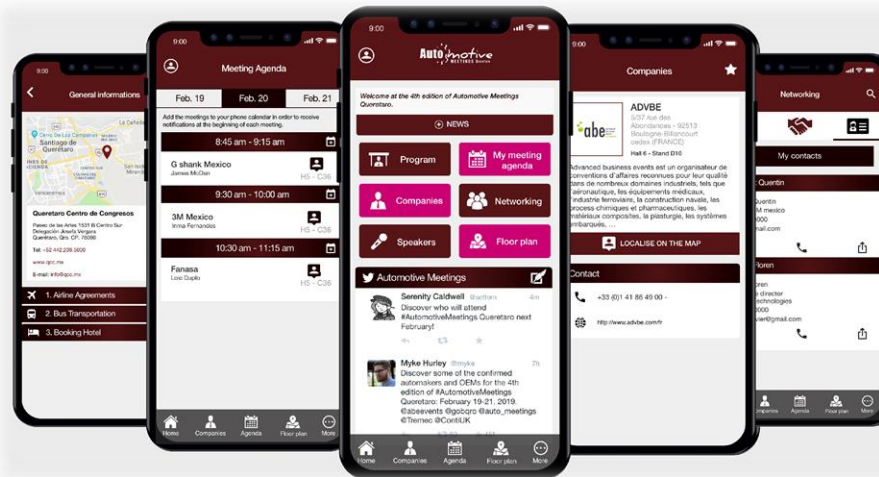




ENSURE THE BEST VISIBILITY MIXT!

MOBILE APP AUTOMOTIVE MEETINGS QUERETARO
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BECOME THE MOBILE APP **EXCLUSIVE** SPONSOR



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GET THE BEST VISIBILITY MIXT: DIGITAL & OFFLINE

OFFICIAL SPONSOR APP PACKAGE INCLUDES

Thanks to this complete and exclusive package, you will be able to broadcast your brand to targeted users through a wide range of all our visibility options:

- **Official mobile app sponsor status:** this will provide you visibility on all support associated to the Automotive Meetings Queretaro mobile app - *official event website, catalogue, e-mails sent to attendees to inform regarding the app*
- **Splash screen** with your company logo each time when the app will be launched by the attendees
- **Your company logo** in the participants list and on the interactive floor map in the map
- **1 banner** on the main page of Automotive Meetings Queretaro mobile app
- **1 push message**

ONLY ONE OFFICIAL SPONSOR APP OPPORTUNITY AVAILABLE

Official Sponsor app package: 7.000€



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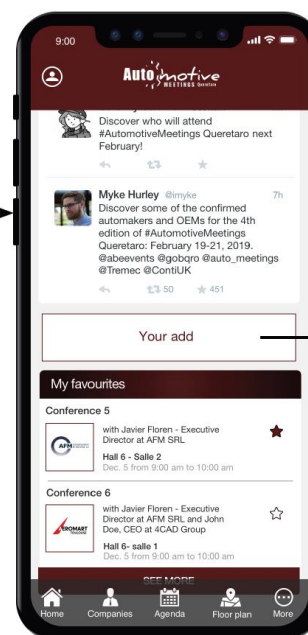
OFFICIAL SPONSOR APP PACKAGE INCLUDES



2s



3s



Call to action
Map
or Url
or Exhibitor detail

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FULL DESCRIPTION OF OFFICIAL SPONSOR APP PACKAGE

OFFICIAL MOBILE APP SPONSOR STATUS

The official mobile app sponsor offers you visibility on all support associated with the promotion of Automotive Meetings Queretaro mobile app by displaying your logo on:*

- Official event website**** – section dedicated to the Automotive Meetings Queretaro mobile app promotion:
 - pop-up window when arriving on the website (starting from January 21st, 2019)
 - home page section
 - article explaining how to use the mobile app
- Mobile app Automotive Meetings Queretaro **advert page in the soft copy of the event catalogue**
- Mobile app Automotive Meetings Queretaro **advert in the event program booklet**
- E-mail sent to all participants** to download the app
- Graphics at the venue** to inform the attendees related to the mobile app

