

PAACE

automechanika

MEXICO CITY

Mexico's Leading International Trade Fair for the Automotive Industry
Targeting Trade Visitors from Latin and Central America

July 16 - 18, 2014

2014 Exhibitor Prospectus
Reserve Your Space Today!



messe frankfurt



Exhibit at PAACE Automechanika Mexico City 2014

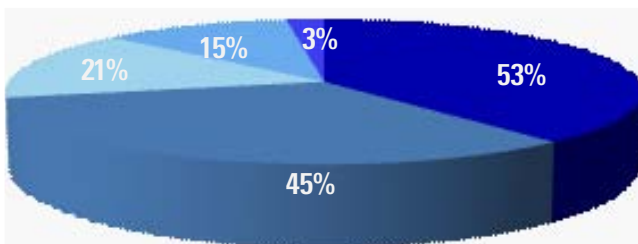
The Show. The Market. The Industry

PAACE Automechanika Mexico City offers the ultimate platform to establish and grow your presence in Mexico's emerging market. Offer hands-on training, present live demonstrations, showcase your latest products and services to an audience of more than 20,000!

- 81% of our attendees rank PAACE Automechanika Mexico City as one of the most important shows to visit.
- Reach key buyers such as Nissan, Volkswagen, Ford, California, Dupont, Chrysler and others.
- 97% of our attendees plan to attend the 2014 event.

- Nearly 90% of Mexican exports and 50% of its imports are traded with the U.S. and Canada.
- Mexico is the United States' second-largest export market and third-largest trading partner.
- Over 300 Tier 1 suppliers & more than 1,200 aftermarket companies supply the industry - 70% are of foreign origin.
- 40% of all auto parts used for production in Mexico are being imported.

Buyer Area of Interest



- Repair + Maintenance
- Parts + Systems
- Accessories + Tuning
- IT + Management
- Service Station + Car Wash

"This year we were able to meet buyers from all levels of the distribution chain, including visitors from Panama, Venezuela and the Dominican Republic, three of which will become new distributors before the end of the year."

Edgar Caballero, Aftermarket Sales, Remy Power Products



Relevant. Revolutionary. Respected.

Leading exhibiting companies

2013 Exhibitors

543 exhibitors from 23 countries

“This is the only show where we always find business opportunities. We know buyers come here to find out about products and pricing, compare between different options and make a purchase decision. Despite the increasing presence of competitors in the market, our company keeps doing good business at PAACE Automechanika Mexico City.”

Miguel Angel Elizondo, Managing Director, Elit Grupo Comercial

“We profit from participating in this show together with the international companies, since trade buyers have the chance to assess our products against the competition and make a decision based not only on price but also on service and warranty conditions.”

Francisco J. Bringas, Automotive Sales, Gates de Mexico

Buyer Country Participation

NORTH AMERICA

Canada, Costa Rica, Dominican Republic, Guatemala, Honduras, Mexico, Panama, Puerto Rico, USA,

SOUTH AMERICA

Argentina, Brazil, Bolivia, Colombia, Spain, Venezuela, Peru, Uruguay

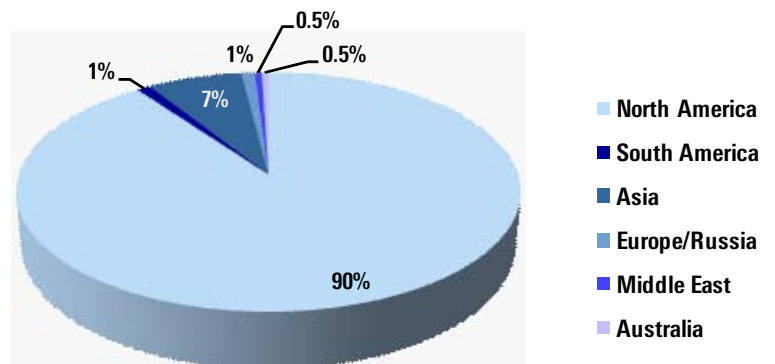
ASIA

China, Taiwan, Turkey, India Indonesia, Japan, Hong Kong, Thailand, Malaysia, United Arab Emirates

EUROPE / RUSSIA

Germany, United Kingdom, France, Greece, Italy, Poland, Russian Federation, Austria, Spain

AUSTRALIA



Professional. Practical. Progressive.

