

PAACE **automechanika** MEXICO

July 13 - 15, 2011 Centro Banamex Mexico City, Mexico

Sponsorship & Advertising Opportunities Brochure

**High Impact Programs
to Promote Your Company**

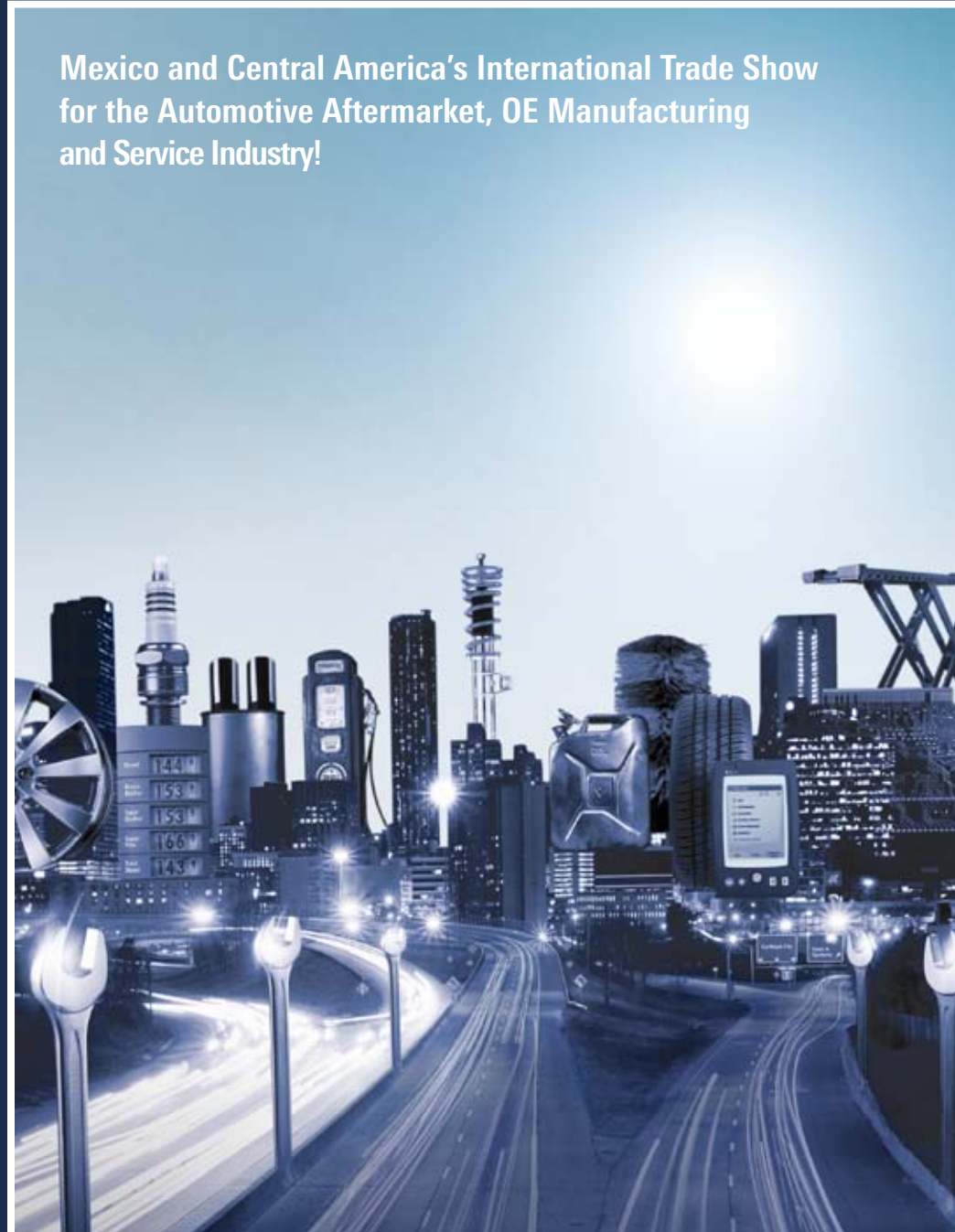
Designed to fit any budget, these **high-impact, high-visibility** programs allow you to reach and influence thousands of qualified buyers before, during and after the event.

