

automechanika

SHANGHAI

Shanghai international trade fair for automotive parts,
equipment and service suppliers

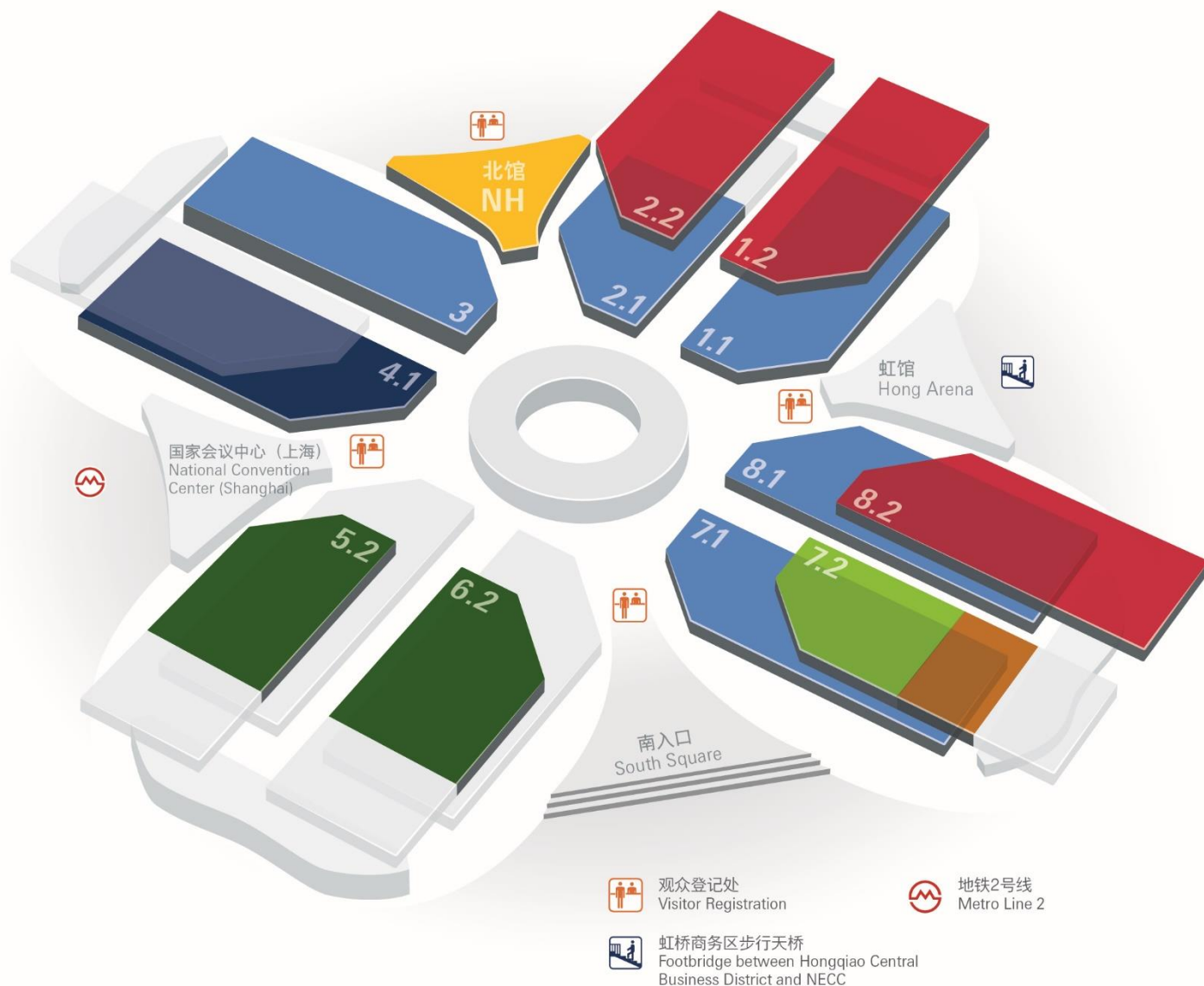
Leveraging dual circulation in the
automotive ecosystem

24 – 27.11.2021

National Exhibition and Convention Center
(Shanghai), China

**Sponsorship Marketing
Opportunities**





- 1.1** 驱动
Powertrain
- 2.1** 国家及地区展团
Country & Region Pavilions
- 3** 部件及组件
Parts & Components
- 4.1** 电子及智能网联
Electronics & Connectivity
- 7.1** 驱动 / 底盘
Powertrain / Chassis
- 8.1** 驱动 / 底盘 / 空调 / 车身
Powertrain / Chassis / Air-conditioning / Body
零部件再制造专区
Remanufacturing Zone
- NH** 新能源 / 轻量化材料 / 出行服务
E-mobility / Lightweight / Mobility Services

