

Everything that makes autos move



September 26 - 28, 2007
International Centre
Toronto, Ontario, Canada

Anticipation builds...

Automechanika, a leading international brand of automotive aftermarket trade shows will join forces with CarFixWORLD to make its debut in the Canadian marketplace.

Product Groups



• **Parts & Systems**

Powertrain, Chassis, Bodywork, Room Systems, Interior Parts, Infotainment, Electronics, Standard & Regenerated Parts.



• **Accessories & Tuning**

Accessories and special equipment for motor vehicles in general tuning, performance systems, design enhancement, and optical tuning. Car trailers & small commercial vehicle trailers, parts for trailers.



• **Repair & Maintenance**

Workshop equipment & tools, body repairs equipment material, Paint and anti-corrosion protection systems & equipment, towing service, accident assistance, Waste disposal/recycling, Workshop management, Dealership equipment and marketing.



• **Service Station & Car Wash**

Filling stations equipment and systems, car washing equipment, vehicle cleaning and care products, oil & lubricants.



• **Tires & Wheels**

Tire manufacturers latest offerings of rubber -- wheel accessories, innovative rims, hoists, lifts, equipment and fittings, compressors, air guns, novelties, parts & more.

The merged events will take place September 26 - 28, 2007 in Toronto, Ontario at the International Centre, near Pearson International Airport.

Automechanika Canada as the two shows will be known is the newest industry event dedicated to all elements of the automotive aftermarket including parts, repair, tires, accessories and service. Join us for three days of unprecedented networking and learning opportunities with all the players in the industry. Automechanika Canada will bring together key aftermarket suppliers with thousands of service and repair providers, shop owners, jobbers, wholesalers/distributors, sales agents and apprentices.

This dynamic international event is produced jointly between Messe Frankfurt, producer of now twelve Automechanika shows across the globe, and Business Information Group, publisher of more than 90 media products in Canada, including CarFixWORLD.



Contact us **NOW** to reserve your space!

Canada:

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Tel: +1.678.732.2421

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amcsales@canada.messefrankfurt.com

Visit www.AutomechanikaCanada.ca

Tap into the Canadian market

Canadian Retail Sales

Canadian Retail sales in the automotive aftermarket have shown steady growth over the past few years, with \$14.6 billion in sales in 2004. When compared with other sectors, the aftermarket is larger than the furniture market and almost equal in size to the clothing market.

Retailers & Installers

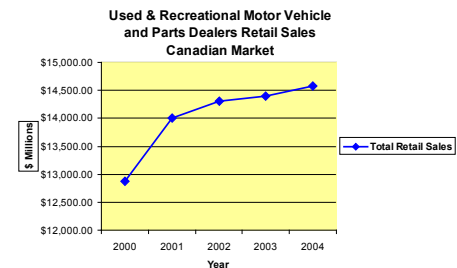
There has been steady growth in the number of installers & retailers in Canada. The number of parts & accessories retailers, tire stores, repair & maintenance shops as well as gasoline stations has increased steadily between 2000 and 2004.

Why Ontario?

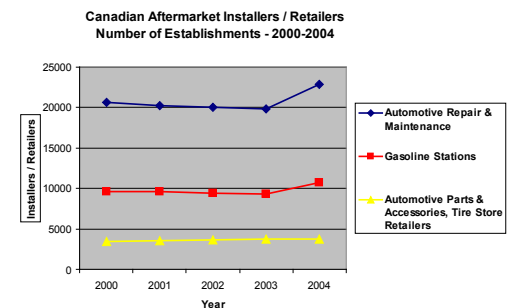
According to Statistics Canada and 2004 data, 34.3% of motor vehicle repair shops in Canada are located in Ontario.

Ontario leads Canada with its numbers of retailers:

