FITMA 2023
Exhibitor Sponsorship Opportunities

FITMA 2023

THE INTERNATIONAL EXPO OF TECHNOLOGY AND MANUFACTURING

June 20-22, 2023
Centro Citibanamex | Mexico City

FITMA-LA.COM

Understanding

THE VALUE OF THE SPONSORSHIP OPPORTUNITIES

In the events culture, it is documented that attendee behavior is restricted by different situations not allowing them to visit every single booth. Many times attendees plan their visit based upon their needs or new technology research. Sponsorships offer exhibitors a competitive advantage over other exhibiting companies looking to capture the attendees' attention.

You need to tell them WHERE and WHY TO FIND YOU at the show!

Be the first company they see and recognize. **Branding** creates top of mind.

Increase ROI by distinguishing your products, services and brand.

Stand out from your competition. Let attendees know you are the leader.

Attendees look for new suppliers and vendors. Be there to **generate new leads.**

Strengthen relationships. Invite your established clients to visit your booth.

Bundle & save. Earn discounts by investing in multiple, integrated products

BE THERE, BE PRESENT, BE THE COMPANY ATTENDEES WANT TO DO BUSINESS WITH!

Products to increase your experience **Before**, **During** and **After** the show.

BEFORE

- MMS México – FITMA Supplement (May, 2023)
- FITMA "Show Daily" E-mail
- B2B Digital Connection
- Digital Floor Plan Banner
- Digital Directory Banner

DURING

- Official Show Directory
- FITMA "Show Daily" E-mail
- Networking Party
- Conference Rooms
- Wi-Fi Sponsorship
- Lanyard
- Attendee Bag
- Escalator Banners
- Concourse Banners
- Charging Stations
- Soccer Balls
- Buses
- B2B Digital Connection
- Digital Floorplan Banner
- Digital Directory Banner

AFTER

- FITMA-LA.COM
- Official Show Directory
- B2B Digital Connection
- Digital Floor Plan Banner
- Digital Directory Banner

MMS MÉXICO –
FITMA SUPPLEMENT (MAY, 2023)

BEFORE

This special supplement will be polybagged with the May 2023 issue of *MMS México* to its over 20,000 print subscribers in Mexico and e-mailed to its +25,000 digital subscribers in Mexico and Latin America.

As an exhibitor, you will receive a complementary section to promote your products and services adjacent to your ad, giving you the opportunity to brand your message editorially and this will help prospect attendees narrow their search for products and services at the show or even before.

WITH A FULL PAGE AD RECEIVE A FREE FULL PAGE COMPANY PROFILE

- Logo and contact information for company and any domestic resellers
- Company Description
- Up to three product profiles

WITH A 1/2 PAGE AD RECEIVE A FREE 1/2 PAGE COMPANY PROFILE

- Logo and contact information for company and any domestic resellers
- Company Description or one product profile

WITH A 1/4 PAGE AD RECEIVE A FREE 1/4 PAGE COMPANY PROFILE

- Logo and contact information for company and any domestic resellers

AD RATES		
Full Page Ad + Full Page Description	+$ 2,500	+55 m^2
1/2 Page Ad + 1/2 Page Description	+$ 1,500	27 - 54 m^2
1/4 Page Ad + 1/4 Page Description	INCLUDED	0 - 18 m^2

**All rates include 4 color.*
**All rates in US Dollars.*

Closing date:
March 27, 2023

Materials due date:
April 3, 2023

OFFICIAL SHOW DIRECTORY

DURING | **AFTER**

BRAND YOUR COMPANY AND PROMOTE YOUR PRESENCE AT FITMA 2023

Comprehensive printed show directory, with company listings, product listings and conference program guide. Available at check-in counters. As the audience gathers their Directory to the show, remind them of what you are selling and where you can be found! The Official Show Directory is also a great tool for the office and will be used as a future guide giving your advertised message long life.

