

automechanika
SHANGHAI

Harnessing *Innovation4Mobility*

Shenzhen Edition

Shanghai international trade fair for
automotive parts, equipment and service
suppliers

www.automechanika-shanghai.com

20 – 23.12.2022

Shenzhen World Exhibition &
Convention Center, China

**Sponsorship
Marketing
Opportunities**


20 – 23.12.2022

中国 • 深圳国际会展中心
Shenzhen World Exhibition & Convention Center, China

深圳特展 Shenzhen Edition

4 馆 Hall  轮胎及轮毂 / 轮辋
Tyres & Wheels / Rims
 产业服务及供应链连锁专区
Services & Supply Chain Zone

5 馆 Hall  驱动
Powertrain

6 馆 Hall  驱动 / 底盘 / 空调 / 车身
Powertrain / Chassis / Air-conditioning / Body
零部件再制造专区
Remanufacturing Zone

7 馆 Hall  部件及组件
Parts & Components

8 馆 Hall  部件及组件
Parts & Components

9 馆 Hall  国家及地区展馆
Country & Region Pavilions
 新能源 / 轻量化材料 / 出行服务
E-mobility / Lightweight / Mobility Services

10 馆 Hall  电子及智能网联
Electronics & Connectivity


11 馆 Hall  美容养护及润滑油 / 车载电子 / 随车用品
Car Care & Lubricants / Consumer Electronics / Accessories


12 馆 Hall  维修及检测诊断设备 / 车身及喷涂 / 工具 / 汽车清洗
Diagnostics & Repair / Body & Paint / Tools / Car Wash

13 馆 Hall  外饰改装 / 订制改装 / 高性能改装
Customising / Motorsport & High Performance

14 馆 Hall  车辆照明 / 外饰改装
Vehicle Lighting / Customising

 观众登记处
Visitor Registration

 深圳地铁
Shenzhen Metro

 宝安机场
Baoan Airport

S3 深沿江高速 S3 Guangzhou-Shenzhen Highway

滨江大道 Binjiang Boulevard

展城路 Zhancheng Road

展丰路 Zhanfeng Road

展景路 Zhanjing Road

北登录大厅
North Lobby

 国展北
Shenzhen World North

跑车及高端订制
改装
Supercar and
Coachbuild

**Innovation
4 Mobility**

技术·创新·
趋势主会场
Innovation
4 Mobility
Mainstage

**Innovation
4 Mobility**

新基建时代
商用车先行
A New Era of
Commercial
Vehicles

**Innovation
4 Mobility**

赛车及高性能
改装
Motorsport
and High
Performance

**Innovation
4 Mobility**

绿色维修
Green Repair

南登录大厅
South Lobby

 国展
Shenzhen World

南广场
South Plaza

南入口
South Entrance

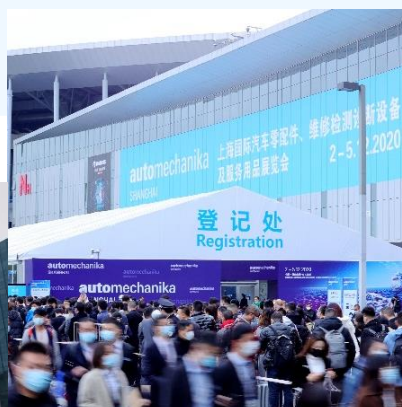
Sponsorship Marketing Opportunities

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 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 Visitor admission badge

Visitor admission badges are the official access pass to the fair. They reach each buyer directly at the show.

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

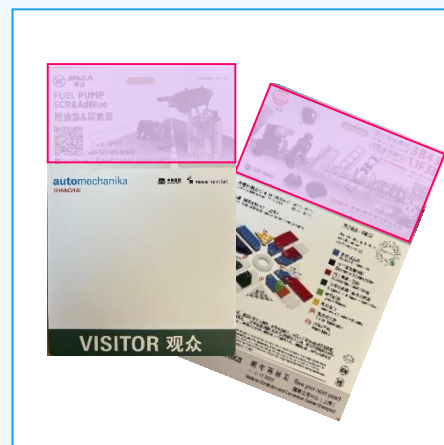
Quota: 2

Price: (a) Front side: RMB 180,000
(b) Back side: RMB 150,000

SOLD

*Please contact organisers for more details

Application deadline: 30 September 2022



A02 Visitor lanyard

Visitor lanyards will be distributed at registration counters to all visitors for the visitor badges during the show.

- The sponsor's logo will appear together with show logo on one side of the lanyard
- The design must be approved by the organisers in advance
- Price includes production fee

Quota: Exclusive

Price: RMB 400,000
(Additional cost may apply based on actual colour of printed logo)

SOLD

Application deadline: 30 September 2022



A03 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

Quota: 2

Price: RMB 150,000

Application deadline: 30 September 2022



(A) Sponsorship Marketing Options

A04 Official event

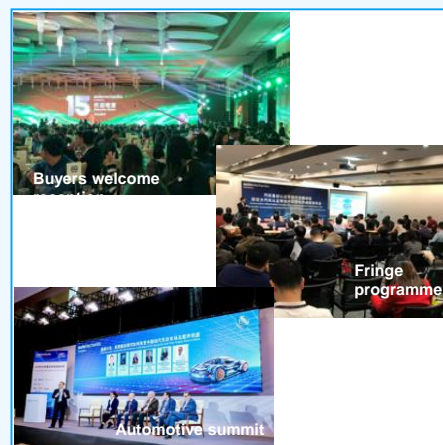
Concurrent events are networking opportunities to meet and build relationships with VIP buyers, specially invited buyers, partner organisations, as well as key exhibiting industry players.

Meanwhile, a series of innovative and practical fringe activities will be held onsite during the show, aiming to offer information exchange and learning opportunities for industry players.

- Please contact organisers for more details about sponsorship
- The organisers reserve the right to assign sponsors to appointed concurrent events / fringe programme

Quota and Price: On request
*Please contact organisers for more details

Application deadline: 4 November 2022



A05 Functional area

Special functional areas will be arranged for attendees during the show, including the buyer lounge, VIP lounge, charging spots and resting areas.

- Sponsor's name and / or logo (single unit) will be displayed on backdrop or onsite signage
- Sponsor's brochure / flyer will be placed in the area
- Sponsor will be entitled to access passes for accessing their sponsored area
- Please contact organisers for more details about sponsorship
- The location of the sponsor's advertisement will be allocated by the organisers

Quota and Price: On request
*Please contact organisers for more details

Application deadline: 4 November 2022



A06 Hand sanitiser station (New)

The sponsor's logo will be printed onto the hand sanitiser stations placed around the fairground.