Industry buyers from across the globe. Matchmaking takes hold.

2013 Visitors

20,257 visits from 37 countries

“During the three days of the show, we were able to grow our buyer database by 1,500 records; according to this figure, we increased our attendance by 20%. We also perceive an improvement in the quality of visitors, which translate into bigger business perspectives, since we are meeting both domestic and foreign buyers, including OE purchase executives. We were able to close deals to place products from our brand Knadian in Central and South America.”

Mario Argüello, Managing Director, Blue Side

Whether you are looking to reach OEMs, wholesalers and distributors or retail chains and technicians, PAACE Automechanika Mexico City is the optimal choice. Connect with buyers like General Motors, Rocar, Isuzu, Fiat, Honda, Wal-mart, Autozone and more.

We introduced a new element to increase your ability to connect with the right buyers attending the show. Take advantage of our Matchmaking platform to set up one-on-one meetings with any of your preferred or potential customers. This service is free of charge and creates the ideal framework to launching new products, introducing new technology and more, face-to-face.

“We just met new suppliers and we already have plans to do business with some of them. This is a very important platform for everyone in the automotive aftermarket, the most important trade show in this industry.”

Angel Plaza, World Wide Autopartes



Commercial vehicles take center stage

Truck Competence brings new focus on heavy equipment parts and accessories. 62% of our attendees are interested in this area.



“Now through the Truck Competence program, PAACE Automechanika Mexico City is a platform that helps us reach both fleet managers and truck owners, as well as promote our quality parts and services in the aftermarket segment”

Reynaldo Rojas Cruz, Managing Director for Baldwin Filters

The increased focus on Truck Competence which is being implemented across the Automechanika exhibitions globally, has been met with a heightened level of excitement.

Expanding the extensive Automechanika brand profile, Truck Competence covers the entire value chain in the truck sector from truck parts and accessories, via workshop equipment to body repairs and care.



The Products

Creative. Credible. Cutting-edge.

Parts & Components

Representing the largest segment of PAACE Automechanika Mexico City is the Parts and Components. 45% of our exhibitors cater to this market. In turn, up to 65% of our buyers are looking for businesses that provide products in this specific area. With the introduction of Truck Competence into the event, more than 25% of these same buyers are interested in the commercial vehicle arena.

- **Powertrain** (engine, gearbox, exhaust)
- **Chassis** (axles, steering, brakes, wheels, shock absorbers)
- **Body** (metal parts, roof systems, mounted parts, windows, bumpers)
- **Standard parts** (fastening elements, thread and securing elements, sealing rings, roller bearings)
- **Interior** (cockpits, instruments, airbags, trims, seats, heating, air-conditioning, electrical adjusters, interior filters)
- **Infotainment** (radio, aerials, navigation, telematics, mobile phones, DVD)
- **Engine electronics** (battery, electronic control units, bus systems)
- **Vehicle lighting** (headlights, adaptive headlights, daylight running lights)
- **Driver assistance systems / Vehicle safety** (airbag modules, camera systems)
- **Alternative original equipment drive units** (hybrid, electric motors, natural gas, LPG)
- **Regenerated parts** (restored and renewed parts for cars and commercial vehicles)

“In this exhibition we find different suppliers of car parts, even from other countries, without the need of traveling long distances. We also come here to have presence, to do public relations and to meet colleagues of the industry. I strongly recommend this show because it is interesting and international, with a wide range of products.”

