

July 1 – 3, 2011

亚洲
汽车
零配件
展商会



78,000 VISITORS • OVER 10,000 SQM • 8 MAJOR COUNTRIES

CORPORATE SALES KIT

www.asiaautosalon.com

QUICK FACTS



ABOUT THE EVENT

- Supported by Singapore Convention & Exhibition Bureau
- Bi-annual automotive trade and exhibition
- Successfully attracted 78,000 visitors in its first year in 2009
- More than 70 exhibitors from across eight major countries in Asia Pacific
- Provides hottest industry deals directly from car tuning manufacturers and factories
- Media coverage by major local media outlets including Channel NewsAsia, MediaCorp Channel 8 and Channel 5, The Straits Times, The New Paper, national radio stations and regional titles in Malaysia, Thailand, Taiwan and China.



ABOUT THE ORGANISER

- Local motorsports event organiser
- Inaugurated in 2004
- Actively promotes motorsports in Singapore as well as in Asia
- Has lots of expertise and experience in organising events at the grassroots level to encourage new interest and participation
- Established its name through flagship events like MPT Time Attack at Sepang International Circuit in Malaysia, MPT Sprint/Supersprint races at Kallang car parks and Singapore's first mega motorsports carnival Carrerista Jamboree
- In house publication – Fastlane Magazine since Feb 2008

LOCATION

SINGAPORE

- Gateway to Southeast Asia
- Has three world-class airport terminals serving over 69 airlines
- A leading global hub for business, trade and investment as the most business-friendly economy in the world with its strategic geographical location
- Has 16 bilateral and multilateral free trade agreements with 24 trading partners
- Award-winning nation with accolades like Top Convention City in Asia, Third Top Convention City in the World, Best Business City in the World, Best MICE Facilities in the World



www.visitsingapore.com

EVENT INFORMATION

OBJECTIVES

- To establish Asia AutoSalon as the largest automotive trade and exhibition event in Asia
- To establish Singapore as the regional hub for the automotive trade, motorsports and related industries
- To serve as a platform where Asia Pacific countries can create potential business partnerships across the region in one place, rather than travel from one country to another.
- To promote and encourage the interest and rising demand of car tuning and motorsports in Singapore
- To support the government in its aim and long-term goal for motorsports in Singapore

CONSUMER BENEFITS

- Competitive factory prices and firsthand expertise of imported car tuning products and services direct from manufacturers at Asia AutoSalon
- Potential related opportunities in sponsorships for the local motorsports community when these manufacturers decide to set up a presence directly in Singapore

TARGET AUDIENCE

- Car and motorsports enthusiasts
- Members of car and car-related forums
- General public
- Families and students
- Overseas visitors
- Business owners
- Agents, buyers, dealers, distributors

EVENT HIGHLIGHTS

CONSUMER ACTIVITIES

- Daily drifting demonstrations by both professional and amateur drift drivers
- Joyride opportunities
- Imported cars and race queens
- Stage performances and games
- Grand lucky draw
- Daily bidding for a car
- Photo opportunities
- Joint promotions with exhibitors and sponsors



WHO, WHAT AND WHY EXHIBIT?

WHY YOU SHOULD EXHIBIT

- Gain potential business partnerships or dealerships across the region in one place, rather than travel from one country to another
- Establish a business presence in Singapore as part of your regional expansion efforts
- Create awareness and branding for your products or services
- Tap on the growing interest and rising demand of car tuning and motorsports in Singapore
- Singapore's largest automotive trade event with over 78,000 attendees in 4 days
- A unique event offering a cost-effective way to intensely hit a target audience with your company's message and products or services
- A variety of genres to draw new consumers to your booth
- Other related businesses from the region will be onsite for potential collaboration opportunities
- Endless opportunities to showcase, develop and sell your company's products and services in a huge exhibit area

WHO SHOULD EXHIBIT

- Car manufacturers
- Car tuning workshops and garages
- Distributors and retailers of performance tyres and wheels
- Distributors and retailers of performance parts and accessories
- Telecommunications products and services
- IT products and services
- Electronic products and services
- Magazine publishers and distributors



PRODUCTS AVAILABLE

- Suspension systems
- In-car entertainment systems
- Body-styling and dress-up services
- Exhaust and brake line systems
- Racing bucket seats
- Race simulators
- Car accessories and many more...



