



**28 November – 1 December 2018**  
**National Exhibition & Convention Center**  
**Hongqiao, Shanghai, P.R. China**

Please complete and return to either one of the address by fax and mail:

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Road, Wanchai, Hong Kong SAR  
Tel: +852 2802 7728 Fax: +852 2519 6079  
www.automechanika-shanghai.com

Messe Frankfurt (Shanghai) Co Ltd  
11/F, Office Tower 1, Century metropolis,  
1229 Century Avenue, Pudong New Area, Shanghai 200122, P.R. China  
Tel: +86 400 613 8585 Fax: +86 21 6168 0788

## Application form

### 1. Company details

Company name: \_\_\_\_\_

Contact person: Mr/Mrs/Ms \_\_\_\_\_ Job Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip/Postal code: \_\_\_\_\_ Country/Region: \_\_\_\_\_ Country/Region of Headquarter: \_\_\_\_\_

Telephone: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Mobile no.: \_\_\_\_\_ / \_\_\_\_\_ Fax: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Country code City code Number extension Country code Number Country code City code Number

Email: \_\_\_\_\_ Website: \_\_\_\_\_

### 2. Company details # (for official fair catalogue used. If any changes occurred later, please complete the catalogue listing form in the Exhibitor Manual and return to the organiser by deadline. **Please print clearly in BLOCK letters, or use a typewriter to indicate your company information (exactly the name and information you would like to appear in the official fair catalogue) below, the publisher and organisers will not take any responsibility if mistakes are made in the catalogue due to unclear text, and note point 9 on P.4)**

Company name: \_\_\_\_\_

Company name in Chinese (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip/Postal code: \_\_\_\_\_ Country/Region: \_\_\_\_\_

Address in Chinese (if applicable): \_\_\_\_\_

Telephone: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Fax: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Country code City code Number extension Country code City code Number

Email: \_\_\_\_\_ Website: \_\_\_\_\_

The Brands that your company represents: 1. \_\_\_\_\_ 2. \_\_\_\_\_

### 3. Nature of business (tick all that apply)

- ( ) Manufacturer ( ) Dealer, agent, distributor, wholesaler ( ) Retailer ( ) Service supplier (Auto refitter / tuner / garage / workshop / service center / petrol companies / gas station)
- ( ) Private & official fleets ( ) Trade associations / government agencies ( ) Publisher
- ( ) Research institutions / universities / polytechnic ( ) Others (please specify): \_\_\_\_\_

### 4. Our products belong to the following groups # (please "✓" where appropriate in each items)

- i) ( ) Commercial vehicle ( ) Passenger vehicle
- ii) ( ) OEM ( ) Aftermarket
- iii) ( ) Overseas market: \_\_\_\_\_% ( ) China market: \_\_\_\_\_%

#### 1 Parts & Components

- ( ) 1.1 Powertrain (engine, gearbox, exhaust)
- ( ) 1.2 Chassis (axles, steering, brakes, wheels, shock absorbers)
- ( ) 1.3 Body (metal parts, roof systems, mounted parts, windows, bumpers)
- ( ) 1.4 Standard parts (fastening elements, thread and securing elements, sealing rings, roller bearings)
- ( ) 1.5 Interior (cockpits, instruments, airbags, seats, heating, air-conditioning, electrical adjusters, interior filters)
- ( ) 1.6 Charging accessories 12 volt (plugs, cables, connectors)
- ( ) 1.7 Regenerated, restored and renewed parts for cars and commercial vehicles

#### 2 Electronics & Systems

- ( ) 2.1 Engine electronics (control units, bus systems, sensors, actuators)
- ( ) 2.2 Vehicle lighting (headlights, LED / OLED, lasers, exterior and interior lighting)
- ( ) 2.3 Electrical system (electrical power supply, batteries, wiring harnesses, plug connections, sensors, on-board diagnostics)
- ( ) 2.4 Comfort electronics (automatic air-conditioning, seat heating and ventilation, electric seat adjustment, keyless-go systems, control systems)