- 1.2** 车辆照明 / 外饰改装
Vehicle Lighting / Customising
- 2.2** 美容养护及润滑油 / 车载电子 / 随车用品
Car Care & Lubricants / Consumer Electronics / Accessories
- 5.2** 维修及检测诊断设备 / 工具
Workshop & Diagnosis Equipment / Tools
- 6.2** 维修设备 / 车身及喷涂 / 工具 / 汽车清洗
Workshop Equipment / Body & Paint / Tools / Car Wash
- 7.2** 轮胎及轮毂 / 轮辋
Tyres & Wheels / Rims
汽车制造技术与装备专区
Auto Manufacturing Zone
产业服务及供应链连锁专区
Services & Supply Chain Zone
- 8.2** 外饰改装 / 订制改装 / 高性能改装
Customising / Motorsport & High Performance

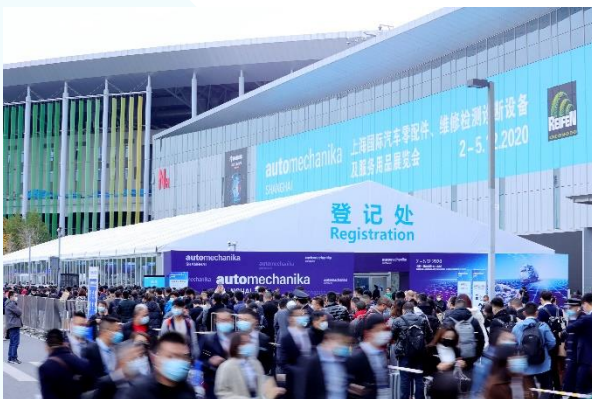
Sponsorship Marketing Opportunities

Customised sponsorship promotion plan

Connect all the fair's resources to carry out a series of sponsorship and advertising activities that will increase the exposure of your brands and products, making them a focus at the fair!

Create a customised and eye-catching promotional plan that aligns with your marketing goals. Static displays such as advertising onsite and in show's publications, title sponsorship opportunities at concurrent events and functional areas, and onsite souvenir distribution will all instantly enhance your brand penetration at the fair.

In addition to the items covered in this "Sponsorship Marketing Opportunities" brochure, please do not hesitate to contact us to discuss a tailor-made sponsorship marketing plan that will generate more business opportunities for your company!



(A) Sponsorship Marketing Options

A01 Visitor admission badge

Visitor admission badges are the official access pass to the fair. They reach each buyer directly at the show.

- The sponsor's logo (single unit) and / or advertisement will appear on the front / back of the badge
- The design must be approved by the organisers in advance
- Price includes production fee

Quota: 2
Price: (a) Front side: RMB 180,000
(b) Back side: RMB 150,000
*Please contact organisers for more details

Application deadline: 16 July 2021



A02 Visitor lanyard

Visitor lanyards will be distributed at registration counters to all visitors for the visitor badges during the show.

- The sponsor's logo will appear together with show logo on one side of the lanyard
- The design must be approved by the organisers in advance
- Price includes production fee

Quota: Exclusive
Price: RMB 400,000
(Additional cost may apply based on actual colour of printed logo)

Application deadline: 16 July 2021



A03 Official event

Concurrent events are networking opportunities to meet and build relationships with VIP buyers, specially invited buyers, partner organisations, as well as key exhibiting industry players.

Meanwhile, a series of innovative and practical fringe activities will be held onsite during the show, aiming to offer information exchange and learning opportunities for industry players.

- Please contact organisers for more details about sponsorship
- The organisers reserve the right to assign sponsors to appointed concurrent events / fringe programme

Quota and Price: On request
*Please contact organisers for more details

Application deadline: 20 August 2021



(A) Sponsorship Marketing Options

A04 Functional area

Special functional areas will be arranged for attendees during the show, including the buyer lounge, VIP lounge, charging spots and resting areas.

- Sponsor's name and / or logo (single unit) will be displayed on backdrop or onsite signage
- Sponsor's brochure / flyer will be placed in the area
- Sponsor will be entitled to access passes for accessing their sponsored area
- Please contact organisers for more details about sponsorship
- The location of the sponsor's advertisement will be allocated by the organisers

Quota and Price: On request

*Please contact organisers for more details

Application deadline: 20 August 2021



A05 Show bag

Show bags will be distributed to the visitors free of charge at the registration halls. Advertising on the show bags will help increase your company's exposure both onsite and away from the fairground.

- Sponsor's logo (single unit) and / or advertisement will appear on one side, the show logo and / or advertisement will appear on the other side of the show bag
- The design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes production fee

Quota: 2

Price: RMB 150,000

Application deadline: 20 August 2021



A06 Hand sanitiser station (New)

The sponsor's logo will be printed onto the hand sanitiser stations that placed around the fairground.

- Sponsor's logo (single unit) will appear on the hand sanitiser station together with the show logo and / or advertisement
- The exact location of the station will be decided by the organisers
- Price includes production fee

Quota: Exclusive

Price: RMB 80,000

Application deadline: 20 August 2021



(A) Sponsorship Marketing Options

A07 Visitor self check-in station advertisement (New)

The sponsor's logo will be printed onto the self check-in stations that placed at the registratin halls.

- Sponsor's logo (single unit) will appear on the self check-in stations
- The exact location of the station will be decided by the organisers
- Price includes production fee



Quota: Exclusive
Price: RMB 150,000

Application deadline: 20 August 2021

A08 Hand sanitiser (New)

Hand sanitiser will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events / fringe programme.

