

PLATEAU TV

**2021
MEDIA KIT
SPONSOR**



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APRESENTATION

An odd initiative in the Aftermarket press in Portugal.

The fifth edition of Plateau TV assumes itself once again as an important Forum for debating important topics in the sector.

With this initiative, Jornal das Oficinas aims to provide participants the expomecânica hall, a place for meeting, sharing and debate.

www.plateautv.pt



4
ORGANIZED
EVENTS



64
SPEAKERS
PARTICIPANTS
IN THE LAST
4 EDITIONS



20K
PUBLIC REACH
NEXT FINAL AT THE
EXPOMECANICA HALL




16
PANELS
THEMES
LAST
FOUR EDITIONS



4

YEARS

**discussing important
aftermarket topics in Portugal**



“It’s an excellent way to be present in the Fair, when you don’t have your own stand. A lot of ideas are shared in this space ”

Renato Soares – Motormáquina

“Plateau TV is fantastic. It’s a pleasure to be present in this annual initiative

Joaquim Candeias – Bilstein

“Plateau TV has great growth potential. It’s a dynamism tool for expoMECÂNICA.

Amadeu Fernandes – Spanjjard

As a sponsor of **Plateau TV**, your brand will be associated with a unique event of recognized success, directly reaching the 20,000 visitors of the show.

PERIODICITY: biannual

OBJETIVE: For three days, share with the audience the opinions of experts in key aftermarket areas

TARGET AUDIENCE: Manufacturers, importers, distributors and retailers of light and heavy parts, refinish, lubricants, tires and equipment, Car workshops (independent, workshop and brand networks) for light and heavy vehicles, tires, glass, sheet metal and paint.

EVENT DATE: October 15 to 17, 2021

PLACE: Exponor – expoMECÂNICA Fair

FAIR VISITORS : 20.000

4 YEARS OF DEBATES



SEE MORE AT www.plataeutv.pt



SPONSORSHIP COUNTERPARTS 2021



BEFORE THE EVENT

- **Insertion of your logo** on an Plateau TV advertising full page published in Jornal das Oficinas
- **Divulgation of your logo** as a sponsor through e-news JO dedicated to 22,000 emails
- **Insertion of your logo** on the official website of www.plateautv.pt
- **Diivulgation of your logo** as a sponsor on the social media of Jornal das Oficinas



DURING THE EVENT

- **Insertion of your logo** on the photo panel during Plateau TV
- Placing **visual communication of your logo** at Plateau TV Stand
- **Video interview** to the head of your brand or company
- Possibility of **using the Plateau TV** stand to make comercial presentations with your customers



AFTER THE EVENT

- **Insertion of your logo** in the general Plateau TV video
- **Insertion of your logo** in the videos of all Plateau TV interviews
- **Insertion of your logo** in the report of the Plateau TV Panels published in the Jornal das Oficinas

COMMERCIAL CONTACTS

ADVERTISING DIRECTOR: Mário Carmo – mario.carmo@apcomunicacao.com – +351 966 434 616
ACCOUNT: Paulo Franco – paulo.franco@apcomunicacao.com – +351 968 654 949

Contact us by



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SPONSORSHIP PRICE 2021

Sponsorship provides a great way to increase your competitive advantage by improving the image, prestige and credibility of the company / brand.

In recent years, corporate sponsorship of the most important events has become the fastest growing type of marketing globally.

**GREAT
VISIBILITY FOR
YOUR BRAND
AT
EXPOMECÂNICA
FAIR**

PLATEAU TV

**PRESTIGE
IN SPONSORING A
UNIQUE EVENT IN
THE AFTERMARKET
SECTOR**

**PARTNER IN AN EVENT
THAT DISCLOSES
THE BEST
INFORMATION
IN A NATIONAL
FAIR**



**more details at:
www.plateautv.pt**

2000 €

Payment 60 days before the event

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The biggest press event in Portugal

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