



PAACE
automechanika
MEXICO CITY

July 12 - 14, 2023
Centro Citibanamex

**ADVERTISING AND
SPONSORSHIP
OPPORTUNITIES**



messe frankfurt

MAXIMIZING YOUR PRESENCE

WHY SPONSORSHIPS MAKE SENSE

According to a study conducted by the Center for Exhibition Industry Research, **SPONSORSHIPS CAN INCREASE BOOTH TRAFFIC BY 104%** — generating more traffic, more leads and more value for your marketing dollar. Optimize your exhibiting investment and increase your ROI by selecting from the multitude of options all designed to best support your brand!

THE INDUSTRIES WE SERVE

TOP PRODUCT GROUPS

Parts + Components
Electronics + Connectivity
Diagnostics + Repair
Accessories + Customizing
Dealers + Workshop Management

THE MARKETS WE REACH

TOP VISITOR GROUPS

Distributors
Service Repair Shops
Technicians
Retailers
Wholesalers

85%
of attendees are
TOP MANAGEMENT

“

This event has always offered us a great platform to showcase our products.

The quality of buyers is excellent.

We look forward to exhibiting each year.

80% of visitors indicate this is the **MOST IMPORTANT** industry event to attend

PRE-SHOW SPONSORSHIP OPPORTUNITIES

Online Web Banner (468x60)

Max. Filesize 25KB GIF/JPG/SWF

\$2,000 per banner

- 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

Electronic E-Blasts

\$1,000 per blast

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 and text.

Social Shoutout

\$500 per shoutout

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

- Sponsor is responsible for providing artwork/text.



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)
- Logo / Image resolution should be at least 300 dpi.
- Where possible, fonts should be converted to outlines or embedded in the file

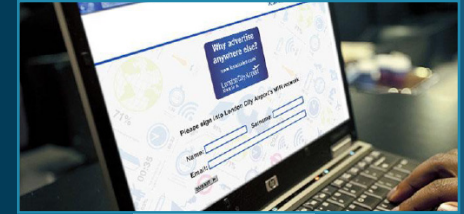
ONSITE SPONSORSHIP OPPORTUNITIES

Wi-Fi Sponsorship

\$25,000 (Exclusive)

See your company information displayed on the splash screen of the internet.

- Sponsor is responsible for providing artwork. Deadline to submit artwork is July 1, 2023



Mobile App Sponsor Banner Ad

\$1,500

Increase visibility of your brand by placing an banner ad within our app. When selected, banner opens to a full page; this page can contain videos, embedded websites, and plain text.

- Sponsor is responsible for providing artwork. Deadline to submit artwork is July 1, 2023



Mobile App Push Notification

\$1,000 per message

Your sponsored message can be customized and sent at a specific time during the show. Everyone who downloads the app will receive your message. Use this platform to relay news, booth activities, educational sessions, or simply link to your website.



Special Vehicle

\$ 500 per vehicle

Have your car displayed with your branding in a high traffic area on the show floor.

- Sponsor is responsible for providing vehicle and photos for pre-show promotion.
- Car must be approved by Show Management in advance.



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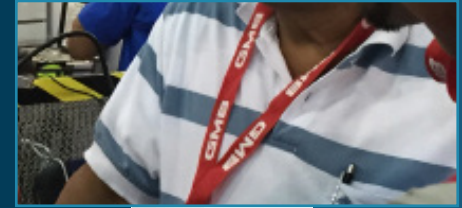
ONSITE SPONSORSHIP OPPORTUNITIES

Lanyards

\$5,000 (Exclusive)

Your company name/logo around the neck of every attendee. Show lanyards will be distributed at registration to each attendee with your compliments.

- Sponsor is responsible for production and shipping of 10,000 dual-clip lanyards
- Show Management must approve design in advance.



Floor Ads

\$2,000 per decal

Advertise your company name, logo and booth number on high traffic aisles.

- Sponsor is responsible for providing artwork.
- Production costs are included. Deadline to submit artwork is July 1, 2023.

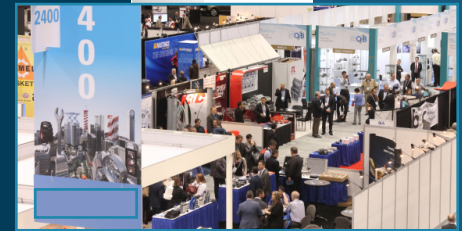


Aisle Sign (Limited Opportunities)

\$2,000 per sign

See your company name/logo/booth number displayed at the bottom of the aisle sign. Specific aisle may be requested.

- Sponsor is responsible for providing artwork.
- Production costs are included. Deadline to submit artwork is July 1, 2023.



Billboard Ad Panel

\$1,500

Your company advertisement brilliantly displayed on a (37"W x 90"H) panel.

- Sponsor is responsible for providing artwork.
- Production costs are included. Deadline to submit artwork is July 1, 2023.