- Sponsor's logo and / or advertisement will appear on the package of hand sanitiser together with the show logo and / or advertisement
- The design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes production fee



Quota: Joint
Price: (a) RMB 120,000 / 10,000 bottles
(b) RMB 70,000 / 5,000 bottles

Application deadline: 20 August 2021

A09 Wet tissue paper (New)

Wet tissue paper will be distributed to visitors free of charge at the registration halls / information counters or during concurrent events / fringe programme.

- Sponsor's logo and / or advertisement will appear on the package of wet tissue paper together with the show logo and / or advertisement
- The design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes production fee



Quota: Joint
Price: (a) RMB 120,000 / 20,000 packs
(b) RMB 70,000 / 10,000 packs

Application deadline: 20 August 2021

(A) Sponsorship Marketing Options

A10 Show souvenir

Souvenirs will be distributed to visitors and attendees at the gift redemption counters, information counters or during concurrent events and fringe programme.

- Sponsor's logo (single unit) will appear on the souvenir together with the show logo
- The design must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Price includes production fee



Quota: 4
Price : On request
*Please contact organisers for more details

Application deadline: 20 August 2021

A11 Onsite distribution service

Sponsor's information or souvenir will be distributed to visitors by official staff at specific locations.

- Materials or company souvenir must be provided by the sponsor
- Materials for distribution must be approved by the organisers in advance
- The exact location of distribution will be decided by the organisers
- Sponsorship fee includes staff and one backdrop

Quota: 2 (max. no. of sponsors for North Hall)
4 (max. no. of sponsors for other locations)

Price: (a) North Entrance RMB 100,000 up
(b) West Entrance RMB 80,000 up
(c) South Entrance RMB 50,000 up
(d) Information counter inside halls RMB 36,000 up / hall

*Price will be adjusted according to the quantity of souvenir to be distributed, please contact organisers for more details.

Application deadline: 20 August 2021



(B) Publications

B01 Fair catalogue

The fair catalogue will be available for sale during show for visitors' reference. It is an efficient channel for exhibitors to promote brands and products to their target groups.

Publication trim size: (a) - (l): 280mm (H) x 210mm (W)
(m): 15mm (H) x 40mm (W)

Format: Full page, 4-colour



Item	Price (RMB)
(a) Inside front cover	43,500
(b) First page	43,500
(c) Second page	41,500
(d) Third page	41,500
(e) Forth page	41,500
(f) Fifth page	41,500
(g) Sixth page	41,500
(h) Inside back cover	41,500
(i) Opposite inside back cover	41,500
(j) Opposite content page	37,500
(k) Back page of section divider	37,500
(l) Run-of-page	31,000
(m) Logo or trademark beside catalogue entry (black and white)	3,000

Application deadline: 20 August 2021

B02 Buyer invitation postcard (Pre-show)

The sponsor's name will be printed on the buyer invitation postcard, which will be sent to approximately 200,000 professional visitors before show.

Format: Sponsor's logo (single unit, B/W)
printed on one side of the postcard
Postcard trim size: 180mm (H) x 130mm (W)

Quota: 2
Price: RMB 23,000 / sponsor

Application deadline: 20 May 2021



(B) Publications

B03 Show preview (Chinese version only)

The Chinese version of the show preview will feature selected exhibitor products and profiles. The material will be sent to more than 12,000 target buyers before the show.

Publication trim size: 210mm (H) x 99mm (W)

Format: Run-of-page, full page, 4-colour

Price: RMB 16,500 / page

Application deadline: 16 July 2021

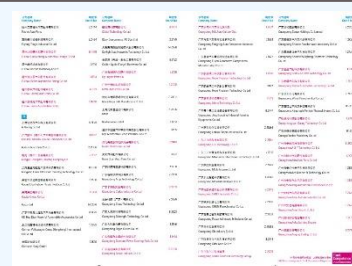


B04 Visitor guide

The visitor guide will be distributed to visitors free of charge at registration counters, it is an excellent tool for visitors scanning through exhibitor information.

Publication trim size: 260mm (H) x 165mm (W)

Format: Full page, 4-colour



Item	Price (RMB)
(a) Inside front cover	37,000
(b) First page	37,000
(c) Second page	32,000
(d) Third page	32,000
(e) Forth page	32,000
(f) Inside back cover	32,000
(g) Opposite inside back cover	32,000
(h) Opposite content page	23,000
(i) Run-of-page	21,000

Application deadline: 20 August 2021

B05 Fair daily (Chinese version only)

The fair daily (Chinese version only) will be published at the fair itself, bringing visitors the latest news. It will be distributed at the entrances of registration halls and other specific locations, including the Phoenix Lounge and the Press Centre.

