

# Auto motive MEETINGS

Queretaro, Mexico  
February 20-22, 2017

INTERNATIONAL MANUFACTURING FORUM FOR THE AUTOMOTIVE INDUSTRY

[mexico.automotivemeetings.com](http://mexico.automotivemeetings.com)

## MOBILE APP SPONSORSHIP OPPORTUNITIES

Booking form & details



## MAXIMIZE YOUR MEETINGS AGENDA:

Get extra visibility!

### Industrial Support



### Organized by



### Jointly with



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# MOBILE APP AUTOMOTIVE MEETINGS QUERETARO

Maximize your meetings & increase your visibility



## MAXIMIZE YOUR MEETINGS AGENDA: Get extra visibility!

- **Benefit from the Automotive Meetings Queretaro app** by sending to targeted contacts messages and notifications at the right moment for maximum visibility before, during and after the event!

Find the option that will fit your marketing strategy and your budget:

- Your logo in the participants' list and the interactive floor plan
- Splash screen (start screen) sponsor
- Promoted posts
- Push notifications
- An app section dedicated to your brand



**OR BECOME THE OFFICIAL AUTOMOTIVE MEETINGS QUERETARO APP SPONSOR**



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## OPTION 1.

Logo displayed in the Participants List and on the Interactive Floor Map package

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

### Option & availability

- 500 US \$/package
- Unlimited availability
- Visibility

\*map subject to modification



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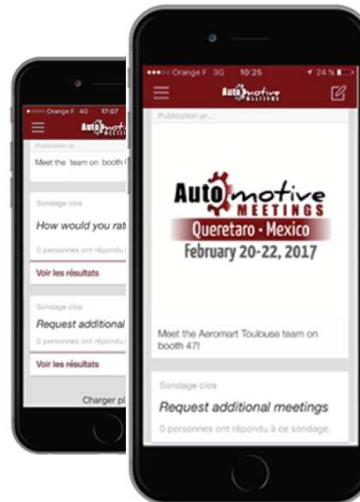


## OPTION 2. Promoted Posts

Be the first thing attendees see when opening the app!

Promoted posts, composed of 140 characters, are pinned on top of the Activity Feed. They can include an image or a call-to-action button and can be scheduled to be display at any moment during a limited time.

- Option & availability
- 200 US \$ /text post
- 500 US \$ /text post + image
- 4 promoted posts available per day\*
- Posts pinned during 2 hours
- Visibility

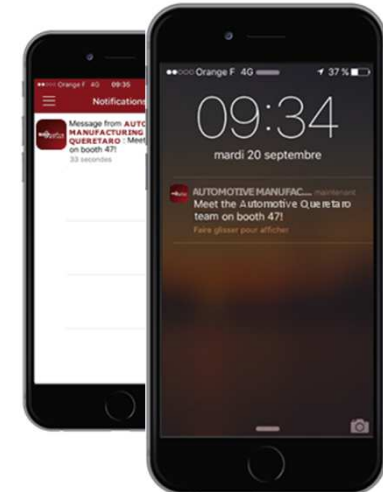


## OPTION 3. Push notifications

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

- 800 US \$ /push notifications
- 5 notifications available per day
- Visibility



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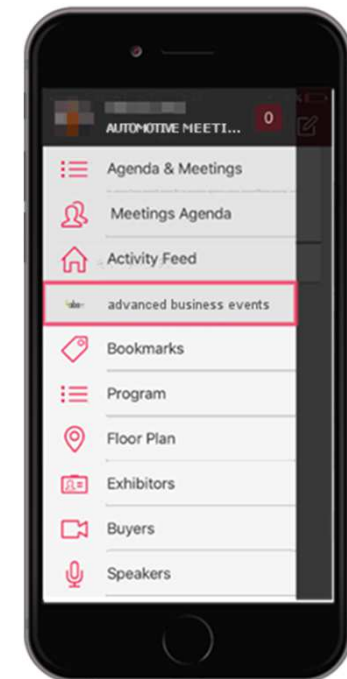
## OPTION 4. Sponsored App menu

A devoted app section in the menu to a single sponsor. This section, usually represented by the sponsor logo, can bring an user to a website, an internal item in the app or to a list (e.g., a list of products the company offers).

### Option & availability

- 3000 US \$ /menu
- Available for one company
- Visibility

*\*the sponsored app section will not have any colored borders*



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## OPTION 5. Logo on the Splash Screen

Your logo will be displayed on the splash (start) screen along with 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

- 3000 US \$ /splash screen
- Available for one company\*
- Visibility

\*please note that this option will be prioritize for the full app sponsor pack



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## OPTION 6. OFFICIAL SPONSOR APP

**Do not be missed by any participant during Automotive Meetings Queretaro, the only supply chain event for the automotive industry in Mexico!**

Thanks to our complete sponsor package for the Automotive Meetings Queretaro mobile app, you will be able to broadcast your brand and/or products to targeted users through a mix of all our visibility options:

- Splash screen
- 2 promoted posts (1 text posts + 1 text/image posts)
- 2 push notifications
- Sponsored app menu
- Your logo on the participants list and on the exhibitor floor plan
- Official sponsor status

**ONLY ONE OFFICIAL SPONSOR APP OPPORTUNITY AVAILABLE**

**Official Sponsor app package: 8000 US \$** (Real package value: 10 800 US \$ )



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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:

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or visit our website:

<http://mexico.automotivemeetings.com/index.php/en/auto-que-17-mobile-app>



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