

FESPA MEXICO 2023

SPONSORSHIP

OPPORTUNITIES

SPONSOR

BENEFITS AT FESPA MEXICO



WHAT ARE THE BENEFITS OF BEING A SPONSOR?



INCREASE

your brand visibility
before, during and
after the show.



REACH

your target audience
with your branding
promotion.



CREATE

a brand difference
against your competition.



GROW

the impact of your
products and services.



BOOST

your company's
sales during the event.

FESPA Mexico provides onsite and digital sponsorship opportunities that can help your brand to be in the top of mind of **decision making professionals**, before, during and withing the next 6 months after the event.

DISTINGUISH YOUR BRAND FROM YOUR COMPETITORS. LET OUR AUDIENCE FIND YOU!

Our sponsorship can be modified to match your objectives. Some products are exclusive and limited to one exhibitor.

LET PEOPLE SEE YOUR BRAND AT FESPA MEXICO

Being a sponsor of FESPA Mexico allows you to improve your brand awareness. Drive more attendees to your stand with our sponsorships scope before, during and after the show.

+10.7K

2022 attendees

+52K

DB contacts

+300

Leading brands

+109K

Visits to fespamexico.com during show campaign

+21K

Daily visits to our webiste during event's week.

25

Countries attending:

92%

of our exhibitors consider FESPA Mexico as a key part of their brand strategy.

85%

of our exhibitors considered good or excellent ROI from the show.



USA



Guatemala



Costa Rica



Colombia



Ecuador



Spain



UK

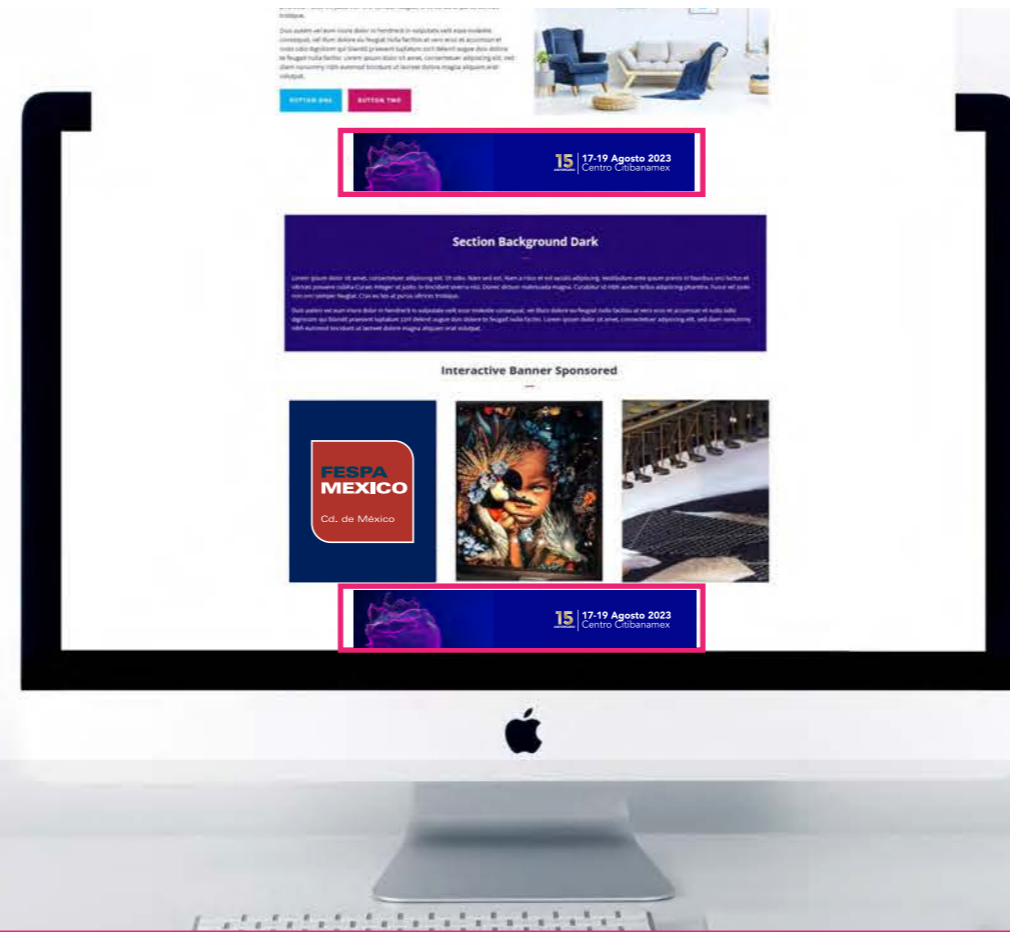



PRE-SHOW SPONSORSHIPS

FESPA Mexico website gains up to 109K visits during the event promotion and around 21k daily visits during the week's show.