OUR MARKETING CAMPAIGN This is how we get 78,000 visitors to the event:

- Intensive ads and live reads on national radio stations
- Primetime slots on national television
- Advertising campaign in national newspapers
- Advertorials and write-ups in local and regional related publications and magazines
- Distribution of posters, flyers, brochures through various partners, sponsors and exhibitors
- Website and online media support and e-community efforts
- 60 cars stickered with Asia AutoSalon car body decals for a period of three months
- Aggressive banner placements at event venue
- Full-time media relations by our in-house PR

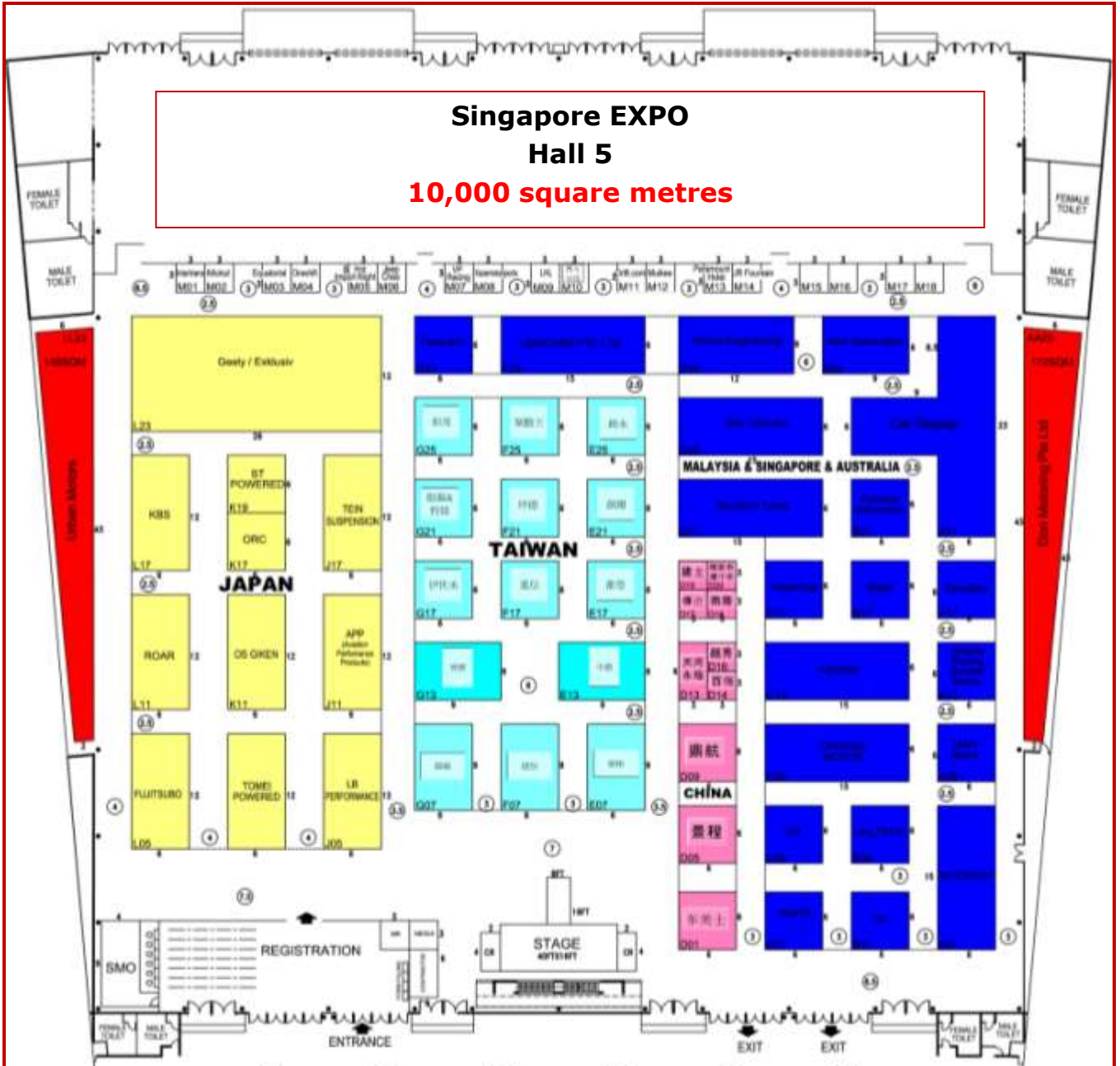


FLOOR PLAN

Asia AutoSalon 2009 was held at Singapore EXPO Hall 5 with an outdoor drift area located just outside the exhibition hall. The drift area was enclosed so as to prevent non-ticket holders from attaining free spectatorship.