- Sponsor's logo (single unit) will appear on the hand sanitiser station together with the show logo and / or advertisement
- The exact location of the station will be decided by the organisers
- Price includes production fee

Quota: Exclusive
Price: RMB 80,000

Application deadline: 4 November 2022



(A) Sponsorship Marketing Options

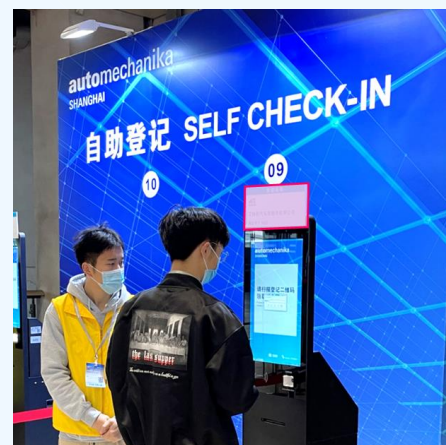
A07 Visitor self check-in station advertisement (New)

The sponsor's logo will be printed onto the self check-in stations placed at the registration halls.

- Sponsor's logo (single unit) will appear on the self check-in stations
- The exact location of the station will be decided by the organisers
- Price includes production fee

Quota: Exclusive
Price: RMB 150,000

Application deadline: 4 November 2022



A08 Hand sanitiser (New)

Hand sanitiser will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events / fringe programme.

- Sponsor's logo and / or advertisement will appear on the hand sanitiser packaging together with the show logo and / or advertisement
- 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

Quota: Joint
Price: (a) RMB 120,000 / 10,000 bottles
(b) RMB 70,000 / 5,000 bottles

Application deadline: 4 November 2022



A09 Wet tissue paper (New)

Wet tissue paper will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events / fringe programme.

- Sponsor's logo and / or advertisement will appear on the wet tissue paper packaging together with the show logo and / or advertisement
- 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

Quota: Joint
Price: (a) RMB 120,000 / 20,000 packs
(b) RMB 70,000 / 10,000 packs

Application deadline: 4 November 2022



(A) Sponsorship Marketing Options

A10 Show souvenir

Souvenirs will be distributed to visitors and attendees at the gift redemption counters, 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

Quota: 4

Price : On request

*Please contact organisers for more details

Application deadline: 4 November 2022



A11 Onsite distribution service

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

Quota: 2 (max. no. of sponsors for each Entrance Hall)

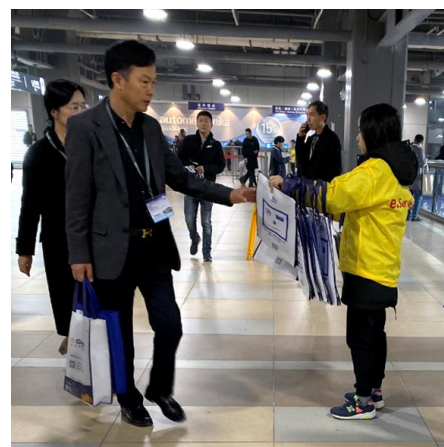
4 (max. no. of sponsors for information counter inside halls)

Price: (a) South Registration Lobby RMB 100,000 up

(b) Information counter inside halls RMB 36,000 up / hall

*Price will be adjusted according to the quantity of souvenir to be distributed, please contact organisers for more details.

Application deadline: 4 November 2022



(B) Publications

B01 Fair catalogue

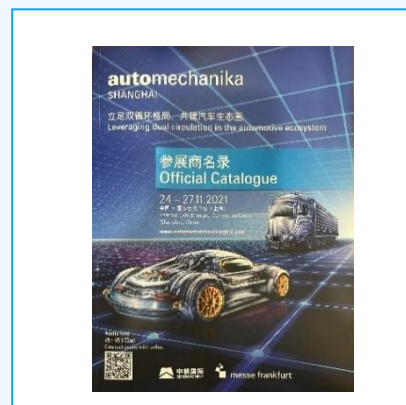
The fair catalogue will be available for sale during show for visitors' reference. It is an efficient channel for exhibitors to promote brands and products to their target groups.

Publication trim size: (a) - (L): 280mm (H) x 210mm (W)
(m): 15mm (H) x 40mm (W)

Format: Full page, 4-colour

Item	Price (RMB)
(a) Inside front cover	43,500
(b) First page	43,500
(c) Second page	41,500
(d) Third page	41,500
(e) Fourth page	41,500
(f) Fifth page	41,500
(g) Sixth page	41,500
(h) Inside back cover	41,500
(i) Opposite inside back cover	41,500
(j) Opposite content page	37,500
(k) Back page of section divider	37,500
(L) Run-of-page	31,000
(m) Logo or trademark beside catalogue entry (black and white)	3,000

Application deadline: 4 November 2022



B02 Show preview (Chinese version only)

The Chinese version of the show preview will feature selected exhibitor products and profiles. The material will be sent to more than 12,000 target buyers before the show.

Publication trim size: 210mm (H) x 99mm (W)

Format: Run-of-page, full page, 4-colour

Price: RMB 16,500 / page

Application deadline: 15 September 2022



(B) Publications

B03 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.

Publication trim size: 260mm (H) x 165mm (W)
Format: Full page, 4-colour

Item	Price (RMB)
(a) Inside front cover	37,000
(b) First page	37,000
(c) Second page	32,000
(d) Third page	32,000
(e) Fourth page	32,000
(f) Inside back cover	32,000
(g) Opposite inside back cover	32,000
(h) Opposite content page	23,000
(i) Run-of-page	21,000

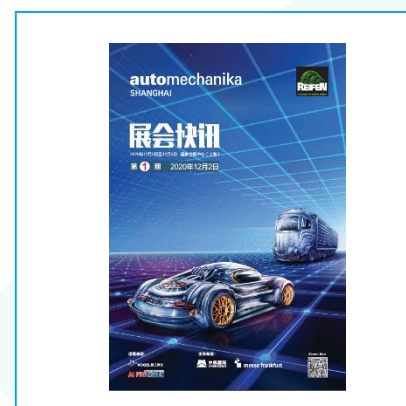
Application deadline: 4 November 2022



B04 Fair daily (Chinese version only)

The fair daily (Chinese version only) will be published at the fair itself, bringing visitors the latest news. It will be distributed at the entrances of registration halls and other specific locations, including the Phoenix Lounge and the Press Centre.

