

# automechanika

DUBAI

19 – 21 October 2020

Dubai World Trade Centre, UAE

Presents

# The Premium Club

An exclusive opportunity to stand out at the largest international trade exhibition for the automotive service industry in the wider Middle East

# Premium Privileges, Powerful Possibilities



The Premium Club at Automechanika Dubai 2020 is an invite-only programme providing select buyers and influencers in the purchasing process from specific industries the opportunity to enjoy complimentary benefits during their visit to Automechanika Dubai 2020 exhibition.

The program benefits are designed to encourage our key buyers to connect with Automechanika Dubai exhibitors and have a pleasant, unrushed experience at the show. To participate in this program, all participants must be qualified by Messe Frankfurt Middle East. The eligibility criteria included on the next page and each record would be manually upgraded to Premium VIP status and contacted on a one-on-one basis by the VIP Program Manager from the time that they are qualified and up to when they attend the show.

The objective of this Program is to increase the presence of high quality visitors to the show, giving exhibitors a higher ROI by providing them the opportunity to interact with these individuals, and to make exhibiting at Automechanika Dubai 2020 a more attractive value proposition.



# Premium Club Services



Fast Track registration, special lanyard and a welcome kit



Onsite assistance



Premium Club lounge access to conduct meetings and enjoy coffee & light refreshments along



Free car parking – Subject to selection criteria and availability



Premium Business Match making

## Eligibility

In order to become a member of The Premium Club at Automechanika Dubai 2020, the individual must

- **Possess one of the following titles:**

Owner, General Manager, Procurement Head / Director / Manager, business development Head / Director / Manager, Workshop Head / Director / Manager, Parts department Head / Director / Manager, body shop Head / Director / Manager, Aftermarket Head / Director / Manager

- **Membership Organisations:**

Garage, Wholesaler, Retailer, service station, Fleet management



# Sponsorship Packages

## HEADLINE PARTNER

### /// Pre-event Branding:

- Event Website – Sponsor’s Logo on the official website of Automechanika Dubai 2020 as the Headline Partner.
- Email Campaign - Pre Event email campaign announcing your participation and highlighting stand number send to the VIP buyer’s database.
- Logo on Catalogue – Sponsor’s logo on the official show catalogue of Automechanika Dubai 2020 as the Headline Partner.

### /// At Event Branding

- Lanyards Branding - Logo on the Lanyards which is offered exclusively to The Premium Club members
- Welcome Kit - Logo on the welcome kit and a leaflet inside the kit
- Digital Branding – Opportunity to run a video on the main entrance wall of The Premium Club lounge.
- Brochure distribution – Sponsor’s brochures to be placed inside The Premium Club lounge.

### /// Post Event Branding

- Email Campaign - Post Event email campaign send to The Premium Club database

**TOTAL INVESTMENT: USD 25,000**

## LEAD PARTNER

### /// Pre-event Branding:

- Event Website – Sponsor’s Logo on the official website of Automechanika Dubai 2020 as the Lead Partner.
- Email Campaign - Pre Event email campaign announcing your participation and highlighting stand number send to The Premium Club database.
- Logo on Catalogue – Sponsor’s logo on the official show catalogue of Automechanika Dubai 2020 as the Lead Partner.

### /// At Event Branding

- Business Card Holder Branding - Logo on the Business card holder which is offered exclusively to the Premium Club.
- Tent Card Branding – Logo on all the tent cards placed on all the coffee tables inside the lounge.
- Welcome kit - Logo on the welcome kit and a leaflet inside the kit
- Digital Branding – Opportunity to run a video on the main entrance wall of the Premium Club lounge.
- Brochure distribution – Sponsor’s brochures to be placed inside The Premium Club lounge.

### /// Post Event Branding

- Email Campaign - Post Event email campaign send to The Premium Club database

**TOTAL INVESTMENT: USD 20,000**

## HOST PARTNER

### /// Pre-event Branding:

- Event Website – Sponsor’s Logo on the official website of Automechanika Dubai 2020 as a Host Partner.
- Email Campaign - Pre Event email campaign announcing your participation and highlighting stand number send to the VIP buyer’s database.
- Logo on Catalogue – Sponsor’s logo on the official show catalogue of Automechanika Dubai 2020

### /// At Event Branding

- Welcome kit - Logo on the welcome kit and a leaflet inside the kit
- Digital Branding – Opportunity to run a video on the main entrance wall of the Premium Club lounge.
- Brochure distribution – Sponsor’s brochures to be placed inside The Premium Club lounge.

### /// Post Event Branding

- Email Campaign - Post Event email campaign send to The Premium buyer’s database

**TOTAL INVESTMENT: USD 10,000**