

26– 29 November 2025
National Exhibition & Convention Center (Shanghai)
Hongqiao, Shanghai, P.R. China

The exhibitor applying for participating in the Exhibition (hereinafter referred to as the “**Exhibitor**”) shall read carefully and fill out this Application Form truthfully and completely, and send it to the address or email address of either of the following contact units of Shanghai International Trade Fair for Automotive Parts, Equipment & Service Suppliers (hereinafter referred to as the “**Exhibition**”) after signing and stamping:

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

「#」が明記されている項目は、公式カタログに反映されます。
お間違いのないよう入力ください。

1. Exhibitor details (for contact use): ☐ For billing use

Company name: _____
Contact person: Mr/Mrs/Ms Job Title: _____
Address: _____
City: _____ Zip/Postal code: _____ Country/Region: _____
Telephone: _____ / _____ / _____ Mobile no.: _____ / _____ Fax: _____ / _____ / _____
Country code City code Number extension Country code Number Country code City code Number
Email: _____ Website: _____
(*Exhibitor's marketing contact : Mr/Mrs/Ms Job title: _____ Email: _____)

2. Exhibitor details # (for official fair catalogue & fascia board use.) ☐ For billing use

(The content marked # will be published in the catalogue & fascia board as the Exhibitor's company introduction. If any changes occurred later, please complete the catalogue listing & fascia board form in the Exhibitor Manual and return to the Organiser by the deadline. **Please write / type clearly in BLOCK letters** to indicate your company information (the exact name and information to be appeared in the official fair catalogue & fascia board) below, the publisher and Organiser will not take any responsibility for mistakes due to unclear text.)

Company name: _____
Company name in Chinese (if applicable): _____
Address: _____
City: _____ Zip/Postal code: _____ Country/Region: _____ Country/Region of Headquarter: _____
Address in Chinese (if applicable): _____
Telephone: _____ / _____ / _____ Fax: _____ / _____ / _____
Country code City code Number extension Country code City code Number
Email: _____ Website: _____

The authorised Brands that your company represents (Relevant ownership proof documents are required, please see Section 11 of the Exhibition Terms): 1. _____ 2. _____ 3. _____ 4. _____ 5. _____

(Approved brands will be permitted to appear in promotional materials and on-site displays, with brands 1 and 2 will be listed in the official fair catalogue.)

The design and display content of the exhibition booth must be consistent with the information in this Application Form, including but not limited to the company name, brand, trademark, etc. For details, please refer to the Exhibition Terms as attached hereto.

3. Exhibitor's nature of business (please “√” 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. Exhibitor's products belong to the following groups # (please “√” the appropriate in each items)

i) () Commercial vehicle () Passenger vehicle () New energy vehicle
ii) () OEM () Aftermarket
iii) () Overseas market: ____% () China market: ____%

1 Parts & Components

- () 1.1 Components for all drive technologies and vehicle concepts (engine, gearbox, powertrain, exhaust systems)
- () 1.2 Chassis for all drive technologies and vehicle concepts (axles, steering, brakes, wheels, shock absorbers)
- () 1.3 Body for all drive technologies and vehicle concepts (metal parts, mounted parts, windows, bumpers, Vehicle Integrated Photovoltaics VIPV)
- () 1.4 Standard mechanical parts (fastening elements, threaded and securing elements, sealing rings, roller bearings)
- () 1.5 Interior (cockpits, buttons, switches, instruments, airbags, seats, illumination, heating, air-conditioning, electrical adjusters, interior filters)
- () 1.6 Exterior (doors, windows / glass, mounted parts)
- () 1.7 Remanufactured parts and components for cars and commercial vehicles
- () 1.8 Exhaust gas aftertreatment / exhaust gas cleaning (catalytic converters, particle filter, lambda probe)
- () 1.9 New materials and process (3D printing, fiber composites, renewable resources, hybrid materials, recyclable materials)
- () 1.10 E-commerce (online platforms, E-commerce fulfilment, E-commerce operations)
- () 1.11 Retrofitting combustion engine car / truck (conversion to hydrogen burner, conversion to battery electric vehicles)
- () 1.12 Drive technologies (electric mobility (battery electric drive BEV), hybrid variants (hybrid drive HEV, plug-in hybrid PHEV), fuel cell drive (FCEV), CNG drive (biomethane, natural gas, synthetic methane), internal combustion engines (petrol, diesel))
- () 1.13 Industry institutions, trade publishers, education and training