Publication trim size: 380mm (H) x 260mm (W)

Format: Run-of-page, 4-colour



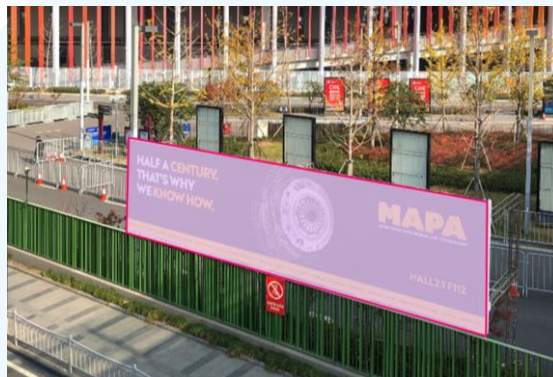
Item	Dimension	Price (RMB)
(a) Run-of-page (full page)	340mm (H) x 233mm (W)	23,000
(b) Run-of-page (half page, horizontal)	160mm(H) x 233mm (W)	16,500
(c) Run-of-page (1/4 page, horizontal)	80mm (H) x 233mm (W)	11,500
(d) Run-of-page (1/4 page, vertical)	160mm (H) x 114mm (W)	11,500

Application deadline: 20 August 2021

(C) Onsite Advertising

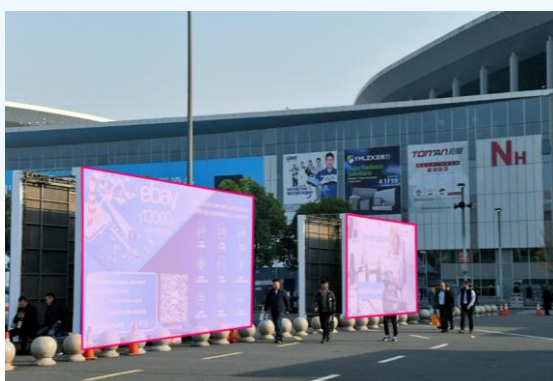
C01 Billboard - Main entrance (external)

Specification: 3m (H) x 12m (W)
Price: RMB 38,000 / pc
Application deadline: 12 October 2021



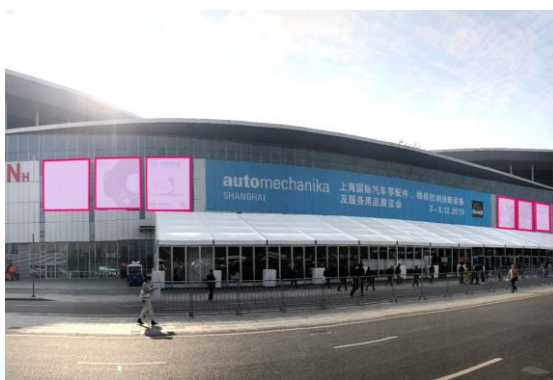
C02 Billboard - North square

Specification: 4m (H) x 8m (W) x 2-side
Price: RMB 72,000 / pc
Application deadline: 12 October 2021



C03 Glass wall advertisement - North square

Specification: 9m (H) x 8m (W)
Price: RMB 168,000 / pc
Application deadline: 12 October 2021



C04 Advertisement panel - Inside North registration tent (3-side)

Specification: Front side - 2.5m (H) x 1.5m (W)
Lateral sides - 2.5m (H) x 0.5m (W) x 2-side
Price: RMB 26,000 / pc
Application deadline: 12 October 2021



Note: Prices include release and production fee.

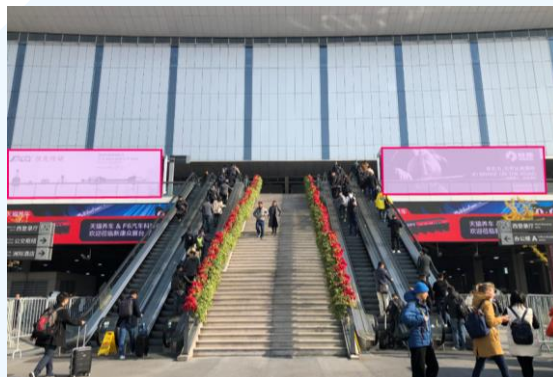
The above pictures for reference only, the real object should be considered as final.

Inventories are subject to availability. Please check with the organisers for the available location.

(C) Onsite Advertising

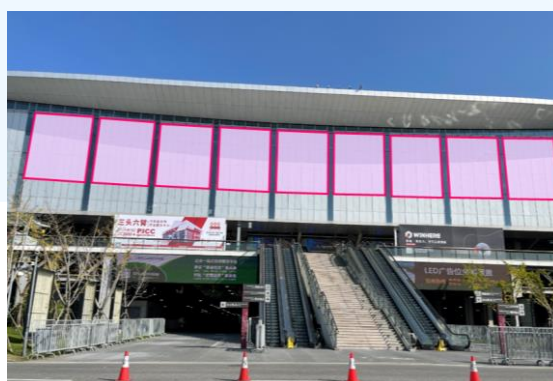
C05 Billboard - West square (2-side)

Specification: 4m (H) x 12m (W) x 2-side
Price: RMB 120,000 / pc
Application deadline: 12 October 2021