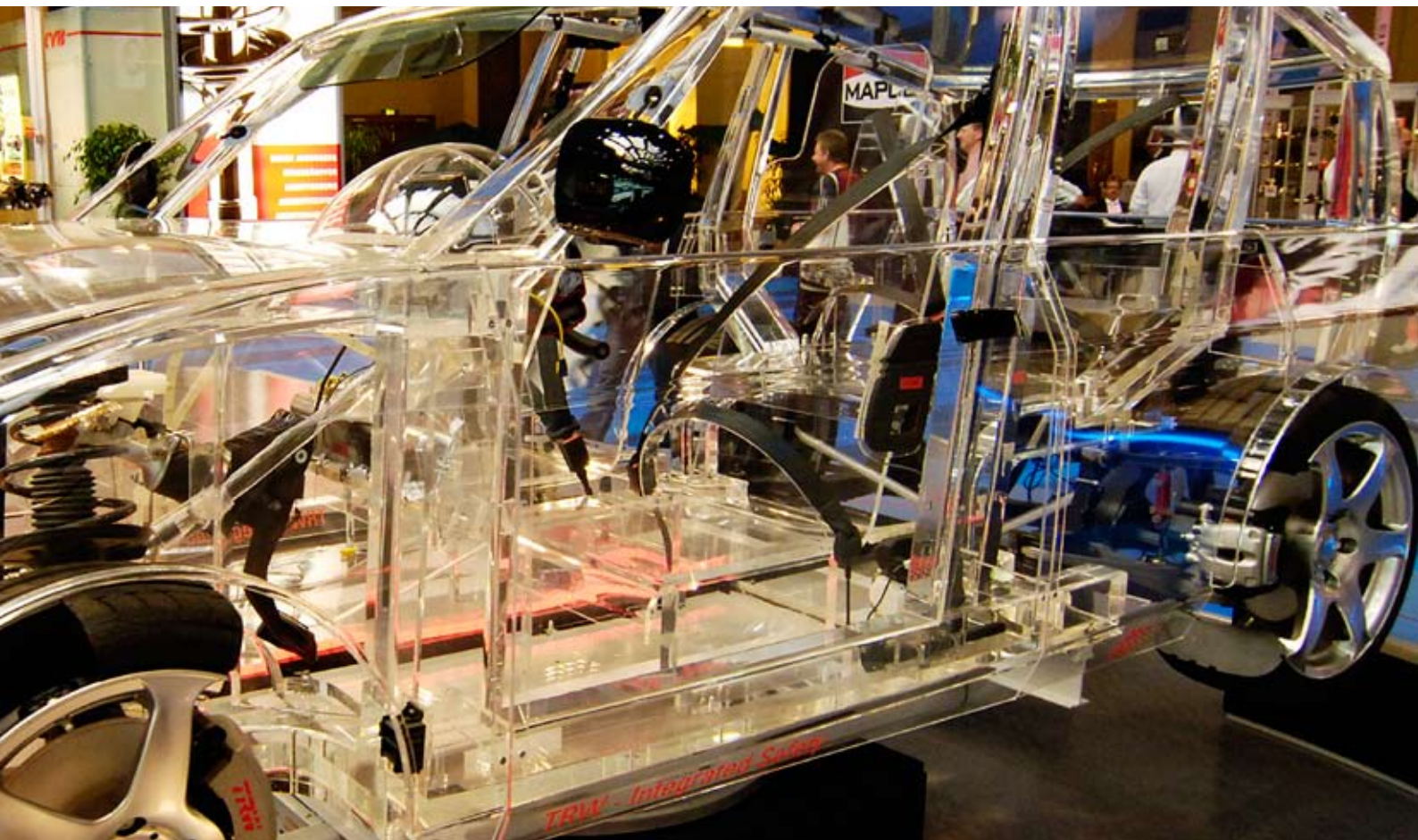
- 7,845 motor vehicle repair shops
- 3,235 gasoline service stations
- 1,000 automotive parts /accessories shops



Source: DesRosiers Automotive Consultants, Inc., Statistics Canada,



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Benefit Through Exposure



Target Visitor Audience

Automechanika Canada is targeting thousands of service & repair providers, wholesales & distributors, jobbers & sales agents, shop owners, technicians, students & apprentices in the automotive industry.

Extensive Marketing Campaign

A targeted program to draw attendance to the show will include a focused advertising campaign with several Canadian and US publications. Co-production with Canada's leading publisher, Business Information Group, offers access to over 65,000 magazine subscribers in the automotive industry, 30% of which are located in Ontario. In addition to advertising, Automechanika Canada will deliver electronic, direct mail and telemarketing campaigns. This integrated approach will reach key buyers and bring high quality attendance to the show.

Media Coverage

Automechanika Canada will be of considerable interest to the press as they chart the path of this inaugural event. Press support will be solicited through face-to-face meetings along with a strategic advertising plan. In addition, Automechanika Canada's media sponsors will provide invaluable promotion of the event.

Official Show Website

Join industry leaders with a listing on the official show web site including a link directly to your company's web page.

Complimentary VIP Passes

Increase traffic to your booth with invitations promoting free trade show admission to your customers and prospects.

New Product Showcase

More than 50% of all trade show attendees consider seeing new products one of their top priorities for attending a show. If you have a new product or service hitting the market in 2007, the New Product Showcase is the place for you. Meet and exceed your business objectives by introducing it to key buyers and create a buzz from both attendees and press alike with your product debut.

High Profile Sponsorships

Increase your visibility and take advantage of the various sponsorship programs created for a wide range of budgets. Each opportunity is specifically designed to gain immediate recognition for your company. Availability is limited.

