

# automechanika

## HO CHI MINH CITY

越南 (胡志明市) 国际汽车零配件及售后服务展览会  
Vietnam's leading regional trade fair for the automotive service industry targeting trade visitors from Vietnam

# 20 – 22.8.2020

越南 • 胡志明市 • 西贡国际会议展览中心 (SECC)  
Saigon Exhibition and Convention Center (SECC)  
Ho Chi Minh City, Vietnam

[www.automechanika-hcmc.com](http://www.automechanika-hcmc.com)

## Sponsorship Marketing Opportunities



messe frankfurt



## (A) Sponsorship marketing options

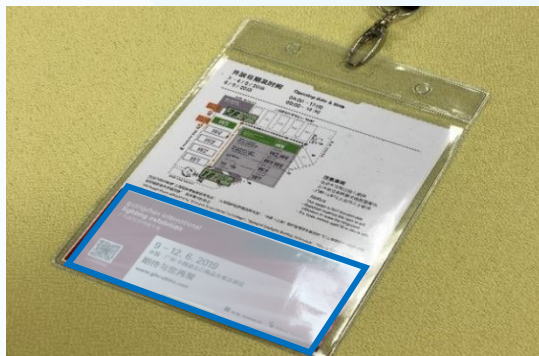
### A01 Visitor admission badge (New)

Visitor admission badge is the official access pass to enter the exhibition hall. It can reach potential buyers directly.

- The sponsor's logo (single unit) and / or advertisement will appear on the back of the badge
- The design must be approved by the organisers in advance
- Price includes production fee

Badge size: 120mm (H) x 95mm (W)  
Quantity: Exclusive sponsor  
Price: USD 3,000

Application deadline: 25 May 2020



### A03 VIP Lounge

The exclusive area arranged for VIPs during the show.

- The sponsor's brochures / flyers to be placed in the area
- An advertising board with sponsor's advertisement will be placed in the area
- The design must be approved by the organisers in advance
- Each sponsor will entitle four lounge coupons to access the area

Quantity: Joint sponsors, max 3 no.  
Price: USD 2,000 / sponsor

Application deadline: 16 July 2020



### A04 Press centre

The exclusive area arranged for journalists during the show.

- The sponsor's brochures / flyers to be placed in the area
- An advertising board with sponsor's advertisement will be placed in the area
- The design must be approved by the organisers in advance

Quantity: Joint sponsors, max 3 no.  
Price: USD 2,000 / sponsor

Application deadline: 16 July 2020



### A05 Fringe programme

A series of innovative & practical-based workshops and/or seminars will be held during the show, with aims to offer information exchange and learning opportunity for industry players.

- The sponsor to be thanked by the Master of Ceremony and / or the organisers in the welcoming remark
- The sponsor's name and / or logo to be displayed on relevant onsite signage and materials
- The sponsor's brochures / flyers will be placed on the reception desk
- The organisers reserve the right to assign sponsor to appointed single fringe programme

Quantity: Joint sponsors  
Price: USD 2,000 / sponsor

Application deadline: 16 July 2020



## (A) Sponsorship marketing options

### A06 Show bag

Show bags will be distributed at the registration halls, which will help to increase your company's onsite exposure even outside the fairground.

- Sponsor's logo (single unit) and / or advertisement will appear on one side of the show bag
- The design must be approved by the organisers in advance
- Price includes production fee

Quantity: Exclusive sponsor  
Price: USD 3,500

Application deadline: 3 July 2020



### A07 Sponsor's logo on exhibition floor plan

Sponsor's logo will appear on the floor plan and visitor guide.

- The sponsor's logo (single unit) will appear on the floor plan billboard located at the entrance of the exhibition hall
- The floor plan will also be shown in the visitor guide which will be available for all visitors
- Price includes production fee

Quantity: Joint sponsors, max 5 no.  
Price: USD 1,000 / sponsor

Application deadline: 16 July 2020



### A08 Souvenir (New)

Sponsored advertisements or logos will be printed on the souvenirs together with show logo and distributed to the visitors. There are wide range of souvenirs, sponsors are welcome to specify the type and quantity of the souvenirs.

- Sponsors should submit materials and information according to the souvenir specifications
- The design must be approved by the organisers in advance
- Price includes production fee

Quantity: Joint sponsors  
Price: On request

Application deadline: 3 July 2020



### A09 Onsite distribution service (New)

Distribution of sponsor's material or souvenir.

- Materials and / or souvenir provided by sponsor
- A backdrop with sponsor's advertisement will be placed at the distribution location
- Materials and advertisement design must be approved by the organisers in advance
- Exact location will be decided by organisers
- Price includes backdrop and staff

Quantity: Joint sponsors  
Price: On request

Application deadline: 16 July 2020



## (B) Publications

### B03 Official fair catalogue

Official fair catalogue will be available for sale during show period for visitors' reference. It is an efficient channel for exhibitors to promote brands and products to the target groups.

- The design must be approved by the organisers in advance
- The price includes production fee

Publication trim size: 205mm (H) x 130mm (W)



	Items	Price (USD)
(a)	First page - opposite to inside front cover (full page, 4-colour)	1,500
(b)	Inside front cover ad (full page, 4-colour)	1,800
(c)	Inside back cover ad (full page, 4-colour)	1,600
(d)	Opposite inside back cover ad (full page, 4-colour)	1,300
(e)	Run-of-page (full page, 4-colour)	1,000
(f)	Logo or trademark beside catalogue entry (black and white)	300

Application deadline: 5 June 2020

### B04 Visitor guide

Visitor guide will be distributed to all visitors at registration counters and information counters. It is the most handy tool for onsite reference of visitors.

- Visitor guide (folded) advertisement
- The design must be approved by the organisers in advance
- Price includes production fee

Publication trim size: 260mm (H) x 180mm (W)

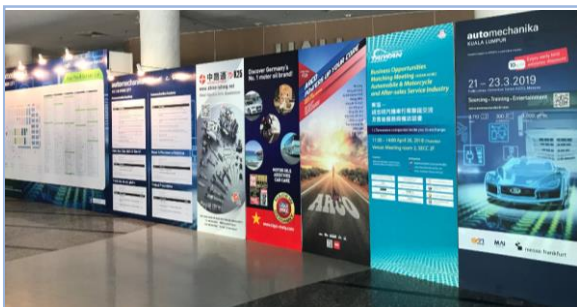
Price: USD 1,000

Application deadline: 12 June 2020





## (C) Onsite advertising



### C01 Advertising board

Specification: (a) 1m (W) x 2.5m (H)  
(b) 2m (W) x 2.5m (H)

Price: (a) USD 1,000 / unit  
(b) USD 1,800 / unit



### C02 Hanging banner

Specification: (a) 1m (W) x 5m (H)  
(b) 3m (W) x 5m (H)

Price: (a) USD 1,000 / unit  
(b) USD 2,500 / unit

Note: **The submission deadline of application and materials production file is 16 July 2020**

Prices include release and production.

Inventories are subject to availability. Please check with the organisers for the available location.

The above pictures are for reference only. The real object should be considered as final.

For more details, please contact:

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