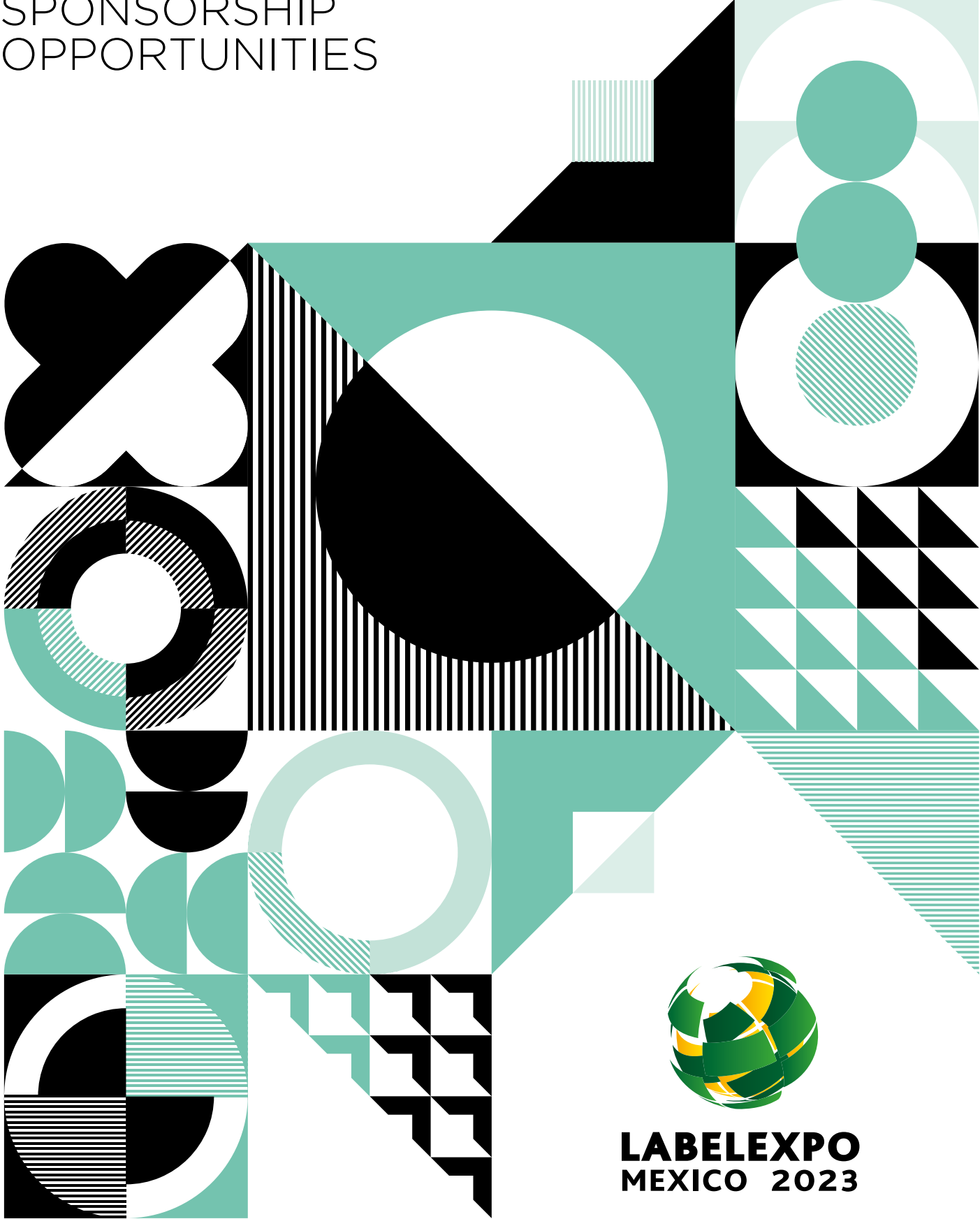


# LABELXPO MEXICO

SPONSORSHIP  
OPPORTUNITIES



**LABELXPO**  
**MEXICO 2023**

# SPONSORSHIP OPPORTUNITIES

## ARE YOU PREPARED?

You have made the right decision to exhibit at the first label and package printing trade show in Mexico.

Every exhibitor is competing for attendees' attention – give yourself a competitive boost by becoming a sponsor. A sponsorship gives you that extra edge to drive visitors to your booth and ensure they'll recognize your brand. Our exclusive sponsorship packages are the perfect way to promote your company, your brand and your product.

They are cost-effective, varied and impossible to miss. Here's an outline of the main sponsorship opportunities. Bespoke packages are also available - be creative!