Conference Program

As a compliment to the exhibit presentation, Automechanika Canada is dedicated to providing industry information through renowned speakers and field experts. As a significant draw for attendees who want to maximize their trade show experience, the conference program will provide invaluable training & education covering the latest technology, designs and legislations affecting the industry.

Media Sponsors

SSGM Magazine, Jobber News, L'Automobile and Bodyshop Magazine are endorsing the merged entity that is now Automechanika Canada. These magazines will produce the show guide and provide advertising and marketing opportunities for exhibitors and participants of the show.

bodyshop

Jobber News

l'autoMOBILE

Service Station & Garage Management
SSGM

Toronto At-A-Glance



Toronto provides an International destination with one of the largest airports in North America, an accessible Convention Center and a city known for its culture and diversity.

A mere three minutes from the International Centre, Toronto Pearson International Airport is one of the largest airports in North America. Toronto is the gateway to great sports venues, the CN Tower, endless shopping, top theatre & a scenic waterfront.

Toronto is a city built with and for the limitless imaginations of the people who come here to live and those who come to visit. It's a centre of rare openness, energy and style — an intimate

metropolis showcasing world-class dining, shopping, creativity, architecture and entertainment. Its skyline includes the CN Tower, a Modern Wonder of the World; beaches; parks and distinct neighbourhoods with inspiring surprises around every corner.

Beyond the city limits are fabulous regional attractions such as Niagara Falls, a renowned wine region and many outdoor adventures. Toronto engages your imagination with an experience unlike any the world over.

The International Centre

The International Centre, located in Mississauga, Ontario, is the ideal location for Automechanika Canada.

- Free Parking
- 3 minutes from Toronto Pearson International Airport
- Moderately priced hotels nearby
- Familiar facility for the automotive industry
- Easy access to downtown Toronto

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Fair Dates: September 26 - 28, 2007

Location: International Centre, Toronto, Ontario, Canada

Show Hours:
 Wednesday, September 26 10:00 a.m. - 5:00 p.m.
 Thursday, September 27 12:00 p.m. - 8:00 p.m.
 Friday, September 28 10:00 a.m. - 3:00 p.m.

Exhibition Space: 40,000 net sq. ft. estimated

Exhibitors: 250 estimated

Visitors: Thousands of service and repair providers, shop owners, jobbers, wholesalers/distributors, sales agents and apprentices

Product Groups:
Parts & Systems: Powertrain (engine, gearbox, exhaust); Chassis (axles, steering brakes, wheels, dampers); Bodywork (sheet metal parts, mounted parts, windows, bumpers); Roof systems; Interior cockpits, instruments, airbags, trims, seats, heating, air-conditioning; Infotainment (radios, aerials, navigation systems, telematics, mobile phones); Electrics / electronics / sensor systems; Standard parts (fastening elements, thread & securing elements, sealing rings, roller bearings); Regenerated parts (reconditioned, overhauled parts)

Accessories & Tuning: Accessories and special equipment for motor vehicles in general; Tuning, performance systems (motorsport), design enhancement, optical tuning; Car trailers and small commercial vehicle trailers, parts for trailers

Repair & Maintenance: Workshop equipment and tools: lifting gear, testing and measuring equipment, tire fitting; Body repairs, equipment and material; Painting and anti-corrosion protection systems & equipment; Towing service, accident assistance, mobile services; Waste disposal and recycling: systems, equipment, services, environmental protection consultancy; Workshop management: training, work clothing, loan clothing, technical monitoring and certification; Dealership management: dealership planning and construction, business organization, company consultancy, IT, franchise concepts, certification, finance, insurance, trade literature, forms; Dealership equipment: shop-fitting / shop systems, office and warehouse equipment; Dealership marketing: exterior advertising, publicity materials

Service Station & Car Wash

Filing station systems, filling station accounting systems, security surveillance, convenience, shop-in-shop systems; Care: washing equipment, equipment for vehicle care, cleaning products; Oil & lubricants

Tires & Wheels: Tires, wheels, wheel accessories, innovative rims, hoists, lifts, equipment and fittings, compressors, air guns, novelties, parts and more

Participation Fee: Sold in 100 sq. ft. increments (approximately 9.3 sq. meters)
 Includes pipe and drape, complimentary sign, show directory listing, admission badges for personnel, interactive floorplan with direct link to your company's home page, VIP buyer incentive programs

	MEMBER	NON-MEMBER
100 - 399 sq. ft.	C\$20 per sq. ft.	C\$25 per sq. ft.
400+ sq.ft.	C\$18 per sq. ft.	C\$23 per sq. ft.

Admission: Trade visitors only,
 Pre-registered: C\$15 Onsite: C\$35

Seminar Program: Product demonstrations along with hands-on training will be incorporated into seminars covering the latest market developments, trends and technology

Organizers: Messe Frankfurt, Inc.
 Business Information Group

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