Having presence on our on-line options, will help you create your first contact with our audience.





Website  • 62,876 users
 • 96,385 sessions

HOMEPAGE BANNER

TOP

FOOTER

USD\$500

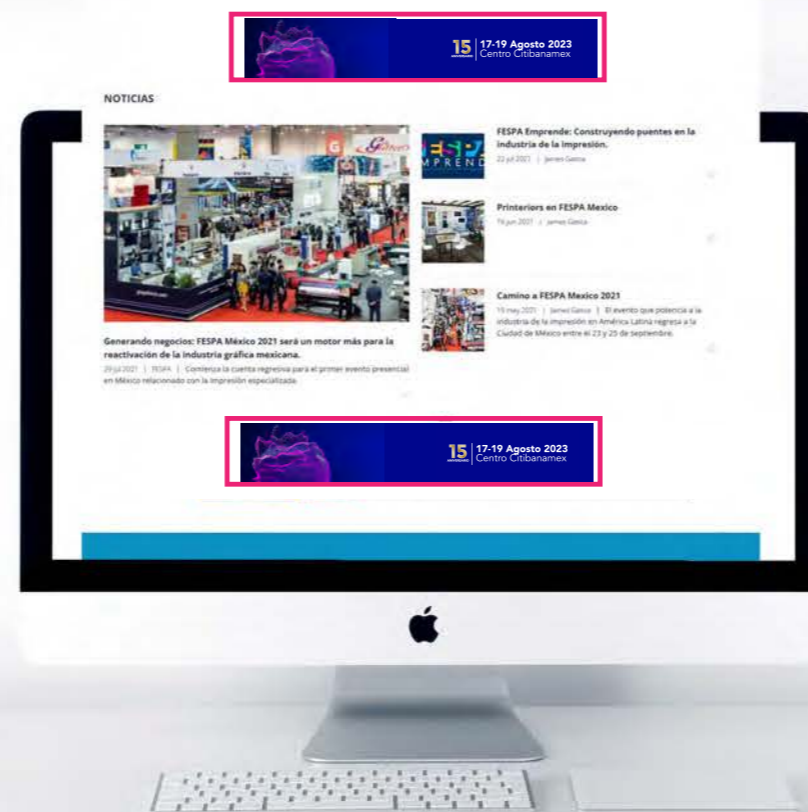
USD\$300

Drive audience to your stand with a homepage banner at FESPA Mexico website.

Your brand promotion will be seeing for our over **96,000 users of the website** giving you a higher presence before, during and after the show.

- **Banners available:** 1 for each section.
- **Contract deadline:** once stand contract is signed.
- **Banner duration:** until 1 month after the show.
- **Design and production responsibility:** Exhibitor.
- **Banner size:** 970x100px, PNG format.

PLEASE NOTE: artwork is required for validation.
 Taxes not included.