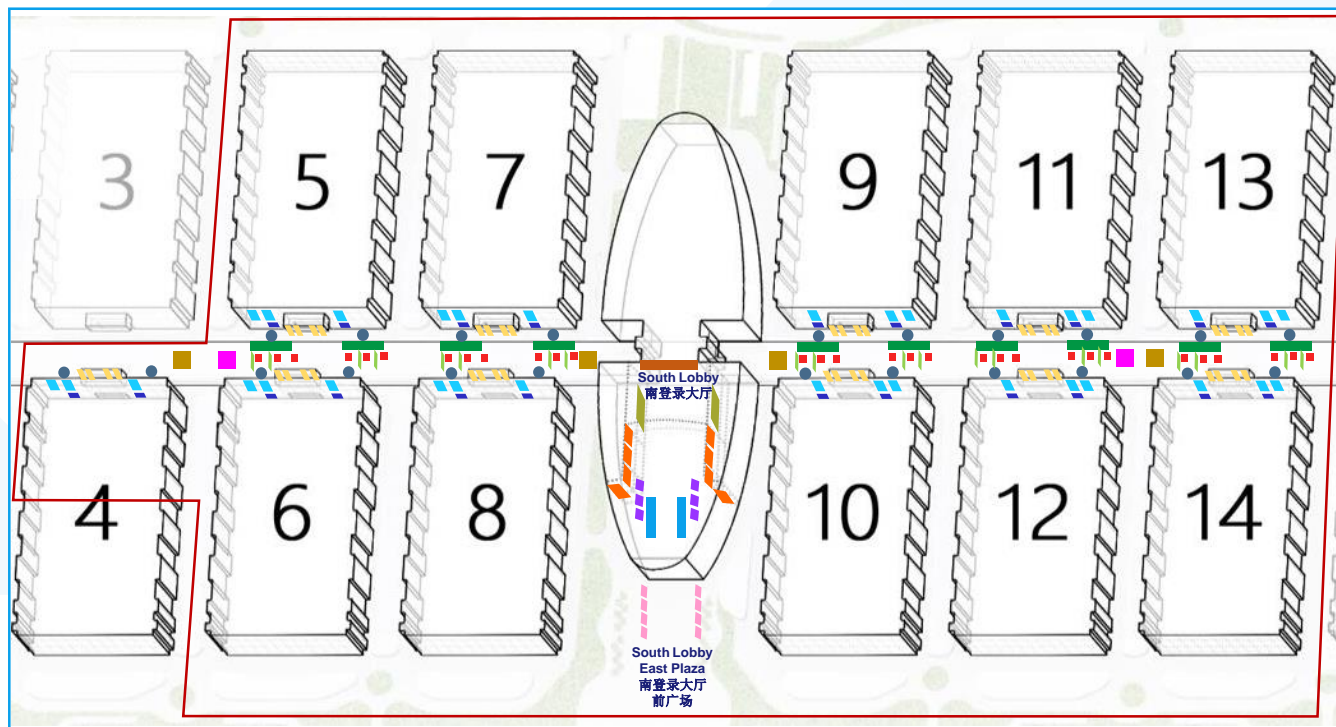
Publication trim size: 380mm (H) x 260mm (W)
Format: Run-of-page, 4-colour



Item	Dimension	Price (RMB)
(a) Run-of-page (full page)	340mm (H) x 233mm (W)	23,000
(b) Run-of-page (half page, horizontal)	160mm(H) x 233mm (W)	16,500
(c) Run-of-page (1/4 page, horizontal)	80mm (H) x 233mm (W)	11,500
(d) Run-of-page (1/4 page, vertical)	160mm (H) x 114mm (W)	11,500

Application deadline: 30 September 2022

(C) Onsite Advertising



Position	No.	Item	Price
	C01	Billboard - South Registration Lobby East Plaza	RMB 120,000 / pcs
	C02	Inter-hall shuttle bus advertisement	RMB 20,000 / pcs
	C03(a)	Hanging banner - South Registration Lobby: Front, 2-side	RMB 100,000 / pcs
	C03(b)	Hanging banner - South Registration Lobby: Back, 1-side	RMB 72,000 / pcs
	C04	Billboard - South Registration Lobby	RMB 30,000 / pcs
	C05	Escalator advertisement - South Registration Lobby	RMB 55,000 / pcs
	C06	Glass sticker - South Registration Lobby	RMB 38,000 / 4 pcs / set
	C07	Escalator advertisement - Central corridor (Level 2)	RMB 38,000 / pcs
	C08(a)	Glass sticker - Central corridor (Level 2) Glass tower: Toilet	RMB 80,000 / 12 pcs / tower
	C08(b)	Glass sticker - Central corridor (Level 2) Glass tower: Information Centre	RMB 70,000 / 10 pcs / tower
	C09	Banner - Hall external (Level 2)	RMB 120,000 / pcs
	C10	Pillar wrap - Central corridor (Level 2)	RMB 50,000 / pillar
	C11	Glass sticker - Hall entrance (Level 2)	RMB 50,000 / 2 pcs / set
	C12(a)	Hanging banner - Central corridor (Level 1): 3 pcs	RMB 70,000 / 3 pcs / set
	C12(b)	Hanging banner - Central corridor (Level 1): 1 pc	RMB 25,000 / pcs
	C13(a)	Pillar wrap - Central corridor (Level 1): 3 pcs	RMB 75,000 / 3 pillars
	C13(b)	Pillar wrap - Central corridor (Level 1): 1 pc	RMB 30,000 / pillar
	C14	Banner - Hall external (Level 1)	RMB 65,000 / pcs
	C15	Hanging banner - Inside halls	RMB 50,000 / pcs

Note: The submission deadline of application and material production files is 4 November 2022.

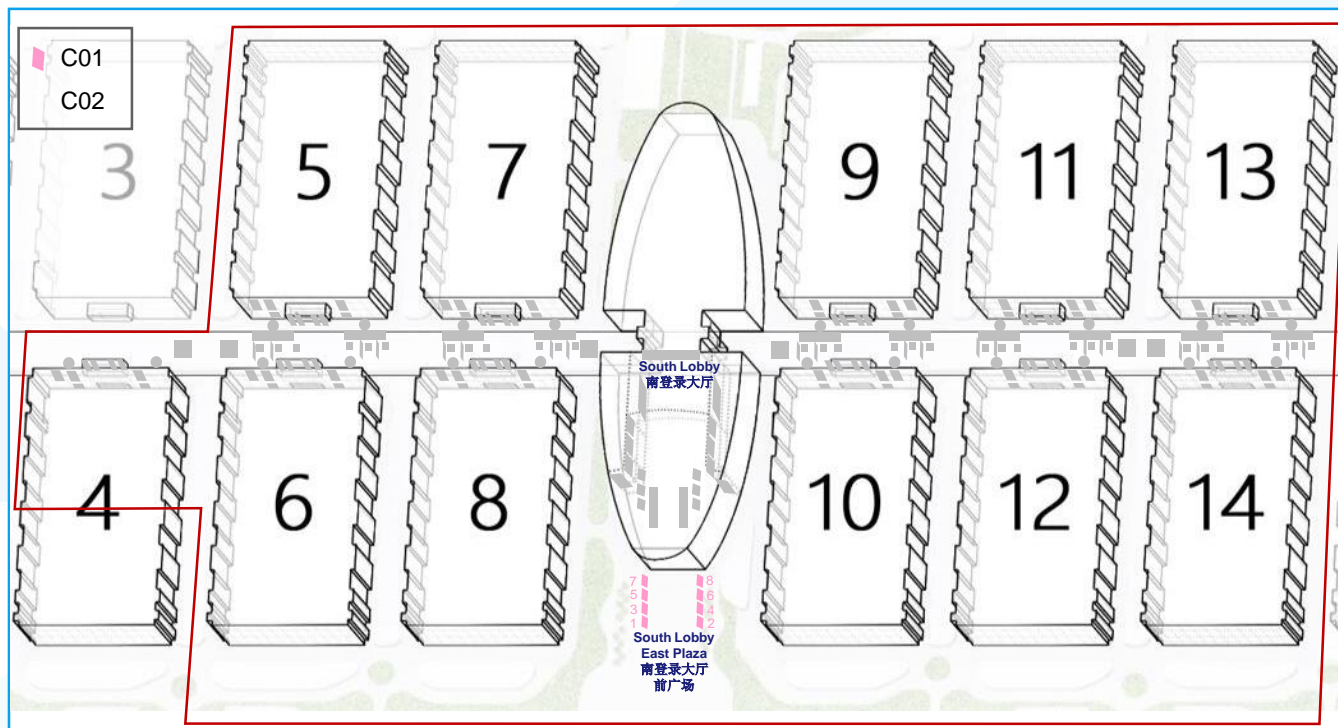
Prices include release and production.

