



WHY THIS AUDIENCE IS VALUABLE TO **THE SPONSOR**

The audience of Auto Show 2024 is a rich mix of influential and key makers, investors, government officials, academics, and professionals in the mining and technology sectors. Here's why they offer immense value to our sponsors:

🌟 **Reach & Influence**

Sponsoring Auto Show 2024 provides direct access to thousands of industry leaders and professionals, offering unparalleled opportunities for networking, brand exposure, and influence in the industry.

🌟 **Investment & Partnership Opportunities**

The presence of investors and technology providers opens up potential financial investments and technical collaborations, creating a direct path to business growth.

🌟 **Insight & Innovation**

Engaging with government officials, academics, and researchers provides valuable insights into industry trends, policy changes, and cutting-edge technologies, ensuring sponsors stay ahead of the curve.

🌟 **Brand Visibility**

Unique On-Site Brand Display: Beyond conventional design unique on-site brand showcases, be it representations or even brand-themed installations.

Special promotional offer: Five minute branded documentary on TV station.

ADDITIONAL PERKS:

Prime Brand Placement: Your logo will enjoy premium marketing materials, including event banners, posters, billboards and the event website, ensuring maximum brand exposure.

Media Spotlight: Gain media prominence as the exclusive with mentions and logo in all press releases, backdrop and this is in addition to:

- Logo on TV ads (for two weeks on three selected segments),
- Logo on Radio ads (for two weeks on six radio stations will run in 80 selected premium programs)
- Logo on print ads (on 2 newspapers for two weeks)

Prime Exhibition Booth: Showcase your offerings at a prime location at the event with a prominently placed exhibition booth.

Complimentary Passes: Receive five complimentary passes granting access to all sessions and activities.

Special Acknowledgments: Be recognized as the Platinum Sponsor in the opening and closing remarks, reinforcing your brand's association with the event.



YOUR KEY TO GLOBAL VISIBILITY

Unlock the potential of expansive engagement with our global media and diverse audience. **Auto Show 2024** - where opportunity meets visibility.



EVENT
ATTENDANCE

100K+

Witnessing record breaking footfall of 500,000 participants, setting a benchmark for our continued success in event



TOTAL
MEDIA REACH

1.2B+

With **Auto Show 2024**, your brand message travels far and wide, reaching millions and creating impactful impressions.



TRANSACTION
VOLUME

800M+

your sponsor's brand doesn't just gain visibility, it secures a share in a substantial transaction.



PLATINUM

SPONSOR PACKAGE

Prime Leadership Role in Key Sessions: As our most esteemed Sponsor, command or lead pivotal sessions such as opening speeches, other keynote discussions, granting you an unparalleled stage to share insights and mingle with industry front-runners.

Exclusive Brand Interactions On-Site: Amplify attendee involvement through engaging brand activations, like Augmented Reality exploration and captivating photo opportunities, that not only entertain but also educate attendees about your brand's prowess.

Personalized Invitations for VIPs: Offer a special invite to



PLANNED BUDGET

In order to conduct the exhibition, the budget is calculated to be Br. 120,

SOURCE OF BUDGET

It is believed that the budget for the program will be collected from organizations that will sponsor the program by believing in the importance of the exhibition. For instance, the promoters planned to collect Br.60, 000 from ticket sale while the remaining will be from other sources.

MARKETING ANALYSIS AND STRATEGY

The automotive industry continues to witness rapid technological advancement and shifting consumer preferences, driving the need for a platform that enables manufacturers to display their latest innovations. The market analysis will focus on the growth of electric and connected vehicles, evolving consumer behaviors, and identifying potential business partnerships within the automotive sector.

Our marketing strategy will encompass a multi-channel approach, including digital advertising, partnerships with industry publications, social media engagement, email marketing campaigns, and direct outreach to industry professionals.

VALUE TO SPONSORS

Our diverse audience provides a broad spectrum of opportunities for sponsors, making the event an ideal platform for brand visibility and promotion.