Website  • 62,876 users
• 96,385 sessions

INTERIOR PAGE BANNER

TOP

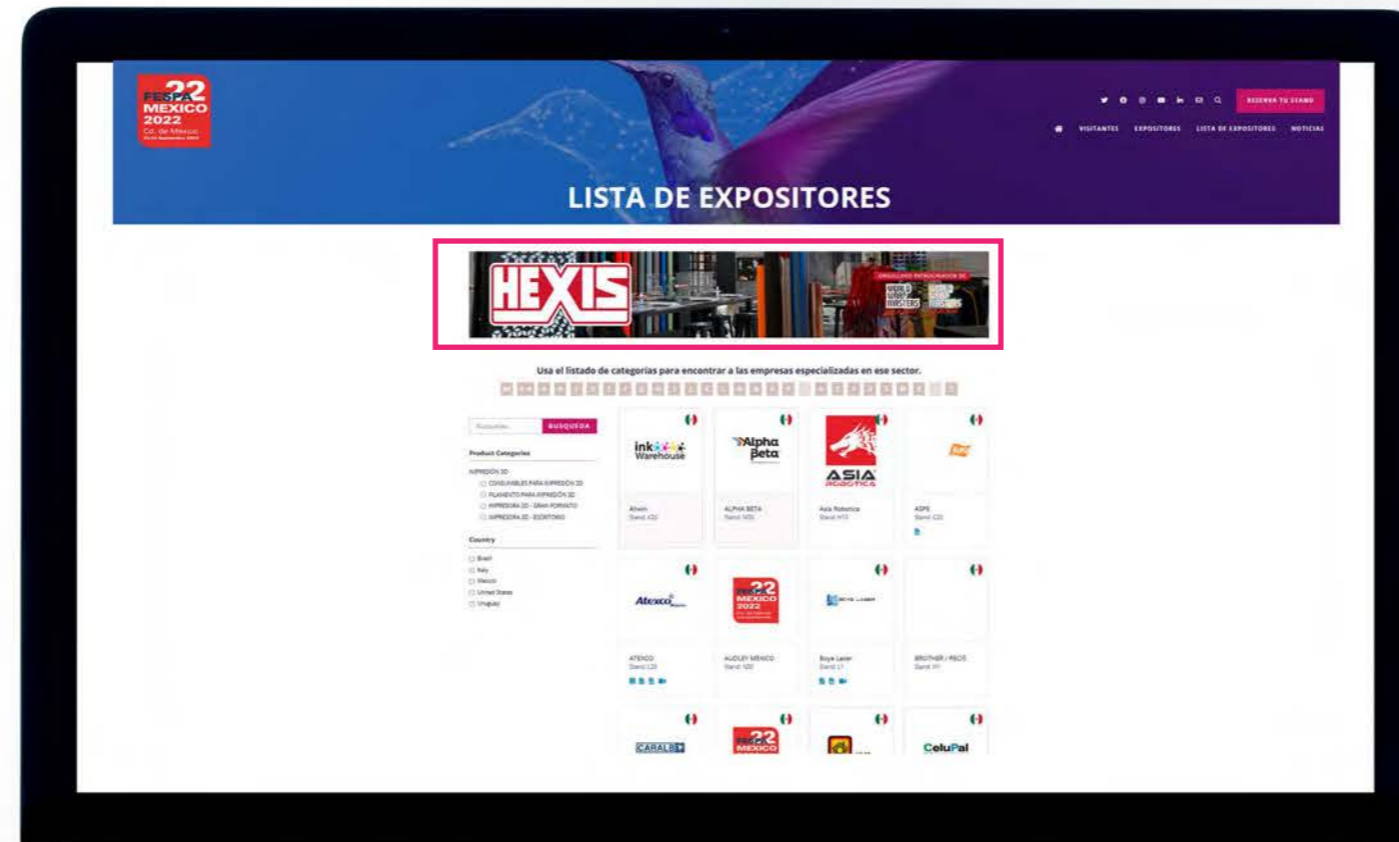
FOOTER

USD\$300

USD\$300

Increase your brand visibility at **fespa.com** where our audience look for relevant information about the show and industry trends.

- **Banners available:** 1 for each section.
- **Contract deadline:** once stand contract is signed.
- **Banner duration:** until 1 month after the show.
- **Design and production responsibility:** Exhibitor.
- **Banner size:** 970x150px, PNG format.



Website  • 62,876 users
• 96,385 sessions

EXHIBITOR LIST BANNER (EXCLUSIVE)

USD\$350

Having an exclusive presence in **one of the most visited pages** on our site will make your brand stand out from your competitors

- **Banners available:** 1 for each section.
- **Contract deadline:** once stand contract is signed.
- **Banner duration:** until 1 month after the show.
- **Design and production responsibility:** Exhibitor.
- **Banner size:** 970x150px, PNG format.

PLEASE NOTE: artwork is required for validation.
Taxes not included.

ON-SITE SPONSORSHIPS

FESPA Mexico is part of the 6 global exhibitions organized by FESPA worldwide and is supported by a 60 years brand within the market.

Our onsite sponsorship opportunities will allow you to put your brand on the top of mind of decision makers and drive them to your stand. They will also give you higher status and differentiation from your competitors.





AISLE BANNERS

USD\$2,500

Your brand will have great visibility as our aisle banners are a reference for our attendees at the exhibition.

By getting this sponsorship you can get up to 15 aisle banners with your logo and stand number in an area of 25% of the total material.

- **Number of ailes:** 15 banners.
- **Sponsorship available for:** 1 brand.
- **Contract deadline:** July 14, 2023.
- **Design & production by:** Organizing Comittee.
- **Banner size:** 2 m width x 3 m height.



ARCHES ON HALL B & C ENTRANCE

USD\$850

Our entrance arches welcome over **10,700 show attendees**, being the meeting point for the opening ceremony where experts, associations, visitors and national media will see your brand during the 3 days of the event.

- **Spaces available:** 2 arches.
- **Sponsorship available for:** 3 brands.
- **Contract deadline:** July 14th, 2023.
- **Design & production by:** Organizing Comittee.
- **Size:** To be confirm when contracting.