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

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

(C) Onsite Advertising

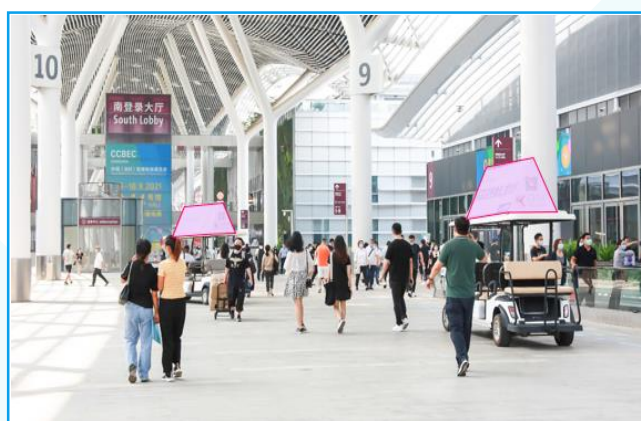
South Registration Lobby East Plaza



C01 Billboard - South Registration Lobby East Plaza

Specification: Front - 4m(H) x 10m(W)
Lateral - 4m(H) x 1.5m(D) x 2-side

Price: RMB 120,000 / 3-side / pcs



C02 Inter-hall shuttle bus advertisement

Specification: Rectangle side - 3.88m(L) x 1.06m(W) x 2-side
Isosceles triangle side
- 1.06m(side) x 0.93m(base) x 2-side

Price: RMB 20,000 / 4-side / pcs

Remarks: Please contact organisers for position details.

Note: The submission deadline of application and material production files is 4 November 2022.

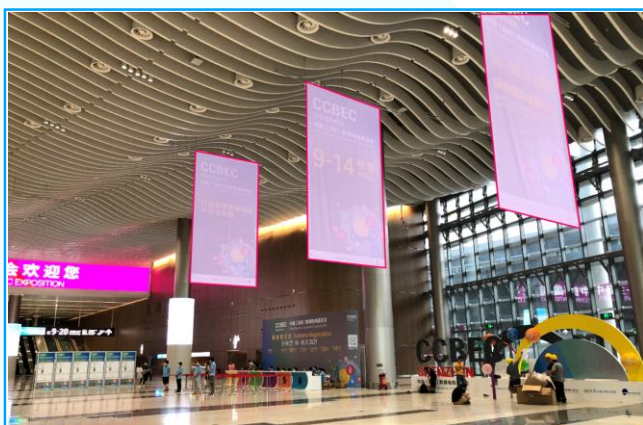
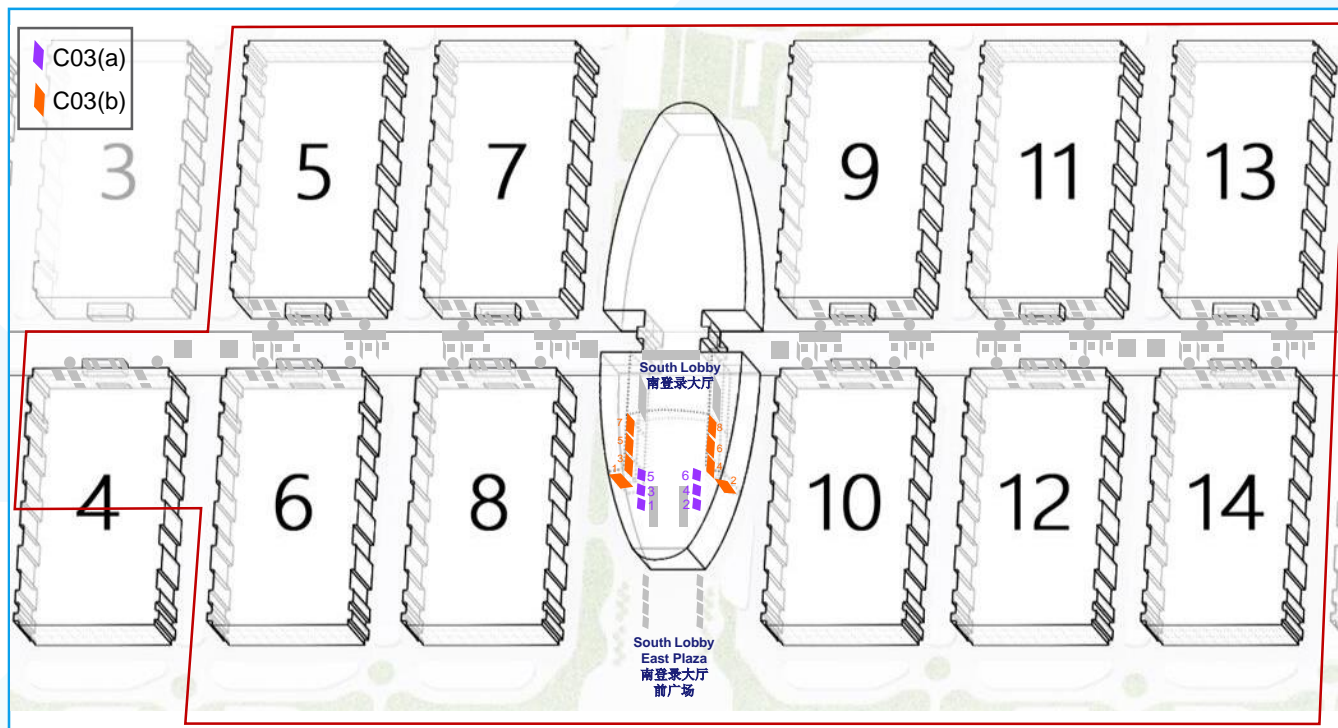
Prices include release and production.

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

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

(C) Onsite Advertising

South Registration Lobby



C03(a) Hanging banner - South Registration Lobby: Front, 2-side

Specification: (a): 8m(H) x 4m(W) x 2-side

Price: (a): RMB 100,000 / 2-side / pcs

Remarks: Please contact organisers for position details.