- **Visibility:** With an anticipated 500,000 attendees, your brand gains unprecedented exposure to a large, engaged audience from various sectors.
- **Networking:** Sponsors can leverage this opportunity to connect with high-level industry professionals, potential clients, and influential policymakers.
- **Brand Alignment:** Align your brand with innovation and technological advancement, strengthening your reputation as a forward-thinking organization.
- **Investor Engagement:** Connect with a significant segment of investors to showcase your brand's value and potential.
- **Policy Influence:** Engage in direct dialogue with government officials, potentially shaping future industry regulations and policies.
- **Academic Connection:** Tap into the academic and research community to stay ahead of industry trends and developments.
- **Media Coverage:** Get featured in media coverage, enhancing your brand's presence and reputation in the industry.



CONCLUSION

There are numerous advantages to participating in trade exhibitions. Other forms of marketing, exhibitions and trade fairs provide a business to promote their products, services, and important message to a target audience.

In addition, participation in exhibitions enables you to connect with potential customers, pursue a deal, allowing you to acquire more leads.



GOLD

SPONSOR PACKAGE

Highlighted Brand Interactions On-Site: Offer attendees experiences that highlight your brand's offerings, ensuring maximum engagement.

Special Invitations: Offer an invitation to an influential figure from your network, emphasizing your brand's pivotal role in the industry.

Media Spotlight: Gain media prominence as the exclusive Sponsor with mentions and logo in all press releases, backdrop and interviews this is in addition to:

• Logo on TV ads (for one week on two selected TV stations)



SILVER

SPONSOR PACKAGE

Participation in Panel Discussions: As a Silver Sponsor, engage in panel discussions, sharing your brand's perspective and expertise.

Interactive Brand Corners On-Site: Set up engaging corners to introduce attendees to your brand in a dynamic fashion.

Exclusive Guest Pass: Extend an invitation to a key member of your team or network, showcasing your brand's involvement.

Media Spotlight: Gain media prominence as the exclusive Silver Sponsor with mentions and logo in all press releases, backdrop at

Reserved Meeting Spots: Benefit from dedicated business discussions during the event.

Dedicated Branding Spots: Enjoy specific areas dedicated to your brand's identity and messaging.

ADDITIONAL PERKS:

Website Logo Placement: Feature your logo prominently on the event website.

Exhibition Booth: Present your brand to attendees with an exclusive booth during the event.

Complimentary Passes: Benefit from two complimentary free passes to the event.

Quarter-Page Ad: Amplify your message with a quarter-page advertisement in the event brochure.

Sponsor Spotlight: Get featured on the event website, promoting your brand's presence.

ETB 2.600.000 Including VAT

Each tier, from Platinum to Silver, offers a different level of engagement, ensuring brands of all sizes can benefit from the event.

MARKETING PUSH

Don't fall into the trap of assuming that just because you're at a marketing event, this means you don't need to market. Of course, the ideal result is that you'll pull in a ton of new leads that day, but don't forget the importance of your existing customer base who know who you are. Let the world know not only who you are, but when, but why they simply must pay you a visit.

BOOTH PREPARATION

We always advise our clients to have something of a 'drum' day itself. The simple reason being that your trade show booth represents the first and in some cases the only impression your target audience members take home about your brand. The more eye-catching and professional the stand is, the more likely about things like TVStands, stands with interactive displays, bright Pop-Up Banners and so on – anything that makes your booth (and hopefully will not) be ignored.

PREPARE YOUR PITCH

One of the biggest and most common mistakes of all when it comes to trade expo attendances is that of not having planned and prepared a pitch in advance. The importance in the run-up to the exhibition to not only identify exactly who your target audience is, but to set very specific goals and outline how you intend to make them achieve, what it is you are offering to how this will be communicated to audience members, provision of literature, special offers, free gifts and so on, to try and tackle the competition without a comprehensive game plan is never a wise idea.

CHOOSE YOUR TEAM WISELY

Last but not least, it's also of pivotal importance to put plenty of time and effort into the matter of exactly whom you will choose to represent your business and your event. As these will be the individuals that give all target audience members insight into who you are and what you do, the team needs to be made up of people who can live, breathe and have real passion for your brand. Suffice to say, it's a job best left to sales managers and brand executives – those with everything to gain from putting their lives.

