



**PAACE**  
**automechanika**  
 MEXICO

Mexico's leading international trade fair for the automotive service industry targeting trade visitors from Latin and Central America

# HYBRID EDITION

December 1 - 3  
 San Luis Potosí | **2021**



**WE'RE EXTENDING OUR REACH!** With a move to San Luis Potosí, INA PAACE Automechanika will host the 2021 edition in a hybrid format. Joining the traditional tradeshow will be a digital matchmaking component. The online event will serve as an alternative platform for global manufacturers to continuously connect and network with buyers as well as maintain a presence in the automotive aftermarket.

- Mexico is the **3RD LARGEST** trading partner to the USA
- **LARGEST** export market for the United States is Mexico
- Mexico remains the **WORLD'S 6TH LARGEST** vehicle producer
- Over **300 TIER 1 SUPPLIERS** & more than **1,200 AFTERMARKET COMPANIES** supply the Mexican industry - 70% are of foreign origin

- San Luis Potosí's key growth sector is the **AUTOMOTIVE INDUSTRY**, which represents around **25.7%** of the state's GDP
- An automotive hub - home to **GENERAL MOTORS AND BMW** plants
- Nearly **35% OF THE 2500 AUTOMOTIVE PROVIDERS** in Mexico are based within 300 km of San Luis Potosí's capital
- San Luis Potosí's automotive industry represents **ONE OF THE FIVE FASTEST GROWING ECONOMIES** in Mexico

- Mexico exported vehicles worth US\$40.5 million in 2020, remaining the **FOURTH LARGEST EXPORTER** in the world
- The **AUTOMOTIVE INDUSTRY** now accounts for **4% OF GDP / 25%** of it is **MEXICAN MANUFACTURING** activity
- 70% of **TIER 1 SUPPLIERS** & **AFTERMARKET COMPANIES** are of foreign origin

**EXPERIENCE  
MORE**



**CONSISTENTLY RANKED ONE OF THE MOST IMPORTANT SHOWS FOR THE AUTOMOTIVE INDUSTRY.**

## **EXHIBIT IN-PERSON**

- ✓ FACE-TO-FACE MEETINGS
- ✓ REAL TIME FEEDBACK ON PRODUCTS
- ✓ EQUIPMENT DEMONSTRATIONS
- ✓ LIVE TRAINING OPPORTUNITIES

**85%** OF OUR ATTENDEES ARE  
TOP MANAGEMENT

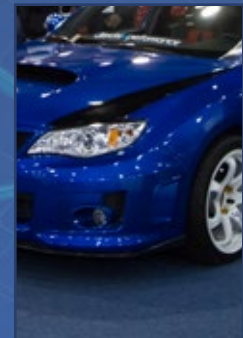
**93%** OF OUR ATTENDEES APPRECIATE THE  
DIVERSE RANGE OF PRODUCTS

## **ATTENDEE INTEREST**

- 79%** ELECTRONICS & CONNECTIVITY
- 67%** PARTS & COMPONENTS
- 58%** DIAGNOSTICS & REPAIR
- 55%** ACCESSORIES & CUSTOMIZING
- 49%** DEALER & WORKSHOP MANAGEMENT
- 49%** ALTERNATIVE DRIVE SYSTEMS & FUEL
- 45%** TIRES & WHEELS
- 46%** CAR WASH & CARE

NEW product categories to exhibit in:  
BODY & PAINT  
MOBILITY AS A SERVICE &  
AUTONOMOUS DRIVING

Multiple answers allowed



**MORE  
OPTIONS**

# EXHIBIT DIGITALLY

MATCHMAKING

MEETING + AGENDA SCHEDULING TOOL

1:1 VIDEO CALLS

INTEGRATED LIVE STREAMING

CHAT FUNCTIONALITY

- Extend brand presence and visibility in the market
- Garner more leads through a robust matchmaking program
- Contact and connect with previous and potential clients
- Showcase your products either on the show floor or on your customizable profile page