Reserve your sponsorship now!



messe frankfurt

Mexico and Central America's International Trade Show
for the Automotive Aftermarket, OE Manufacturing
and Service Industry!





Strengthen Your Brand



OFFICIAL SHOW BAGS

Provide attendees with convenience & your company with high-visibility exposure. You will provide the pre-printed bags (we can help you get the best price through volume discounts) and we will distribute them at registration to each attendee with your compliments.

- Sponsor will provide 15,000 pre-printed bags with your company logo on one side & the PAACE Automechanika Mexico logo on the other.
- Sponsor is responsible for the delivery of the bags to the show.
- Show Management must approve design in advance.

Exclusive Opportunity!
US \$4,000

LANYARDS

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

- Sponsor is responsible for production and shipping of 20,000 **dual-clip** lanyards to the show.
- Show Management must approve design in advance.

Exclusive Opportunity!
US \$6,000

REGISTRATION COUNTER PENS

Provide convenience to attendees as they complete their registration forms, take notes in seminars & on the show floor. This sponsorship spans beyond the show when attendees carry your company's marketing message back to their office.

- Sponsor is responsible for production and delivery of the pens to the show.
- A minimum quantity of 5,000 pens.
- All proofs must be submitted to Show Management for approval.

Exclusive Opportunity!
US \$1,500



Your Banner Ad Here!



Your Company Name and/or Logo Here!

BANNER ADS ON THE PAACE AUTOMECHANIKA MEXICO WEBSITE

Place a direct link from our home page to yours. Reach attendees, prospects, current clients and more.

- Sponsor's banner ad will be posted through July 15, 2011.
- Sponsor is responsible for providing artwork.

Multiple Opportunities
US \$1,200 each - Full Banner (382 x 60 pixels)

US \$800 each - Half Banner (234 x 60 pixels)

FLOOR ADS

Advertise your company name, logo and booth number on high traffic aisles on the trade show floor.

- Sponsor is responsible for providing artwork.

Multiple Opportunities

Contact us for price, size and location options.



Maximize Your Exposure



BANNER SIGNAGE

Get their attention with your company name, logo, and/or booth number displayed at the show.

- Sponsor is responsible for providing artwork.
- Artwork must be approved by Show Management in advance.
- Production costs are included.

Multiple Opportunities
Contact us for price, size and location options.

AISLE SIGN SPONSOR ADS

See your company name and booth number displayed at the bottom of an aisle sign (2' x 4') in a prominent position on the show floor. Specific aisles may be requested.

- Sponsor is responsible for providing artwork.
- Production costs are included.

Multiple Sponsorships!
US \$1,000

BILLBOARD AD PANELS

Your company name, logo, booth number and advertisement brilliantly displayed on a one single-sided (37"W x 87"H) panel. A variety of key and high-visibility locations are available.

- Sponsor is responsible for providing artwork.
- Artwork must be approved by Show Management in advance.
- Production costs are included.

Multiple Sponsorships!
US \$950



TEQUILA TERRACE

Located on the show floor, the Tequila Terrace is a place attendees can relax, grab a drink and enjoy the show. A great sponsorship opportunity for a company looking for maximum show exposure and expand their presence on the floor.

- Sponsor logo will be included on all Tequila Terrace signage.
- Sponsor is responsible for providing artwork.
- Artwork must be approved by Show Management in advance.
- Sponsor is responsible for the distribution of tickets from their booth (1 ticket per visitor).
- Sponsor is responsible for beverage consumption costs.
- Sponsor will receive recognition in the Attendee Brochure, Show Directory and on the Show website.
- Sponsor may present product display in the area and have company reps on-hand to network in the area.