2 Electrics & Electronics

- () 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 systems (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 & health systems, automatic air-conditioning, seat heating and ventilation, electric seat adjustment, keyless-go-systems, control systems)
- () 2.5 E-Powertrain, battery systems, resources (lithium, nickel, cobalt, rare earths)
- () 2.6 Energy storage (batteries, lithium-ion, lithium-oxygen, high-voltage systems)
- () 2.7 Battery management, thermal management
- () 2.8 High-voltage power electronics
- () 2.9 Charging technology (inductive / conductive systems), charging stations (battery exchange systems MB), charging accessories (plugs, cables, connectors)
- () 2.10 Industry institutions, trade publishers, education and training

3 Accessories & Customising

- () 3.1 Exterior accessories (accessories for tyres, rims, snow chains, edge protectors, sill trims, trailer couplings, tow ropes, covers, marten repellent, stone chip protection films)
- () 3.2 Interior accessories (starting aids, child seats, car mats, seat & boot protectors, covers, car beds, safety products, first-aid kit, warning waistcoats, fire extinguisher, sunshade, car Hoover)
- () 3.3 Transport systems & superstructures for motor vehicles, vans, campers, pick-up (transport solutions, load securing, carrier systems for sports, bicycle racks, tailgate systems, roof racks, roof boxes, trailer & rail systems, roof bodies and tents)
- () 3.4 Technical customising (body styling, engine, chassis and exhaust tuning, sports equipment, lighting, tyres and rims)
- () 3.5 Optical customising (car styling, foiling, protective films, airbrush systems, interior and audio tuning, rims)
- () 3.6 Infotainment (multimedia, car media devices, audio and sound systems, navigation, integrable services, in-car-gaming, entertainment)
- () 3.7 Special vehicles & bodies for commercial vehicles (load compartment equipment, equipment, installations and conversions for vans, ambulance transport, police, taxis)
- () 3.8 Lifestyle, luxury & merchandise items (clothing, luggage, outdoor, personalised products, ice scrapers, parking discs, number plates, key rings, retro & nostalgia articles, tin signs, miscellaneous)
- () 3.9 Car fragrance & special products (air fresheners, fragrance dispensers, car perfume, cockpit spray, special products for insect removal, fragrance tree, diffuser)
- () 3.10 Organisation systems (boot organiser, interior organiser, boot bag, folding boxes, cup holders, bags, utensil bags, backrest protection, folding table for laptop, kneeling tray, can safe)
- () 3.11 Accessories for pets (holding and transport systems for pets, dog beds, dog seats, dog blankets, travel bags, car harnesses, seat belts, boarding aids, dog ramps)
- () 3.12 Industry institutions, trade publishers, education and training

4 Diagnostics & Repair

- () 4.1 Workshop equipment for repair and maintenance for all drive technologies and vehicle concepts (systems and equipment, lifting gear, test and measurement equipment, tyre installation, workshop equipment, networking software)
- () 4.2 Tools (impact screwdrivers, compressors, wrenches, high voltage)
- () 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 ADAS calibration (repair / adjustment of advanced driver assistance systems)
- () 4.6 Air-conditioning service (air-conditioning technology and service equipment, air-conditioning systems, air-conditioning unit maintenance)
- () 4.7 Battery management (diagnostics, evaluation, maintenance, replacement, disposal and recycling, battery passport, circular economy)
- () 4.8 Fastening and bonding solutions (rivets, adhesives, screws, soldering, welding materials, lasers)
- () 4.9 Workshop and business equipment (shop fitting / shop systems, sales equipment, office and warehouse equipment, work clothing)
- () 4.10 Workshop safety and ergonomics (equipment, occupational health and safety, furnishings, health-promoting and safety-supporting technologies, trainings, high voltage)
- () 4.11 Transport of dangerous goods (transport of crashed BEVs, battery handling and fire protection, air purification, ventilation, heating)
- () 4.12 Maintenance and repair of vehicle superstructures (RV / caravan and motor home superstructures, custom and special superstructures for lightweight and heavyweight utility vehicles)
- () 4.13 Towing equipment (vehicles, trailers, towing equipment and technology)
- () 4.14 Workshop concepts
- () 4.15 Sustainability (certification), waste disposal and recycling (systems, equipment, management systems, product passport)
- () 4.16 Industry institutions, trade publishers, education and training

