

# PAACE automechanika MEXICO

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

## 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!**



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July 18 - 20, 2012  
Centro Banamex  
México City, México

[www.PAACEAutomechanika.mx](http://www.PAACEAutomechanika.mx)





# 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, 2012.
- 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)

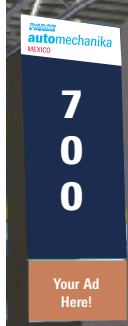
## FLOOR ADS

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



# 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 25, 2012.

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**

