



*Sponsorship increases the attraction  
of your target audience by 200%*

# ***SPONSORSHIP OPPORTUNITIES***

***AT TYRES, WHEELS & ACCESSORIES EXPOSITION OF THE AMERICAS***



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***APRIL 29 TO MAY 1  
COSTA RICA, 2015***



# ***WELCOME TO COSTA RICA!***

Dear exhibitor:

## ***MAXIMIZE YOUR INVESTMENT***

Tyrexpo2015 Costa Rica is an excellent opportunity to expand your business in the Latin American market and raise your level of recognition within the industry around the world. We invite you to advertise your company at the Official Show Guide and to become an Expo sponsor. Low cost packages are designed with the intention to enhance your participation at Tyrexpo2015 and firmly showcase your brand through a strong marketing campaign. Our marketing team is delighted to help you maximize your investment at the event. Please have a look at the many options Tyrexpo2015 Costa Rica is offering in this document and kindly make your order completing the order form at the last page of this guide and send it to:

**CENTRO DE EVENTOS PEDREGAL**  
LARGEST CONVENTION CENTER  
IN CENTRAL AMERICA

***MAYBELIN REYES***  
***PROJECT MANAGER***



VISIT OUR WEBSITE AND BUY YOUR BOOTH AT

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**MARCH  
15, 2015**

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VISIT OUR WEBSITE AND BUY YOUR BOOTH AT

## PRE-SHOW OPPORTUNITIES

OPTION

**1**

### **BANNER ON THE EXPO WEBSITE**

**Investment: \$2,500**  
Sponsorship available: 4

Each person visiting our website will see your banner with your company name and logo at [www.tyrexpo2015.com](http://www.tyrexpo2015.com). The banner will link to your company website and will be shown from the purchase month until the end of the show.

SAVE MORE  
THAN \$3,000



OPTION

**2**

### **BANNER ON THE EXPO FLOOR PLAN WEBSITE**

**Investment: \$2,500**  
Sponsorship available: 4

In this option we offer you to display your company banner at the floor plan presented at the expo online website. Note: The banner should be provided by your company. A design provided by Tyrexpo 2015 Costa Rica has an additional charge of \$200



To place orders and for further information contact: [advertising@tyrexpo2015.com](mailto:advertising@tyrexpo2015.com)



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## PRE-SHOW OPPORTUNITIES

OPTION

**3**

### EMAILING ADS TO TYREXPO2015 DATA BASE

**Investment: \$1,000**  
Sponsorship available: 1 per week

Your company ad will be sent to 4000 company contacts registered in our Tyrexpo data base. All of them prominent members of tyres, wheels and accessories industry.



**!** DOWNLOAD AD SPECIFICATIONS & REQUIREMENTS FROM THIS LINK:  
[www.tyrexpo2015.com/ads](http://www.tyrexpo2015.com/ads)

OPTION

**4**

### SHOW GUIDE ADVERTISING SPACE

All visitors at Tyrexpo 2015 will receive a Show Guide of the event, as well as the exhibitor directory. Your company name, logo and booth number will appear inside the official show guide. **Quantity:** 2500.

**Full page ad: \$2000**  
**Half page ad: \$1000**  
**Quarter page ad: \$500**  
**Back cover ad: \$2500**



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**ORDERS DUE BY:  
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## ON-SITE OPPORTUNITIES

OPTION

**5**

### ROUTE PLANNER

**Investment: \$5,000**  
**Sponsorship available: 2**

All visitors will receive a free of charge route planner at the entrance of the event. Route planner sponsorship specially highlights your company name and booth in the document.  
**Quantity:** 2500.



Image for illustrative purposes

OPTION

**6**

### ATTENDEE BADGES

**Investment: \$5,000**  
**Sponsorship available: 2**

Each participant at Tyrexpo receives an identification badge. Every badge will prominently carry your company logo printed or embroidered.  
**Quantity:** 2500.



Image for illustrative purposes

To place orders and for further information contact: [advertising@tyrexpo2015.com](mailto:advertising@tyrexpo2015.com)



**ORDERS DUE BY:  
MARCH 15, 2015**

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## ON-SITE OPPORTUNITIES

OPTION

**7**

### OFFICIAL ATTENDEE BAGS

**Investment: \$5,000**

**Sponsorship available: 2**

Promotional bags will be distributed from all registration desks. Your company logo will be in one side of the bag, along with the Tyrexpo logo on the other side.