5 Oils, Lubricants & Fuels

- () 5.1 Installations (oil filling systems, oil dispensing systems and equipment, lubrication systems and equipment)
- () 5.2 Lubricants and greases (cooling lubricants, greases and pastes)
- () 5.3 Oils and oil substances (lubricating oils)
- () 5.4 Additives
- () 5.5 Auxiliaries and consumables
- () 5.6 Technical fluids (coolants, refrigerant, gases, fluid management)
- () 5.7 Technical sprays (cleaning, care, lubricant and universal sprays), aerosols
- () 5.8 Tank management (storage, cleaning and maintenance)
- () 5.9 Filling station equipment (filling station equipment, tank systems for all types of fuels, Digital Fuel Twins)
- () 5.10 Alternative fuels (synthetic fuels, bio-fuels, re-fuels, waste fuels, LPG, CNG, ethanol, hydrogen)
- () 5.11 Industrial and workshop hygiene (surface and hand cleaning agents, disinfection)
- () 5.12 Sustainability management, waste disposal and recycling (systems, equipment, processes and services)
- () 5.13 Industry institutions, trade publishers, education and training

6 Digital Solutions & Services

- () 6.1 Workshop / dealership / filling station planning and construction (business consultants, certifications, environmental protection consultants)
- () 6.2 Dealer, sales and service management (dealer management systems, special applications and equipment)
- () 6.3 Digital transformation (administrative and operational processes, customer management, projects, sustainability)
- () 6.4 Digital marketing (metaverse, mobile and stationary solutions, concepts, projects)
- () 6.5 Intelligent data processing, customer data management (data analysis and management, data security)
- () 6.6 Online presence (search machine optimisation, web design, online marketing)
- () 6.7 Corporate marketing and outdoor advertising (signage, advertising media, agencies)
- () 6.8 Online service platforms (vehicle / parts and service exchanges, E-commerce, mobile payment)
- () 6.9 Business development, research, consulting, franchise, cluster initiatives
- () 6.10 Mobility services, last mile mobility (data management, service apps, shared mobility)
- () 6.11 Fleet management / leasing / corporate mobility
- () 6.12 Industry institutions, trade publishers, education and training (mechanics, mechatronics, electromobility, sales, management)

7 Car Wash, Care & Detailing

- () 7.1 Washing (automatic car wash facilities for exteriors, wash stations, washing equipment, washing chemicals, accessories)
- () 7.2 Car care (exterior and interior cleaning, high pressure cleaners, equipment for car care, cleaning and care products, care aerosol, care accessories and services, vacuum cleaners)
- () 7.3 Detailing and car preparation (exterior and interior preparation, systems and equipment, surface cleaning, protection and sealing, polishes and compounds, upholstery and leather repair, accessories and services)
- () 7.4 Professional products especially for young and old-timer, bikes, commercial vehicles, agriculture, camping
- () 7.5 Water recycling systems (water reclamation, water treatment, waste water disposal) and sustainability technologies
- () 7.6 Industry institutions, trade publishers, education and training

8 Connectivity & Autonomous Driving

- () 8.1 Automated driving (electrical components for autonomous driving, robocabs, sensors, actuators, artificial intelligence, cameras, ultrasonics, lateral and horizontal driver assistance systems)
- () 8.2 Vehicle safety systems, driver assistance systems
- () 8.3 Human machine interface (HMI) (eye tracking, facial expression tracking, gesture control systems)
- () 8.4 Connectivity (vehicle to vehicle (V2V), vehicle to infrastructure (V2I), vehicle to cloud (V2C), vehicle to pedestrian (V2P), vehicle to grid (V2G), vehicle to everything (V2X), LTE, functions on demand)
- () 8.5 Internet of things (smart home, additional services, mobile devices)
- () 8.6 Windscreen projection / Head-up displays (HUV)
- () 8.7 Cyber security
- () 8.8 Industry institutions, trade publishers, education and training