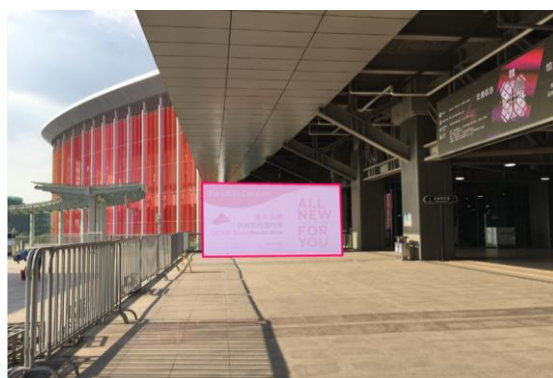
C06 Glass wall advertisement - West square

Specification: 12.5m (H) x 8m (W)
Price: (a) RMB 360,000 / 3 pcs
(b) RMB 128,000 / 1 pc
Application deadline: 12 October 2021



C07 Billboard - Registration hall entrance (mezzanine floor) (a) West square (b) East square

Specification: 4m (H) x 8m (W)
Price: RMB 100,000 / pc
Application deadline: 12 October 2021



C08 Billboard - Metro station exit (a) Exit no. 6 (b) Exit no. 4 / 5 (c) Exit no. 5

Specification: (a) 3m (H) x 5m (W)
(b) 3m (H) x 6m (W)
(c) 2m (H) x 2m (W)
Price: (a) RMB 30,000 / pc
(b) RMB 25,000 / pc
(c) RMB 35,000 / pc
Application deadline: 12 October 2021



Note: Prices include release and production fee.

The above pictures for reference only, the real object should be considered as final.

Inventories are subject to availability. Please check with the organisers for the available location.

(C) Onsite Advertising

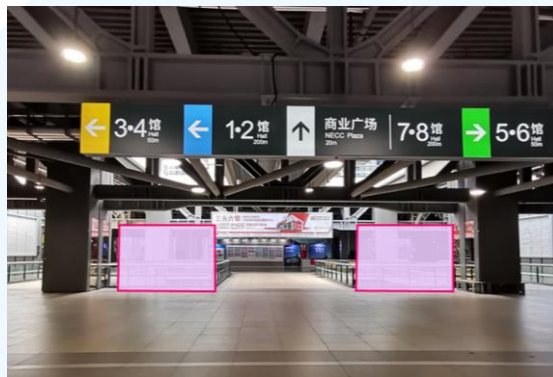
C09 Billboard - Exhibition footpath skylight (mezzanine floor)

- (a) West esplanade
- (b) East esplanade

Specification: Please contact organisers for dimension details

Price: RMB 35,000 / pc

Application deadline: 12 October 2021



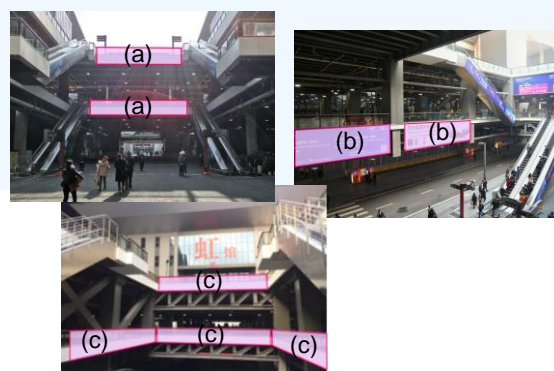
C10 Hanging banner - Exhibition footpath skylight

- (a) North esplanade
- (b) West esplanade
- (c) East esplanade

Specification: Please contact organisers for dimension details

Price: (a) RMB 38,000 / pc
(b) RMB 36,000 - 55,000 / pc
(c) RMB 36,000 - 55,000 / pc

Application deadline: 12 October 2021



C11 Escalator advertisement

- (a) North esplanade
- (b) West esplanade
- (c) East esplanade

Specification: Please contact organisers for dimension details

Price: (a) RMB 40,000 / pc
(b) RMB 42,000 / pc
(c) RMB 32,000 / pc

Application deadline: 12 October 2021



C12 Lightbox - Column (1st floor) (New)

Specification: Please contact organisers for dimension details

Price: RMB 30,000 / 4-side / pillar

Application deadline: 12 October 2021



Note: Prices include release and production fee.

The above pictures for reference only, the real object should be considered as final.

Inventories are subject to availability. Please check with the organisers for the available location.

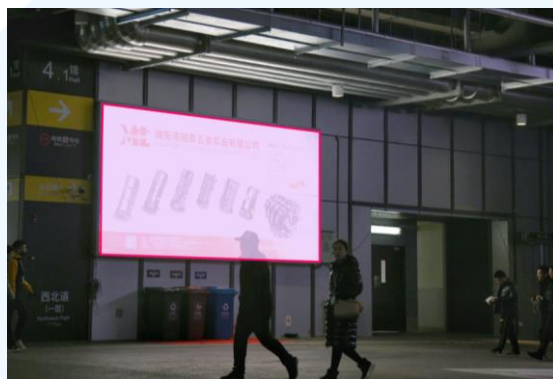
(C) Onsite Advertising

C13 Lightbox

- Diamond building in NECC plaza

- (a) 1st floor
- (b) Mezzanine floor
- (c) 2nd floor

Specification: 3m (H) x 6m (W)
Price: RMB 60,000 / pc
Application deadline: 12 October 2021