Amanda Hernández, Importadora WEP

Accessories and Tuning

The international trade platform for the sector and a subject that is sure to get visitors' excited: car accessories, special equipment, tuning, performance systems and design upgrades. 21% of our buyers are seeking products and information in this area. Tuning in particular is a product group that grows bigger with every show.

- **General accessories for motor vehicles** (rack systems, roof cases, carpets, covers, jacks)
- **Tuning, performance systems, design enhancement, customizing**, (sports exhaust systems, sports air filters, sports chassis, chip and engine tuning, spoilers, styling elements, transfers)
- **Special equipment and modifications** (trailer hitches, off-road and pickup accessories), alternative engine types (retrofit and conversion solutions)
- **Rims, wheels, tires**
- **Trailers for cars and small commercials**, (spare and accessory parts for trailers)
- **Vehicle and paint accessories** (plugs, cables, connectors, sound design)
- **Electric mobility: Vehicle and paint accessories** (plugs, cables, connectors, sound design)
- **Electric mobility: Batteries** (modifications, recycling)
- Industry institutions and publishers



The Products

Extensive. Essential. Exceptional.

Repair & Maintenance

With 53% of attendees expressing an interest in this area, repair and maintenance remains a crucial segment that always attracts a large amount of buyers for PAACE Automechanika Mexico City, from paint and bodyshop to workshop dealers.

- **Workshop equipment and tools:** Lifting gear, testing and measuring equipment, tire installation, work clothing
- **Body repairs:** Equipment and material
- **Paintwork and corrosion protection:** Systems, equipment, paint, corrosion protection, auxiliaries
- **Towing service, accident assistance, mobile services:** equipment, material/consumables
- **Waste disposal and recycling:** Systems, equipment
- **Dealership equipment:** Shopfitting/shop systems, Sales equipment, office and warehouse equipment, literature

Service Station and Car Wash

- **Filling stations:** Filling station planning and construction, filling station equipment, tank systems for alternative fuels
- **Washing & care:** Car wash halls and lines, washing equipment, equipment for vehicle care, cleaning products, valeting, accessories
- **Oil and lubricants:** Systems, equipment, lubricants, auxiliaries and consumables, recycling
- **E-Mobility:** Charging infrastructure and equipment



Electronics & Systems

“New product group”

The former product group ‘Parts & Systems’ has been split up into ‘Parts & Components’ and ‘Electronics & Systems’. In the latter, products will be included from the areas of engine electronics, vehicle lighting, wiring harnesses, interior and courtesy electronics, driver assistance systems and everything relating to vehicle security.

- **Engine electronics** (battery, control units, control systems for alternative drive units, bus systems)
- **Vehicle lighting** (headlights, adaptive headlights, daylight running lights)
- **Electrical system** (cables, wiring harnesses, sensors)
- **Driver assistance systems / Vehicle safety** (airbag modules, camera systems, Telematic systems, autonomous driving)
- **Comfort electronics** (automatic air-conditioning, seat heating and ventilation, electrical seat adjustment, keyless-go systems, control systems)

IT & Management

A driving force in the industry, as 15% of our buyers look to PAACE Automechanika Mexico for more ways to increase their business practices.

- **Dealership planning and construction:** Business consultants, certifications, environmental protection consultants
- **Finance, franchise concepts**
- **Claim management and claim control**
- **Dealer management systems:** Business organisation, IT, data management, customer loyalty schemes
- **Garage management:** Training, technical monitoring and certification
- **Dealership marketing:** External advertising, advertising media
- **Internet:** Service providers, vehicle exchanges
- **Industry institutions and publishers**

Informative. Inspirational. Innovative

Technical Seminar Program reaches new heights.



"I come to this show to learn more at the Seminars and get to know new products... The Seminar Program has always been great; we get important information for our development. I have always enjoyed this show; retailers and wholesalers can get in contact with their suppliers, while mechanics and specialty technicians receive training and updates."