AD RATES	
Full page ad	$2,400
1/2 page ad	$1,750
1/4 page ad	$1,300

COVER RATES	
Inside Front Cover	$2,800
Inside Back Cover	$2,800
Back Cover	$3,200

**All rates include 4 color.*
**All rates in US Dollars.*

Closing date:
May 1, 2023

Materials due date:
May 15, 2023

FITMA "SHOW DAILY" E-MAIL

BEFORE **DURING**

Reach active customers through this unique and exclusive electronic campaign to contacts in Mexico, Central and South America before and during the event. *Modern Machine Shop Mexico*'s editorial team will produce industry insights, conduct key interviews and post current events. To be delivered 7 times throughout the FITMA cycle - once a week in the three weeks leading up to the event + one the day before the show and once a day in the three days of FITMA.

Availability:

2 Video Ads, 9 Technology Solutions Ads

A

VIDEO AD	
(static image / live text / link to URL hosting your video)	
1x	$1,500
7x	$9,000

B

TECHNOLOGY SOLUTIONS AD	
(static image/live text)	
1x	$900
7x	$5,000

DISTRIBUTION DATES:
#1- MAY 30
#2 - JUNE 6
#3 - JUNE 13
#4 - JUNE 19
#5 - JUNE 20
#6 - JUNE 21
#7 - JUNE 22

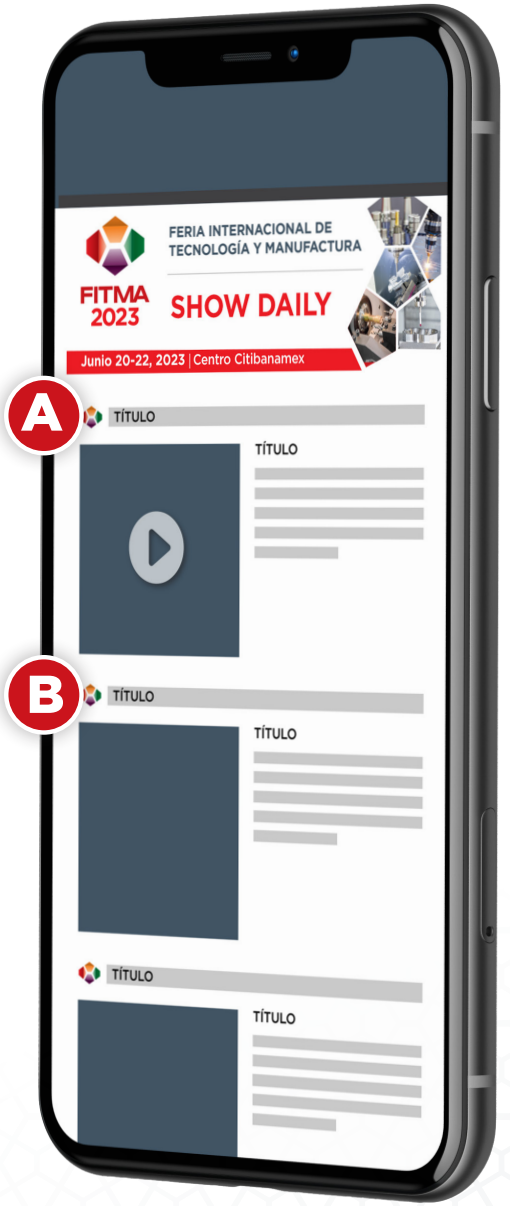
Specifications:

Size: 300 x 250 pixels
Resolution: 144 dpi

Format: JPG/PNG
Title: 50 characters max

Body Copy: 200 characters max

**All rates in US Dollars.*



Closing date:
May 15, 2023

Materials due date:
May 22, 2023

NETWORKING PARTY

DURING

As the unofficial highlight of the show, the Networking Party represents an excellent platform to promote your brand to an exclusive group of attendees. Take advantage of prime networking opportunities while having a good time in our exclusive party for VIPs only.

We guarantee hours of fun for all attendees!

Availability:
Exclusive

NETWORKING PARTY SPONSORSHIP RATE
$20,000

**Sponsorship includes food, drinks, entertainment & leads.*
**Rate in US Dollars.*

INCLUDES LEADS OF PARTY ATTENDEES!

