

Shanghai International Trade Fair for Automotive Parts,
Equipment & Service Suppliers
上海国际汽车零部件、维修检测诊断设备及服务用品展览会

24 – 27 November 2021
National Exhibition & Convention Center
Hongqiao, Shanghai, P.R. China

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

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

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: _____

(*Contact person in marketing department: Mr/Mrs/Ms _____ Email: _____)

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 Components for conventional drive systems (engine, gearbox, powertrain, exhaust)
- 1.2 Chassis (axles, steering, brakes, wheels, shock absorbers)
- 1.3 Body (metal parts, roof systems, mounted parts, windows, bumpers)
- 1.4 Standard mechanical parts (fastening elements, threaded and securing elements, sealing rings, roller bearings)
- 1.5 Interior (cockpits, buttons, switches, instruments, airbags, seats, shelf and storage concepts, illumination, heating, air-conditioning, electrical adjusters, interior filters)
- 1.6 Exterior (doors, windows/glass, mounted parts)
- 1.7 Charging accessories 12 volt (plugs, cables, connectors)
- 1.8 Regenerated, restored and renewed parts for cars and utility vehicles
- 1.9 External vehicle air quality and exhaust gas treatment (diesel aftermarket solutions, SCR, filters, sensors)
- 1.10 New materials (3D printing, fiber composites, renewable resources, hybrid materials, recyclable materials)

2 Electronics & Connectivity

- 2.1 Engine electronics (control units, bus systems, sensors, actuators)
- 2.2 Vehicle lighting (headlights, LED / OLED, lasers, exterior and interior lighting, intelligent headlight systems, night and thermal-imaging cameras)

- () 2.3 Electrical system (electrical power supply, batteries, cables, wiring harnesses, cable mounting and connecting elements, plug connections, sensors, on-board diagnostics, high-voltage systems)
- () 2.4 Comfort electronics (wellness and health systems, automatic air-conditioning, seat heating and ventilation, electric seat adjustment, keyless-go systems, driver assistance systems, vehicle safety systems, control systems)
- () 2.5 Human machine interface (HMI) (eye tracking, facial expression tracking, gesture control systems)
- () 2.6 Connectivity (car-to-car, car-to-enterprise, car-to-infrastructure, car-to-driver, LTE, functions on demand)
- () 2.7 Internet of things (smart home, additional services, mobile devices)

3 Accessories & Customising

- () 3.1 General accessories for motor vehicles (rack systems, trailer hitches, roof boxes, air refreshers, jacks, technical solutions, 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 and Car IT (multimedia, navigation, car media devices, sound systems, integrable services)
- () 3.5 Special vehicles, equipment, assemblies and modifications (off-road and pickup accessories, taxis, police and ambulance vehicles, armoring, municipal vehicles and vehicles for the disabled)
- () 3.6 Trailers for cars and small commercial vehicles, spare and accessory parts for trailers
- () 3.7 Merchandising (clothes, accessories)

4 Diagnostics & Repair

- () 4.1 Workshop equipment for repair and maintenance (systems and equipment, battery management, lifting gear, test and measurement equipment, tyre installation, workshop equipment, networking software)
- () 4.2 Tools (impact screwdrivers, diagnostic equipment, compressors, wrenches)
- () 4.3 Digital maintenance (predictive maintenance, over-the-air diagnostics, over-the-air updates and services, remote services)
- () 4.4 Vehicle diagnostics (diagnostic equipment and software, on-board diagnostics)
- () 4.5 Maintenance and repair of vehicle superstructures (RV/caravan and motor home superstructures, custom and special superstructures for lightweight and heavyweight utility vehicles)
- () 4.6 Towing equipment (vehicles, trailers, towing equipment and technology)
- () 4.7 Workshop equipment for repair and maintenance for alternative drive concepts (tools for high-voltage systems, hydrogen sensors)
- () 4.8 Fastening and bonding solutions (rivets, adhesives, screws, soldering, welding materials, lasers)
- () 4.9 Waste disposal and recycling (systems, equipment, management systems)
- () 4.10 Workshop safety and ergonomic workshops (air purification, ventilation, heating, health-enhancing and safety-enhancing technologies)
- () 4.11 Workshop and dealership equipment (shopfitting/shop systems, sales equipment, office and warehouse equipment, work clothing)
- () 4.12 Oils and lubricants (systems, equipment, lubricants, auxiliaries and consumables, technical sprays / aerosol, disposal and recycling, industrial hygiene)
- () 4.13 Technical fluids (coolants, gases, fluid management)
- () 4.14 Workshop concepts

5 Dealer & Workshop Management

- () 5.1 Workshop / dealership / filling station planning and construction (business consultants, certifications, environmental protection consultants, architecture)
- () 5.2 Dealer, sales and service management (dealer management systems, special applications and equipment)
- () 5.3 Digital marketing (mobile and stationary solutions)
- () 5.4 Customer data management (data analysis and management, big data)
- () 5.5 Online presence (search machine optimisation, homepage design, online marketing)
- () 5.6 E-commerce and mobile payment
- () 5.7 Basic and advanced training and professional development (mechanics, mechatronics, bodywork, paintwork, electromobility, sales, management)
- () 5.8 Workshop and dealership marketing (external advertising, advertising media, agencies, signalisation)
- () 5.9 Online service providers and vehicle/parts/service marts
- () 5.10 Economic regeneration, research, consulting, cluster initiatives