Exclusive Opportunity
US \$10,000



Show Directory Advertising



DIRECTORY ADVERTISING

Reach your target market long after the show in the official show directory. A reference that buyers and exhibiting companies use throughout the year.

- Advertiser is responsible for providing artwork.
- Artwork must be received by deadline of May 27, 2011.

Multiple Opportunities

OPPORTUNITIES / RATES

- Inside Cover - (Front or Back) US\$ 5,000
- Separator Page - US\$ 4,500
- Full Page - US\$ 4,000
- 1/2 Page - US\$ 2,400
- Company Logo - & Bold Listing US\$ 500

SPECS

Cover / Separator / Full Page - 5.61" x 8.46"
 1/2 Page (Horizontal) - 5.61" x 4.23"

*Add 0.157 for bleed

Please submit ad material in any of the following formats: Adobe pdf., Photoshop or Illustrator eps

Company Logo

Please submit logo material in any of the following formats: .eps or .tif format, 300 dpi or higher

**Inside Covers /
 Separator / Full Page**

**8.46"
 5.61"**

1/2 Page

**4.23"
 5.61"**

**COMPANY LOGO
 BOLD LISTING**

July 13 - 15, 2011 Centro Banamex Mexico City, Mexico

- o Official Show Bags US\$ 4,000
- o Lanyards US\$ 6,000
- o Registration Counter Pens US\$ 1,500
- o Web Banner Ads - Full Banner US\$ 1,200/ea Qty. _____ = \$ _____
- o Web Banner Ads - Half Banner US\$ 800/ea Qty. _____ = \$ _____
- o Floor Ads Customized pricing
- o Banner Signage Customized pricing
- o Aisle Signs Sponsor Ads US\$ 1,000/ea Qty. _____ = \$ _____
- o Billboard Ad Panels US\$ 950/ea Qty. _____ = \$ _____

SHOW DIRECTORY ADVERTISING

- o Inside Cover (Front or Back) US\$ 5,000
- o Separator Page US\$ 4,500
- o Full Page US\$ 4,000
- o 1/2 Page US\$ 2,400
- o Logo & Bold Listing US\$ 500

Subtotal US \$ _____
 + 16% V.A.T. \$ _____
TOTAL \$ _____

ALL PRICES ARE IN U.S. DOLLARS

Please return this signed agreement with a 50% deposit to reserve your sponsorship opportunity:
 PAACE Automechanika Mexico, LLC, 1600 Parkwood Circle, Suite 615, Atlanta, GA 30339, Phone: 866.984.8016, Fax: 770.984.8023.
Full balance due by May 14, 2011.

Company Name: _____ Contact: _____

Mailing Address: _____ City/Province/Postal Code: _____

Phone: _____ Fax: _____ E-Mail: _____

Payment Information: **Bank Wire**, contact Messe Frankfurt, Inc. for information **Check**, (US funds only, payable to PAACE Automechanika Mexico, LLC)

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, Inc. 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, Inc.

We agree to abide by the conditions outlined in the PAACE Automechanika Mexico 2011 Sponsorship and Opportunities Brochure.

Signature: _____ Date: _____



PAACE automechanika MEXICO

July 13 – 15, 2011
Centro Banamex, Mexico City, Mexico

New Product Showcase Program

Submit your company's new products to be displayed in the PAACE Automechanika Mexico New Product Showcase Program for ultimate show exposure!

Don't miss out on this additional exposure to the thousands of attendees at PAACE Automechanika Mexico!

FREE for your 1st Product Entry



We are pleased to offer the program benefits into one easy package and receive the following marketing opportunities:

Before the Show: New Product Preview

This online product booklet will be placed on the official show web site and viewed by pre-registered attendees before the show featuring your company's latest innovation. Each submission includes the product description, photo, company name. The New Product Preview will be available online by May 2011.

During the Show: New Product Showcase

Display your new product in our New Product Showcase special feature area on the show floor. This area is a draw for both exhibitors and attendees alike – use it to spotlight your new and innovative products. Each product will be displayed with a sign featuring your company, product name, description and booth number.

