops, mechanics and retailers. See what we're doing to bring the buyers you want to see.

250,000 – Promotional exposure across the global Automechanika network

800,000 – Distribution of the industries' top trade magazines carrying event advertisements

200,000 – Direct mail, E-mail and Social Media promotions to current contacts and those of our sponsors / supporters.

Numerous partner connections actively marketing to their extensive membership base.



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)

Messe Frankfurt Against Copying

Messe Frankfurt supports exhibitors in the fight against product piracy. Counterfeit products contribute to severe economic losses for many companies as well as consumers and subsequently can endanger motorists through their use of inferior products. To offer exhibitors support for their legal matters, Messe Frankfurt sets up an on-site service during the trade show. Attorneys will provide immediate assistance if required.

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

CONTACT US TODAY!

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