9 Tyres & Wheels

- () 9.1 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)
- () 9.2 Wheels and rims (exclusive and customised wheels and rims, industrial rims, customised wheel rims)
- () 9.3 Tyre / wheel repair and disposal (vulcanization, balancing, wear-and-tear repairs, elastification agents, repair materials, tools, fillers, disposal)
- () 9.4 Used tyres and wheels (retreading, recycling, vulcanization, tyre care)
- () 9.5 Tyre / wheel management and business models (online tyre portals, inspection, tyre logistics, tyre leasing and rental, tyre storage)
- () 9.6 Sales equipment and storage of tyres (operating / storage / office / showroom equipment and facilities, sales aids, certification, tyre storage)
- () 9.7 Accessories for tyres, wheels and installation (valves, storage labels, balancing weights, theft prevention, safety equipment, wheel nuts)
- () 9.8 Intelligent tyres (digital systems, sensors, tyre pressure management systems, safety, data-transfer)
- () 9.9 Industry institutions, trade publishers, education and training, sustainability

10 Body & Paint

- () 10.1 Bodywork and accident repair (equipment and materials)
- () 10.2 Paintwork and corrosion protection (systems, equipment, paint, painting supplies, corrosion protection, spot repair, auxiliaries)
- () 10.3 Smart repair for paintwork, metal parts, plastic parts, windows, headlights, rims
- () 10.4 New materials (lightweight, carbon, magnesium, aluminium)
- () 10.5 Industry institutions, trade publishers, education and training (bodywork, paintwork, accident repairs), sustainability and disposal

From the above product categories 1-10, please list one item (eg: 1.4) as the Exhibitor's main products: _____.

* Booth location may be allocated according to product criteria, or other criteria set by the Organiser. (details please see Section 7 of the Exhibition Terms attached to this Application Form (hereinafter referred to as the "Exhibition Terms"))

5. List of the Exhibitor's product(s) # (maximum 5 products, total 20 words; please see Section 8 of the Exhibition Terms)

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 "✓" all that apply)

ジャパンパビリオンをご希望の場合は9m単位でご記入ください。⇒

	Standard package (min. 12 sqm)	Raw space (min. 36 sqm)
	Booth size: _____ sqm	Booth size: _____ sqm
Zone A こちらにチェックしてください。⇒	() RMB2900 / sqm	() RMB2600 / sqm
Zone B	() RMB1600 / sqm	() RMB1300 / 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 (maximum 500w) - 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: official catalogue, promotional materials, exhibitor manual and market information.

Media Package:** Cost: RMB 2000 / 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"> Address E-mail address and website 5 Keywords 	<ul style="list-style-type: none"> 1 Company page (picture & description) 5 Product pages (pictures & descriptions) 1 social media link

**This is mandatory for all exhibitors. For details of media package, please kindly contact our Digital Business Team with the contacts mentioned in Section 9 of the Exhibition Terms.

Payment: The Exhibitor shall settle the full payment according to instruction on the invoice issued by the Organiser. Booth allocation will be confirmed upon receipt of full payment of the above Participation Fees and Media Package Fees. For bank account details of the Organiser, please see Section 5 of the Exhibition Terms.

7. New / innovative product promotion opportunity (Free service): (optional, please "✓" all that apply)

To drive innovation, we offer exhibitors opportunities to showcase their new and innovative products through various channels before and during the show. These opportunities include participating in the Innovation4Mobility Showcase as speakers, exhibiting their products, being featured in recommended visitor routes, and receiving promotion across different marketing platforms.

- () We plan to exhibit _____ (number) of new / innovative products in 2025.
 () We will submit the information online ([click here](#)) by **8 August 2025** for products that meet the following criteria:
- Have undergone product or service upgrades in the past two years.
 - Showcase innovation or incorporate technology.
 - Are newly introduced to Automechanika Shanghai, China, and the global market.

8. Statement and execution by the Exhibitor:

(please fill in the name and job title of the legal representative/authorised signatory of the Exhibitor and sign and stamp below. Please also stamp a cross-page seal on this Application Form as well as the attached Exhibition Terms.)

The Exhibitor hereby declares the following:

- Our company confirms that the information filled in this form is true and valid.
- Our company has carefully read and fully understood all the terms and rules of the "Exhibition Terms" on this application form, and the "General Terms and Conditions of Participation" (update on 11 February 2025) on the official website of the Organiser (<https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html>). We hereby confirm that we agree to accept and undertake to comply with all the contents of the "Exhibition Terms", "General Terms and Conditions of Participation", and the "Exhibitor Manual" of the Exhibition.

