



INTERNATIONAL
TRADE
ADMINISTRATION

ASSOCIATION FOR ADVANCING AUTOMATION **MEXICO EXPORTS INITIATIVE** SUCCESS AGREEMENT

Are you eager to catapult your business into the growing Mexican market? Join forces with the Association for Advancing Automation (A3) in our inaugural Mexico Exports Initiative. The initiative is supported by the U.S. Commerce Department's International Trade Administration (ITA), which has agreed to pay for one-third of the project cost through its Market Development Cooperator Program (MDCP).

By participating, you'll be able to showcase your company at [ITM Leon](#), October 9-11, at a discounted rate and with added support and benefits. You'll have the opportunity to build your business networks in the region, grow your brand with A3 marketing support, and strategically position your company on the Mexico manufacturing landscape. A limited number of slots are available. Act swiftly and secure your spot to redefine your business trajectory in Mexico's automation landscape.

Sign up today

You'll receive the following benefits from A3 and ITA at [ITM Leon](#) in Leon, Mexico, on October 9-11, 2024. ITM is one of the leading the manufacturing trade show in Mexico with more than 15,000 visitors.

Please note that some of the benefits listed are contingent on when you sign up to participate. There are also requirements that participants must meet that are listed below. We will assign time-sensitive benefits in the order that we receive completed participation agreements.

Fee: \$2,500

Limited space available

Limit one per company

To participate, sign and email this form to A3 and use this [online portal](#) to pay the fee.

Benefits:

- Discounted 10x10 booth (normally \$4,250)
- Pre-event webinar on doing business in Mexico
- Assistance booking meetings with potential Mexico partners and customers
- Evening reception with industry leaders and dignitaries
- Marketing and promotion of your participation in the event
- Assistance in the translation of a one-page brochure for the event
- Access to discounted hotel room block in Leon

- Support of A3 staff in U.S. and Mexico

Participating companies are responsible for their personnel travel and accommodations and booth setup costs.

Reporting your success (participation requirements):

The ITA needs to show that its investment in our project is a worthwhile investment. So, as a condition of benefiting from this project, you agree to report as set forth below:

- Photographs and video: ITA or A3 may arrange to take photographs or shoot video of project activity. ITA and A3 will use such media to promote the project, to describe what progress has been made generally, and to promote MDCP generally in the association and non-profit community. ITA will abide by 2.d. below if it seeks to highlight a particular success.
- Sharing export results with ITA: Each quarter, as a Mexico Export Initiative participant, you report to A3 the destination market, value, and brief description of each export and/or export-related developments that are generated, in whole or in part, by participating in initiative. If you prefer not to report this information to A3, you may report it to an ITA official, who will not, in such case, divulge details of such individual sales to A3.
- Confidentiality with ITA: ITA professionals who access your information are trained to handle sensitive information.
- Public highlighting of your successes: If ITA wants to publicize any of your successes, it will always show you what it proposes to do and secure your express approval in writing beforehand.

U.S. product or service (participation requirements)

I certify that I am, that my company is, or that I or my company represents: (a) a United States citizen; (b) a corporation, partnership or other association created under the laws of the United States or of any State; or (c) a foreign corporation, partnership, or other association, more than 95 percent of which is owned by persons described in (a) and (b) above; AND I am, my company is, or the entity I or my company represents is, exporting, or seeks to export goods or services produced in the United States, or goods or services that contain at least 51 percent U.S. content.

I understand that this certification is a requirement to participate in the MDCP project activity described above and that an intentionally false certification may result in termination of participation in such activity.

Information provided to the International Trade Administration (ITA) is intended solely for internal use. ITA will protect business confidential information to the full extent permitted by law and Administration policy. U.S. law prohibits U.S. government employees from disclosing trade secrets

I agree to the terms of the success agreement with A3 as set forth above.

Company Name: _____

Email/Phone: _____

Address: _____

Name: _____

Title: _____

Signature: _____