BUSINESS DESCRIPTION

WHY EXHIBITION

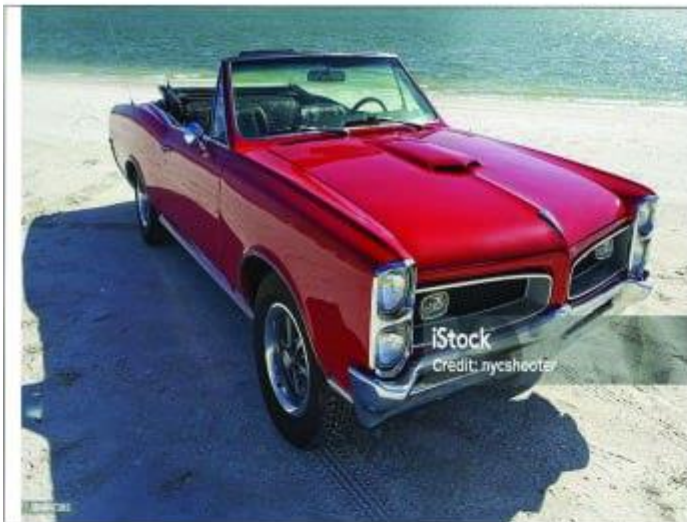
Exhibitions create an excellent opportunity for businesses to showcase their products and increase sales. There are now a large number of exhibitions that businesses can attend, so making sure you are present at an exhibition is the key to success.

- Exhibitions attract a broad spectrum of professional visitors, making it a business and industry objectives.
- The exhibition serves as a physical representation of your products. If you wish to collaborate with other firms, an exhibition provides an opportunity to establish contact with them. Most of your clients are also business entrepreneurs.
- Attending trade exhibitions allows you to meet other business professionals with whom you may exchange ideas. Collaborating with other professionals will help you innovate in your business.

IMPORTANCE OF EXHIBITION

The importance of exhibitions includes

Face-To-Face Communication



Exhibitions are independent and provide a platform for businesses to reach new, old, and potential customers. They provide a given place at a specific time. They provide a platform for interaction, the greatest approach to developing existing relationships.

A good exhibition presentation can enhance a brand's credibility and promote its products or services. It helps you gain market traction and expand your client base.

Exhibiting at exhibitions can help you grow your business from a startup to a successful and efficient one.

BUILD BRAND AWARENESS

Participation in an exhibition helps to build brand relevance. It is an

Access to Meeting Spaces: Engage in productive dialog with partners in dedicated meeting areas.

Enhanced On-Site Branding: Your brand will enjoy increased visibility through specialized branding placements.

ADDITIONAL PERKS:

Selective Brand Placement: Your logo will be prominent on all marketing materials, including event banners, posters, displays, and the event website.

Media Mention: Gain media recognition with mentions in social media as a Gold Sponsor.

Preferred Exhibition Booth: Showcase your products in a preferred location within the event.

Complimentary Passes: Receive three complimentary full event passes.

Half-Page Ad: Secure a half-page advertisement in the program, delivering your message directly to attendees.

Sponsor Spotlight: Be featured on the event website and social media platforms, increasing your brand's reach.

VIP Networking Access: Connect with industry insiders at exclusive events.

SHOWCASING

Producers can reach a specific audience by displaying their goods and services at exhibitions. Displays will draw visitors, buyers, and the media to your products. This exposure is highly beneficial to a small business.

LAUNCHING A PRODUCT

Exhibitions are ideal for launching new products and testing their feasibility. In addition, exhibition feedback will quickly reveal whether or not a product is suitable for a specific audience.

BACKGROUND OF THE COMPANY

HYBZ Trading PLC is established in 2015 E.C with the main purpose of promoting and engaging on IT solution.

OBJECTIVE

The main objective of this exhibition is to establish a comprehensive and inclusive platform for industry players to showcase innovations, build partnerships, and drive the advancement of the automotive sector.

PARTICIPANTS

The participants of this exhibition include:-

- Prime Minister Office
- Automotive Companies
- Repair and Maintenance Garage Companies
- Automotive spare parts
- Importers
- Other domestic and foreign companies which want to promote their products

LOCATION

The exhibition is planned to be carried out in Millennium Hall, Addis Ababa.



BUDGET SENSIBLY

There's nothing to say that you have to spend a small fortune on standing at the same time you cannot expect to create a stellar presence for peanuts. At Display, we've worked tirelessly to put together a range of pop up stand and Counters the likes of which can really make the best of your expo budget. Remember however that budget considerations must also include the size of the space for your stand, transportation, accommodation, giveaways, staff, so on.

BOOK EARLY

There are two very important reasons why you absolutely must book early, which being to ensure that you can choose a prime space within the event.