## OPTIONS INCLUDE:

- // Outdoor banners
- // Lobby banners
- // Floor graphics
- // Drinks reception
- // Attendee badges & lanyards
- // Carrier bags

+ + + + + **Contact us today to discuss your requirements.**

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# OUTDOOR BANNERS

## FIRST IMPRESSIONS LAST



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Catch their eye before they even enter the event! Not only does an outdoor banner provide maximum impact at the show, but your banner will be sure to be featured in publicity photographs for months after the event. Cost includes installation, not production.

## OPPORTUNITIES:

LOCATION	MAX SIZE (w x h)	COST
mx 15 pared dakota - café punta del cielo	6.9m x 5.10m	\$3000
mx 17 cenefa filadeldia - escalators	16m x 1.5m	\$2500
mx 19/20 columna filadeldia (right and left)	1.8m x 4m	\$1250 each

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# FLOOR GRAPHICS

## A STEP IN THE RIGHT DIRECTION

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Located at the main crossover points, these floor tiles display your company logo, booth number and a promotional message. This is the perfect way to help attendees find your booth! Cost includes installation and production.

Please see your Sales Associate for available locations.

## OPPORTUNITIES:

OPTION	LOCATION	MAX SIZE	COST
FLOOR TILES - 3 TILES	CHOICE OF HALL LOCATION	1m x 1m	\$1500

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# ATTENDEE BADGES & LANYARDS

## PAY AND DISPLAY



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Imagine every attendee turning into a walking advertisement for your company with thousands of copies of your logo finding their way through the exhibition aisles.

Both the badge and the lanyard are available for branding opportunities. Cost of lanyard sponsorship is for opportunity only, not production. They are waiting for your logo!

## OPPORTUNITIES:

OPTION	COST
LANYARDS	\$3,000
ATTENDEE BADGES	\$3,500

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# CARRIER BAGS

HOLD ON TO YOUR CLIENTS

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Every attendee at Labelexpo Mexico will be given a show tote bag that they will carry with them throughout the duration of the event. As a sponsor, your company logo will be prominently featured on one side of the bag, with the show logo on the other side. This is an exceptional branding opportunity. Sponsor to produce 4,000 fabric tote bags (plastic is not permitted). Cost is for opportunity only.

COST:

**\$3,000**

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# LOBBY BANNERS

## MAKE AN ENTRANCE

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Prominently displayed in the registration area in the main lobby, these banners display your booth number, company name, logo, and promotional message. Cost includes installation, not production.

## OPPORTUNITIES:

LOCATION	MAX SIZE (w x h)	COST
mx1. cenefa maya 1 - 1 door left	10m x 1.5m	\$2000
mx2 pared maya 1 - right	5m x 8m	\$3500
mx7 pared maya 1 - left	5m x 8m	\$3500
mx8 nicho en lobby mayas 2 - area superior	10m x 1.5m	\$2000
mx9 nicho en lobby maya 2 - center	10m x 3m	\$3000
mx11 pared maya 2 - right	5m x 8m	\$3500
mx12 cenefa maya 2	10m x 1.5m	\$2000
mx13 cenefa maya 3	9m x 2m	\$2000

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# DRINKS RECEPTION

MAKE AN  
IMPACTFUL  
IMPRESSION

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A brand-new option for a brand-new audience, why not combine an exclusive networking opportunity with maximum exposure by sponsoring a drinks reception – at your stand! Not only is this a social and very effective way to get your message across to thousands of printers, designers and brand owners, the originality of this sponsorship choice will also make an impactful and lasting impression.