Miguel Angel Medina, Servicio Medina

With more than 9,000 participants, the Technical Seminar Program creates a unique platform to connect with the broad range of automotive industry professionals seeking new ideas to grow their business.

From expert presentations to panel discussions, this is where both the owners and mechanics can access relevant training, technology and trends.

"We were also able to provide practical information during the Seminar Program to hundreds of mechanics interested in our latest innovations."

Edgar Caballero, Aftermarket Sales, Remy Power Products

Sponsorship & Advertising Opportunities

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

Reserve your spot now.

Opportunities are available on a first-come, first-served basis and deadlines are fast approaching.



LANYARD SPONSORSHIP

Gain show exposure with your company name & logo printed on the badge lanyards worn by every show participant, distributed at the registration.

- Sponsor is responsible for production of 10,000 dual-clip lanyards and the shipping of the lanyards to the show
- Show Management must approve design in advance

US \$5,000 (Rights Only)

Exclusive Opportunity!

ELECTRONIC PROMOTION (E-BLAST)

Promote your company to our pre-registered attendee list. You provide the html graphics and we will send it on your behalf.

US \$2000 per blast

Multiple Opportunities

WEB BANNER ADS

Place a direct link from our home page to yours. Reach attendees, prospects, current clients and more. **(234 x 60 pixels; 382 x 60)**

- Banner ad will be posted through July 31, 2014.
- Sponsor must provide artwork.

US \$1,200 (382 x 60 pixels)

US \$800 (234 x 60 pixels)

REGISTRATION COUNTER PENS

Provide a convenience to visitors as they register and take notes throughout the day in seminars & again on the show floor.

- Sponsor is responsible for production and delivery of the pens to the show
- Artwork must be approved by Show Management in advance

US \$1,000 (Rights Only)

Exclusive Opportunity!

BILLBOARD AD PANELS

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

- Sponsor must provide artwork
- Artwork must be approved by Show Management in advance

US \$1,000 per ad panel

Limited Opportunities!

aisle SIGNS

See your company logo displayed at the bottom of the sign in prominent positions. Specific aisles may be requested. (2'H x 4'W). Production costs are included.

- Sponsor must provide artwork
- Artwork must be approved by Show Management in advance

US \$1,000 each

Multiple Opportunities

NEW PRODUCT SHOWCASE

Participants will be included in various pre-show promotions and press releases.

- Sponsor must provide product to be displayed
- Product must meet guidelines provided by Show Management in advance

US \$100

Multiple Opportunities

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 24, 2014.

- **US \$5,000**
- **US \$4,500**
- **US \$4,000**
- **US \$2,400**
- **US \$ 500**

Inside Cover (Front or Back)
Separator Page
Full Page
1/2 Page
Company Logo & Bold Listing

Contact Us! Ryan Loomis, Sales Associate ● 770.984.8016, ext. 402 ● Ryan.Loomis@USA.MesseFrankfurt.com

The Benefits

Extensive Marketing Campaign

A targeted promotional program will include a focused advertising campaign with several automotive aftermarket publications.

In addition, PAACE Automechanika Mexico City will deliver electronic and direct mail campaigns. This integrated approach will reach key buyers and bring high quality attendance to the show including thousands of wholesales & distributors, repair shops, mechanics and retailers in this billion dollar industry. **Take a look at what we're doing to bring the buyers you want to see.**

200,000 – Promotional exposure to the Automechanika database.

800,000 – Distribution of the industries' top trade magazines carrying PAACE Automechanika Mexico City advertisements.

33,000 – Direct mail pieces to key buyers in the Automotive Aftermarket

50,000 – E-mail promotions distributed to current contacts and those of our sponsors / supporters.

50,000 – Partner & sponsor organizations of PAACE Automechanika Mexico City actively marketing to their extensive membership base.

Official Show Website

Join industry leaders with a listing on the show web site including a link directly to your company's web page.

New Product Showcase

More than 50% of all attendees consider seeing new products one of their top priorities for attending a show. Meet and exceed your business objectives by introducing your product to key buyers & create a buzz from both attendees and press alike.

