



FITMA

FERIA INTERNACIONAL DE TECNOLOGÍA Y MANUFACTURA

The International Expo of Technology and Manufacturing for Latin America

Centro Citibanamex | Mexico City, Mexico

JANUARY 18-20, 2022

FITMA-LA.COM

FITMA 2022

Exhibitor Integral Sponsorships Packages

Presented By:



UNDERSTANDING THE VALUE OF THE SPONSORSHIP PACKAGES.

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 TO FIND YOU and WHY!

Benefits:

- ▶ 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**. Let your established clients 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!

BEFORE	DURING	AFTER
<ul style="list-style-type: none">• FITMA-LA.COM• FITMA Special Supplement• MMS México – FITMA show issue (January/February, 2022)• FITMA “Show Daily” E-mail• B2B Digital Connection• Digital Hall Banner• Overall Digital Directory	<ul style="list-style-type: none">• FITMA-LA.COM• Official Show Directory• Show Floor Maps• FITMA “Show Daily” E-mail• VIP Cocktail Reception• Wi-Fi Sponsorship <div>- PLUS -<ul style="list-style-type: none">• Lanyard• Attendee Bag• Escalator Banners• Concourse Banners• Charging Stations</div>	<ul style="list-style-type: none">• FITMA-LA.COM• Official Show Directory• B2B Digital Connection• Digital Hall Banner• Overall Digital Directory

Products to increase your experience BEFORE, DURING and AFTER the show.



FITMA SPECIAL SUPPLEMENT

(NOVEMBER, 2021)

BEFORE

ABOUT THE PRODUCT: This special supplement will be polybagged with the November 2021 issue of MMS México to its over 20,000 print subscribers in Mexico and e-mailed to its +22,500 digital subscribers in Mexico and Latin America. This special supplement will contain some of the latest information about the upcoming International FITMA event. As an advertiser, you will receive a complimentary 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 \$ 5,300

1/2 page ad + 1/2 page description \$ 3,820

1/4 page ad + 1/4 page description \$ 2,755

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

CLOSING DATE: September 17, 2021
MATERIALS DUE DATE: October 1, 2021



MMS MÉXICO – FITMA SHOW ISSUE

(JANUARY/FEBRUARY, 2022)

BEFORE

ABOUT THE PRODUCT: *Modern Machine Shop México* is Mexico's premier machining and metalworking media outlet. Delivered in print to more than 20,000 qualified Mexican manufacturing professionals, *MMS México* is the "Official Media" for **FITMA 2022**. The January/February 2022 **FITMA** Show issue will deliver in print, online, via email and in person.

CLOSING DATE: November 29, 2021
MATERIALS DUE DATE: December 6, 2021

RATES

Earned *MMS México* frequency rate

OFFICIAL SHOW DIRECTORY

Brand your company and promote your presence at
FITMA 2022

DURING

AFTER

ABOUT THE PRODUCT: 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.

CLOSING DATE: November 29, 2021

MATERIALS DUE DATE: December 6, 2021

AD RATES

Full Page	\$ 2,000
Half Page	\$ 1,350
Quarter Page	\$ 900

COVER RATES

Inside Front Cover	\$ 2,400
Inside Back Cover	\$ 2,400
Back Cover	\$ 2,800



Minimum investment to qualify for discount: all options qualify.

*All rates include 4 color.

*All rates in US Dollars.

SHOW FLOOR MAPS

***AVAILABILITY:** 1 Back Cover
12 Business Card Ads

DURING

ABOUT THE PRODUCT: A printed Show Floor Map, including the final floor plan of the show. This map will be distributed in all check-in counters and all entrances to the show.

The Show Floor Map is a great tool for identifying exhibitors and their location in a very easy and handy way.

CLOSING DATE: November 29, 2021

MATERIALS DUE DATE: December 6, 2021

RATES

Back Cover Ad	\$ 2,800
Business Card Ad	\$ 700

**All rates include 4 color.*

**All rates in US Dollars.*

FITMA FLOOR PLAN



FITMA “SHOW DAILY” E-MAIL

***AVAILABILITY:** 2 Video Ads
9 Technology Solutions Ads



BEFORE

DURING

ABOUT THE PRODUCT: Reach 50,000 active potential 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**.

FITMA “SHOW DAILY” PRODUCTS RATES AND SPECS

Video Ad (2 available) (static image / live text / link to URL hosting your video) 1x \$1,500 / 7x \$9,000	Technology Solutions Ad (9 available) (static image / live text) 1x \$1,000 / 7x \$6,000
Size: 300 x 250 pixels Resolution: 144 dpi	Format: JPG/PNG Title: 50 characters max Body Copy: 200 characters max

DISTRIBUTION DATES:

#1	#2	#3	#4	#5	#6	#7
DECEMBER 28	JANUARY 4	JANUARY 11	JANUARY 17	JANUARY 18	JANUARY 19	JANUARY 20

CLOSING DATE: December 10, 2021

MATERIALS DUE DATE: December 17, 2021

Minimum investment to qualify for discount: all options qualify.

**All rates in US Dollars.*

VIP

VIP COCKTAIL RECEPTION

***AVAILABILITY:** 3 available for industry companies

DURING

ABOUT THE PRODUCT: As the unofficial highlight of the show, the VIP Cocktail Reception represents an excellent platform to promote your brand and take advantage of prime networking opportunities. This will be an exclusive party for VIPs only.



RATE

\$15,000

Sponsorship includes food & beverage, alcohol and entertainment.