## MATCHMAKING

- Networking engine that delivers smart recommendations
- A pre-planning tool enabling users to connect quickly and efficiently
- The chat functionality allows for matched visitors to reach out

## PERSONALIZATION

- Company description
- List products offered
- Website / relevant links
- Embed promo video
- Product listings
- Link to brochures
- Set up meetings
- Control meeting calendar

## COMMUNICATION

- Videos are seamlessly embedded in the platform. No need to download any extra software and works across both web and mobile.
- Chat functionality allows for scheduling meetings other based on exhibitor offerings meeting buyers'



# MORE CONNECTIONS



# EXHIBITING HAS ITS BENEFITS

INA PAACE Automechanika Mexico exhibitors are entitled to several show benefits at no additional charge.

**FREE** VIP passes.  
Invite your special customers to visit

**FREE** company listing on the official show website with a link to your home page

**FREE** listing and company description in the official print and online show directory

## ACCESS:

- Online appointment schedules set by buyers
- Comprehensive marketing toolkit to target and attract potential customers
- Media and PR support
- Comprehensive guides and videos
- High-quality education program

## MORE BUYERS IN 2021!

Look at how we plan to get them...

**200,000** – Promotional exposure to the Automechanika database

**800,000** – Publicity in the industries' top trade magazines and online advertisements

**30,000** – Direct mail pieces sent to key buyers in the Automotive Aftermarket

**90,000** – E-mail promotions to current and purchased lists

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

**Unlimited reach through geotargeting and across social platforms**

**37,000+**  
VISITS



## TOP 5 VISITOR GROUPS

DISTRIBUTORS  
TECHNICIANS  
SHOP OWNERS  
RETAILERS  
WHOLESALEERS  
DEALERS



**85%**  
MAKE PURCHASING  
DECISIONS\*



**90%**  
VISITORS FROM  
LATIN AMERICA

**MORE  
OPPORTUNITIES**

# BOOK YOUR SPACE

## IN-PERSON

Package Member Rate  
US\$ 336 + 16% VAT per sqm  
(USD 3,024 + 16% VAT per 9 sqm booth)

Package Non-Member Rate:  
US\$ 399 + 16% VAT per sqm  
(USD 3,591 + 16% VAT per 9 sqm booth)

Raw Space Member Rate:  
US\$ 315 + 16% VAT per sqm  
(USD 11,340 + 16% VAT per 36 sqm booth)

Raw Space Non-Member Rate:  
US\$ 383 + 16% VAT per sqm  
(USD 13,788 + 16% VAT per 36 sqm booth)

## WHAT DOES MY BOOTH INCLUDE:

**BOOTH PACKAGE:** booth construction, company signage, carpet (show color), table, 2 chairs, 1 electrical outlet, lighting, exhibitor manual, personnel badges (3) per 9sqm, company listing in the show directory and show web site.

**RAW SPACE:** company listing in the show directory and the show web site, (3) badges for personnel per 9 sqm and an exhibitor manual.

## DIGITALLY

Includes full access to virtual platform, on-boarding and set-up support, extended access after the physical show dates, multiple product listing opportunities, directory inclusion (physical and digital)

Member Rate: US\$1,500 + 16% VAT  
Non-Member Rate: US\$1,750 + 16% VAT

INA PAACE Automechanika is offering limited opportunities to be included and promoted in AUTOMECHANIKA ACADEMY and the INNOVATION SHOWCASE.

- Live education training session onsite
- Education training session (Pre-Recorded) on the Digital Platform

\$500 - \$750 each

- Product Demo video on the Innovation Showcase Digital Platform:

Up to five (5) minutes

\$500 (One per company):

## CONTACT US TODAY!

[www.INAPAACEAutomechanika.com](http://www.INAPAACEAutomechanika.com)

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# MORE REACH