Name: _____ Title: _____

Signature: _____ Date: _____

Company stamp (Same as the company name of the Exhibitor): _____

Exhibition Terms

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

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

26 – 28 November 2025	09:00 - 17:00
29 November 2025	09:00 - 15:00

4. Registration and Confirmation

The Exhibitor shall fill in this Application Form truthfully and completely and submit it to the Organiser or its contact unit after signing and stamping.

Upon receipt of the above Application Form, the Organiser will send to the Exhibitor an invoice of the payable Participation Fees and Media Package Fees via email. On the premise that the Exhibitor pays all the Participation Fees and Media Package Fees to the Organiser, the Organiser will decide whether to issue the Booth Confirmation Letter to the Exhibitor. If the organiser issues the Booth Confirmation Letter to the Exhibitor via email, the Exhibitor will be officially granted the right to participate in the Exhibition. The Exhibitor shall immediately reply to the organiser in writing upon receipt of the above-mentioned Booth Confirmation Letter to confirm receipt of the same.

The Organiser has absolute discretion over the participation of the Exhibitor. For the avoidance of doubt, the Organiser is under no obligation to confirm receipt of the completed Application Form. Even if the Organiser confirms that it has received the Application Form completed by the Exhibitor, it shall not be deemed that the Organiser has granted the Exhibitor the right of participation. Even if the Exhibitor has paid the full fee along with the Application Form or the Organiser has received the full payment from the Exhibitor, the Organiser does not grant the Exhibitor any right of participation until the Organiser issues the above Booth Confirmation Letter to the Exhibitor. The Organiser reserves the right to reject the Exhibitor's application without further explanation.

5. Terms of Payment

The Exhibitor shall settle the full payment of the Participation Fees, Media Package Fees and other relevant fees according to the instruction on the invoice issued by the Organiser. The Exhibitor shall remit the appropriate amount directly to the Organiser. All bank charges are to be borne by the Exhibitor.

Payment shall 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

If the Exhibitor fails to fully pay the Participation Fees, Media Package Fees and other relevant fees before the time limit specified by the Organiser, the Organiser has the right to notify the Exhibitor in writing to cancel the Booth Confirmation Letter (if any) and reject the participation of the Exhibitor in the Exhibition, and all deposits paid by the Exhibitor will be confiscated.

If any third party intends to pay the Participation Fees to the Organiser on behalf of the Exhibitor, the Exhibitor must apply with the Organiser and obtain prior written consent from the Organiser. The Exhibitor must provide proof of the relationship between such third party and the Exhibitor upon application. The Organiser shall have the right to decide at its sole discretion whether to allow such third party to pay the Participation Fees on behalf of the Exhibitor.

6. Cancellation

For the Exhibitor who cancels its application by informing the Organiser on or before 22 August 2025 in writing, 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 the Exhibitor cancels its application after 22 August 2025, for whatever reason, full Participation Fees and the Media Package Fees will be charged.

The Organiser reserves the right to cancel, alter in character, reduce in scale, shorten or extend the duration of the Exhibition at any time without incurring any liability whatsoever to the Exhibitors due to circumstances outside the Organiser's control including but not limited to war, embargo, civil unrest, outbreak of disease, legal proceedings or government regulations that make it impossible or impractical, for the Organiser in their absolute discretion to hold the Exhibition. An Exhibitor shall have no right to claim and shall not claim against the Organiser or their agents or representatives, whether for loss or damage, or return of part or all of any money paid by the Exhibitor in respect of any cancellation, reduction, shortening or extension or any other alteration made to the Exhibition made in accordance with this provision.

The Organiser shall be entitled to cancel or postpone the Exhibition, and to alter its duration and hours of operation. No claim by the Exhibitor for compensation or refund as the case may be, shall be valid under such circumstances. If the Exhibition is required to be cancelled or the duration or hours of operation altered after opening, the conditions of the Exhibition shall be applicable to the new duration and hours of operation. Should the Exhibition be discontinued, all money already paid by the Exhibitor shall be refunded.