6 Car Wash & Care

- () 6.1 Washing (automatic car wash facilities for exteriors, wash stations, washing equipment, chemicals, accessories)
- () 6.2 Vehicle care (exterior and interior cleaning, equipment for vehicle care, cleaning and care products, care aerosol, washing accessories, vacuum cleaners, high-pressure cleaners)
- () 6.3 Vehicle preparation and detailing (exterior and interior preparation, sealing, upholstery and leather repair, polishing)
- () 6.4 Water reclamation, water treatment
- () 6.5 Filling station equipment (filling station equipment, tank systems for conventional fuels)

7 Alternative Drive Systems & Fuels

- () 7.1 Energy storage (batteries, lithium-ion, lithium-oxygen, high-voltage systems)
- () 7.2 Alternative fuels (synthetic fuels, LPG, CNG, ethanols, hydrogen)
- () 7.3 Complementary products (wall box, home charging systems, billing systems, charging cards, charging plugs, charging cables)
- () 7.4 Vehicle concepts (e-bikes, scooters, BEV)
- () 7.5 Resources (rare earths, lithium)
- () 7.6 Charging and tank technologies and systems (inductive/conductive systems, fast-charging systems, filling station equipment and systems, tank systems for alternative fuels)
- () 7.7 New workshop technologies (augmented and virtual reality, repair assistance and training)

8 Tyres & Wheels

- () 8.1 Tyres (summer/winter tyres for cars, utility vehicles, trucks, two-wheeled vehicles and special vehicles, exclusive tyres for SUV, sports cars and premium vehicles, wide-track tyres, industrial tyres, carcasses and tubes)
- () 8.2 Wheels and rims (exclusive and customised wheels and rims, industrial rims, customised wheel rims)
- () 8.3 Tyre/wheel repair and disposal (vulcanisation, balancing, wear-and-tear repairs, elastification agents, repair materials, tools, fillers, disposal)
- () 8.4 Used tyres and wheels (retreading, recycling, vulcanisation, tyre care)
- () 8.5 Tyre/wheel management and systems (IT systems, online tyre portals, inspection, tyre logistics, tyre leasing and rental, tyre storage)
- () 8.6 Sales equipment and storage of tyres (operating / storage / office / showroom equipment and facilities, sales aids, certification, tyre-storage)
- () 8.7 Accessories for tyres, wheels and installation (valves, storage labels, balancing weights, theft prevention, safety equipment, wheel nuts, tyre pressure management systems)

9 Body & Paint

- () 9.1 Bodywork repairs (equipment and materials)
- () 9.2 Paintwork and corrosion protection (systems, equipment, paint, corrosion protection, spot repair, auxiliaries)
- () 9.3 Smart repairs for paintwork, metal parts, plastic parts, windows, headlights, rims
- () 9.4 New materials (lightweight, carbon, magnesium, aluminum)

10 Mobility as a Service & Autonomous Driving

- () 10.1 Mobility services (sharing economy, car sharing, ride sharing, ride hailing, e-bikes, start-ups)
- () 10.2 Automated driving (electrical components for autonomous driving, robocabs, sensors, actuators, artificial intelligence, cameras, ultrasonics, lateral and horizontal driver assistance systems)
- () 10.3 Fleet management / leasing / corporate mobility

11 Others

- () 11.1 Industry institutions
- () 11.2 Publishers
- () 11.3 Other (please specify): _____

From the above product categories 1-11, 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)

	Standard package (min. 12 sqm) Booth size: _____ sqm	Raw space (min. 36 sqm) Booth size: _____ sqm
Zone A	() RMB2700 / sqm	() RMB2400 / sqm
Zone B	() RMB2000 / sqm	() RMB1700 / sqm
Diagnostics & Repair / Body & Paint Hall	() RMB1400 / sqm	() RMB1100 / sqm
Accessories & Customising Hall	() RMB1400 / sqm	() RMB1100 / sqm
Tyres & Wheels Hall / Service & Supply Chain Zone	() RMB1400 / sqm	() RMB1100 / sqm
Outdoor area (for specific products only. Please contact organiser for details.)		
Furniture & fixtures per package (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 and official show's Mobile App		
<ul style="list-style-type: none"> Company name Booth number Product group 	<ul style="list-style-type: none"> Online logo Address E-mail address and website 	<ul style="list-style-type: none"> 1 Company page (picture & description) 5 Product pages (picture & descriptions) 5 Keywords

**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 2021.

8. Are you interested to know more about AMS Live?

- () Yes, we want to receive more detailed information about AMS Live when available.

9. 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 2021 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 200122
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

24 - 26 November 2021 09:00 - 17:00
27 November 2021 09:00 - 15:00

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 email or and original mail.

5. Terms of payment

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

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

For exhibitor who cancels his/ her application by informing the organiser on or before 23 August 2021 in written, providing that the organiser is able to resell the stand, a handling fee of RMB 8,000 will be charged. If that booth cannot be sold out successfully or exhibitor cancels his / her application after 23 August 2021, for whatever reason, full participation fee will be charged.

7. General terms and conditions of participation

The detailed general terms & conditions of participation are given on the show official website www.automechanika-shanghai.com 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-on products and digital services (onsite LED advertising, online & mobile banners, ad on AMS Live platform and so on), please contact Digital Business team:
Digital add-ons services: Ms. Celia Rass / Ms. Wendy Lip
Tel: +86 21 6160 8428 / +852 2230 9908
Email: digital@hongkong.messefrankfurt.com

Data submission: Ms. Athena Fung
Tel: +86 21 6160 8428 / +852 2238 9921
Email: athena.fung@hongkong.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

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