Media Coverage

Support will be solicited through press conferences, face-to-face meetings along with a strategic advertising plan.

High Profile Sponsorships

Increase your visibility and take advantage of the various sponsorship programs created for a wide range of budgets.

The Education

As a compliment to the exhibit presentation and a significant draw for attendees who want to maximize their trade show experience, the seminar program will provide invaluable training & education covering the latest technology and trends affecting the industry. Our comprehensive seminar program caters to those industry professionals seeking practical information on the latest technology and trends.

Messe Frankfurt Against Copying

Messe Frankfurt supports exhibitors in the fight against product piracy. Counterfeit products contribute to severe economic losses for many companies as well as consumers and subsequently can endanger motorists through their use of inferior products. To offer exhibitors support for their legal matters, Messe Frankfurt sets up an on-site service during the trade show. Attorneys will provide immediate assistance if required.



Mexico

The show is strategically located in Mexico City, the business heart of the country, with one fourth of the population living within a radius of 150 km. The most important automotive companies based in Mexico, manufacturers, importers, wholesalers or retailers, have corporate offices in Mexico City. Being the city with the largest vehicle population in the country, thousands of repair shops, service stations and all kind of automotive-related establishments are found here.



The Facts

EARLY BIRD RATE
Sign up before November 1 and save 5%

Event Dates: July 16 - 18, 2014

Event Hours: Wednesday, July 16 1:00 pm – 8:00 pm
Thursday, July 17 1:00 pm – 8:00 pm
Friday, July 18 1:00 pm – 8:00 pm

Location: Centro Banamex, Mexico City, Mexico

Exhibitors: 543 exhibitors (2013)

Attendees: 20,257 Visits (2013)
Mechanics, Retailers, Wholesalers, Distributors,
Service Shops, Collision Repair, OEMs

Product Groups: Parts and Components Repair and Maintenance
Accessories and Tuning IT and Management
Electronics and Systems
Service Station and Car Wash

Seminars: Focus on technology, trends & business practices

Admission: Trade Attendees / Buyers Only

Organizer: Messe Frankfurt, Inc.
1600 Parkwood Circle, Ste. 615
Atlanta, Georgia 30339

Participation Fee:

Package Member Rate: US\$ 320 + 16% VAT per sqm (USD 2,880 + 16% VAT per 9 sqm booth)

* must be a current dues-paying member of a sponsoring association

Package Non-Member Rate:

US\$ 380 + 16% VAT per sqm (USD 3,420 + 16% VAT per 9 sqm booth)

Raw Space Member Rate:

US\$ 300 + 16% VAT per sqm (USD 10,800 + 16% VAT per 36 sqm booth)

* must be a current dues-paying member of a sponsoring association

Raw Space Non-Member Rate:

US\$ 365 + 16% VAT per sqm (USD 13,140 + 16% VAT per 36 sqm booth)

Booth Package: Includes booth construction, company signage, carpet (show color), table, 2 chairs, 1 electrical outlet, lighting, exhibitor manual, booth personnel badges (3), company listing in the official show directory and on show web site.

Raw Space: Includes company listing in the official show directory and on the show web site, (3) badges for staff and booth personnel per 9 sqm and an exhibitor manual.

Tel.: +1 678.732.2402 Fax: +1 770.984.8023

E-mail: PAMsales@USA.MesseFrankfurt.com

Website: www.PAACEAutomechanika.com

Added Value Automechanika Worldwide

Shanghai
December 10 - 13, 2013

Istanbul
April 10 - 13, 2014

Buenos Aires
November 12 - 15, 2014

St. Petersburg
April 2014

Frankfurt am Main
September 16 - 20, 2014

Endorsers



Deutsch-Mexikanische
Industrie- und Handelskammer
Cámara Mexicano-Alemana
de Comercio e Industria | CAMEXA



Contact Us Today!

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