**3 Accessories & Customising**

- ( ) 3.1 General accessories for motor vehicles (rack systems, trailer hitches, roof boxes, air refreshers, jacks, technical textiles, car safety products)
- ( ) 3.2 Technical customising (sports exhaust systems, sports air filters, sports chassis, chip and engine tuning, sound design, seats, club sport)
- ( ) 3.3 Visual customising (interior design, bodywork elements, car wrapping, spray films, airbrush systems)
- ( ) 3.4 Infotainment (sound systems, navigation, multimedia, car media, interfaces)
- ( ) 3.5 Special vehicles, equipment, assemblies and modifications (off-road and pickup accessories, taxis, police, ambulance and council vehicles, vehicles for the disabled)
- ( ) 3.6 Trailers for cars and small commercial vehicles, spare and accessory parts for trailers

**4 Repair & Maintenance**

- ( ) 4.1 Workshop equipment and tools (systems and equipment, work clothing, battery management, lifting gear, test and measuring equipment, tire installation, workshop equipment)
- ( ) 4.2 Bodywork repairs (equipment and material)
- ( ) 4.3 Paintwork and corrosion protection (systems, equipment, paint, corrosion protection, spot repair, auxiliaries)
- ( ) 4.4 Towing equipment / maintenance and repair of vehicle superstructures (towing equipment, caravan and motor home superstructures, bespoke and special superstructures for lightweight and heavyweight utility vehicles)
- ( ) 4.5 Waste disposal and recycling (systems, equipment)
- ( ) 4.6 Workshop safety and ergonomic workshop (air purification, ventilation, heating, health-enhancing technologies, safety-enhancing technologies)
- ( ) 4.7 Workshop and dealership equipment (shopfitting / shop systems, sales equipment, office and warehouse equipment)
- ( ) 4.8 Oils and lubricants (systems, equipment, lubricants, auxiliaries and consumables, waste disposal and recycling)

**5 Dealer & Workshop Management**

- ( ) 5.1 Workshop / dealership / filling station planning and construction (business consultants, certifications, environmental protection consultants)
- ( ) 5.2 Dealer management systems (finance, claims management, dealer management systems)
- ( ) 5.3 Workshop management (technical monitoring and certification)
- ( ) 5.4 Basic and advanced training (mechanics, mechatronics, bodywork, paintwork, sales, training)
- ( ) 5.5 Workshop and dealership marketing (external advertising, advertising media)
- ( ) 5.6 Internet service providers and vehicle marts
- ( ) 5.7 Economic regeneration, cluster initiatives

**6 Car Wash, Care & Reconditioning**

- ( ) 6.1 Washing (car wash halls and lines, wash stations, washing equipment, accessories)
- ( ) 6.2 Vehicle care (exterior and interior cleaning, equipment for vehicle care, cleaning and care products)
- ( ) 6.3 Vehicle preparation (exterior and interior preparation, nano paint sealing, smart repair, upholstery and leather repair, ozone treatment)
- ( ) 6.4 Filling station equipment (filling station equipment, tank systems for alternative fuels)

**7 Alternative Drive Systems & Digital Solutions**

- ( ) 7.1 Electromobility and other alternative drive systems (charging infrastructure and charging cables, battery technology, power electronics, electric motors, other alternative drive systems, lightweight construction, smart city technologies)
- ( ) 7.2 Connected cars and vehicle safety (autonomous driving, safety - ABS, ESP etc., entertainment, security management, mobility management, in-car well-being)
- ( ) 7.3 Mobility services (car-sharing, digital fleet management, OBD systems, predictive maintenance, automated claims management)
- ( ) 7.4 New workshop technologies (augmented & virtual reality smartglasses, repair support and training, 3D printing of spare parts)
- ( ) 7.5 Cluster initiatives and economic support (automotive competence centre, training for electric mobility and connected cars)

**8 REIFEN co-located zone**

- ( ) 8.1 Tires (exclusive tires for SUVs, sports cars and premium vehicles, wide-track tires, industrial tires, truck tires, motorcycle tires, special tires, tire carcasses and tubes, tire innovations)
- ( ) 8.2 Wheels and wheel rims (exclusive wheel rims for SUVs, sports cars and premium vehicles, wide-track tires, industrial and customised wheel rims, chassis technology, customising, wheel nuts, tire pressure control systems, anti-theft devices for wheels)
- ( ) 8.3 Tire repair (wear-and-tear repairs, elastification agents, repair materials, systems, equipment and tools, fillers, framework materials, disposal)
- ( ) 8.4 Used tires (retreading, recycling, vulcanisation, tire care)
- ( ) 8.5 Tire management and systems (online appointment booking, IT systems, online tire portals, inspection, tire logistics, tire leasing and rental)
- ( ) 8.6 Sales equipment and storage of tires (operating / storage / office / showroom equipment and facilities, sales aids, safety, occupational safety, certification, tire-storage hotels)

