



ADVERTISING AND SPONSORSHIP OPPORTUNITIES

Presented by:



Latin America's Premier Automotive Industry Event

Connect with Industry Leaders, Innovators, and Decision-Makers!

INA PAACE Automechanika Mexico is the most influential trade show and educational event for the automotive aftermarket industry in Latin America. Each year, it brings together leading manufacturers, distributors, retailers, service providers, and other key players in the automotive ecosystem. Join us on July 16-18, 2025, for another groundbreaking edition of this premier event! As the central hub for innovation, networking, and industry knowledge, INA PAACE Automechanika Mexico showcases the latest trends, technologies, and solutions shaping the automotive aftermarket in Mexico and beyond. The 2024 show set records for attendance, participation, and innovation—2025 is set to surpass it in every way!

Why Your Participation Matters

Our exhibitors and sponsors are vital to the success of INA PAACE Automechanika Mexico. By participating, you will showcase your brand to thousands of industry professionals actively seeking solutions, partnerships, and the next big opportunity in the automotive aftermarket. Engage with decision-makers in a dynamic and collaborative environment you don't want to miss!

Boost Your ROI with Sponsorship Opportunities!

Did you know? 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 maximize your ROI by choosing from a wide array of sponsorship options tailored to support your brand. Whether your goal is to enhance visibility, generate buzz, or foster meaningful connections, INA PAACE Automechanika Mexico has the perfect opportunity for you!

As a Sponsor/Exhibitor, You Will Receive:

- **Exhibit Space:** A dedicated area to connect with industry professionals and potential buyers.
- **Digital Promotion:** Inclusion on the event website and promotional platforms, driving visibility before, during, and after the show.
- **Industry Recognition:** Opportunities to align your brand with the premier automotive aftermarket event in Latin America.

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
- Buyers
- Procurement Teams

PRE-SHOW SPONSORSHIP OPPORTUNITIES



Online Web Banner

\$2,500 per banner

Max. Filesize 25KB GIF/JPG/SWF

- 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

Top of List on Floorplan

\$750

- Your company name/logo featured at the top of the exhibitor list on the official floorplan. Gain maximum visibility as attendees navigate the event with your brand listed first.

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 50,000 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 June 1, 2025

Escalator Railings

\$6,000 (Limited Opportunities)

Option C | Option D | Diezmo/Montejo

- Your company artwork/name/logo on the escalators entering and leaving the show will not be missed.
- Sponsor is responsible for providing artwork. Deadline to submit artwork is June 1, 2025

Lanyards

\$13,000 (Exclusive)

- Your company name/logo around the show will be distributed at registration to each attendee with your compliments.
- Sponsor is responsible for production of all lanyards.
- Show Management must approve design in advance.



Registration Pens

\$1,500 (Exclusive)

- Your company name/logo in the hands of every attendee! Registration pens will be distributed at the registration area for all attendees to use throughout the event and beyond.
- Sponsor is responsible for production and shipping.

ONSITE SPONSORSHIP OPPORTUNITIES



“You Are Here” Floorplans _____ **\$2,000 (Limited Opportunities)**

- Your company name/logo displayed prominently on all “You Are Here” floorplans throughout the venue. Guide attendees while keeping your brand front and center at key navigation points.

Half Wall Graphic (1 Meter) _____ **\$1,000 (Limited Opportunities)**

- Your company name/logo showcased on a 1-meter half wall graphic in a high-traffic special feature area. Gain premium visibility and align your brand with key event attractions.
- Sponsor is responsible for providing artwork. Deadline to submit artwork is June 1, 2025

Special Features Logo on Back Walls _____ **\$750 (Limited Opportunities)**

- Your company name/logo prominently displayed with bold listing on the back walls of special feature areas. Ensure your brand stands out in key zones visited by all attendees.
- Sponsor is responsible for providing artwork. Deadline to submit artwork is June 1, 2025

Happy Hour with Mechanics _____ **\$3,000 (Limited Opportunities)**

3 per day

- Your company name/logo featured as the sponsor of a networking event where mechanics and industry professionals connect over food, drinks, and conversations in an exclusive lounge setting.
- Sponsor is responsible for providing artwork. Deadline to submit artwork is June 1, 2025

ONSITE SPONSORSHIP OPPORTUNITIES



Flags _____ \$1,000 (Limited Opportunities)

- Your company logo displayed prominently on flags throughout the venue, ensuring high visibility and constant exposure to all attendees as they navigate the event.
- Sponsor is responsible for providing artwork. Deadline to submit artwork is June 1, 2025

Product Innovation Showcase _____ \$750 per product

(Onsite & Digital)

- Highlight your latest product innovations both onsite and digitally. Your company will be featured prominently, showcasing cutting-edge solutions to attendees and an extended online audience..
- Sponsor is responsible for providing artwork. Deadline to submit artwork is June 1, 2025

Product Innovation Showcase _____ \$500 per product

Digital Only

- Showcase your latest product innovations to a wide online audience. Your company will be featured digitally, ensuring maximum visibility and engagement beyond the event floor.
- Sponsor is responsible for providing artwork. Deadline to submit artwork is June 1, 2025

Special Vehicle _____ \$750 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.

