



**PAACE**  
**automechanika**  
MEXICO

July 10 - 12, 2024  
Centro Citibanamex  
Mexico City

# exhibitor prospectus

reserve  
your space



“

The most important automotive aftermarket event to attend in Latin America.

Dear Automotive Industry Innovator,

We are excited to invite you to be a part of the most anticipated event for the automotive aftermarket industry in Latin America — **INA PAACE Automechanika Mexico**.

**INA PAACE Automechanika Mexico** will headline this week with numerous industry events taking place alongside, including the CIIAM Congress, Ingeniería Rosa Workshop, and many other events to come.

The exhibition serves as a platform for forward-thinking companies to present their innovative products, equipment, technologies, and services that are reshaping the future of the industry.

**Let's get started!**



**86%**  
of visitors are  
decision makers  
& influencers



## who should exhibit

Join more than 500 manufacturers and suppliers across all sectors of the automotive aftermarket.

Each will be on-hand to showcase their solutions to help buyers more efficiently and successfully implement and utilize tools, equipment, products and services and achieve real results.



## country pavilions

china | korea | taiwan

turkey | german

brazil | united states

and more



## what to exhibit

With hundreds of key domestic and international suppliers and manufacturers, this show is the ultimate platform for highlighting your products and services. INAPACE Automechanika Mexico has a comprehensive product range grouped into the following categories

- Accessories & Customizing
- Body & Paint
- Car Wash, Care & Detailing
- Connectivity & Autonomous Driving
- Diagnostics & Repair
- Digital Solutions & Services
- Electrics & Electronics
- Oils, Lubricants & Fuels
- Parts & Components
- Tires & Wheels





## why exhibit

**unparalleled exposure:** Gain maximum visibility among industry leaders, decision-makers, and key stakeholders.

**networking opportunities:** Engage with a diverse range of industry professionals, including OEM representatives, service/repair shop owners, technicians, distributors, retailers, and enthusiasts.

**market intelligence:** Gain valuable insights into emerging trends and consumer preferences. Understand the evolving needs of your customers and adapt your strategies to stay ahead of the competition.



# 75%

of exhibitors are  
pleased with the  
**REACH OF VISITORS**

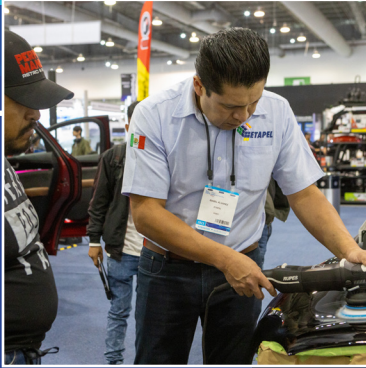
## where exhibiting matters — **mexico**

- Top automotive companies have plants/offices based in Mexico.
- Mexico City boasts the largest vehicle population in the country with thousands of service repair and collision shops.
- Mexican vehicle production is set to reach 4.94 million units by 2026
- Mexico's production lines are expected to produce over 220,000 electric vehicles, as much as 7% of the yearly production.



# expanded reach

## key focus areas



INA PAACE Automechanika Mexico will cover every segment of the industry comprising of 10 product groups from Parts, Diagnostics, Electronics, Accessories and more. In addition, 2024 will highlight specific areas:

**delivery competence and e-commerce:** Bring your products and services associated with last mile deliveries to this special feature area. E-commerce is expected to have a significant positive impact on the automotive aftermarket. This leads to the optimization of services and growth in the sales of automotive parts. Present your e-commerce platforms, digital marketing strategies, inventory management systems, and other solutions that cater to the evolving needs of the shops servicing today's vehicles.

**ev park:** Showcase your cutting-edge technologies, charging solutions, battery management systems, electric vehicle and other products designed specifically for these vehicles and the shops and technicians repairing them.

**collision intersection:** Ready to reach shops and technicians seeking products in the collision repair arena? Be sure to exhibit in this section to connect to your target market.

**tuning sector:** All new for 2024. Spotlight your tuning and accessories in this featured section of the show floor.

**diagnostic zone:** Limited opportunities to train on your scan tool on the show floor. Sign up early for guaranteed space and optimum promotion.

