

PAACE **automechanika** MEXICO

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

Sponsorship & Advertising Opportunities Brochure

**High Impact Programs
to Promote Your Company**

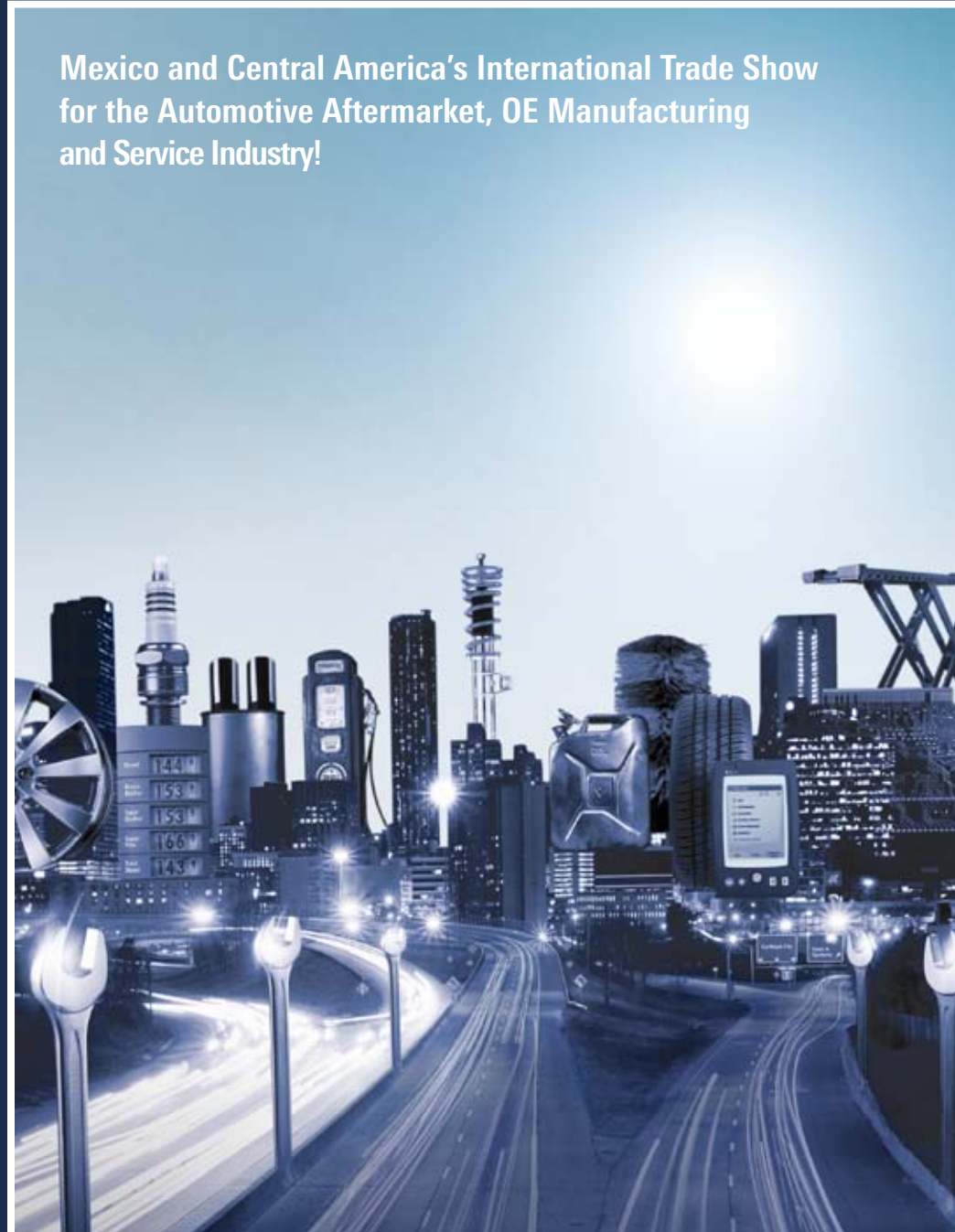
Designed to fit any budget, these **high-impact**, **high-visibility** programs allow you to reach and influence thousands of qualified buyers before, during and after the event.

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**