LANYARDS

USD\$3,000

Your brand will be on every single attendee which is over **11,000 expected visitors**, who will receive this lanyard with your logo printed to carry their badge.

- **Sponsorship available for:** 1 brand.
- **Contract deadline:** July 7th, 2023.
- **Production by:** Exhibitor, delivery will be at registration. area on hall B on August 14th, 2023.
- **Design by:** Organizing Comittee.
- **Size:** 85cm width x 2cm height.



PROMOTIONAL BAGS

USD\$3,000

Take this exclusive opportunity, your logo will appear in our event official bag distributed to all attendees as their pass trough the lobby of Hall B; you can also include promotional leaflets, samples and product catalogues exhibited at the show.

- **Sponsorship available to:** 1 brand.
- **Contract deadline:** July 14th, 2023.
- **Production by:** Exhibitor, delivery will be at registration. area on hall B on August 14th, 2023.
- **Design by:** Exhibitor, design needs to be approved by Organizing Comittee.



BRANDING ON SCALATORS

USD\$1,500 PER SCALATOR

85% of our visitors arrived to the show through venue parking access. Your brand will welcome this large number of participants in a direct way at the main access to the registration area and main entrance to the show.

- **Available spaces:** 3 scalators (to hall A, B or C).
- **Sponsorship available to:** 3 brands.
- **Contract deadline:** July 7th, 2023.
- **Design & production by:** Exhibitor, design needs to be approved by Organizing Comittee. Exhibitor is also responsible of instalation and removal. Intalation should be done on August 16th, 2023. Removal should be done by August 19th, 2023.
- **Size:** 6m height x 0.60m width.

PLEASE NOTE: artwork is required for validation.
 Taxes not included.



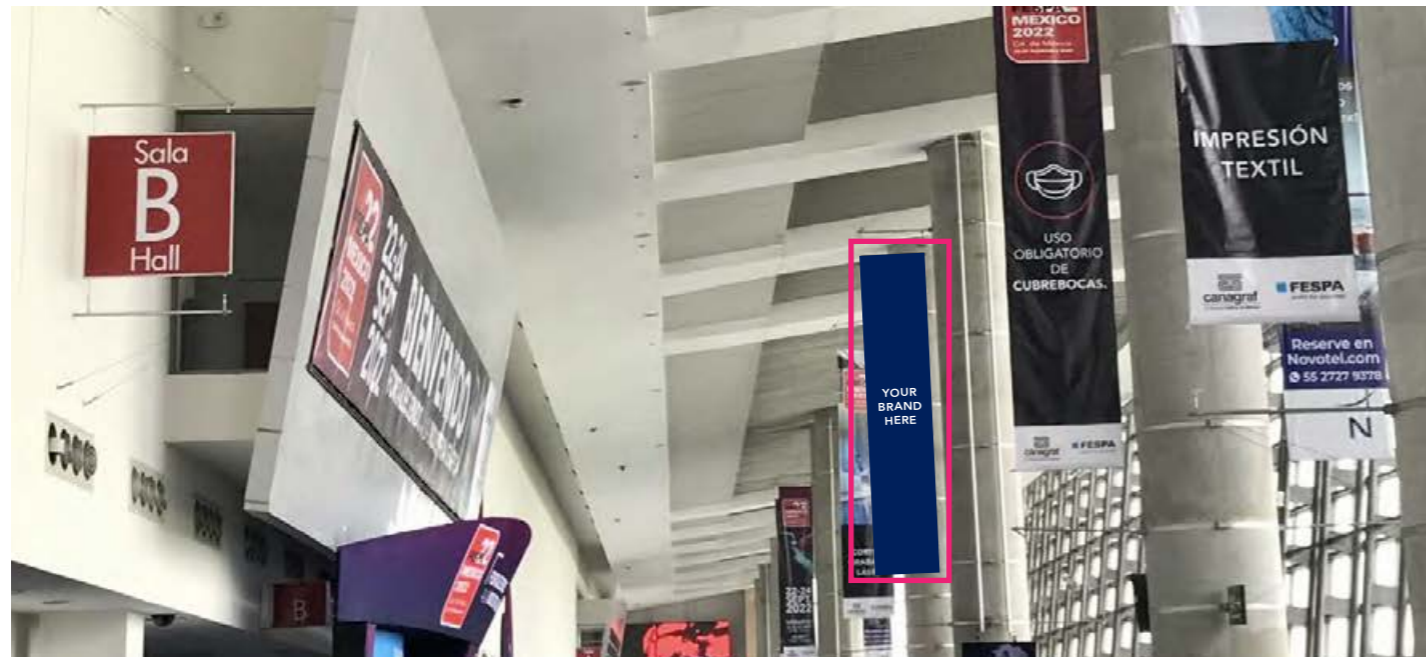
BREAKFAST WITH INDUSTRY ASSOCIATIONS

USD\$1,500

We work together with the most important industry associations, which you can approach their members directly through this sponsorship, creating a great alliance of good impact to your business.