**Quantity: 2500.**



OPTION

**8**

### OFFICIAL BRANDED PENS

**Investment: \$2,500**

**Sponsorship available: 2**

Branded pens with your company logo will be given to every participant at the show, right after registration.

**Quantity: 2500.**



Image for illustrative purposes

To place orders and for further information contact: [advertising@tyrexpo2015.com](mailto:advertising@tyrexpo2015.com)



**ORDERS DUE BY:  
MARCH 15, 2015**

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## ON-SITE OPPORTUNITIES

OPTION

**9**

### OFFICIAL NOTEPAD

**Investment: \$2,500**

**Sponsorship available: 2**

Each attendee will receive an official notepad with the sponsor logo and the expo logo on it . Distribution will be done at registration area, bar and coffee room.

**Quantity:** 2500.



Image for illustrative purposes

OPTION

**10**

### OFFICIAL WATER BOTTLES

**Investment: \$5,000**

**Sponsorship available: 1**

Water bottles with the sponsor's logo and expo logo on them will be given by free to participants at registration area, coffee room, bar and restaurant.

**Quantity:** 2500.



To place orders and for further information contact: [advertising@tyrexpo2015.com](mailto:advertising@tyrexpo2015.com)



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## ON-SITE OPPORTUNITIES

OPTION

**11**

### EXPO STAFF UNIFORM BRANDING

**Investment: \$5,000**

**Sponsorship available: 1**

Expo staff at the event will be equipped with t-shirts branded with the sponsor's logo. Sponsor logo will be embroidered or printed on the left shoulder.

**Quantity:** 250 members.



Image for illustrative purposes

OPTION

**12**

### EXPO MODELS UNIFORM BRANDING

**Investment: \$5,000**

**Sponsorship available: 1**

TYREXPO official models will be wearing a uniform branded with the sponsor's logo. Sponsor logo will be printed or embroidered.

**Quantity:** 12 models.



Image for illustrative purposes

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## BRANDING OPPORTUNITIES

OPTION

**13**

### CONFERENCE ROOM SPONSOR

**Investment: \$5,000**

**Sponsorship available: 2**

At the conference room, a wall display with the sponsor logo on it will be situated behind the speaker podium. A half page ad with your company logo and booth number inside in the official show guide.



Image for illustrative purposes

OPTION

**14**

### COFFEE BREAK AREA AT CONFERENCE ROOM

**Investment: \$2,500**

**Sponsorship available: 1**

Your company will be advertised at the show guide as Coffee Break Sponsor. A banner or billboard with your company logo as Coffee Break sponsor will be exhibited during coffee break.



Image for illustrative purposes

To place orders and for further information contact: [advertising@tyrexpo2015.com](mailto:advertising@tyrexpo2015.com)



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## BRANDING OPPORTUNITIES

OPTION

**15**

### BAR SPONSOR

**Investment: \$5,000**

**Sponsorship available: 2**

Bar area is always a busy area. As Bar sponsor, a sign with your company logo will be located inside the bar room.



Image for illustrative purposes

OPTION

**16**

### FOOD COURT SPONSOR

**Investment: \$5,000**

**Sponsorship available: 2**

No other place is more visited that food court area. A sign with your company logo will be exhibited insided the food court.



Image for illustrative purposes

To place orders and for futher information contact: [advertising@tyrexpo2015.com](mailto:advertising@tyrexpo2015.com)



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## BRANDING OPPORTUNITIES

OPTION

**17**

### BRANDED HANGING BANNERS

**Investment: \$2,500**

**Sponsorship available: 2**

Maximize your impact by placing hanging banners with your company logo on the exhibition room aisles.

**Quantity:** 24 Banners.



Image for illustrative purposes

OPTION

**18**

### LOCATION BOOTH CARPET STICKERS

**Investment: \$2,500**

**Sponsorship available: 4**

Location booth carpet stickers are highly visible to every one walking around the place. With your company logo on it, they will act as directional signage to your stand.

**Quantity:** 24 Carpet stickers.



Image for illustrative purposes

To place orders and for further information contact: [advertising@tyrexpo2015.com](mailto:advertising@tyrexpo2015.com)



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## BRANDING OPPORTUNITIES

OPTION

**19**

### POP-UP BANNERS

**Investment: \$2,500**  
Sponsorship available: 2

Located in prominent areas of the exhibition, 12 pop-up banners bring excellent publicity for your brand.

