

# automechanika

## KUALA LUMPUR

吉隆坡国际汽车零配件、维修检测诊断设备及服务用品展览会  
Malaysia's leading regional trade fair for the automotive industry  
targeting trade visitors from ASEAN

# 21 – 23.3.2019

马来西亚 • 吉隆坡会议中心 (KLCC)  
Kuala Lumpur Convention Centre (KLCC), Malaysia

采购 • 培训 • 娱乐

Sourcing • Training • Entertainment

## Sponsorship and advertising opportunities

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messe frankfurt



## (A) Sponsorship options

### A01a Networking Session - Event Sponsorship

Exclusive event sponsorship for the 2-hour networking session which will be attended by key industry players and exhibitors in the second show day afternoon.

- Naming right of the networking session
- Sponsor's name and / or logo (single unit) to be displayed on invitation materials, online and on-site signage
- Sponsor's logo to be displayed on reception table
- Sponsor's table (if any) to be placed next to the reception table
- Sponsor's brochure rack to be placed at event area
- Four pull-up banners bunting at the networking location
- Sponsor's logo to be displayed on backdrop wall together with the AMKL's logo
- Special mention by the master of ceremony in speeches
- Keynote address
- Sponsor's logo will be shown in AMKL e-flyers that will be sent to 200,000 potential visitors



Quota: 1 (Exclusive)

Price: USD 7,800

Application deadline: 21 December 2018

### A01b Networking Session - F&B Sponsorship

Multiple F&B sponsorships available for the 2-hour networking session which will be attended by key industry players and exhibitors in the second show day afternoon.

- Sponsor's name and / or logo (single unit) to be displayed on invitation materials, online and on-site signage
- Sponsor's logo to be displayed on reception table
- Sponsor's brochure rack to be placed at event area
- One pull-up banner bunting at entrée area for entrée sponsor
- One pull-up banner bunting at beverage area for beverage sponsor
- Sponsor's logo to be displayed on backdrop wall together with the AMKL's logo



Quota: Multiple

Price: USD 1,500 (entrée sponsorship only) / Sponsor  
USD 1,500 (beverage sponsorship only) / Sponsor  
USD 2,800 (entrée and beverage sponsorship) / Sponsor

Application deadline: 21 December 2018

### A02 Press Centre / VIP Lounge

Exclusive sponsorship of the Press centre / VIP Lounge, the resting areas where journalists and VIPs stay during the show.

- Sponsor's name and / or logo (single unit) to be displayed on invitation materials and on-site signage
- Sponsor's brochures to be displayed at the Press centre/ VIP Lounge
- Complimentary light snacks, coffee & tea as well as internet access in the lounge
- Free lounge coupon for sponsor and sponsor's guests

Quota: 1 (Exclusive)

Price: USD 3,000

Application deadline: 21 December 2018



## (A) Sponsorship options

### A03 Attendee badge

Exclusive sponsorship for badges worn by attendees.

- Sponsor's logo (single unit) or advertisement will appear on one side of the badge
- The show organisers must approve the design in advance
- Sponsorship includes the production fee for 8,000 attendee badges

Quota: 1 (Exclusive)

Price: USD 4,000

Application deadline: 21 December 2018



### A05 Visitor lanyards

Exclusive sponsorship for the lanyards which will be distributed at the registration counters to each visitor.

- Sponsor's logo (single unit) and show logo will appear on one side of the lanyard
- The show organisers must approve the design in advance
- Sponsorship includes the production fee for 8,000 lanyard

Quota: 1 (Exclusive)

Price: USD 4,000

Application deadline: 21 December 2018



### A07 Form filling counter (new)

The sponsors' logo will be printed on the counters.

- Sponsor's logo (single unit) will appear on the counter together with the show logo
- Sponsorship includes production fee

Quota: Multiple

Price: USD 4,000 / Sponsor

Application deadline: 21 December 2018



### A11 Souvenirs distribution service (new)

The souvenirs will be distributed during the show period at registration counter.

- The organisers must approve the souvenirs in advance

Quota: Multiple

Price: USD 5,000 (3,000 pcs) / Sponsor

Application deadline: 21 December 2018



## (B) Advertising options (Publication materials)

### B01 Official fair catalogue

Advertisement in the official fair catalogue which will be used by the attendees as a valuable reference tool during and after the show.

Publication trim size: 216mm (H) x 136mm (W)



	Item	Price (USD)
(a)	Inside front cover ad (Full page, 4-colour)	2,000
(b)	Inside back cover ad (Full page, 4-colour)	1,500
(c)	Run-of-page ad (Full page, 4-colour)	1,000
(d)	Logo or trademark next to catalogue entry (Single unit, black and white)	250
(e)	Double spread ad (Spread, 4-colour)	2,000

Application deadline: 21 December 2018

### B02 Visitor postcard

Print your company logo (single unit, black and white) on one side of the postcard which is sent to around 100,000 potential visitors before the show opens.



Quota: Multiple

Price: USD 2,500 / Sponsor

Application deadline: 30 September 2018

### B03 Exhibition e-flyers

Place your company 4-colour logo (with web link) in our e-flyers which are sent to around 200,000 potential visitors before the show opens.

Quota: Multiple

Price: USD 1,000 / Sponsor

Application deadline: 21 December 2018



### (C) Onsite advertising options



**C01 Inside Hall Banner (2-side)**

Specification: 2m (W) x 4m (H)

Price: USD 2,500 / pc



**C02 Centre's Core Hanging Banner (2-side) (new)**

Specification: a) 2m (W) x 4m (H) - Centre core level 1  
b) 2m (W) x 5m (H) - Centre core

Price: a) USD 2,500 / pc  
b) USD 2,500 / pc



**C03 Hanging Banner – Banner Pillar (new)**

Specification: a) P1 / P6: 0.8m (top), 1.22m (bottom) x 5.12m (H)  
b) P2: 0.8m (top), 1.34m (bottom) x 5.18m (H)  
c) P3: 0.8m (top), 1.29m (bottom) x 6.08m (H)  
d) P4: 0.8m (top), 1.37m (bottom) x 6.08m (H)  
e) P5: 0.8m (top), 1.22m (bottom) x 5.18m (H)

Price: P1 - P6: USD 2,800 / pc



**C04 Foyer Hanging Banner (2-side)**

Specification: 4m (W) x 2m (H)

Price: USD 2,500 / pc



**C05 Light Box (new)**

Specification: 5.755m (W) x 3.555m (H) x 0.648m (D)  
Price: USD 3,500 / pc

Note: **The submission deadline of application and materials production file is 21 December 2018**

Prices include release and production. Please check with the organisers for the available location.

Inventories are subject to availability.

The above pictures re provided by KLCC and for reference only. The real object should be considered as final.

### (C) Onsite advertising options



**C06 Foyer Advertising Board (3-side)**

Specification: 1m (W) x 2.44m (H)  
Price: USD 1,500 / pc



**C07 Exhibition floor plan - Company logo**

Specification: Please check with organiser for more details  
Price: USD 1,200 / pc



**C08 Plasma TV**

Specification: Video clip/power point (JPEG 2048 x 1536)  
Price: USD 1,000 / 4 minutes

For more details, please contact:  
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