- **Sponsorship available to:** 1 brand
- **Contract deadline:** July 14th, 2023.

Contact the sales team to know more about the benefits of sponsoring this activity during FESPA Mexico.



CONCOURSE BANNERS



HALL B

USD\$3,000

HALL C

USD\$2,500

The lobby of Citibanamex Center has great affluence during event days.

Visitors come to it to access the show either register to the show. At the same time, works as a lounge area for those looking for something to eat or rest to go back to hall B.

Your brand will accompany to all visitors during their stay at the venue.

- **Available spaces:** 6 pieces (Hall B) / 5 pieces (Hall C)
- **Sponsorship available to:** Up to 2 brands (1 per hall).
- **Contract deadline:** July 7th, 2023.
- **Design & production by:** Exhibitor, design needs to be approved by Organizing Committee. Exhibitor is also responsible of instalation and removal. Intalation should be done on August 16th, 2023. Removal should be done by August 19th, 2023.
- **Size:** 4.3 m width x 9 m height.



BRANDING - TRENDS & PRINT SESSIONS

USD\$600

Over 15 hours of learning during our Trends & Print Sessions programme, where industry experts, media, visitors and new talent meet to learn and update their knowledge about Mexico and Latin America print industry.

Your brand will be seeing during our 3 days educative programme for attendees.

- **Available spaces:** 1 piece.
- **Sponsorship available for:** 3 brands.
- **Contract deadline:** July 7th, 2023.
- **Design & production by:** Organizing Committee.
- **Size:** To be confirm when contracting



BUSES

USD\$8,500

SHUTTLE BUSES

FESPA Mexico welcomes over **3,000 foreign attendees** per event.

Take the opportunity to be the first contact for these regional attendees and invite them to your stand through an exterior banner and promotional leaflets in their seats.

- **Sponsorship available for:** 2 brands.
- **Contract deadline:** July 7th, 2023.

Request more information about the benefits of this sponsorship, together with the states and routes.

PLEASE NOTE: artwork is required for validation.
 Taxes not included.



FLOORGRAPHICS ON HALL B ENTRANCE AND HALL C EXIT

USD\$600 | 3 PIECES

At the entrance of Hall B, our attendees will be attracted by your brand floorgraphics. Promote your participation at the show and give them a funny experience creating a treasure searching, 3D effect and more with this sponsorship, you can also increase your stand visits.

- **Available spaces:** 3 per sponsorship.
- **Sponsorship available to:** 3 brands.
- **Contract deadline:** July 7th, 2023.
- **Design & production by:** Exhibitor, design needs to be approved by Organizing Committee. Exhibitor is also responsible of instalation and removal. Intalation should be done on August 16th, 2023. Removal should be done by August 19th, 2023.
- **Size:** To be confirm when contracting.

PLEASE NOTE: artwork is required for validation.
 Taxes not included.