C03 (b) Hanging banner – South Registration Lobby: Back, 1-side

Specification: (b): 6m(H) x 5m(W)

Price: (b): RMB 72,000 / 1-side / pcs

Remarks: Please contact organisers for position details.

Note: The submission deadline of application and material production files is 4 November 2022.

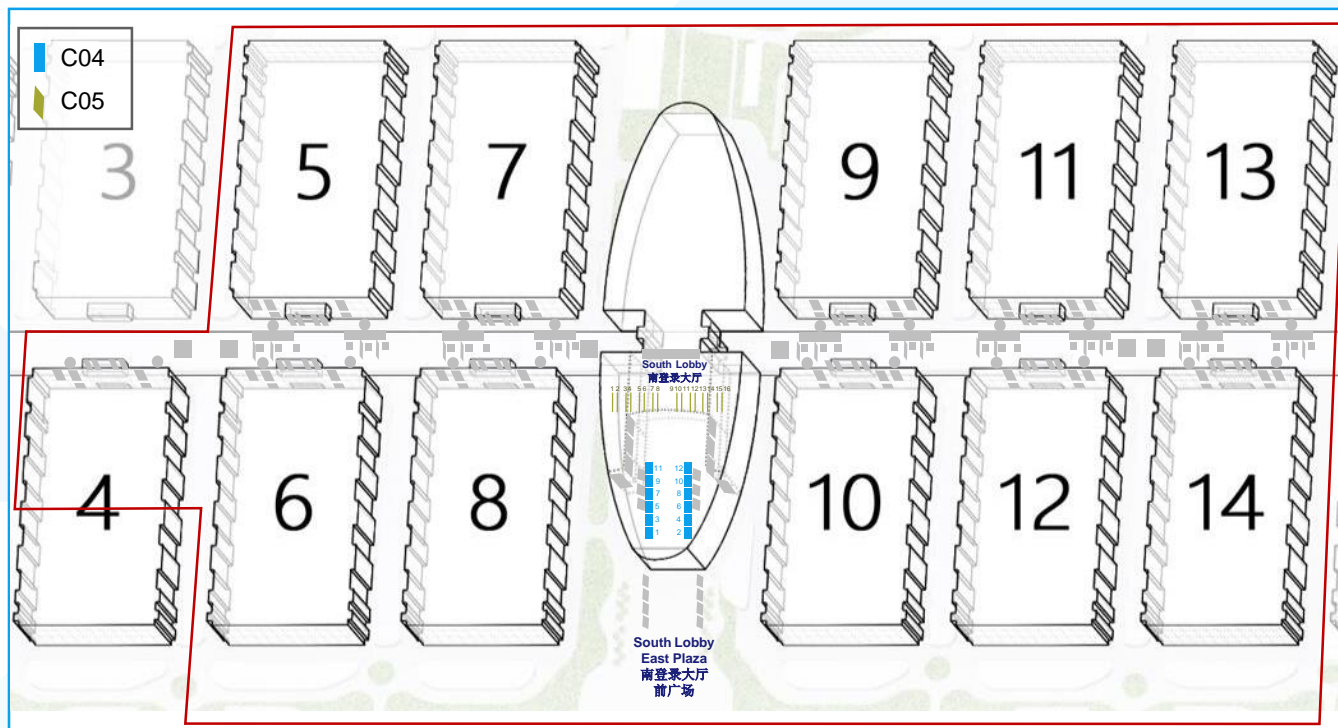
Prices include release and production.

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

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

(C) Onsite Advertising

South Registration Lobby

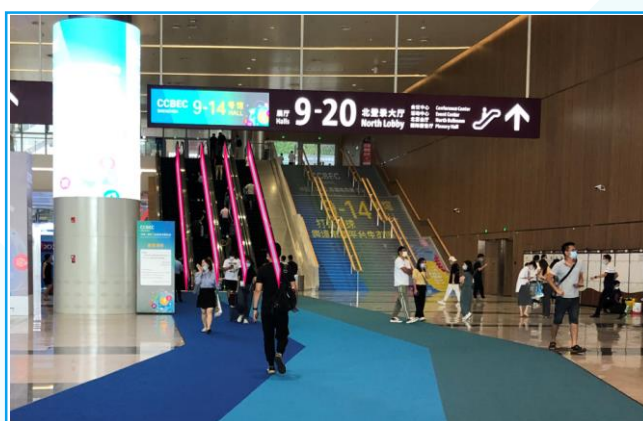


C04 Billboard - South Registration Lobby

Specification: Front - 2.5m(H) x 3m(W)
Lateral - 2.5m(H) x 1m(D) x 2-side

Price: RMB 30,000 / 3-side / pcs

Remarks: Located nearby the main entrance of the south hall, please contact the organisers for details.



C05 Escalator advertisement - South Registration Lobby

Specification: 0.67m(H) x 15m(W)

Price: RMB 55,000 / 1-side / pcs

Note: The submission deadline of application and material production files is 4 November 2022.