**!** DOWNLOAD AD SPECIFICATIONS  
& REQUIREMENTS FROM THIS LINK:  
[www.tyrexpo2015.com/ads](http://www.tyrexpo2015.com/ads)



Image for illustrative purposes

OPTION

**20**

### FLAGS AT PEDREGAL MAIN ENTRANCE

**Investment: \$5,000**  
Sponsorship available: 2

Outdoor area. Stand alone flags with your company logo will be placed from the convention center main entrance up to the exhibition building (about 1 mile).



Image for illustrative purposes

To place orders and for further information contact: [advertising@tyrexpo2015.com](mailto:advertising@tyrexpo2015.com)



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## BRANDING OPPORTUNITIES

OPTION

**21**

### LOCATION WALL DISPLAY

**Investment: \$2,500**  
**Sponsorship available: 2**

Outdoor area. Take the opportunity to concentrate the attention on your company by placing the company logo on each billboard place in between the main entrance and the exhibition building.



Image for illustrative purposes

OPTION

**22**

### REGISTRATION AREA SPONSOR

**Investment: \$5,000**  
**Sponsorship available: 1**

Registration area is visited by all participants at the expo, who usually remain there for a few minutes. Display your company logo and/or brand.



Image for illustrative purposes

To place orders and for further information contact: [advertising@tyrexpo2015.com](mailto:advertising@tyrexpo2015.com)



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## OTHER SERVICES

### OPTION

**23**

## MODELS

Beautiful and capable professional models are ready to help you during Tyrexpo2015.

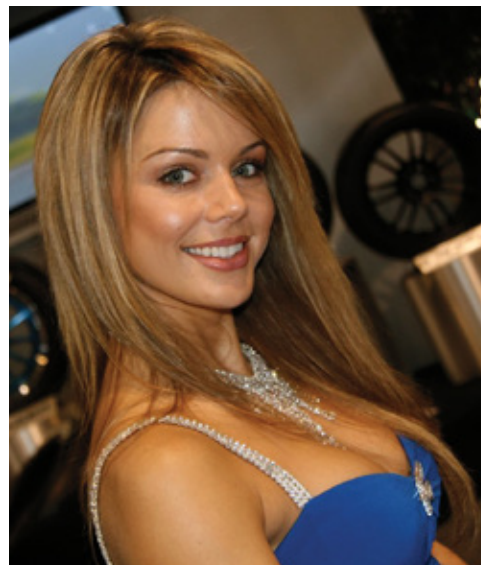
**One model**     \$876\*

**Two models**    \$1,752\*

**Three models** \$2,628\*

\* Includes uniform

Online model catalog  
[Tyrexpo2015/models](http://Tyrexpo2015/models)



Model photos for illustrative purposes

## NOTICE

All Models contracted for Tyrexpo should follow a strict employment contract that includes dresscode, behavior and morality.

To place orders and for further information contact: [advertising@tyrexpo2015.com](mailto:advertising@tyrexpo2015.com)



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## OTHER SERVICES

Price for the **whole** event (3 days)

### OPTION

- 24** **ARMCHAIRS** Classic style or minimalist style **\$ 180**
- 25** **CHAIRS** Classic style or minimalist style **\$ 75**
- 26** **SOFAS** Classic style or minimalist style **\$ 240**
- 27** **TABLES** Circular, Square or Rectangle **\$ 120**
- 28** **PLANTS** Big or medium size **\$ 90** Flowers **\$ 90**
- 29** **TV SCREENS** 32 inches **\$ 360** 42 in **\$ 480** 50 in **\$ 600**
- 30** **LIGHTS** Desk lamp **\$ 90** Floor lamp **\$ 180**
- 31** **COMPUTERS** Laptop **\$ 270** Injet printer **\$ 180**
- 32** **CARPET** 3x3m2 **\$ 81** Colors: Gray or Red
- 33** **INTERPRETER** English, Mandarin, Cantonese **\$ 500**

To place orders and for further information  
 contact: [advertising@tyrexpo2015.com](mailto:advertising@tyrexpo2015.com)