Singapore EXPO Hall 5 10,000 square metres



BOOTH RATES

OPTION 1

Investment (3 x 3 meter + 3 Exhibitor Pass)

Raw Space (A)

• S\$1,350

Raw Space (B)

• S\$1,080

Raw Space (C)

• S\$ 990

Raw Space (D)

• S\$ 900



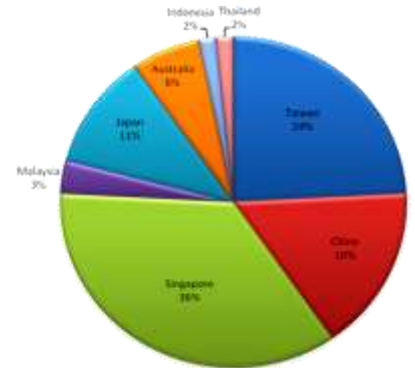
OPTION 2

Standard Shell Scheme (3 x 3 meter)

- 3 exhibitor passes
- Carpeted floor
- 2 foldable chairs
- 1 power outlet
- 1 information counter
- Fascia with vinyl sticker of company name and booth number

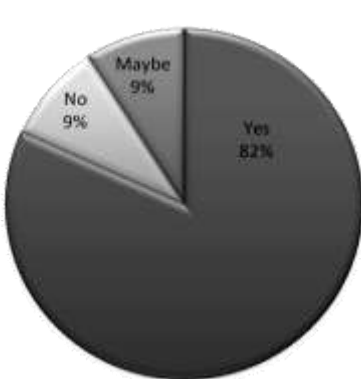


2009 EXHIBITORS INCLUDED:

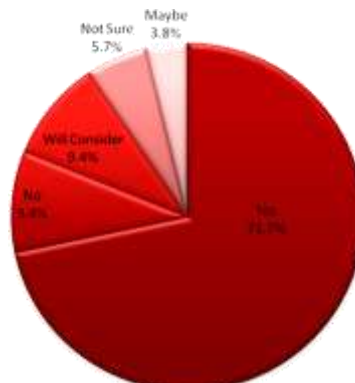


Breakdown of Exhibitor Regions

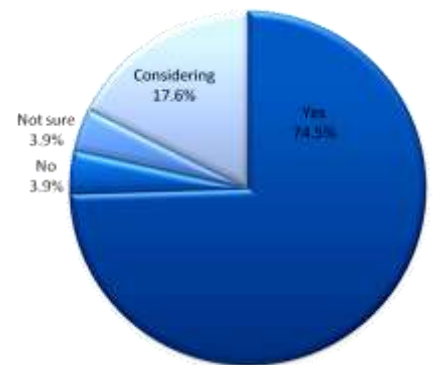
CLIENT SATISFACTION



Singapore as a key market of expansion



Exhibitors' Intention to Return



Exhibitors' Intention to Recommend

SPONSORSHIP OPPORTUNITIES

Interested in an integrated sponsorship of Asia AutoSalon that encompasses its wide array of event and media assets both locally and regionally?



ASIA AUTOSALON SPONSORSHIP BENEFITS INCLUDE:

- On-site event sponsorships
- Logo inclusion in all collaterals and publicity materials
- Asia AutoSalon website advertising
- Advertisements in FASTLANE magazine
- Listing in Asia AutoSalon Visitor Guide

Other Sponsorship Possibilities:

- Online contests
- Lucky draw prizes
- On-site contests
- Providing product or service
- Live demonstrations
- Goodie bag items
- On-site banners
- Registration bags
- Event ID badges/lanyards
- Stage backdrop
- Staff uniforms and more...



CONTACT

For further information on corporate or media sponsorship opportunities or to discuss and explore customised sponsor packages to meet your brand's objectives and budget, please do not hesitate to contact us.