C14 Advertisement panel

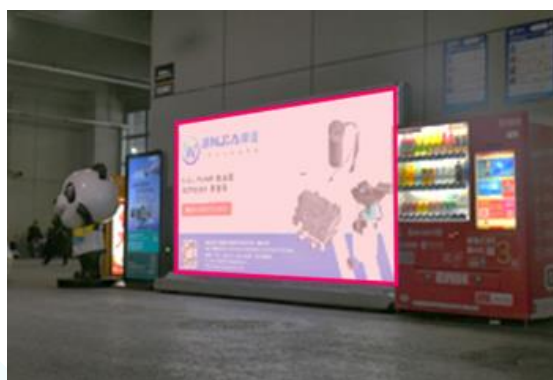
- Along driveway (1st floor) (4-side)

Specification: Front & back - 4m (H) x 8m (W) x 2-side
Lateral sides - 4m (H) x 2m (W) x 2-side
Price: RMB 78,000 / pc
Application deadline: 12 October 2021



C15 Lightbox - Along driveway (1st floor)

Specification: 2.2m (H) x 4m (W)
Price: RMB 20,000 / pc
Application deadline: 12 October 2021



C16 Lightbox - Along exhibition footpath meeting room floor (mezzanine floor)

Specification: 2.2m (H) x 4m (W)
Price: RMB 20,000 / pc
Application deadline: 12 October 2021



Note: Prices include release and production fee.

The above pictures for reference only, the real object should be considered as final.

Inventories are subject to availability. Please check with the organisers for the available location.

(C) Onsite Advertising

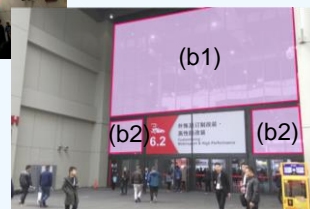
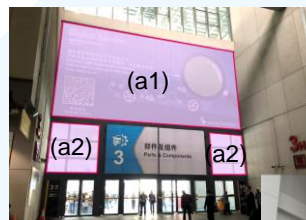
C17 Glass wall advertisement - Above hall entrances (hall external)

- (a1) 1st floor: top
- (a2) 1st floor: left / right
- (b1) 2nd floor: top
- (b2) 2nd floor: left / right

Specification: Please contact organisers for dimension details

Price: (a1), (b1) RMB 200,000 / pc
(a2), (b2) RMB 35,000 / pc

Application deadline: 12 October 2021



C18 Glass wall advertisement - Above hall entrances (hall internal)

- (a) 1st floor
- (b) 2nd floor

Specification: Please contact organisers for dimension details

Price: RMB 50,000 / pc

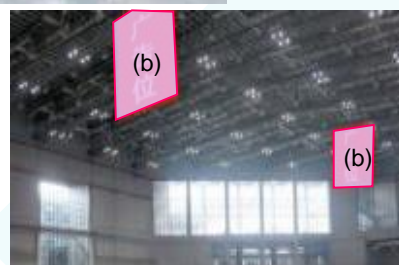
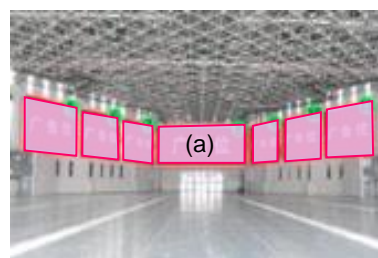
Application deadline: 12 October 2021



C19 Hanging banner - Inside halls

- (a) North hall
- (b) 3H
- (c) 4.1H, 7.1H, 8.1H,
5.2H, 6.2H, 7.2H, 8.2H

- (a) *Exclusive for exhibitors in North Hall
- (b) (c) *Hanging banner can only be hung above the booth of advertiser. Please consult the organisers for exact hanging points



Specification: (a) 10m (H) x 10m (W)
(b) 12m (H) x 8m (W) x 2-side
(c) 4m (H) x 6m (W) x 2-side

Price: (a) RMB 120,000 / pc
(b) RMB 200,000 / pc
(c) RMB 50,000 / pc

Application deadline: 12 October 2021



Note: Prices include release and production fee.

The above pictures for reference only, the real object should be considered as final.

Inventories are subject to availability. Please check with the organisers for the available location.

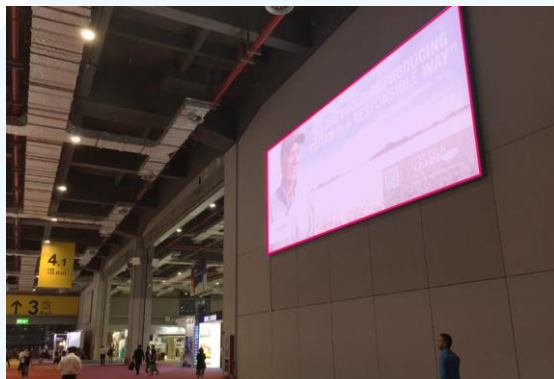
(C) Onsite Advertising

C20 Lightbox - Hall partition (1st floor)

Specification: 5m (H) x 12m (W)

Price: RMB 72,000 / pc

Application deadline: 12 October 2021



Note: Prices include release and production fee.

The above pictures for reference only, the real object should be considered as final.