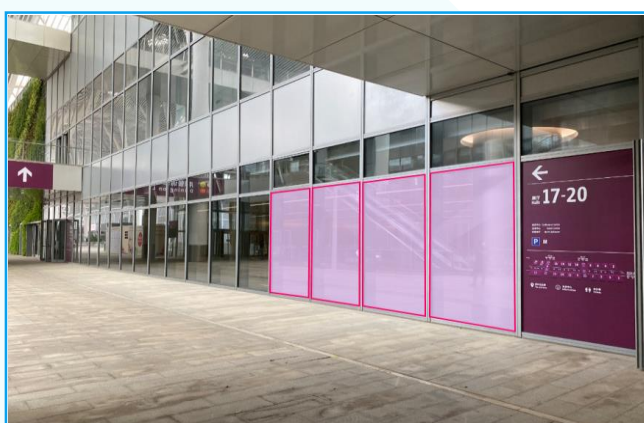
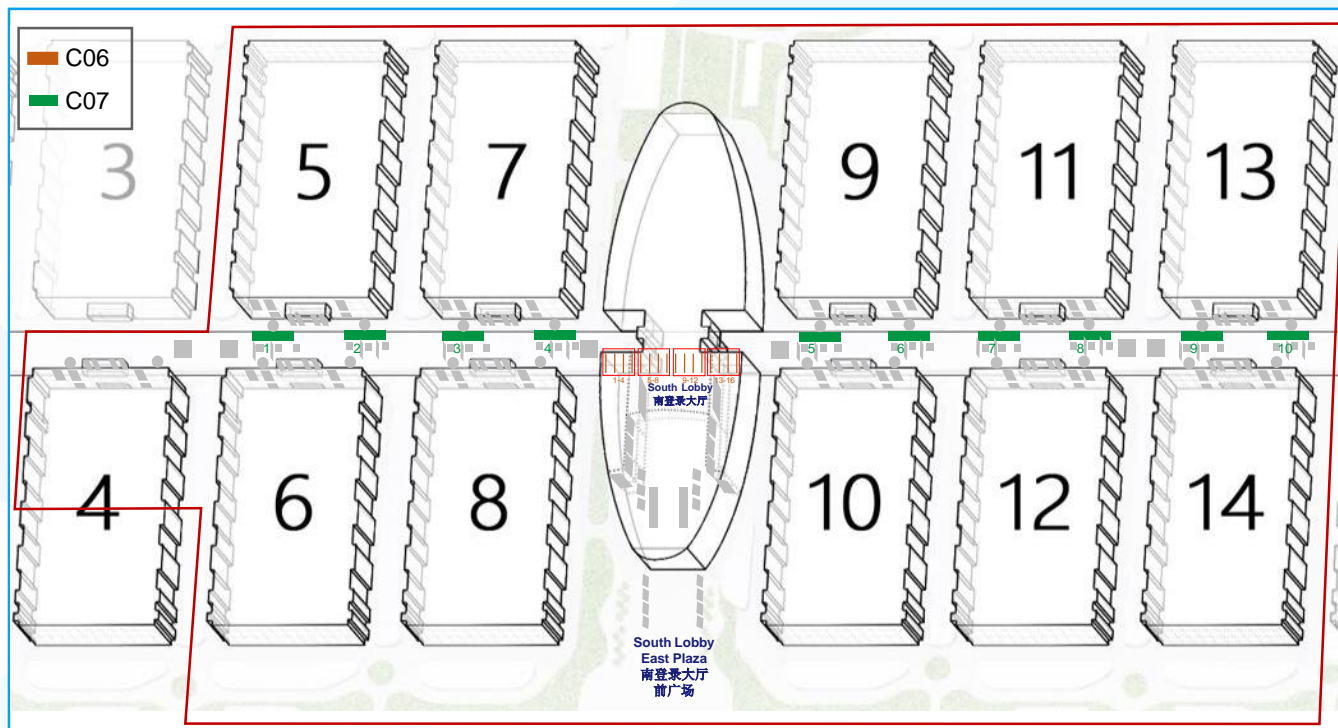
Prices include release and production.

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

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

(C) Onsite Advertising

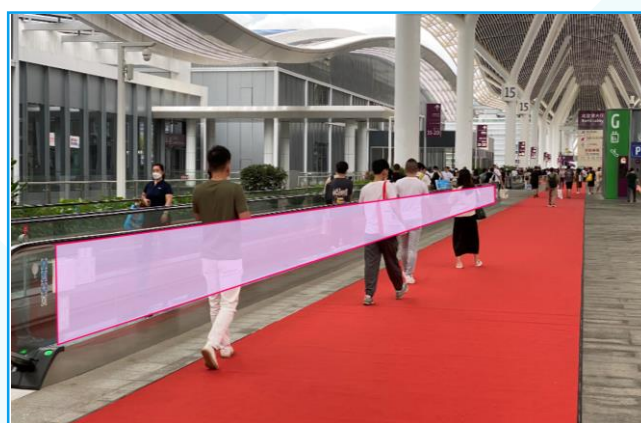
Central corridor (Level 2)



C06 Glass sticker - South Registration Lobby

Specification: 3m(H) x 1.7m(W) x 4 pcs / set

Price: RMB 38,000 / 1-side / 4 pcs / set



C07 Escalator advertisement - Central corridor (Level 2)

Specification: 0.72m(H) x 36m(W)

Price: RMB 38,000 / 1-side / pcs

Note: The submission deadline of application and material production files is 4 November 2022.

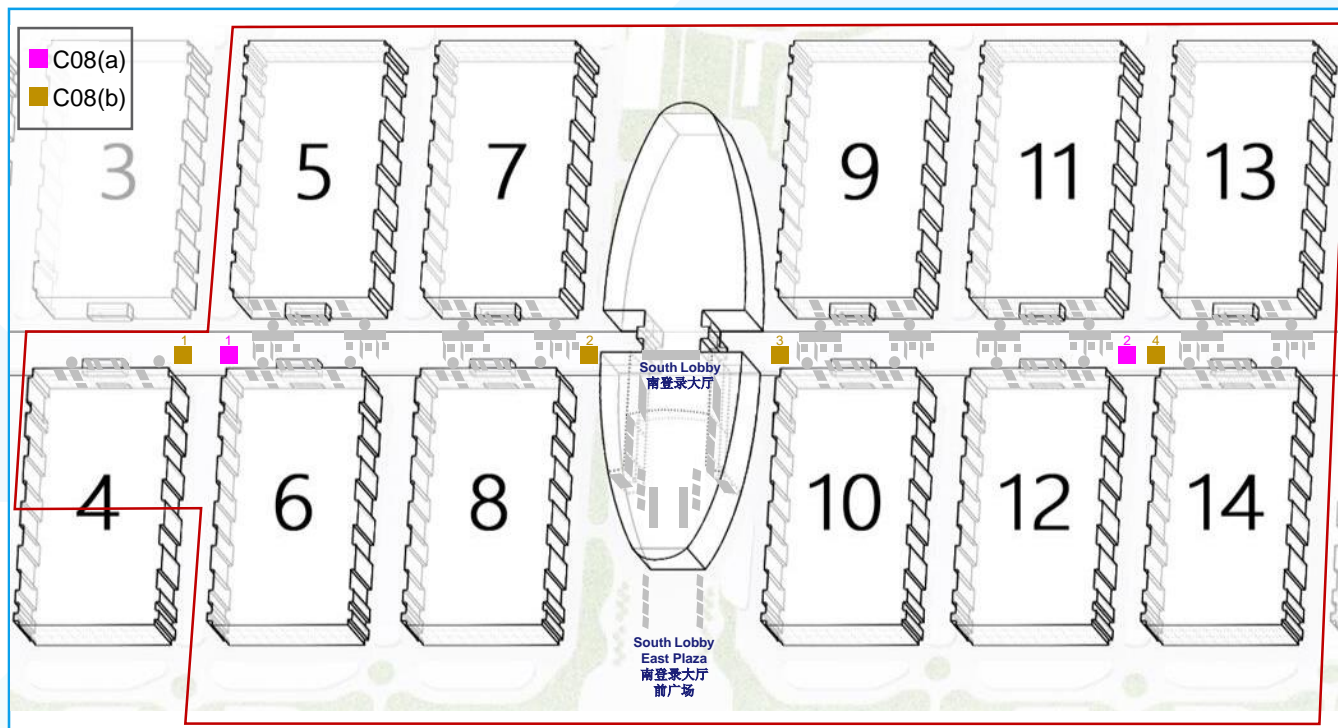
Prices include release and production.

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

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

(C) Onsite Advertising

Central corridor (Level 2)



C08 Glass sticker - Central corridor (Level 2)
Glass tower: Toilet

Specification: (a): 4.8m(H) x 1.4m(W) x 12 pcs / tower

Price: (a): RMB 80,000 / 12 pcs / tower



C08 Glass sticker - Central corridor (Level 2)
Glass tower: Information Centre

Specification: (b): 4.8m(H) x 1.4m(W) x 10 pcs / tower

Price: (b): RMB 70,000 / 10 pcs / tower

Note: The submission deadline of application and material production files is 4 November 2022.

