

Sailun makes its mark at Latin Tyre Expo!

As premium sponsor of the leading tyre show for Latin America and the Caribbean, Sailun achieved a significant presence among thousands of visiting tyre dealers.



Staged in Panama from the 24th to the 27th July, the exhibition drew 220 exhibitors from over 85 countries and has grown each year since the first show in 2010.

In addition to an impressive and striking stand, Sailun dominated sponsorship opportunities both inside and outside the venue including:

- Inaugural ceremony backdrop
- Expo bags
- 6 Ads in the expo guide
- Show lanyards
- All expo posters
- Banners and video on the expo website



Overall it was a great success for Sailun and we're looking forward to the next show in 2014!