*On all these supports your company logo will be displayed under the mention “APP BROUGHT TO YOU BY”

**Event official website statics:

- Visibility among 13.897 users
- Visibility among approx. 4.600 users/month

**Mobile app statistics:

- 591 downloads
- 45,5% download rate
- 306 likes
- 39 comments
- 297 updates
- Most visited pages:
 - My meeting agenda 3657 views
 - Participants list 1 889 views

*** Statics between Jan. 1st. 2017 – March. 31st 2017, relevant period for the previous edition.

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FULL DESCRIPTION OF OFFICIAL SPONSOR APP PACKAGE

SPLASH SCREEN

Your logo will be displayed on the splash (start) screen after the Automotive Meetings Queretaro logo with the mention:

“This app is brought to you by”

Visible during 3 seconds each time the app is launched.

Option & availability

- 5.000€/splash screen
- Available exclusively in the official sponsor app package
- Visibility



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PUSH NOTIFICATIONS

Push notifications are messages that will be sent to the home screen of an attendee's mobile device. It looks similar to a text message, but is actually sent through the app. Your message will also appear in the notification board inside the app.

Option & availability

- 500€/push notifications
- 5 notifications available per day*
- Visibility



*for all companies together – first come, first served basis

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PROMOTED BANNER

Be the first thing attendees see when opening the app!

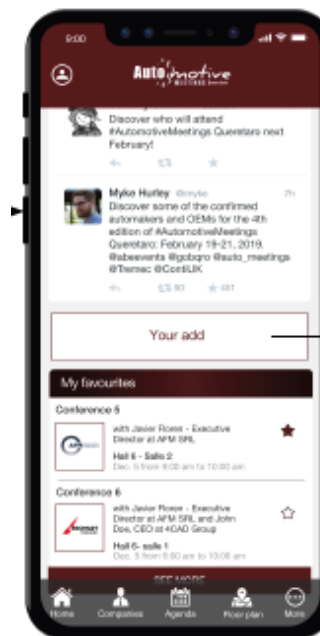
Promoted banner is a picture pinned to the Home Page. It can include a call-to-action button and a hyperlink to your website. It can be scheduled to be displayed at any moment during a limited time.

Option & availability

- 500€/ banner post
- 4 promoted banners available per day*
- Posts pinned during 2 hours
- Visibility



*for all companies together – first come, first served basis



Call to action
Map
or Url
or Exhibitor detail

Banner

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PROMOTED TEXT MESSAGE

Be the first thing attendees see when opening the app!

Promoted post, composed of 140 characters, is pinned on top of the Home Page. It's linked to an article that can include an image. It can be scheduled to be displayed at any moment during a limited time.

Option & availability

- 200€/text post
- 4 promoted posts available per day*
- Posts pinned during 2 hours
- Visibility



*for all companies together – first come, first served basis



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LOGO DISPLAYED IN THE PARTICIPANTS LIST AND ON THE INTERACTIVE FLOOR MAP

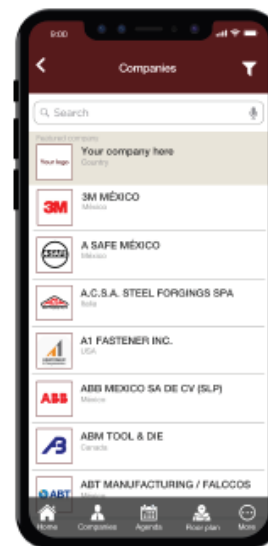
Stand out from your competitors and increase your visibility by showcasing your logo next to your company name in the participant's list and on the interactive floor map in the app.

Option & availability

- 300€/package
- Unlimited availability
- Visibility



*map subject to modification



Exhibitor list



Logo on the Map

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CONTACT INFORMATION

If you wish to have more information concerning the Automotive Meetings Queretaro mobile application and its sponsorship opportunities, please contact:

Mariana MIU

mniu@advbe.com

+33 1 41 86 41 25

advbe.com

or visit our website

mexico.automotivemeetings.com

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