CONFERENCE ROOMS

DURING

Display your company prominently to the higher-end attendee looking to improve productivity during the Technical Conference Program at FITMA 2023.

Your presence will impact speakers and conference attendees during the three days of the show.

Includes:

- Branding on Walls
- Mention of Sponsor (Twice per day)
- 1 min Video Ad (Twice per day)

Note: Sponsor can provide souvenirs/brochures/ etc. to conference attendees.

Availability:
2 available for industry companies

FITMA CONFERENCE ROOM RATE
$10,000

**Sponsors must provide promotional materials.*
**Rate in US Dollars.*

CONCOURSE BANNERS

DURING

All show registrants will pass under banners with your company logo branded in the entrance hall.

This is an exclusive opportunity to showcase your company in the main entrance lobby before hitting the show floor.

Availability:
2 available (1 for each hall)

CONCOURSE BANNERS RATE
5 Concourse Banners (Hall C)
$5,000
6 Concourse Banners (Hall B)
$6,000

**All rates in US Dollars.*

CHARGING STATIONS

DURING

As one of the only “in-hall” sponsorship opportunities, charging stations allow you to promote your brand to exhibitors, attendees and speakers while serving a constant need in today’s world.

Charging stations are equipped with USB ports and outlets for registrants to utilize during the show.

Availability:
Exclusive

CHARGING STATIONS RATE
$15,000

**Includes 8 charging stations placed throughout the exhibit hall.*
**Rate in US Dollars.*

WI-FI SPONSORSHIP

DURING

Be the first thing registrants see when they connect to the internet during the show.

The Wi-Fi sponsorship allows you to promote your brand to virtually all attendees, exhibitors, and speakers. You will have the opportunity to place your company logo on the splash page, create a customized password and on-site signage.

You will also be included in the FITMA App. Your company will be promoted through a “Splash Page” when any attendee downloads the FITMA App. Another added value for your company!

Availability:
Exclusive

WI-FI SPONSORSHIP RATE
$20,000

**Rate in US Dollars.*

ESCALATOR BANNERS

DURING

Attendees, exhibitors, sponsors, speakers and partners will all have eyes on your company logo as they ascend the venue escalators into the exhibit hall.

This is an exclusive branding opportunity to gain major visibility during the show.

Availability:
Exclusive

ESCALATOR BANNER RATE
$7,500

** Includes 4 escalators.*
**Rate in US Dollars.*

LANYARDS SPONSORSHIP

DURING

Lanyards are one of the most valuable opportunities to showcase your brand to the entire audience during FITMA 2023.

Lanyards with your company logo will be distributed to all attendees, speakers and partners during registration at the trade show.

Availability:
Exclusive

LANYARD SPONSORSHIP RATE
$10,000

**Rate includes materials & production.*
**Rate in US Dollars.*

ATTENDEE BAGS SPONSORSHIP

DURING

Take advantage of this exclusive branding opportunity to display your company logo prominently to the entire audience during FITMA 2023.

Your logo will appear on the official show bag with booth number & show logo distributed to all attendees, speakers & partners during the show.

Sponsor can provide brochures to put inside bags

Availability:
Exclusive

ATTENDEE BAG SPONSORSHIP RATE
$10,000

**Rate includes materials & production.*
**Rate in US Dollars.*

SOCCER BALLS SPONSORSHIP

DURING

Side #1

Side #2

Place your logo in the show's official souvenir! You will receive 1,500 co-branded soccer balls to give away at your booth. This will give you a unique opportunity to attract more visitors during FITMA 2023!

Availability:
Exclusive

SOCCER BALLS SPONSORSHIP RATE
$20,000

**Rate includes materials, production & promotion before and during the event.*
**Rate in US Dollars.*

BUSES SPONSORSHIP

DURING

An exclusive opportunity to expose your brand to the FITMA attendees before they arrive to the event!

This sponsorship consists of a branding wrap on the buses transporting FITMA attendees from different locations to the show venue for the duration of the event. The branding wrap will contain the FITMA logo alongside of your brand message. The sponsor can supply brochures or promotional materials to all attendees riding on the buses at the moment of arrival to the event.