ON-SITE SPONSORSHIPS

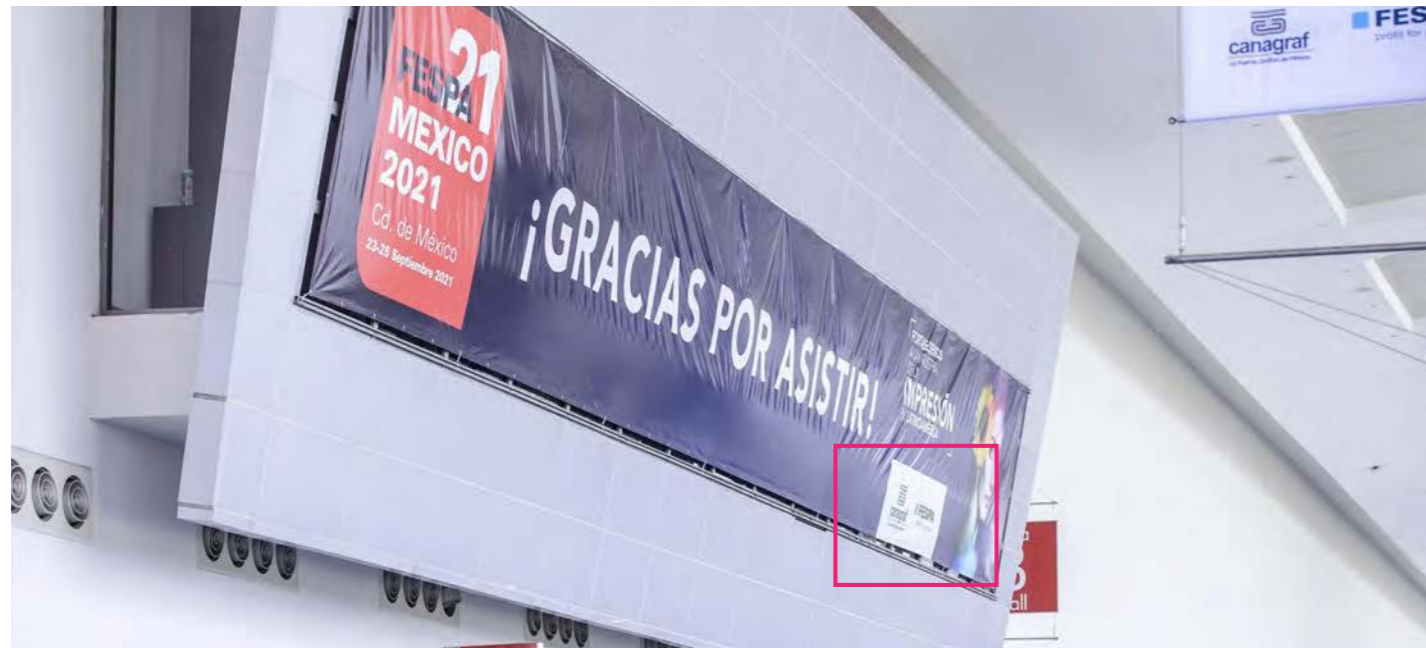


LOGO ON VISITOR BADGES

USD\$3,000

The access to activities and training programees during the 3 days of FESPA Mexico can be done **carrying your badge all the time**; you can include your logo and stand number on the front of the badge, every attendee will have one during the show.

- **Sponsorship available to:** 1 brand
- **Contract deadline:** June 30th, 2023.
- **Design & production by:** Organizing Comittee.



LOGO ON MAIN ENTRANCE BANNER- HALL B

USD\$1,800

Above the main entrance to hall B, a high impact area, you will see our welcome banner to all our attendees.

Your brand will be seeing by every attendee to the show.

- **Sponsorship available for:** 1 brand.
- **Contract deadline:** July 14th, 2023.
- **Design & production by:** Organizing Comittee.
- **Size:** logo at 25% of the total artwork.