Inventories are subject to availability. Please check with the organisers for the available location.

For more details, please contact:

Messe Frankfurt (HK) Ltd

Contact: Mr Kevin Tang / Ms Sasha Zhu

Tel: +852 2230 9289 / +86 755 8299 4989 ext. 537

Email: sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship and Advertising

Subject to change. Information as of May 2021.

Quantity	Items / Details			Unit Price (RMB)
(A) Sponsorship Marketing Options (Application deadline: 20 August 2021, except A01 & A02)				
	A01	Visitor admission badge (Application deadline: 16 July 2021)	(a) Front side	180,000
			(b) Back side	150,000
	A02	Visitor lanyard (Application deadline: 16 July 2021)		400,000
	A03	Official event		On request
	A04	Functional area		On request
	A05	Show bag		150,000
	A06	Hand sanitiser station		80,000
	A07	Visitor self check-in station advertisement		150,000
	A08	Hand sanitiser	(a) 10,000 bottles	120,000
			(b) 5,000 bottles	70,000
	A09	Wet tissue paper	(a) 20,000 packs	120,000
			(b) 10,000 packs	70,000
	A10	Show souvenir		On request
	A11	Onsite distribution service * Price will be adjusted according to the quantity of souvenir to be distributed, please contact organisersfor more details.	(a) North Entrance	100,000 up
			(b) West Entrance	80,000 up
			(c) South Entrance	50,000 up
			(d) Information counter inside halls	36,000 up

Application Form Sponsorship and Advertising

Subject to change. Information as of May 2021.

Quantity	Items / Details			Unit Price (RMB)
(B) Publications (Application deadline: 20 August 2021, except B02 & B03)				
	B01	Fair catalogue	(a) Inside front cover	43,500
			(b) First page	43,500
			(c) Second page	41,500
			(d) Third page	41,500
			(e) Forth page	41,500
			(f) Fifth page	41,500
			(g) Sixth page	41,500
			(h) Inside back cover	41,500
			(i) Opposite inside back cover	41,500
			(j) Opposite content page	37,500
			(k) Back page of section divider	37,500
			(l) Run-of-page	31,000
			(m) Logo or trademark beside catalogue entry (black and white)	3,000
	B02	Buyer invitation postcard (Pre-show) (Application deadline: 20 May 2021)	Printing of company logo (black and white) on one side of the postcard	23,000
	B03	Show preview (Chinese version only) (Application deadline: 16 July 2021)	Run-of-page (full page)	16,500
	B04	Visitor guide	(a) Inside front cover	37,000
			(b) First page	37,000
			(c) Second page	32,000
			(d) Third page	32,000
			(e) Forth page	32,000
			(f) Inside back cover	32,000

Application Form Sponsorship and Advertising

Subject to change. Information as of May 2021.

Quantity	Items / Details			Unit Price (RMB)
(B) Publications (Application deadline: 20 August 2021, except B02 & B03)				
	B04	Visitor guide	(g) Opposite inside back cover	32,000
			(h) Opposite content page	23,000
			(i) Run-of-page	21,000
	B05	Fair Daily (Chinese version only)	(a) Run-of-page (full page)	23,000
			(b) Run-of-page (half page, horizontal)	16,500
			(c) Run-of-page (1/4 page, horizontal)	11,500
			(d) Run-of-page (1/4 page, vertical)	11,500
(C) Onsite Advertising (Application deadline : 12 October 2021)				
	C01	Billboard - Main entrance (external)		38,000
	C02	Billboard - North square		72,000
	C03	Glass wall advertisement - North square		168,000
	C04	Advertisement panel - Inside North registration tent (3-side)		26,000
	C05	Billboard - West square (2-side)		120,000
	C06	Glass wall advertisement - West square	(a) 3 pcs	360,000
			(b) 1 pc	128,000
	C07	Billboard - Registration hall entrance (mezzanine floor)	(a) West square	100,000
			(b) East square	100,000
	C08	Billboard - Metro station exit	(a) Exit no.6	30,000
			(b) Exit no.4 / 5	25,000
			(c) Exit no.5	35,000

Application Form Sponsorship and Advertising

Subject to change. Information as of May 2021.

Quantity	Items / Details			Unit Price (RMB)
(C) Onsite Advertising (Application deadline : 12 October 2021)				
	C09	Billboard - Exhibition footpath skylight (mezzanine floor)	(a) West esplanade	35,000
			(b) East esplanade	35,000
	C10	Hanging banner - Exhibition footpath skylight	(a) North esplanade	38,000
			(b) West esplanade	36,000 – 55,000
			(c) East esplanade	36,000 – 55,000
	C11	Escalator advertisement	(a) North esplanade	40,000
			(b) West esplanade	42,000
			(c) East esplanade	32,000
	C12	Lightbox - Column (1st floor)		30,000
	C13	Lightbox - Diamond building in NECC plaza	(a) 1st floor	60,000
			(b) Mezzanine floor	60,000
			(c) 2nd floor	60,000
	C14	Advertisement panel - Along driveway (1st floor) (4-side)		78,000
	C15	Lightbox - Along driveway (1st floor)		20,000
	C16	Lightbox - Along exhibition footpath meeting room floor (mezzanine floor)		20,000

Application Form Sponsorship and Advertising

Subject to change. Information as of May 2021.

