

# 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

# 29.6 – 1.7.2022

越南 • 胡志明市 • 西贡会议展览中心 (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



## Sponsorship marketing opportunities

### Customised sponsorship promotion plan

Connect all the fair's resources to carry out a series of sponsorship and advertising activities that will increase the exposure of your brands and products, making them a focus at the fair!

Create a customised and eye-catching promotional plan that aligns with your marketing goals. Static displays such as advertising onsite and in show's publications, title sponsorship opportunities at concurrent events and functional areas, and onsite souvenir distribution will all instantly enhance your brand penetration at the fair.

In addition to the items covered in this "Sponsorship Marketing Opportunities" brochure, please do not hesitate to contact us to discuss a tailor-made sponsorship marketing plan that will generate more business opportunities for your company!



## (A) Sponsorship marketing options

### A01 VIP lounge

An exclusive area arranged for VIPs during the show.

- The sponsor's brochure / flyer will be placed in the area
- An advertising board with sponsor's advertisement will be displayed
- The design must be approved by the organisers in advance
- Sponsor will be entitled to four lounge coupons for accessing the area



Quantity: Joint sponsor, max 3 sponsors

Price: USD 2,000 / sponsor

Application deadline: 10 May 2022

### A02 Press centre

An exclusive area arranged for journalists during the show.

- The sponsor's brochure / flyer will be placed in the area
- An advertising board with the sponsor's advertisement will be displayed
- The design must be approved by the organisers in advance



Quantity: Joint sponsor, max 3 sponsors

Price: USD 2,000 / sponsor

Application deadline: 10 May 2022

### A03 Fringe programme

A series of networking events and innovative programme will be held during the show, aiming to offer information exchange and learning opportunities for industry players and visitors.

- The sponsor to be thanked by the Master of Ceremony and / or the organisers in the welcoming remark
- Sponsors have the opportunity to co-organise the fringe programme with the organisers
- Sponsor's name and / or logo will be displayed on relevant onsite signage and materials
- Sponsor's flyer will be placed in the programme area
- The organisers reserve the right to assign sponsor to appointed single fringe programme



Quantity: Joint sponsor

Price: USD 2,500 / sponsor

Application deadline: 10 May 2022

## (A) Sponsorship marketing options

### A04 Show bag

Show bags will be distributed to the visitors free of charge at the registration halls. Advertising on the show bags will help increase your company's exposure both onsite and away from the fairground.

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

Quantity: Exclusive sponsor  
Price: USD 3,500

Application deadline: 10 May 2022



### A05 Sponsor's logo on exhibition floor plan

Sponsor's logo will appear on the floor plans to highlight their booth location to visitors.

- Sponsor's logo (single unit) will appear on the floor plan inside the exhibition hall where their booths located
- Floor plans will be arranged as floor stickers placing on the gangways inside each hall
- The floor plan will also be included in the visitor guide which will be available for all visitors

Quantity: Joint sponsor, max 5 sponsors  
Price: USD 1,000 / sponsor

Application deadline: 10 May 2022



### A06 Souvenir (New)

Souvenirs will be distributed to visitors and attendees at the registration halls, information counters or during concurrent events and fringe programme.

- Sponsor's logo (single unit) will appear on the souvenir together with the show logo
- The design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes production fee

Quantity: Joint sponsor  
Price: On request

Application deadline: 10 May 2022





## (A) Sponsorship marketing options

### A07 Onsite distribution service (New)

Sponsor's information or souvenir will be distributed to visitors by official staff at specific locations.

- Materials or company souvenir must be provided by the sponsor
- Materials for distribution must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Sponsorship fee includes staff and one backdrop



Quantity: Joint sponsor  
Price: On request

Application deadline: 10 May 2022

## (B) Publications

### B01 Official fair catalogue (e-version)

Official E-fair catalogue will be available for VIP, invited guest and specific buyer groups. 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
- Price includes production fee

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



Item	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: 6 May 2022

### B02 Visitor guide

The visitor guide will be distributed to visitors free of charge at registration counters, it is an excellent tool for visitors scanning through exhibitor information.

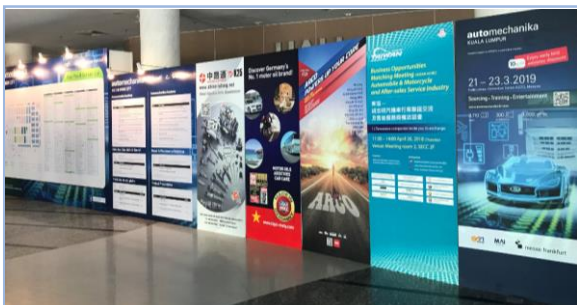
- The design must be approved by the organisers in advance
- Price includes production fee

Price: USD 1,000

Application deadline: 6 May 2022



## (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 / pcs  
(b) USD 1,800 / pcs



### C02 Hanging banner

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

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

\*Hanging banner can only be hung above / next to the booth of advertiser. Please consult the organisers for exact hanging points.

Note: **The submission deadline of application and material production files is 10 May 2022.**

Prices include release and production.

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

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

For more details, please contact:

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