

Sponsorship & Opportunities Brochure

automechanika CANADA

September 26 - 28, 2007 International Centre Toronto, Ontario, Canada



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

Reserve your spot now, as opportunities are available on a first-come-first-served basis and deadlines are fast approaching.

Strengthen Your Brand!



OFFICIAL SHOW BAGS

Provide attendees with convenience and your company with high-visibility exposure by sponsoring the official show bag. You will provide the pre-printed bags (we can help you get the best price through volume discounts) and we will distribute them at registration to each expo attendee with your compliments. One bag insert is also included.

Exclusive Opportunity
C\$3,500

SOLD!

OFFICIAL SHOW BAG INSERTS

This is an excellent opportunity to ensure each and every attendee receives information about your company. Your company's promotional materials will be inserted in the official show bag to be given to all attendees at registration.

4 opportunities
C\$1,000 each

PRE-REGISTERED ATTENDEE BADGE INSERT

Take the opportunity to reach every attendee before they even step foot on the show floor. Every pre-registered attendee will receive your company's marketing insert (one-page, 8.5" x 11") along with their expo admission badge.

2 opportunities
C\$1,500 each



messe frankfurt

Maximize Your Exposure!



BRANDED BADGE LANYARDS

Imagine your company name around the neck of every expo attendee. You will provide the double-clip lanyards (we can help you get the best price through volume discounts) and we will distribute them at registration to each expo attendee with your compliments.

Exclusive Opportunity
C\$3,500

REGISTRATION COUNTER PENS

Provide a convenience and a lasting impression to attendees as they complete their registration forms and take notes in seminars and on the show floor. This sponsorship spans beyond the show when attendees carry your company's marketing message back to their office.

You must provide a minimum of 1,000 pens.

Exclusive Opportunity
C\$1,000

SEMINARS

A comprehensive seminar program keeps buyers in tune with the market, new developments and aids them improving their business skills. Get pre-show and onsite company recognition. Sponsor a single session or an entire track!

- Inclusion in the Sponsor Recognition ad within the Official Show Directory and Web site.

Keynote
Exclusive Opportunity
C\$5,000

Individual Seminar Sponsorship
Multiple Sponsorships!
C\$1,500



Increase Your Visibility!



BILLBOARD AD PANELS

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

- Sponsor provides artwork.
- Production costs are included.

Multiple Sponsorships!
C\$950

"YOU ARE HERE" FLOOR PLAN AD SPACE

Prime Location! Be seen over and over as attendees return to the billboard throughout the show.

See your company ad (36" x 36") highlighted beneath the Official You-Are-Here Floor Plan. With up to 6 of these 87" high billboard panels placed throughout the show floor, your company will maximize their exposure and visibility.

- Sponsor will provide artwork, production included

Exclusive Opportunity!
C\$3,000

AISE SIGNS SPONSOR ADS

See your company names and booth number displayed at the bottom of the 2' x 4' sign in prominent positions on the show floor. Specific aisles may be requested.

- Production costs are included.
- Sponsor is responsible for providing artwork

Multiple Sponsorships!
C\$800

ADDITIONAL SPECIAL FEATURE AREAS

A variety of key and high visibility opportunities are available. Please call for pricing details.



SPONSORSHIP AGREEMENT

- Badge Lanyards C\$ 3,500 (Rights Only)
- Registration Counter Pens C\$ 1,000 (Rights Only)
- Official Show Bags **[SOLD]** C\$ 3,500 (Rights Only)
- Official Show Bag Inserts C\$ 1,000
- Pre-registered Attendee Badge Insert C\$ 1,500
- Seminars (Keynote) C\$ 5,000
- Seminars (Individual Seminars) C\$ 1,500
- Billboard Ad Panels C\$ 950/ea Qty. _____ = C\$ _____
- You Are Here Floorplan Ad Space C\$ 3,000
- Aisle Sign Sponsor Ads C\$ 800 Qty. _____ = C\$ _____

Total \$ _____

ALL PRICES ARE IN CANADIAN DOLLARS

Please return this signed agreement with a 50% deposit to reserve your sponsorship opportunity:
Messe Frankfurt, Inc., 1600 Parkwood Circle, Suite 515, Atlanta, GA 30339, Phone: 877.534.7285, Fax: 770.984.8023.
Full balance due by August 3, 2007.

Company Name: _____ Contact: _____

Mailing Address: _____

City/State/ZIP Code: _____

Phone: _____ Fax: _____ E-Mail: _____

Payment Information:

Credit Card Type: VISA MASTERCARD AMERICAN EXPRESS

Credit Card Number: _____ Expiration Date (month/year): _____

Name on Credit Card: _____ Amount: \$ _____

I hereby authorize Messe Frankfurt, Inc to charge my credit card for the above-mentioned amount.

Signature: _____ Date: _____

Wire Transfer Information:

NOTE: Sponsor incurs all costs of wire transfer. Wire transfer settlement instructions should be marked so that "Foreign Bank Charges" are to be paid by the "Ordering Customer".

Bank Name & Address: Wachovia N.A., Atlanta, GA USA

Routing: 053000219

Swift: PNBPUS 33

Account Name: Messe Frankfurt, Inc.

Account Number: 2000187524630

Please make checks payable to:

Messe Frankfurt, Inc.
1600 Parkwood Circle, Suite 515
Atlanta, GA 30339

*Please write "AMC Sponsor" on the check.

NOTE: Canadian dollars only.

Sponsoring Regulations:

No refunds. Please note that your sponsorship will not be promoted until your sponsorship fee is paid in full. It is understood that Exhibitors are responsible for providing Messe Frankfurt, Inc. with all company logos and materials for use with any sponsorship, and that all company logos and material are subject to approval by Messe Frankfurt, Inc.

We agree to abide by the conditions outlined above.

Signature: _____ Date: _____