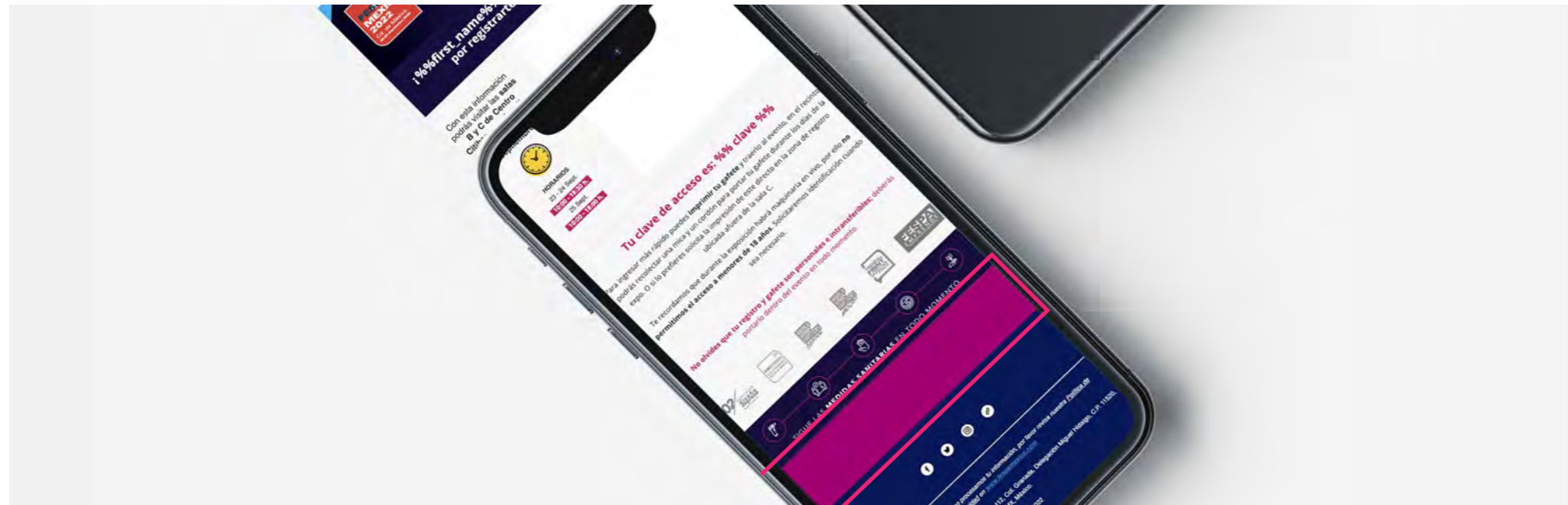


VENUE PARKING ACCESS BARS

USD\$700

All attendees to Centro Citibanamex visiting the event will come by car. All those attendees will see your brand and booth number promoted on this sponsorship. Become one of the brands with the highest positioning during FESPA Mexico.

- **Available spaces:** 6 bars.
- **Sponsorship available for:** 1 brand.
- **Contract deadline:** July 14th, 2023.
- **Responsable de diseño y producción:** Exhibitor, deadline August 14th, 2023 at Centro Citibanamex.
- **Size:** 1.60 m w x 0.25 m height / Coroplast.



ONLINE REGISTRATION BANNER & ONSITE REGISTRATION SCREENS

USD\$2,000

"During the show we have **13 stations for visitor, media, associations, experts and VIP's** on the side module of the main entrance in Hall B.

Your brand will be seeing for all of them through an image with your logo and stand number, you can also add a QR code with your products catalogue in our Exhibitor Showroom.

90% of our attendees register online, your logo and stand number can be displayed in our advertising banners in our online registration and email confirmation that our audience receive."

- **Sponsorship available for:** 1 brand.
- **Contract deadline:** August 4th, 2023.
- **Design & production by:** Organizing Comittee.
- **Size onsite screens:** 25.04 x 19.05 cm JPEG.

- **Sponsorship available for:** 1 brand.
- **Contract deadline:** after signing the participation contract.
- **Design & production by:** Organizing Comittee.
- **Size online banner:** To be confirm when contracting.

PLEASE NOTE: artwork is required for validation.
 Taxes not included.



SELF- STAND BANNERS

USD\$1,500

Increase your brand presence placing your logo on the banners located on strategic places around the venue impacting attendees during the 3 days of the event.

- **Available spaces:** 5 pieces.
- **Sponsorship available for:** 1 brand.
- **Contract deadline:** August 4th, 2023.
- **Design & production by:** Exhibitor, design needs to be approved by Organizing Comittee.
- **Size:** 1 m width x 2 m height with self-stand structure.



VIP COCKTAIL

USD\$4,000

The VIP cocktail is a great networking platform to promote your brand with a high profile visitor, while you enjoy of our exclusive exhibitors and VIP's party.

Be one of our exclusive sponsors!

- **Sponsorship available for:** 3
- **Contract deadline:** July 14th, 2023.

Request more information about the benefits of this sponsorship.

EXHIBITOR'S CATALOGUE

The exhibitor's catalogue is our official guide for attendees with the essential information about exhibitors, products and onsite activities. Our advertising options will provide you with the opportunity to reach potential customers even after the show.





Full page advert
USD\$850

Size: 12.5 cm width x 21.5 cm height*

Available spaces: 5.

Design & production by: Exhibitor, design needs to be approved by Organizing Committee.



Inside front cover
USD\$1,000

Size: 12.5 cm ancho x 21.5 cm alto*

Available spaces: 1

Design & production by: Exhibitor, design needs to be approved by Organizing Committee.



Half page advert
USD\$500

Size: 12.5 cm ancho x 12.7 cm alto*

Available spaces: 6

Design & production by: Exhibitor, design needs to be approved by Organizing Committee.

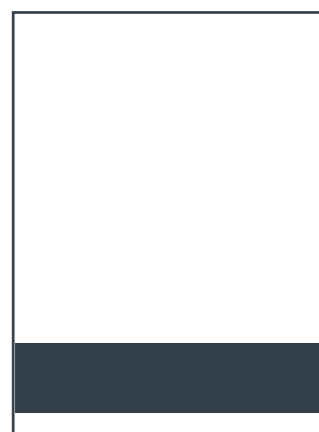


Inside back cover
USD\$1,000

Size: 12.5 cm ancho x 21.5 cm alto*

Available spaces: 1

Design & production by: Exhibitor, design needs to be approved by Organizing Committee.