**ORDERS DUE BY:**  
**MARCH 15, 2015**





## TYRES, WHEELS & ACCESSORIES EXPOSITION OF THE AMERICAS

APRIL 29 TO MAY 1 - COSTA RICA, 2015

### ORDER FORM

ORDERS DUE BY MARCH 15, 2015

OPTION	DESCRIPTION	CHECK BOX	PRICE US\$	QTY#
<b>1</b>	Banner on the expo website	<input type="radio"/>	\$ 2,500	_____
<b>2</b>	Banners on the expo floor plan website	<input type="radio"/>	\$ 2,500	_____
<b>3</b>	Emailing ads to tyrexpo2015 data base	<input type="radio"/>	\$ 1,000	_____
<b>4</b>	Official show guide advertising space			
	Full page ad	<input type="radio"/>	\$ 2,000	_____
	Half page ad	<input type="radio"/>	\$ 1,000	_____
	Quarter page	<input type="radio"/>	\$ 500	_____
	Back cover ad	<input type="radio"/>	\$ 2,500	_____
<b>5</b>	Official route planner	<input type="radio"/>	\$ 5,000	_____
<b>6</b>	Official exhibition badges	<input type="radio"/>	\$ 5,000	_____
<b>7</b>	Official attendee bags	<input type="radio"/>	\$ 5,000	_____
<b>8</b>	Official branded pens	<input type="radio"/>	\$ 2,500	_____
<b>9</b>	Official notepad	<input type="radio"/>	\$ 2,500	_____
<b>10</b>	Official water bottles	<input type="radio"/>	\$ 5,000	_____
<b>11</b>	Expo staff uniform	<input type="radio"/>	\$ 2,500	_____
<b>12</b>	Expo models uniform	<input type="radio"/>	\$ 5,000	_____
<b>13</b>	Conference room sponsor	<input type="radio"/>	\$ 5,000	_____
<b>14</b>	Coffee break area sponsor	<input type="radio"/>	\$ 2,500	_____
<b>15</b>	Bar Sponsor	<input type="radio"/>	\$ 5,000	_____

CONTINUE 



## TYRES, WHEELS & ACCESSORIES EXPOSITION OF THE AMERICAS

APRIL 29 TO MAY 1 - COSTA RICA, 2015

<b>16</b>	Food court sponsor	<input type="radio"/>	\$ 5,000
<b>17</b>	Hanging banners	<input type="radio"/>	\$ 2,500
<b>18</b>	Location carpet stickers	<input type="radio"/>	\$ 2,500
<b>19</b>	Pop-up banners	<input type="radio"/>	\$ 2,500
<b>20</b>	Main entrance flags sponsor	<input type="radio"/>	\$ 5,000
<b>21</b>	Location wall display	<input type="radio"/>	\$ 2,500
<b>22</b>	Registration area sponsor	<input type="radio"/>	\$ 5,000
<b>23</b>	Models ( ) One ( ) Two ( ) Three	<input type="radio"/>	\$ 876 <sup>per model</sup>
<b>24</b>	Armchairs ( ) Classic ( ) Minimalist	<input type="radio"/>	\$ 180
<b>25</b>	Chairs ( ) Classic ( ) Minimalist	<input type="radio"/>	\$ 75
<b>26</b>	Sofas ( ) Classic ( ) Minimalist	<input type="radio"/>	\$ 240
<b>27</b>	Tables ( ) Rnd ( ) Sqrt ( ) Rect	<input type="radio"/>	\$ 120
<b>28</b>	Plants ( ) Big ( ) Medium ( ) Flower	<input type="radio"/>	\$ 90
<b>29</b>	TV Screens ( ) 32" ( ) 42" ( ) 50"	<input type="radio"/>	\$
<b>30</b>	Lights ( ) Desktop ( ) Floor	<input type="radio"/>	\$
<b>31</b>	Computers ( ) Laptop ( ) Printer	<input type="radio"/>	\$
<b>32</b>	Carpet ( ) 3x3m ( ) Red ( ) Gray	<input type="radio"/>	\$ 81
<b>33</b>	Interpreter ( ) En ( ) Man ( ) Can	<input type="radio"/>	\$ 500 <sup>whole event</sup>

**TOTAL US\$**



## **TYRES, WHEELS & ACCESSORIES EXPOSITION OF THE AMERICAS**

APRIL 29 TO MAY 1 - COSTA RICA, 2015

### **PAYMENT INFO**

**ORDERS DUE BY MARCH 15, 2015**

### **COMPANY INFORMATION**

**BOOTH #**

Company

Contact Person

Email

Business Phone

Ext.

City

State

Country

Mailing Address

**\* PAYMENT TERMS:** Payment for advertisements and sponsorship is due in full at time of order. If payment is not received within 14 days of submitting this form, the order will be cancelled.

### **WIRE TRANSFER**

For all wire transfers please follow the below instructions:

Beneficiary: **EVENTIONS INTERNATIONAL LLC**

Bank: **JP MORGAN CHASE, N.A. MIAMI FLORIDA**

Account N°: **661530068**

ABA: **267084131**

Swift: **CHASUS33**

To place orders and for further information contact: [advertising@tyrexpo2015.com](mailto:advertising@tyrexpo2015.com)