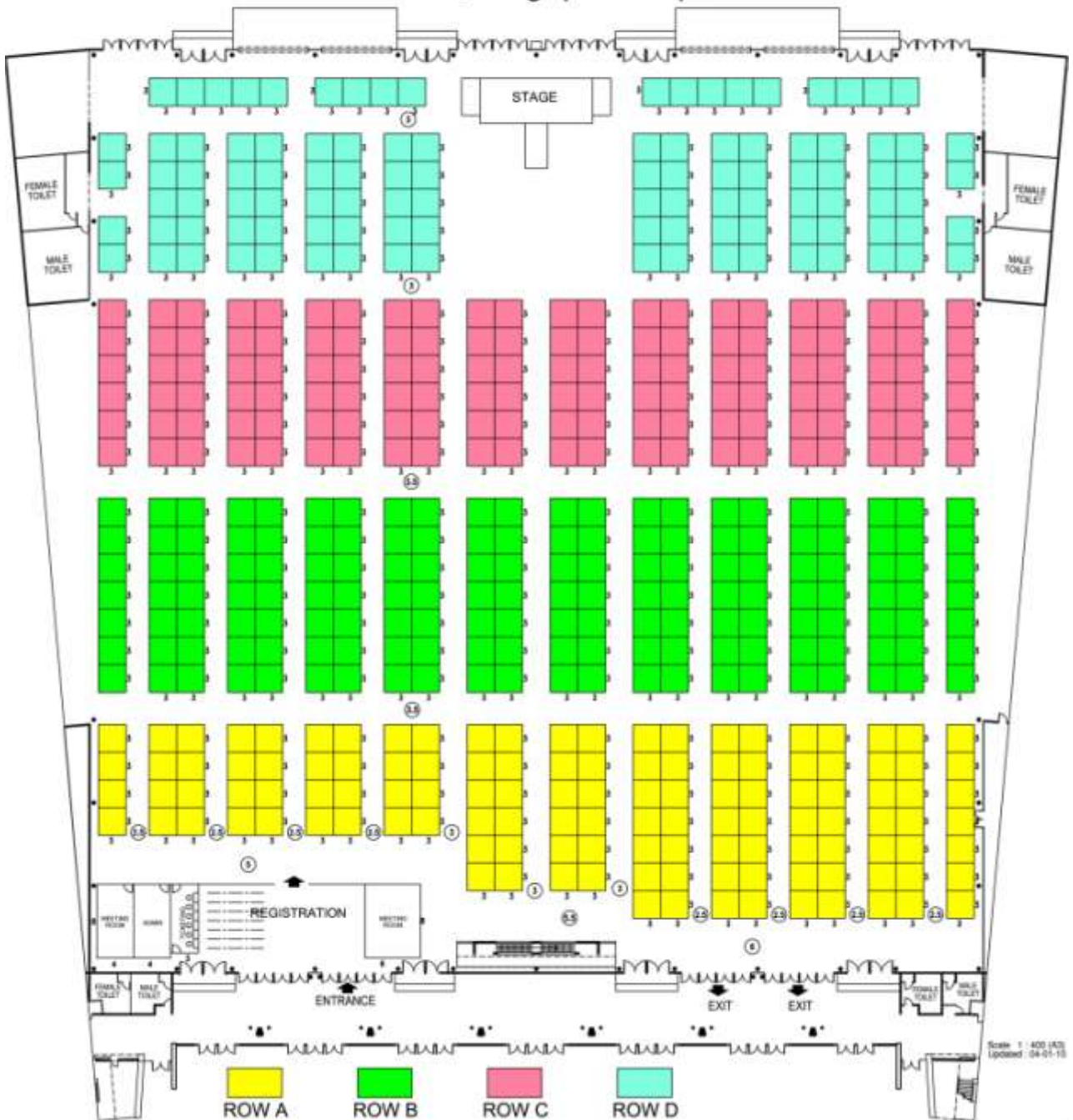
MPT Motor Trading
51 Ubi Ave 1 #01-31 (2A)
Paya Ubi Industrial Park
Singapore 408933
Tel: +65 6447 4588
Fax: +65 6346 4588
Email: enquiries@asiaautosalon.com
Website: www.asiaautosalon.com

FLOOR PLAN 2011

ASIA AUTOSALON 2011

2011

Hall 5 , Singapore Expo




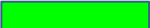


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EXHIBITOR BOOKING FORM

OPTION 1 Raw Space (9 square meter include 3 exhibitor passes)

- | | | |
|--------------------------|---|--|
| <input type="checkbox"/> |  | ROW A – S\$ 1,350.00 x _____ units _____ no. |
| <input type="checkbox"/> |  | ROW B – S\$ 1,080.00 x _____ units _____ no. |
| <input type="checkbox"/> |  | ROW C – S\$ 990.00 x _____ units _____ no. |
| <input type="checkbox"/> |  | ROW D – S\$ 900.00 x _____ units _____ no. |

OPTION 2 Standard Shell Scheme (9 square meter include 3 exhibitor passes, Carpeted floor, 2 foldable chairs, 1 power outlet, 1 info counter and sticker of company name)

- | | | |
|--------------------------|---|--|
| <input type="checkbox"/> |  | ROW A – S\$ 3,150.00 x _____ units _____ no. |
| <input type="checkbox"/> |  | ROW B – S\$ 2,700.00 x _____ units _____ no. |
| <input type="checkbox"/> |  | ROW C – S\$ 2,250.00 x _____ units _____ no. |
| <input type="checkbox"/> |  | ROW D – S\$ 2,000.00 x _____ units _____ no. |

Information

Company: _____ Country: _____

Name: _____ Designation: _____

Address: _____ Postal Code: _____

DID: _____ Fax: _____ Mobile: _____ Email: _____

Website: _____ Brand/Products Name: _____

Signature: _____ Company Stamp: _____ Date: _____

For Official Use Only

Manager In-Charge: _____ Remark: _____

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