NETWORKING

Exhibitions allow a significant market size in a business world to meet simultaneously. In addition, these events attract like-minded individuals from the same profession or industry. It allows participants to network and grow a company's marketing strategy and brand recognition.



THE COMPETITION IN THE OPEN MARKET

Additionally, in today's highly competitive marketing world, we need a better understanding of our competitors.

Open competition can help you grow your business. Exhibitions provide a proactive platform. They can explore and analyse products of interest, compare them to those of other companies, and then return for additional examination - if needed. It enables the producer to ascertain what works and what does not.

INTERPRETIV MISSION

Exhibitions allow you to conduct fact-finding missions to determine what your competitors are doing differently.

Find out your competitors charging for their products by asking for their prices carefully at the booths with the most visitors. All of this will assist you in understanding your brands' sales and marketing methods and modifying your strategy.

REVIEW OF A PRODUCT

Social media has opened a new era of branding and marketers. If you're a social media influencer, you'll be able to find things to review at trade events and exhibitions. Additionally, you can obtain professional opinions on new advancements and get feedback about how to upgrade existing products.



EXECUTIVE SUMMARY **AUTO SHOW 2024**

The Automotive Industry Exhibition Program is designed as a platform for industry stakeholders to showcase automotive technologies, products, and services. It aims to bring together manufacturers, suppliers, consumers in a dynamic event that promotes knowledge exchange, and business networking.

AUTOMOTIVE INDUSTRY OF ETHIOPIA

Ethiopia's automotive market is dominated by second-hand imported vehicles, particularly commercial vehicles. Commercial vehicles were Ethiopia's most valuable import overall in 2019, worth US\$955 million. On the other hand, commercial vehicles are also Ethiopia's highest earning automotive export. Ethiopia recently began to restrict used car imports, which is a commendable first step.

This will surely and greatly transform the Ethiopian automotive market, similar to Myanmar and Nigeria.

Ethiopia is now moving from total car import to domestic assembly of CKD type, which is the first step in the timeline of automotive development, as illustrated in Figure 1. The rest of this paper will explore various policies required for this transition—from the CBU stage to the SKD and CKD stage—based on the experiences of Japanese automotive makers especially in Southeast Asia and Africa.

RATIONALE FOR THE EXHIBITION

The automotive industry is a vast sector that focuses on the design, development, manufacturing, marketing, and selling of motor vehicles. It's one of the most important economic sectors, driving a huge amount of employment and revenue.

An auto expo, also known as an automotive trade show, is a great venue for automotive industries to showcase their latest products, technologies, and innovations. It offers a platform for manufacturers, suppliers, and designers to connect with potential customers, partners, and investors. Auto expos also provide an opportunity for attendees to see the latest trends and developments in the industry, and to test drive or experience new vehicles firsthand. Additionally, they can allow companies to gather market research and consumer feedback, and to network with other industry professionals. Overall, an auto expo can be a valuable tool for automotive industries to promote their brand, generate leads, and stay competitive in the market.

INTRODUC

Trade shows and exhibitions have the potential to be uniquely and beneficial for business at all levels and spanning all sectors. Of course assuming that all goes to plan – these kinds of events don't have their own rights guarantee success and prosperity, but rather open up a world of opportunity for both. Following on from our Bewitching Tips for Successful Trade Shows guide, we focus more closely on the preparation and execution of the event. As is the case in most areas of business, planning represents the key to success in determining how things will go down on the day. Put simply, there is really no such thing as being over-prepared when it comes to trade shows and exhibitions – being under-prepared on the other hand is almost guaranteed to set you back.

In a nutshell, it might seem like there are thousands of boxes and a lot to tick, but in reality it's simply a case of making sure the following are covered and covered well:

UNDERTAKE RESEARCH

First up, it's impossible to overstate the importance of actually researching relevant shows and deciding which make the most sense for your business. Just as there's usually nothing to gain by instinctively selecting a show that comes around without thinking, it's also not always helpful to only the biggest-brand-name shows, expos and exhibitions. Research is key before shortlisting shows of interest, ultimately narrowing this down to the ideally-suited events.



SPONSORSHIP PROPOSAL

Automotive Expo [HYBZ](#)

Auto Show & Technology Expo ([HYBZ](#))

JULY 2024