**9 Others**

- ( ) 9.1 Industry institutions
- ( ) 9.2 Publishers
- ( ) 9.3 Other (please specify): \_\_\_\_\_

**From the above product categories 1-9, please list one item (eg: 1.4) as your main products:** \_\_\_\_\_  
 \* Booth location may be allocated according to product criteria, or other criteria set by the organiser. (details please see point 8 on P.4)

**5. Please list your product(s) # (maximum 5 products, total 20 words; please see point 9 on P.4)**

Product(s) Name: English	Chinese (if any)
1	1
2	2
3	3
4	4
5	5

6. **Participation fees:** (please indicate booth size required and tick all that apply)

	<b>Standard package</b> (min. 12 sqm) Booth size: _____ sqm	<b>Raw space</b> (min. 36 sqm) Booth size: _____ sqm
<b>Zone A</b>	( ) RMB2700 / sqm	( ) RMB2400 / sqm
<b>Zone B</b>	( ) RMB2000 / sqm	( ) RMB1700 / sqm
<b>REIFEN Zone</b>	( ) RMB1200 / sqm	( ) RMB900 / sqm
<b>Accessories &amp; Customising Hall</b>	( ) RMB1200 / sqm	( ) RMB900 / sqm
<b>Outdoor area (for specific products only. Please contact organiser for details.)</b>		
<b>Furniture &amp; fixtures per package</b> (for package stand only) - 1 table, 3 chairs - 4 spotlights (100w) - fascia board with company name & booth number - 1 information counter	- 2 slope / flat shelves - 1 socket - 1 waste basket - stand partitions 2.5m high - wall-to-wall carpeting - venue management fee	See Common Services* below. Exhibitors are required to pay venue management fee to the fair ground management

\* **Common services for all stand options include: general cleaning, security, official catalogue, promotional materials, exhibitor manual, and market information.**

**Media Package\*\*:**

**Cost:** RMB1500 / exhibitor

Services covered in Media Package at official show's website		
<ul style="list-style-type: none"> <li>• Company name</li> <li>• Booth number</li> <li>• Product group</li> </ul>	<ul style="list-style-type: none"> <li>• Online logo</li> <li>• Address</li> <li>• E-mail address and website</li> </ul>	<ul style="list-style-type: none"> <li>• 1 Company page (picture &amp; description)</li> <li>• 5 Product pages (picture &amp; descriptions)</li> <li>• 5 Keywords</li> </ul>

\*\*This is mandatory for all exhibitors. For details of media package, please kindly contact our Digital Business Team with the contacts mentioned in point 10 in Specific Terms and Conditions on P.4.

**Payment:** Please settle the full payment according to instruction on the invoice issued by organiser. Booth allocation will be confirmed upon receipt of full payment. For bank account details, please see P.4.

7. **New Product Launch** (free of charge value-added service):

To further enhance media's coverage on your company, the organiser would like to have more information on your exhibits / technologies and your target users. Your information will help the organiser prepare publicity materials and arouse media's interest in publishing your company's information. Please "✓" the appropriate box.

( ) We would like to promote our new products through **New Product Launch** programme. And, we plan to display the following new product(s):

(English): \_\_\_\_\_ (Chinese): \_\_\_\_\_  
(First launch in  World  Asia  China  None of the above, but first launch in Automechanika Shanghai)

( ) We do not have new product launch in Automechanika Shanghai 2018

8. **Name of legally responsible person:** (please type or print name, company name, job title and sign below)

We hereby understand this application form as a confirmation of our participation at Automechanika Shanghai 2018 and accept the General Terms and Conditions and the Specific Terms on P.4 of this application.