Copy this form for additional entries.

New Product Showcase Entry Form

Authorized Representative:		
Company Name:		Booth Number:
Address:		
City/State:		Country/Postal Code:
Phone:	Fax:	E-mail:

PRODUCT INFORMATION (Please complete product description in both English and Spanish)

Name of Product:	
Product Description: (No more than 30 words-In English)	Product Description: (No more than 30 words-In Spanish)
Product Dimensions/Weight: (You must complete this in order for us to accommodate your product on the show floor). Show Management reserves the right to refuse any product. Products may be denied space due to size constraints. If product is larger than what will fit in your contracted space, please contact us before completing the form at 770.984.8016, ext. 429.	
Length: _____ Height: _____ Width: _____ Weight: _____	

I am including a photo for use with my product description – Photo must be 300 dpi CMYK in a TIFF format with the width scaled to 2". Email: mary.guo@usa.messefrankfurt.com

ORDER & PAYMENT INFORMATION

1 ST Product <small>(product must be fit in your 2011 rented exhibit space)</small>	FREE!	US \$ _____ 0 _____
# of Additional Products: <small>(product must be fit in your 2011 rented exhibit space)</small>	US \$150 each =	US \$ _____
	Total New Product Showcase	US \$ _____
	+ 16% VAT =	US \$ _____
	Total Cost:	US \$ _____

Please Fax to 770.984.8023 or E-mail mary.guo@usa.messefrankfurt.com

New Product Showcase Rules for Entry

A. Eligibility & Cancellation Policies

1. Entries are limited to companies exhibiting at **PAACE Automechanika Mexico 2011**.
2. You may not include or provide a product line. The product sample must be in loose or in end-user packaging. Pre-fabricated displays will not be accepted. Display / merchandising systems will not be accepted.
3. Should an exhibitor cancel their exhibit space, their reservation in the New Product Showcase will also be cancelled.

B. Entry Dimensions

1. Dimensions of each entry are required on the New Product Showcase application form.

C. Application Forms

1. Participants in the New Product Showcase must complete, sign and submit an application form.
2. The 1st product entered is **FREE**. Each additional product may be admitted for US \$150.
2. A brief, meaningful description of the item must accompany the application (no more than 30 words). A digital photo of the product must also be submitted. (*Photo must be 300 dpi CMYK in a TIFF format with the width scaled to 2")

D. Fees

1. Your 1st product entered into the New Product Showcase is **FREE!** Each additional product will be accepted at a rate of US\$ 150.00 each.
2. Checks are acceptable forms of payment and should be made payable to Messe Frankfurt, Inc. at time of submission of the application form.

E. On-Site Check-In & Check-Out of Entries

1. Products must be delivered to the New Product Showcase on July 12, 2011 between the hours of 10:00 a.m. and 6:00 p.m. Show Management must approve any other delivery times in writing. No entries will be accepted on July 13, 2011.
2. For security purposes, the exhibiting firm's representative must present the following forms of identification on-site: Exhibitor badge and/or business card.
3. Entries must be picked up on July 15, 2011 between the hours of 9:00 p.m. and 10:00 p.m. All products not picked up by 10:01 p.m. will be discarded.

F. Entry Display

1. Included with each product entry is an identification sign indicating company name, booth number, product name and description. This information will be taken directly from the company's New Product Showcase application form.
2. Any labor costs associated with delivery, set-up and removal of a product are the responsibility of the exhibitor.
3. No additional literature or information is permitted with the product display.
4. Entries must be personally delivered to the New Product Showcase.

G. Security

1. Security may be employed by Show Management in the New Product Showcase - based on need. For additional security arrangements, please contact show management.
2. Messe Frankfurt, Inc. (PAACE Automechanika Mexico Show Management) does not assume any responsibility for losses by exhibitors due to theft, damage, etc.
3. Photography is not permitted.
4. Products may not be touched, handled or demonstrated by visitors to the New Product Showcase.