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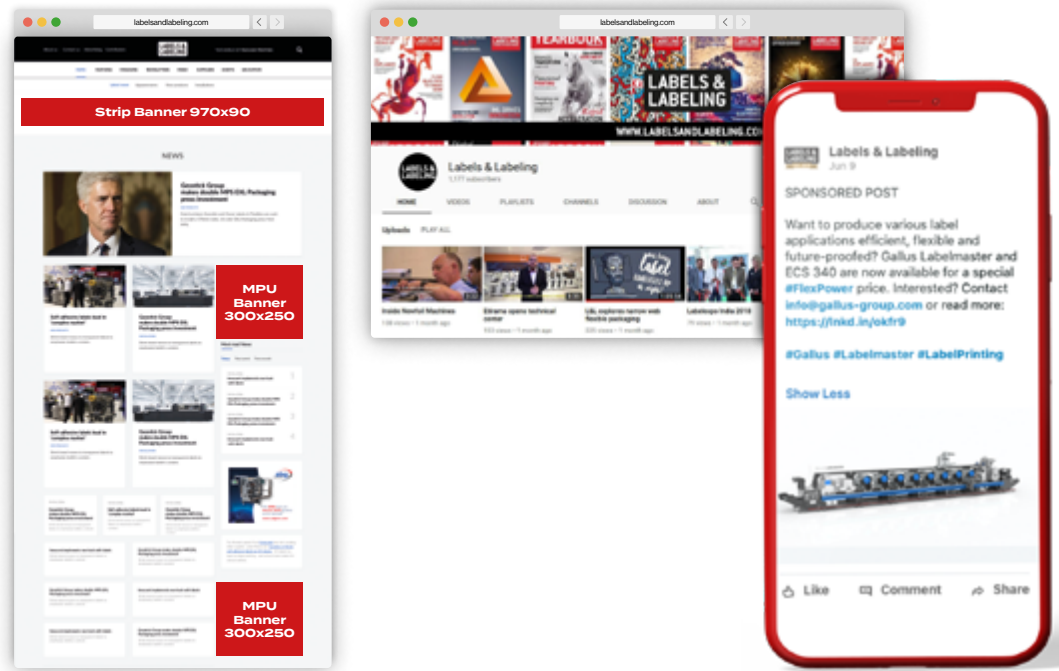
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# DIGITAL PACKAGES

REACH A TARGETED GLOBAL AUDIENCE



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Digital advertising is instant, cost-effective and measurable; a great way to increase visibility to visitors before and after the show.

Whether you want to drive traffic to your website, improve social media exposure, increase product visibility, build brand awareness, or reach a targeted Labelexpo audience, the pre-show visibility that digital advertising promises is huge.

## OPPORTUNITIES

### Banner adverts

An attention-grabbing way to promote your brand through high visibility and repetition.

### Social packages

A quick, credible and effective way to promote a product launch.

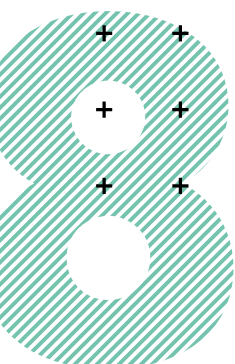
### Video packages

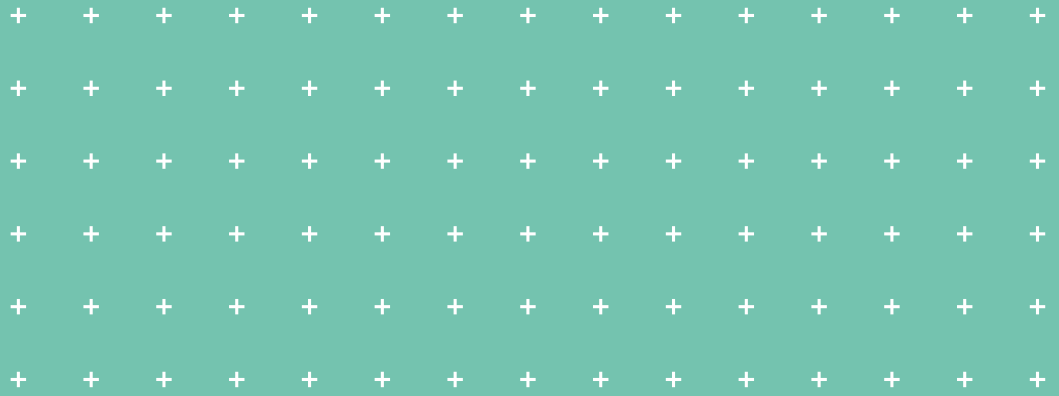
A powerful way to communicate concise information about your services to potential clients.

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## LABELXPO EVENTS

### // **Labelexpo Europe**

Brussels Expo,  
Brussels

### // **Labelexpo Southeast Asia**

BITEC, Bangkok

### // **Gulf Print & Pack**

Dubai World Trade  
Centre, Dubai

### // **Labelexpo India**

India Expo Centre,  
Greater Noida, Delhi  
NCR

### // **Labelexpo South China**

Shenzhen World  
Exhibition &  
Convention Center

### // **Labelexpo Americas**

Donald E. Stephens  
Convention Center,  
Chicago

### // **Labelexpo Asia**

Shanghai New  
International Expo  
Centre

### // **Labelexpo Mexico**

World Trade Center,  
Mexico City

## ABOUT THE ORGANIZERS

The Labelexpo Global Series is organized by Tarsus Group, the international media company with a portfolio of exhibitions, conferences, publications and online media. Through long established relationships with industry associations, media and other partners, the Labelexpo Global Series is an integral part of the label and package printing industry.

**TARSUS**

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