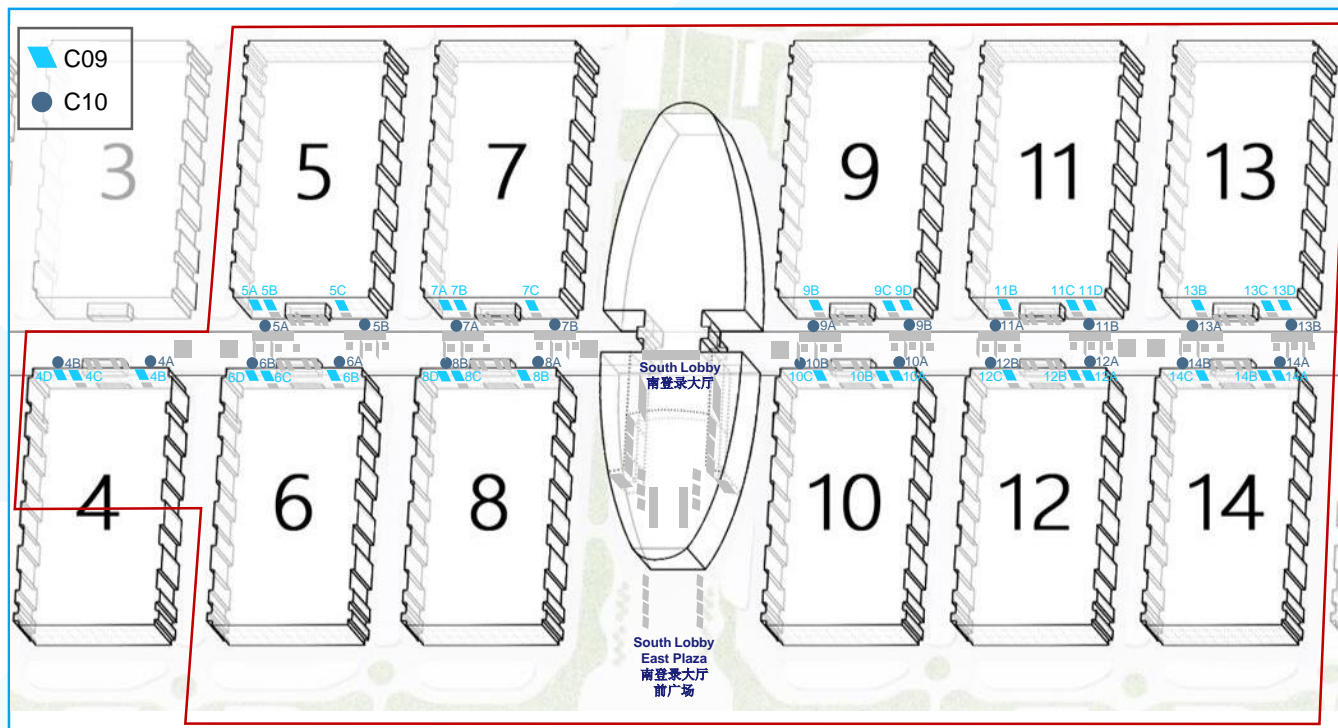
Prices include release and production.

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

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

(C) Onsite Advertising

Central corridor (Level 2)



C09 Banner - Hall external (Level 2)

Specification: 10m(H) x 9m(W)

Price: RMB 120,000 / pcs



C10 Pillar wrap - Central corridor (Level 2)

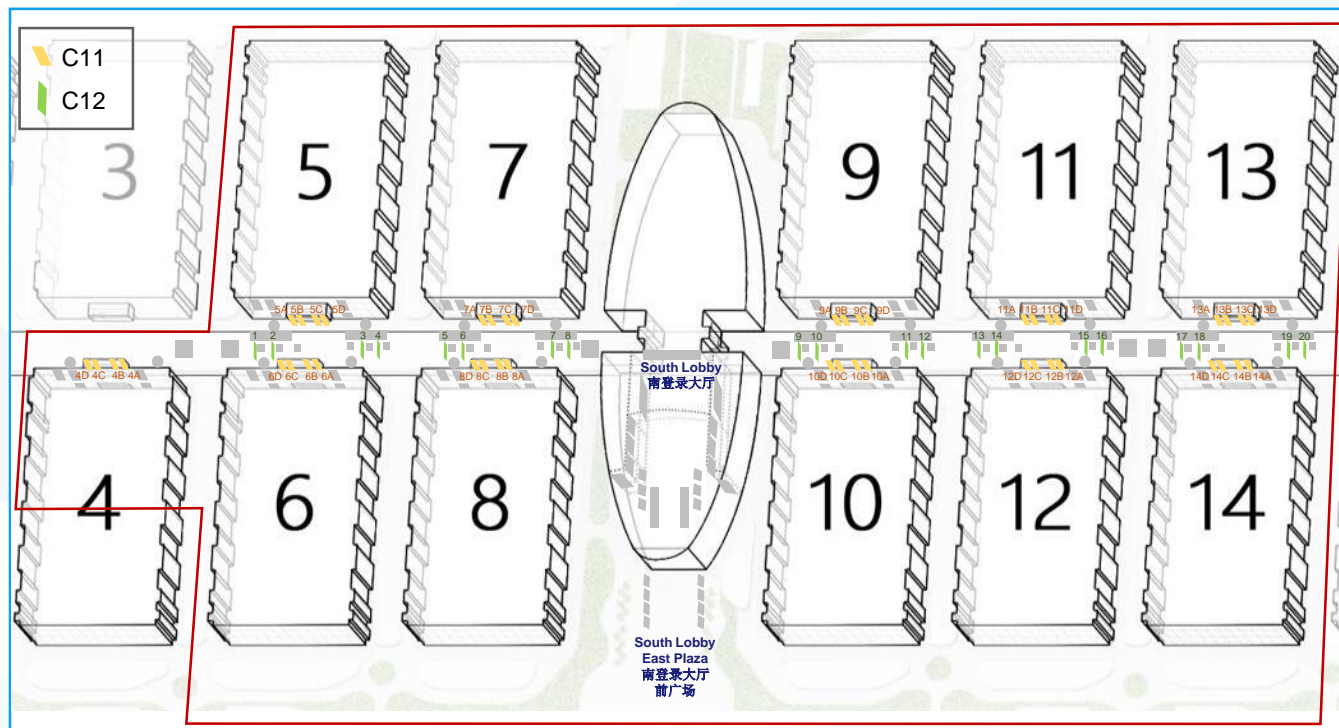
Specification: 3.5m(H) x circumference 3.77m(W)

Price: RMB 50,000 / pillar

Note: The submission deadline of application and material production files is 4 November 2022.
Prices include release and production.
The above pictures are for reference only. The real object should be considered as final.
Onsite advertisements are subject to availability. Please check with the organisers for the available location.