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ONSITE SPONSORSHIP OPPORTUNITIES

Escalator Railings

\$5,000 (Limited Opportunities)

Your company artwork/name/logo on the escalators entering and leaving the show will not be missed.

- Sponsor is responsible for artwork. Deadline to submit artwork is July 1, 2023.



Internet Cafe

\$2,500 (Limited Opportunities)

Advertise your company name, logo and booth number in this area as attendees lounge and recharge.

- Sponsor is responsible for providing artwork and video to loop on screen.
- Production costs are included. Deadline to submit artwork is July 1, 2023.



Innovation Zone Video Loop Display **\$1,000** (Limited Opportunities)

See your product brand video looped on the screens in this high traffic area.

- Sponsor is responsible for providing the video.
- Production costs are included. Deadline to submit artwork is July 1, 2023.



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DIGITAL DIRECTORY OPPORTUNITIES

Reach your target market long after the show in the official show directory. A reference that buyers and exhibiting companies use throughout the year. Sponsor is responsible for providing artwork.

DEADLINE TO SUBMIT ARTWORK IS JULY 1, 2023.

Inside Front & Back Cover \$5,000

- Size: 21.5 cms x 14.25 cms; add a 2.5cm for a bleed, if necessary.

Full Page Ad \$3,500

- Size: 21.5 cms x 14.25 cms; add a 2.5cm for a bleed, if necessary.

Half Page Ad \$2,500

- Size: 10.75 cms x 14.25 cms; add a 2.5cm for a bleed, if necessary.

Logo / Bold Listing \$ 500

Stand out from the crowd and bring attention to your company listing.

- Sponsor is responsible for providing logo
- Submit logo in any of the following formats: .eps or .tif format, 300 dpi or higher

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Inside Covers / Full Page

21.5 cm

14.25 cm

1/2 Page Horizontal

10.75 cm

14.25 cm

25TH ANNIVERSARY SPONSORSHIP OPPORTUNITIES

MUSIC SPONSOR \$ 10,000

2 Opportunities

- 5 Opening Night Party tickets
- Speaking opportunity during band break
- Band promotion throughout performances
- Company logo on banners on/near/over stage
- 5 VIP Customer Tradeshow Floor Passes
- Acknowledgement in the Mobile App
- Logo on the official 25th Anniversary Celebration materials
- Inclusion in all press releases related to the Anniversary Celebration
- Automatic sponsorship of the daily Show Floor Happy Hour
- 1 full page ad in official show directory
- Company logo on the website

BEVERAGE SPONSOR \$ 10,000

4 Opportunities

****Open bar****

- 5 Opening Night Party tickets
- Option to create a signature drink
- Company logo on drink napkins
- 5 VIP Customer Tradeshow Floor Passes
- Acknowledgement in the Mobile App
- Logo on the official 25th Anniversary Celebration materials
- 1 full page ad in official show directory
- Company logo on the website
- Inclusion in all all press releases related to the Anniversary Celebration

FOOD SPONSOR \$ 7,500

8 Opportunities

****Passed Appetizers****

- 3 Opening Night Party tickets
- Company logo on food napkins
- 3 VIP Customer Tradeshow Floor Passes
- Company name or logo recognition on all party promotions
- Acknowledgement in the Mobile App
- Logo on the official 25th Anniversary Celebration materials
- 1 half page ad in official show directory
- Company logo on the website
- Inclusion in all all press releases related to the Anniversary Celebration

GENERAL SPONSOR \$ 5,000

12 Opportunities

- 2 Opening Night Party tickets
- Acknowledgement in the Mobile App
- Logo on the official 25th Anniversary Celebration materials
- 1 half page ad in official show directory
- Company logo on the website

INA PAACE AUTOMECHANIKA MEXICO 2023 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: _____ 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

***Prices in USD**

PRE-SHOW MARKETING OPPORTUNITIES

- ☐ Online Web Banner \$ 1,000
- ☐ Electronic E-Blast \$ 1,000
- ☐ Social Media Shoutout \$ 500

- ☐ Billboard Ad Panel \$ 1,500
- ☐ Escalator Railings \$ 5,000
- ☐ Internet Cafe \$ 2,500
- ☐ Innovation Zone Video Display \$ 1,000

25th ANNIVERSARY OPPORTUNITIES

- ☐ Music Sponsor \$ 10,000
- ☐ Beverage Sponsor \$ 10,000
- ☐ Food Sponsor \$ 7,500
- ☐ General Sponsor \$ 5,000

ONSITE MARKETING OPPORTUNITIES

- ☐ WiFi Sponsor \$ 25,000
- ☐ Mobile App Sponsor Banner \$ 1,500
- ☐ Mobile App Push Notifications \$ 1,000
- ☐ Special Vehicle \$ 500
- ☐ Lanyards \$ 5,000
- ☐ Floor Ads \$ 2,000
- ☐ Aisle Signs \$ 2,000

DIRECTORY OPPORTUNITIES

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

Subtotal \$ _____

+ 16% VAT

Total Sponsorship \$ _____

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 "2023 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: _____