96%

of visitors planning to return to the next event

93%

of attendees are satisfied with the product range

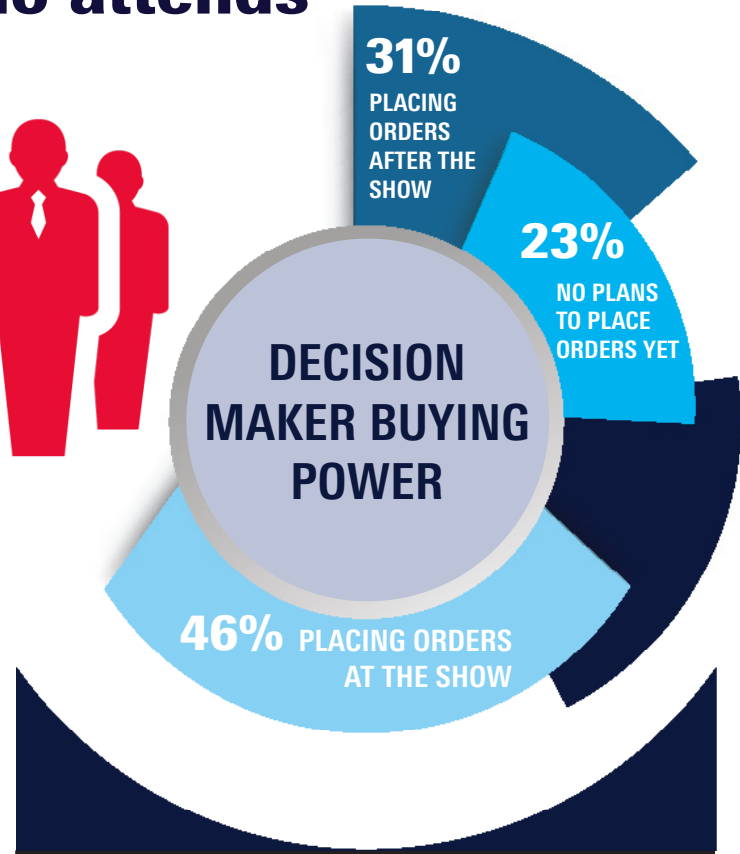
86%

of attendees are decision makers / influencers





## who attends



## more buyers in 2024

Look at how we plan to get them...

200,000 – Promote the Automechanika database

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

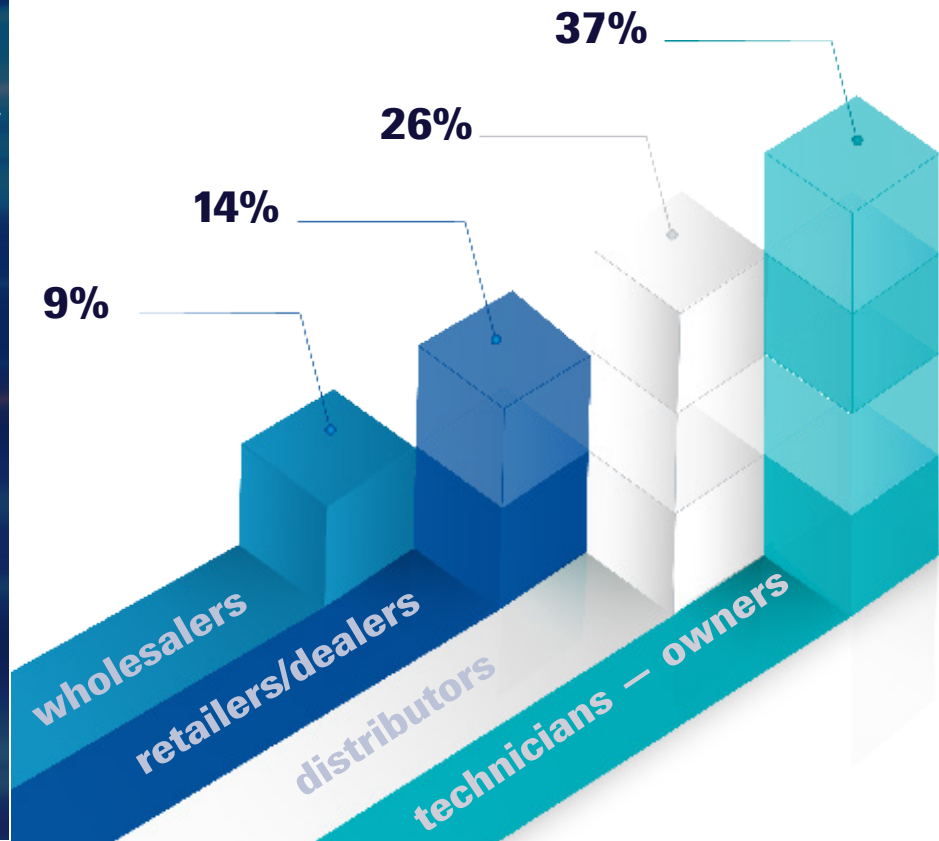
40,000 – Direct mail pieces sent to key buyers in the Automotive Aftermarket

60,000 – E-mail promotions distributed to contacts and those of our sponsors / supporters

50,000 – Partner & sponsor organizations actively marketing to their extensive membership base

**27,200<sup>+</sup>** visits from 39 countries

## top visitor groups



**92%**

of attendees reached their show objectives



# included with the booth

## booth package:

booth construction, company sign, carpet (show color), 1 table, 2 chairs, 1 electrical outlet (110v), lighting, personnel badges (3) per 9sqm., company listing on the website and mobile app

## package member rate:

US\$ 370 + 16% VAT per sqm  
(USD 3,330 + 16% VAT per 9sqm booth)

## package non-member rate:

US\$ 440 + 16% VAT per sqm  
(USD 3,960 + 16% VAT per 9sqm booth)

## raw space:

company listing on the website and mobile app, personnel badges (3) per 9sqm.

## raw space member rate:

US\$ 350 + 16% VAT per sqm  
(USD 12,600 + 16% VAT per 36sqm booth)

## raw space non-member rate:

US\$ 425 + 16% VAT per sqm  
(USD 15,300 + 16% VAT per 36sqm booth)

# 82%

of attendees rank  
this event as one of  
the **MOST IMPORTANT**  
shows to visit



Participating in one or more Automechanika events has its privileges. Contact us for more information.





**contact us  
today!**

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