Quarter page advert
USD\$300

Size: 12.5 cm ancho x 4.6 cm alto*

Available spaces: 5

Design & production by: Exhibitor, design needs to be approved by Organizing Committee.



Back cover
USD\$1,300

Size: 12.5 cm ancho x 21.5 cm alto*

Available spaces: 1

Design & production by: Exhibitor, design needs to be approved by Organizing Committee.

Deadline for design send: July 13th, 2023.

****All materials should have overshoot and intern margin for text, please ask for all specifications.**

PLEASE NOTE: artwork is required for validation.
Taxes not included.

POCKET PLAN

Our exhibition floorplan is a practical opportunity to reach potential customers, as this is our floorplan overview that every attendee has access to plan their trip in the show.



8,000 PIECES

DEADLINE FOR DESIGN SENDING ON JULY 15TH, 2023

****All materials should have overshoot and intern margin for text, please ask for all specifications.**



Back cover
USD\$850

Size: 21.5 cm ancho x 27.9 cm alto*

Available spaces: 1

Deadline for contracting: June 15th, 2023.

Design & production by: Exhibitor, design needs to be approved by Organizing Committee.



Business card ad
USD\$175

Size: 10.8 cm ancho x 5.3 cm alto*

Available spaces: 8

Deadline for contracting: June 15th, 2023.

Design & production by: Exhibitor, design needs to be approved by Organizing Committee.

WORLD WRAP MASTERS

MEXICO

World Wrap Masters Mexico is an international competition designed by FESPA Mexico that tests wrappers' skills, techniques and speed. This will allow you to position your products as market leaders while competitors used them during the competition.



WORLD WRAP MASTERS



COMPETITION VYNIL

USD\$2,500

Being one of our exclusive sponsors of this international competition. Present your brand as a leader in the Mexican wrapping market.

- **Sponsorship available for:** Until 3 brands.
- **Contract deadline:** July 7th, 2023.
- **Design & production by:** Exhibitor, Automotive vinyl will be provided by the sponsor brand of the day.



COMPETITION HEAT GUNS

USD\$1,200

The heat guns are one of the most important tools for the competition. Join our leader brands of this international event.

- **Sponsorship available for:** 1 marca.
- **Contract deadline:** July 7th, 2023.
- **Tools provided by the sponsor, quantities to be confirmed at the time of contracting.**



WRAP TOOLS

USD\$1,200

Position your wrap products into this new and growing market being used by our competitors during the competition.

- **Sponsorship available for:** 1 marca.
- **Contract deadline:** July 7th, 2023.
- **Tools provided by the sponsor, quantities to be confirmed at the time of contracting.**

FESPA MEXICO

SPONSORSHIPS



PRE SHOW

• Homepage banner - Top	USD\$500
• Homepage banner - Footer	USD\$300
• Interior page banner - Top	USD\$300
• Interior page banner - Footer	USD\$300
• Exhibitor list banner (exclusive)	USD\$350

ON-SITE

• Aisle banners	USD\$2,500
• Arches on entrance Hall B / C	USD\$850
• Logo - visitors badge	USD\$3,000
• Promotional bags	USD\$3,000
• Branding on scalators	USD\$1,500
• Breakfast with Industry Associations	USD\$1,500
• Buses	USD\$8,500
• Shuttles buses	USD\$8,500
• Concourse banners - Hall B (6 pieces)	USD\$3,000
• Concourse banners - Hall C (5 pieces)	USD\$2,500
• Branding - Trends & Print Sessions	USD\$600
• Floorgraphics - Hall B entrance & Hall C exit	USD\$600
• Lanyards	USD\$3,000
• Logo on main entrance banner - Hall B	USD\$1,800
• Venue parking access bars	USD\$700
• Online registration banner & Onsite registration screens	USD\$2,000
• Self-stand banners (5 pieces)	USD\$1,500
• VIP Cocktail	USD\$4,000

EXHIBITOR'S CATALOGUE

• Full page advert	USD\$850
• Half page advert	USD\$500
• Quarter page advert	USD\$300
• Inside front cover	USD\$ 1,000
• Inside back cover	USD\$1,000
• Cover	USD\$1,300

POCKET PLAN

• Cover	USD\$850
• Business card ad	USD\$175

WORLD WRAP MASTER MEXICO

• Competition - vinyl	USD\$2,500
• Competition - Heat guns	USD\$1,200
• Wrap tools	USD\$1,200

+ NUEVOS
ENFOQUES
PARA LA IMPRESIÓN



15 | 17-19 August, 2023
ANNIVERSARY | Centro Citibanamex

CONTACT US

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