ONSITE SPONSORSHIP OPPORTUNITIES



Mobile App Sponsor Banner Ad _____ \$2,000 per ad

- 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 June 1, 2025

Mobile App Push Notification _____ \$500 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.
- Sponsor is responsible for providing copy. Deadline to submit artwork is June 1, 2025

Promoted Post _____ \$750 per post

- Your company featured in a sponsored post on the event's social media channels, reaching a targeted audience and boosting your brand's visibility before, during, or after the event.

Shuttle Bus Sponsorship _____ \$5,500 (Limited Opportunity)

- Maximize your brand's visibility by featuring your logo and messaging at shuttle stops and on the shuttle buses running hourly between host hotels and the venue.
- Engage attendees directly by distributing your marketing materials to passengers on the shuttle.
- Enhance your online presence with a featured spot on the event's transportation page.
- Sponsor is responsible for production and shipping of marketing materials.
- Sponsor is responsible for providing artwork and marketing materials. Deadline to submit artwork is June 1, 2025.

DIGITAL & PRINT DIRECTORY SPONSORSHIP 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 JUNE 1, 2025.

Inside Front Cover _____ **\$5,800**

- Size: 13.5 cm x 20 cm; add a 2.5cm for a bleed, if necessary.

Inside Back Cover _____ **\$5,500**

- Size: 13.5 cm x 20 cm; add a 2.5cm for a bleed, if necessary.

Back Cover _____ **\$6,200**

- Size: 13.5 cm x 20 cm; add a 2.5cm for a bleed, if necessary.

Odd/Full Page Ad _____ **\$3,500**

- Size: 13.5 cm x 20 cm; add a 2.5cm for a bleed, if necessary.

QR Code _____ **\$750**

- Size: Please contact show manager.

DIGITAL DIRECTORY SPONSORSHIP 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 JUNE 1, 2025.

Logo + Bold Listing _____ **\$750**

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

QR Code and Logo + Bold Listing Bundle _____ **\$1000**

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

Print Only- Centerfold _____ **\$5,000**

- Size: Please contact show manager.

Print Only- Bookmark _____ **\$4,000**

- Size: Please contact show manager.

Print Only- Bellyband _____ **\$4,000**

- Size: Please contact show manager.

INA PAACE AUTOMECHANIKA MEXICO 2025 SPONSORSHIP AGREEMENT

Please return this signed agreement with 100% payment to reserve your 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

PRE-SHOW MARKETING OPPORTUNITIES

- | | | | |
|---|----------|--|----------|
| <input type="checkbox"/> Online Web Banner | \$ 2,500 | <input type="checkbox"/> Mobile App Push Notifications | \$ 500 |
| <input type="checkbox"/> Electronic E-Blast | \$ 1,000 | <input type="checkbox"/> Mobile App Sponsored Banner | \$ 2,000 |
| <input type="checkbox"/> Social Media Shoutout | \$ 750 | <input type="checkbox"/> Promoted Post | \$ 750 |
| <input type="checkbox"/> Top of List on Floorplan | \$ 750 | | |

ONSITE MARKETING OPPORTUNITIES

- | | | | |
|--|-----------|---|----------|
| <input type="checkbox"/> WiFi Sponsor | \$ 25,000 | <input type="checkbox"/> Special Features Logo on Back Walls | \$ 750 |
| <input type="checkbox"/> Escalator Railings | \$ 6,000 | | |
| <input type="checkbox"/> Lanyards | \$ 13,000 | <input type="checkbox"/> Happy Hour with Mechanics | \$3,000 |
| <input type="checkbox"/> Registration Pens | \$1,500 | <input type="checkbox"/> Flags | \$ 1,000 |
| <input type="checkbox"/> "You Are Here" Floorplan | \$2,000 | <input type="checkbox"/> Product Innovation Showcase (Onsite & Digital) | \$ 750 |
| <input type="checkbox"/> Half Wall Graphic (1 Meter) | \$1,000 | <input type="checkbox"/> Product Innovation Showcase Digital | \$ 500 |
| <input type="checkbox"/> Special Vehicle | \$ 750 | <input type="checkbox"/> Shuttle Bus Sponsorship | \$5,500 |

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 "2025 Sponsor" and name of show on the check *NOTE: Funds accepted in US dollars & by US bank only.*

DIRECTORY OPPORTUNITIES

- | | |
|---|----------|
| <input type="checkbox"/> Inside Front Cover | \$ 5,800 |
| <input type="checkbox"/> Back Cover | \$ 6,200 |
| <input type="checkbox"/> Inside Back Cover | \$ 5,500 |
| <input type="checkbox"/> Odd/Full Page Ad | \$ 3,500 |
| <input type="checkbox"/> QR Code | \$ 750 |
| <input type="checkbox"/> Logo + Bold Listing | \$ 750 |
| <input type="checkbox"/> QR Code and Logo + Bold Listing Bundle | \$1,000 |
| <input type="checkbox"/> Print Only- Centerfold | \$5,000 |
| <input type="checkbox"/> Print Only- Bookmark | \$4,000 |
| <input type="checkbox"/> Print Only- Bellyband | \$4,000 |

Subtotal \$ _____

+ 16% VAT

Total Sponsorship \$ _____

***Prices in USD**

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: _____