(C) Onsite Advertising

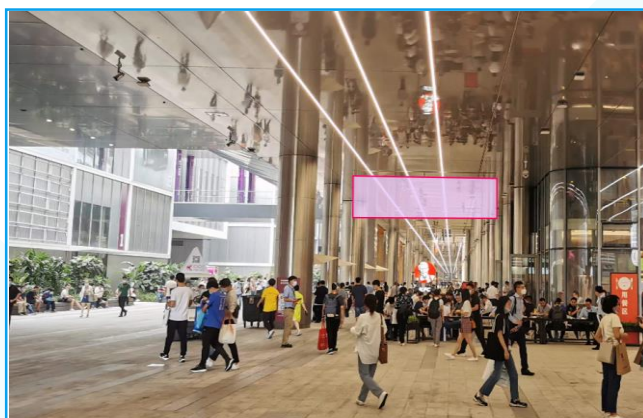
Central corridor (Level 2 & Level 1)



C11 Glass sticker - Hall entrance (Level 2)

Specification: 4m(H) x 1.5m(W) x 2 pcs / set

Price: RMB 50,000 / 2 pcs / set



C12 Hanging banner - Central corridor (Level 1)

Specification: 1.5m(H) x 6m(W) x 2-side

Price: (a): RMB 70,000 / 2-side / 3 pcs / set
(b): RMB 25,000 / 2-side / pcs

Note: The submission deadline of application and material production files is 4 November 2022.

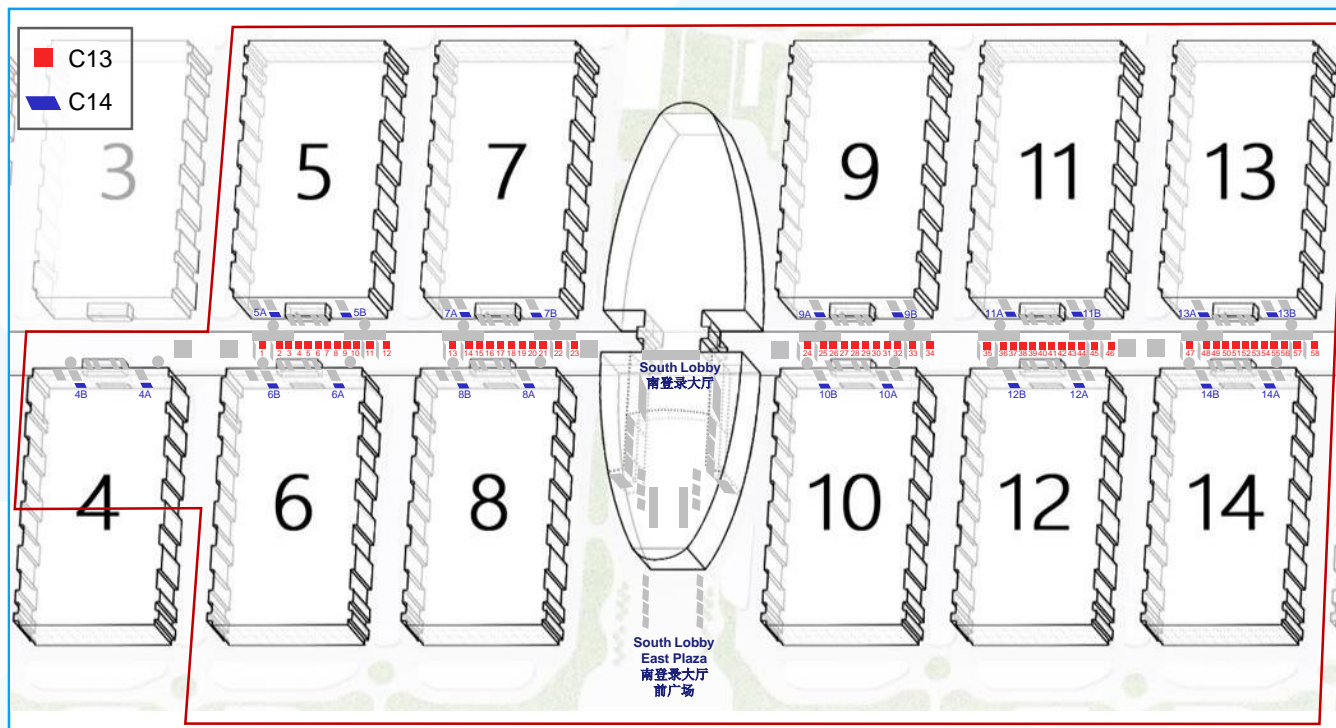
Prices include release and production.

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

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

(C) Onsite Advertising

Central corridor (Level 1)

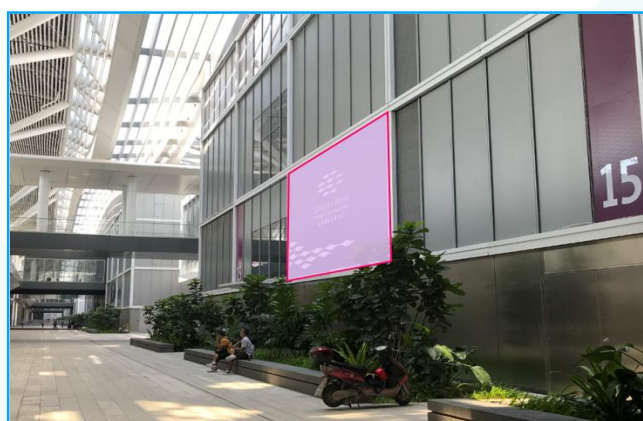


C13 Pillar wrap - Central corridor (Level 1)

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

Price: (a): RMB 75,000 / 3 pillars
(b): RMB 30,000 / pillar

Remarks: Please contact organisers for position details.



C14 Banner - Hall external (Level 1)

Specification: 5m(H) x 9m(W)

Price: RMB 65,000 / pcs

Note: The submission deadline of application and material production files is 4 November 2022.

Prices include release and production.

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

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

(C) Onsite Advertising

Inside halls



C15 Hanging banner - Inside halls (only hung above exhibitor's own booth)

Specification: 5m(H) x 5m(W) x 2-side

Price: RMB 50,000 / 2-side / pcs

*Hanging banner can only be hung above exhibitor's own booth.
Please contact the organisers for exact hanging points.

For more details, please contact:

Messe Frankfurt (Shenzhen) Co Ltd

Contact: Ms Sasha Zhu
Tel: +86 755 8299 4989 ext. 606

Contact: Mr Kevin Tang
Tel: +852 2230 9289

Email: sponsorship@hongkong.messefrankfurt.com

Note: **The submission deadline of application and material production files is 4 November 2022.**
Prices include release and production.
The above pictures are for reference only. The real object should be considered as final.
Onsite advertisements are subject to availability. Please check with the organisers for the available location.