Quantity	Items / Details			Unit Price (RMB)
(C) Onsite Advertising (Application deadline : 12 October 2021)				
	C17	Glass wall advertisement - Above hall entrances (hall external)	(a1) 1st floor: top	200,000
			(a2) 1st floor: left / right	35,000
			(b1) 2nd floor: top	200,000
			(b2) 2nd floor: left / right	35,000
	C18	Glass wall advertisement - Above hall entrances (hall internal)	(a) 1st floor	50,000
			(b) 2nd floor	50,000
	C19	Hanging banner - Inside halls	(a) North hall (Exclusive for exhibitors in North Hall)	120,000
			(b) 3H	200,000
			(c) 4.1H, 7.1H, 8.1H, 5.2H, 6.2H, 7.2H, 8.2H	50,000
	C20	Lightbox - Hall partition (1st floor)		72,000
Total:				

24 – 27 November 2021

National Exhibition and Convention Center (Shanghai), China

Please return to:

Messe Frankfurt (HK) Ltd

Contact: Mr Kevin Tang / Ms Sasha Zhu

Tel: +852 2230 9289 / +86 755 8299 4989 ext. 537

Email: sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship and Advertising

Technical Specifications

1. Please refer to the 'Sponsorship Marketing Opportunities' brochure for the dimension of the advertising artworks.
2. The bleeding size for publications is 3mm each side, and 5cm each side for the onsite advertising items.
3. The artwork for advertisements must comply with the format requirements provided by the organisers. A thumbnail in JPG format should be provided, together with the artwork for cross-checking. For file in AI format, text must be outlined.
4. The application and advertising artwork must be sent to sponsorship@hongkong.messefrankfurt.com on or before the submission deadline.

Terms and Conditions

1. The reservation of sponsorship and advertising will be prioritised for clients who have confirmed orders of the corresponding items / service in the show's prior edition. All other available items / service will be arranged on a 'first-come-first-served' basis upon the receipt of a completed application form from the client. The placement and / or dimension of ordered items are subject to actual circumstances onsite, the Organiser reserves the right to make any deviations where necessary.
2. Clients are responsible for providing the Organiser with all the necessary artwork(s) on or before the specified deadline(s). All artwork(s) are subject to approval by the Organiser. In the event that any ordered item(s) cannot be realised in a timely manner due to late and / or unsatisfactory artwork(s) submission, any additional costs or responsibilities of the failure to deliver will be borne by clients; the advertising fee will not be refunded. The Organiser is not responsible for any error, loss, damage or omission claims arising from any ordered sponsorship and advertising.
3. The use of any ordered sponsorship and advertising for the promotion of trade shows and events which are considered to be in any competition or conflict to the one by the Organiser is strictly prohibited. All artwork(s) are subject to approval by the Organiser. The Organiser reserves the right to decline any sponsorship or advertising applications.
4. Cancellations will not be accepted after the invoice of items / service order has been issued by the Organiser. In such cases the client will be held liable to pay for the full amount of all sponsorship and advertising ordered.
5. An additional surcharge equivalent to 50% of the production cost will be payable by the client if the application is requested after the deadline. The Organiser reserves the right to decline any such requests.
6. Any request of alteration / relocation of ordered item(s) / service(s) after production / installation is deemed as repeat production. As such a cost equivalent to 150% of the original production cost will be payable by the client. The Organiser reserves the right to decline any such requests.
7. Regarding any applicable items/ souvenirs/ products supplied by the client for onsite distribution services, the client shall bear full responsibility and expenses for the transportation to the exhibition venue. The client shall make their own storage and warehousing arrangements, then coordinate any delivery and onsite distribution arrangements with the Organiser prior to show commencement. Furthermore, all clients are bound by the rules and regulations of the Organiser as specified in the official participation guidelines for all exhibitors.
8. All applications to the Fair are subject to the General Terms and Conditions (available via <https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html>). By signing and submitting this application form, the client agrees to be bound by the General Terms and Conditions.
9. The English version of the Terms and Conditions as set out here shall prevail.
10. The application form must be accompanied by full payment. All bank charges are borne by the client. The account details are:

Account Name: Messe Frankfurt (Shanghai) Co., Ltd.
Account No: 448159241206 (USD) / 437759235044 (RMB)
Banker: Bank of China, Shanghai Branch Nanjing Road (W) Third Sub-branch
Address: 1377 Nanjing Road West, Shanghai 200040, PRC
Swift Code: BKCHCNBJ300
Organiser: Messe Frankfurt (Shanghai) Co Ltd
Contact: Messe Frankfurt (HK) Ltd
Mr Kevin Tang / Ms Sasha Zhu
Tel: +852 2230 9289 / +86 755 8299 4989 ext. 537
Email: sponsorship@hongkong.messefrankfurt.com

We agree to the terms and conditions and sign below :

Company name: _____

Booth number: _____

Contact person: _____

Telephone: _____

Email: _____

Date: _____

Signature with company stamp: _____