



**PAACE**  
**automechanika**  
MEXICO CITY

July 13 - 15, 2022

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

**ADVERTISING AND SPONSORSHIP OPPORTUNITIES**



**messe frankfurt**

# DIGITAL OPPORTUNITIES

**3.1 ONLINE BANNER** \$3,000  
1.140 X 380 Pixels

3:1

click

**4.1 ONLINE BANNER** \$2,500  
1.140 X 285 Pixels

4:1

click

**6.1 ONLINE BANNER** \$2,000  
1.140 X 190 Pixels

6:1

click

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)

## E-Blast \$1,000

Promote your company to our pre-registered attendee list. You provide the html graphics and we will send it on your behalf. Sponsor is responsible for providing artwork.

## Promoted Post \$1,000

Choose from text (140 characters), a photo (640 x 604 pixels in png format), a link, or any combination of the three.

## Push Notifications \$750

Promote your products, booth demos and more. These messages can be customized and sent at a specific time.

- Everyone who downloads the app will receive your message.
- Use the messaging system to relay news, product announcements, educational sessions, or link to your website.



## Social Shoutout \$500

- Gain exposure on all of our Social Media Sites with our Social Media Blasts.
- Sites include Facebook, Twitter, Instagram, and LinkedIn
- Reach an audience of over 10,000 online users



# DIGITAL DIRECTORY OPPORTUNITIES

**INSIDE FRONT COVER**  
\$5,000

**BACK COVER**  
\$5,000

**INSIDE BACK COVER**  
\$5,000

**FULL PAGE AD**  
\$3,000

**HALF PAGE AD**  
\$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.



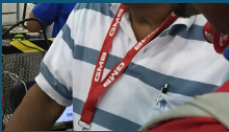
# ONSITE OPPORTUNITIES

Here is your chance to highlight your products and services to current and potential customers before and during the show - ultimately providing you with a platform to generate more leads. Start maximizing your exposure now!

## SHOW FLOOR & EVENT OPPORTUNITIES

### LANYARDS\*

(Excludes production)  
COST — \$5,000



### LOBBY PROMOTION

COST — \$4,500



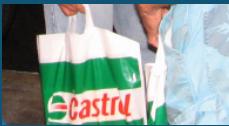
### SHOW & SEMINAR PENS

COST — \$1,500



### SHOW BAGS

(Excludes production)  
COST — \$5,000



### COLUMN WRAP

COST — \$4,000



### FLOOR ADS

COST — \$1,000



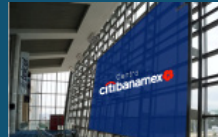
### LOGO ON ID SIGN

COST — \$500



### CONCOURSE WINDOW

COST — \$3,000



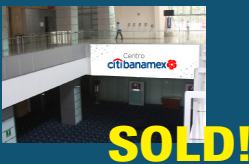
### MODELS

COST — \$1,000



### SEMINAR BANNER

COST — \$5,000



### AISLE SIGN

COST — \$3,000



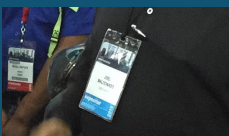
### SPECIAL VEHICLE

COST — \$500



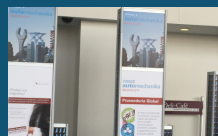
### LOGO ON BADGE

COST — \$4,500



### METER BOARD

COST — \$2,000



### ESCALATOR RAILINGS

COST — \$5,000



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## SPONSORSHIP AGREEMENT

**Please return this signed agreement with 100% payment to reserve your online sponsorship:**

INA PAACE Automechanika Mexico: 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 it's affiliates via these medias

### WEBSITE

- ☐ 3.1 Online Banner \$ 3,000
- ☐ 4.1 Online Banner \$ 2,500
- ☐ 6.1 Online Banner \$ 2,000

### SOCIAL

- ☐ Social Media Shoutout \$ 500

### MOBILE APP

- ☐ Promoted Post \$ 1,000
- ☐ Push Notifications \$ 750

### ELECTRONIC OPPORTUNITIES

- ☐ Electronic E-Blast \$ 1,000

### ONSITE OPPORTUNITIES

- ☐ Lanyards \$ 5,000
- ☐ Show Bags \$ 5,000
- ☐ Escalator Railings **SOLD!** ~~\$ 5,000~~
- ☐ Seminar Banner **SOLD!** ~~\$ 5,000~~
- ☐ Logo on Badge \$ 4,500
- ☐ Lobby Promotion **SOLD!** ~~\$ 4,500~~
- ☐ Column Wrap \$ 4,000

- ☐ Lobby Window \$ 3,000
- ☐ Aisle Sign \$ 3,000
- ☐ Meterboard \$ 2,000
- ☐ Show & Seminar Pens \$ 1,500
- ☐ Floor Ads \$ 1,000
- ☐ Models \$ 1,000
- ☐ Special Vehicle \$ 500
- ☐ Logo on ID Sign \$ 500

### DIRECTORY OPPORTUNITIES

- ☐ Inside Front / Back Cover / Inside Back \$ 5,000
- ☐ Full Page Ad \$ 3,000
- ☐ Half Page Ad \$ 2,000
- ☐ Bold Listing / Logo \$ 750

Subtotal \$ \_\_\_\_\_

**\*Prices in USD**

**Total Sponsorship Investment:** \$ \_\_\_\_\_

### Payment Information:

- ☐ **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 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: \_\_\_\_\_