Availability:
Exclusive

BUS SPONSORSHIP RATE
$20,000

**Rate includes branding wrap, production & Leads.*
**Rate in US Dollars.*

B2B DIGITAL CONNECTION

BEFORE | **DURING** | **AFTER**

OFFER PROSPECTS FULL EXPOSURE TO WHAT THEY WILL FIND AT YOUR BOOTH!

Increase awareness, increase booth traffic and increase ROI by putting your dynamic message in front of visitors before, during and after FITMA 2023 on WWW.FITMA-LA.COM

Your digital presence extends your booth beyond the exhibit hall and provides visitors a way to see the products, services and solutions you offer!

Increase your chance to sell your message on why they should stop by your booth!

Closing date: **May 19, 2023**

Materials due date: **May 19, 2023**

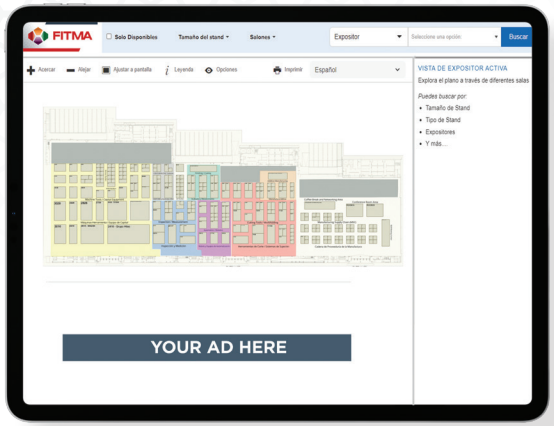
GOLD	SILVER	BRONZE
$2,995	$1,995	$995

More Visits = More Leads = More Sales!

	GOLD	SILVER	BRONZE	FREE
Company name, address, and booth number	X	X	X	X
Company listing in up to 10 product listings	X	X	X	X
Active company URL	X	X	X	X
Access to listing statistics	X	X	X	X
Company description (250 characters)	X	X	X	X
Company description (+250 characters) and up to 4 images (product display panels)	X	X	X	
Phone, fax and email address	X	X	X	
Company logo and trademark	X	X	X	
Access to sales leads and appointments before, during and after the show	X	X	X	
Up to 4 expanded product panels in video format	X	X		
Inclusion in featured exhibitor search	X	X		
Priority in online exhibitor directory search	X	X		
Highlighted booth on online floorplan	X	X		
Show Highlight Sponsorship (14 available)	X			

DIGITAL FLOORPLAN BANNER SPONSORSHIP

BEFORE | **DURING** | **AFTER**



Be the first thing registrants see when they connect to the show floor on the FITMA website.

The digital hall banner sponsorship allows you to promote your brand to virtually all attendees, exhibitors and speakers. You will have the opportunity to place your company logo on the floor plan. This is a unique opportunity for you!

Availability: Exclusive

DIGITAL FLOORPLAN BANNER RATE
$5,000

**Rate in US Dollars.*

DIGITAL DIRECTORY BANNER SPONSORSHIP

BEFORE | **DURING** | **AFTER**

Attendees will go to the website and the online directory to find their suppliers and their locations. Be there when they do!

Position your company into the overall digital directory sponsorship and create top of mind branding from everywhere before the show.

Availability: Exclusive

DIGITAL DIRECTORY BANNER RATE
$5,000

**Rate in US Dollars.*

Grow YOUR BUSINESS!

Bundle & Save

Earn discounts by investing in multiple, integrated products.

FITMA 2023 SPONSORSHIPS DISCOUNT STRUCTURE:

2 PRODUCTS	Extra ***5%*** discount
3 PRODUCTS	Extra ***10%*** discount
4 PRODUCTS	Extra ***15%*** discount
5 PRODUCTS	Extra ***20%*** discount

FOR MORE INFORMATION ON FITMA 2023 SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT:

SALES@FITMA-LA.COM

CO-PRESENTED BY

GARDNER Business Media, Inc.

THE ASSOCIATION FOR MANUFACTURING TECHNOLOGY

MEMBER OF AMPROFEC