**Rate in US Dollars.*

CONFERENCE ROOM

***AVAILABILITY:** 2 available for industry companies



DURING

ABOUT THE PRODUCT: Display your company prominently to the higher-end attendee looking to improve productivity during the International Conference Program at **FITMA 2022**.

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

Branding on:

- Walls
- Pens
- Notebooks

RATE

\$10,000

**Sponsors must provide pens and notebooks*

**Rate in US Dollars.*



CONCOURSE BANNERS

***AVAILABILITY:** 2 available (1 for each hall)

DURING

ABOUT THE PRODUCT: Registrants to the show will all 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.

RATES

5 Concourse Banners (Hall C)	\$ 5,000
6 Concourse Banners (Hall B)	\$ 6,000

**All rates in US Dollars.*



CHARGING STATIONS

*EXCLUSIVE

DURING

ABOUT THE PRODUCT: 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.

RATE

\$15,000

Includes 7 charging stations placed throughout the exhibit hall.

**Rate in US Dollars.*

WI-FI SPONSORSHIP

*EXCLUSIVE

DURING



ABOUT THE PRODUCT: 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 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!

RATE

\$20,000

**Rate in US Dollars.*

ESCALATOR BANNERS

*EXCLUSIVE

DURING

ABOUT THE PRODUCT: 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.

RATE

\$7,500

** Includes 4 escalators*

**Rate in US Dollars.*

LANYARD SPONSORSHIP

***EXCLUSIVE**

DURING



ABOUT THE PRODUCT:

Lanyards are one of the most valuable opportunities to showcase your brand to the entire audience during **FITMA 2022**.

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

RATE

\$10,000

(Rate includes materials & production).

**Rate in US Dollars.*

ATTENDEE BAG SPONSORSHIP

***EXCLUSIVE**

DURING



ABOUT THE PRODUCT:

Take advantage of this exclusive branding opportunity to display your company logo prominently to the entire audience during **FITMA 2022**.

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

RATE

\$10,000

(Rate includes materials & production).

**Rate in US Dollars.*



B2B DIGITAL CONNECTION

Offer prospects full exposure to what they might 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 2022** on the pages of **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!

Average views increase your chance to sell your message on why they should stop by your booth:

- **Bronze Upgrade: +96%** more visits than with no upgrade
- **Silver Upgrade: +369%** more visits than with no upgrade
- **Gold Upgrade: +770%** more visits than with no upgrade

CLOSING DATE: December 16, 2021

MATERIALS DUE DATE: Upload graphics and images included in the packages bought before December 16, 2021

BEFORE

DURING

AFTER

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

More Visits = More Leads = More Sales!!!

DIGITAL HALL BANNER SPONSORSHIP

***EXCLUSIVE**

DURING

BEFORE



AFTER

ABOUT THE PRODUCT: Be the first thing registrants see when they connect to the show floor on the 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!

RATE

\$5,000

**Rate in US Dollars.*

OVERALL DIGITAL DIRECTORY SPONSORSHIP

***EXCLUSIVE**

DURING

BEFORE



AFTER

ABOUT THE PRODUCT: 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.

RATE

\$5,000

**Rate in US Dollars.*

THE FUTURE IS NOW!

BUNDLE & SAVE!

Earn discounts by investing in multiple, integrated products.

FITMA 2022 Discount Structure

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

ELIGIBLE PRODUCTS INCLUDE:

- *Modern Machine Shop México* Pre-show and Show Issues
- FITMA's Official Show Directory
- FITMA Show Daily E-mail
- Website presence on B2B Digital Connection at www.fitma-la.com

FOR MORE INFORMATION ON FITMA 2022 INTEGRATED MEDIA PACKAGES, PLEASE CONTACT:

MEXICO

CLAUDE MAS

Executive Director of
International Business
cmas@gardnerweb.com
Phone: 513-338-2186

GUILLERMO FERNÁNDEZ

Associate Director
GFernandez@gardnerweb.com
Phone: 305-308-7006

DIANA GAYÓN

Regional Sales Manager
Dgayon@gardnerweb.com
Phone: +52 1-811-553-7339

US

OHIO/EAST COAST

BRIAN CRIDER

bcrider@gardnerweb.com
Phone: 513-527-8899

CHICAGO/MIDWEST

JOHN CAMPOS

jcampos@gardnerweb.com
Phone: 630-345-3467

LOS ANGELES/WEST COAST

RICK BRANDT

rbrandt@gardnerweb.com
Phone: 513-766-5864

INSIDE SALES ASSOCIATE

MAALIK BOMAR (EASTERN US)

mbomar@gardnerweb.com
Phone: 513-527-8857

PITTSBURGH/EAST COAST

ANTHONY PAVLIK

apavlik@gardnerweb.com
Phone: 917-838-8734

CHICAGO/DETROIT/MIDWEST

JOE CAMPISE

jcampise@gardnerweb.com
Phone: 630-440-8449

MICHAEL SCHWARTZ

mschwartz@gardnerweb.com
Phone: 818-865-8881

BRIAN WERTHEIMER

(WESTERN US)
brianw@gardnerweb.com
Phone: 513-527-8806

INTERNATIONAL

EUROPE

SIMONE MAS

smas@gardnerweb.com
Phone: 856-580-1414

ITALY

NICOLA ORLANDO

orlandos@com3orlando.it
Phone: +39-02-4158-056

SPAIN/PORTUGAL

CONCHI ARANGUREN

conchi@nebenconsulting.es
Phone: +34-600-424223

TAIWAN

MAY HSIAO

may.jm@gmail.com
Phone: +86-642-296-5959

CHINA

LUCY XIAO

lucy@vogel.com.cn
Phone: +86-10-63326090