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Signature & company stamp: \_\_\_\_\_ Date: \_\_\_\_\_

## **Specific Terms and Conditions**

### **1. Organiser**

Messe Frankfurt (Shanghai) Co Ltd  
11/F, Office Tower 1, Century Metropolis,  
1229 Century Avenue, Pudong New Area  
Shanghai 200120  
P. R. China  
Tel: +86 400 613 8585  
Fax: +86 21 6168 0788

### **2. Exhibition venue**

National Exhibition & Convention Center (Shanghai),  
Hongqiao, Shanghai, P.R. China  
North Gate: 333 Songze Avenue  
West Gate: 1888 Zhuguang Road  
South Gate: 168 East Yinggang Road,  
East Gate: 111 Laigang Road

### **3. Date of event**

28 Nov – 30 Nov 2018	9:00am – 5:00pm
1 Dec 2018	9:00am – 3:00pm

### **4. Registration and confirmation**

Application to exhibit is made by submitting a completed and signed application form to the organiser. The organiser will confirm successful applications in writing by fax and original mail.

### **5. Terms of payment**

Please settle the full payment according to the instruction on the invoice issued by the organiser. Applicants should remit the appropriate amount directly to the organiser. All bank charges are to be borne by applicant.

Payment should be made to:

Bank of China, Shanghai Branch,  
Nanjing Road (West) Third Sub-branch  
A/C No: 448159241206  
A/C Holder: Messe Frankfurt (Shanghai) Co., Ltd  
A/C - Type: US\$  
Swift Code: BKCHCNBJ300

Note: Participation fee per sqm is applicable at the current exchange rate as given in the invoice.

### **6. Cancellation**

If an applicant withdraws his application, for whatever reason, before he receives either a rejection or confirmation of his application, any participation fee paid will be forfeited.

If the exhibitor notifies the organiser of his withdrawal within three months of the start date of the event, he is liable for the total participation fee.

Should the exhibitor under contract (i.e. in receipt of confirmation) inform the organiser that he will not participate in the event, providing the organiser is able to resell the stand without loss the payment to be made by the exhibitor will be reduced to a handling fee of RMB\$8,000 irrespective of the exhibitor's full liability for additional costs, catalogue fees etc.

### **7. General terms and conditions of participation**

The detailed general terms & conditions of participation are given on the organisers website [www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk) and can be requested in printed form if required.

### **8. Booth allocation**

Exhibitor booth location will be allocated according to product criteria, or other criteria set by the organiser. No change of booth location is allowed once it has been assigned and the exhibitor informed.

### **9. Official Fair Catalogue**

Section with “#” will be used in the official fair catalogue. If any changes occurred later, please fill up the catalogue listing form in the exhibitor manual and submit to the Organiser by deadline.

### **10. Media Package**

Media Package is mandatory to all exhibitors. One media package will be invoiced to the joint stand organiser for each of its participants. The passing on of these costs is the responsibility of the joint stand organiser.

For enquiries on Media Package and Add-ons services, please contact Digital Business team:

Add-ons services: Mr. Gino Zhao  
Tel: +86 21 6160 8428 / +852 2230 9203  
Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

Data submission: Ms. Moon Cheung

Tel: +852 2230 9234  
Email: [service-hk@online.messefrankfurt.com](mailto:service-hk@online.messefrankfurt.com)

### **11. Intellectual property rights / copyright**

The exhibitor warrants that his exhibits and packages thereof and the related publicity materials do not in any way whatsoever violate or infringe any third party's rights including trade marks, copyrights, designs, names and patents whether registered or otherwise. The organiser has the right to refuse participation of any exhibitor found guilty of infringement of intellectual property rights at any future trade fairs.

### **12. Correspondence address for enquiries**

Messe Frankfurt (HK) Ltd.  
35/F, China Resources Building  
26 Harbour Road, Wanchai  
Hong Kong  
Tel: +852 2802 7728  
Fax: +852 2519 6079  
Email: [auto@hongkong.messefrankfurt.com](mailto:auto@hongkong.messefrankfurt.com)

Messe Frankfurt (Shanghai) Co Ltd  
11/F, Office Tower 1, Century Metropolis,  
1229 Century Avenue, Pudong New Area  
Shanghai 200120  
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