7. Booth Allocation

The Organiser shall have the right to decide at its sole discretion the allocation of the Exhibitor booth according to product criteria, or other criteria set by the Organiser. No change of booth location is allowed once it has been assigned and informed to the Exhibitor.

The Organiser shall have the right to adjust the booth location and/or area assigned to the Exhibitor prior to the start of the Exhibition in accordance with the actual situation at that time. The Exhibitor shall not be entitled to hold the Organiser liable for any such adjustment.

8. Official Fair Catalogue

Sections in this Application Form with “#” will be used in the official fair catalogue. If any changes occurred later, the Exhibitor shall fill up the catalogue listing form in the exhibitor manual and submit to the Organiser by deadline.

9. 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. The Exhibitor's company data in the media package (including but not limited to company name, address, telephone number, fax number, email address, product introduction, etc.) shall be published in the market directory of the Messe Frankfurt year-round industry website associated with the Exhibition website if the industry website is available for the respective event. 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), the Exhibitor may contact Digital Business team:

Digital add-ons services: Ms. Wendy Lip
Tel: +86 21 6160 8428 / +852 2230 9247
Email: digital@hongkong.messefrankfurt.com
Data submission: Mr. Kim Lau
Tel: +86 21 6160 8428 / +852 2230 9253
Email: mpm.mp@hongkong.messefrankfurt.com

10. Intellectual Property Rights/Copyright

The Exhibitor warrants that its exhibits and packages thereof and the related publicity materials and booth design do not in any way whatsoever violate or infringe any third party's rights including but not limited to patents, trademarks, copyrights, designs, trade names, names, etc. whether registered or otherwise. **The Organiser and/or its authorised representatives have the right to request**

exhibitors to remove exhibits, packaging, advertising materials, etc. that the Organiser and/or its authorised representative consider to be suspected of infringing intellectual property rights.

11. Authorised Brand of Exhibitor

Exhibitors must submit relevant ownership proof documents (such as trademark registration documents) when registering for all brands appearing in promotional materials at the Exhibition. Brands that have not submitted relevant ownership proof documents and have not been approved by the Organiser shall not appear in any promotional materials or on-site displays. Once discovered, the Organiser has the right to request exhibitors to remove all relevant materials, items, and/or information.

12. Violation/Termination of Participation Right

If the Exhibitor engages in any of the following violations, the Exhibitor shall unconditionally accept and cooperate with the Organiser's on-site disposal, including but not limited to dismantling or enclosing the booth in question, removing exhibits and booth construction that do not conform to the exhibition theme, paying fines, and/or being prohibited from participating in this and future exhibitions. In addition, the Exhibitor and other participants shall also bear corresponding legal responsibilities and compensate the Organiser and its affiliates for all losses, damages, and expenses (including but not limited to legal fees and other defense costs) suffered due to their violations:

- (1) Unauthorised co-exhibiting: Unauthorised co-exhibiting is forbidden! Exhibitors and co-exhibitor must submit relevant materials during registration and obtain prior written approval from the Organiser. For those companies without Organiser's written consent and approval will not be regarded as co-exhibitors, and any company name, brand name, trademark, etc. that has not been approved by the Organiser shall be prohibited from appearing on the Exhibition site;
- (2) Transfer, assign, subcontract or share booths with any third party without prior written approval from the Organiser;
- (3) The Exhibitor, being a body corporate, enters into liquidation whether compulsory or voluntarily or compounds with its creditors or has a receiver appointed over all or any part of its assets or takes or suffers any similar action in consequence of debt or if an Exhibitor, being a sole proprietorship or partnership, becomes, or one of its members becomes bankrupt or insolvent or enters into any arrangements with its creditors or takes or suffers any similar action in consequence of debt;
- (4) The Exhibitor conducts any activity which, in the opinion of the Organiser, does not conform to the nature and purpose of the Exhibition, or interferes with the rights of other Exhibitors at the Exhibition (including the Intellectual Property Rights);
- (5) The Exhibitor engages in any forms of corruption, in particular, if the Exhibitor offers or grants subsidies and/or other advantages to the employees, directors and/or consultants of the Organiser, including their relatives, either itself or through a third party, in exchange for preferential competitive treatment or for carrying out or refraining from a particular act (the same applies to third parties, in particular public authorities);
- (6) Other situations that violate the rules and regulations of the Exhibition and/or the provisions of the Exhibition Application Form (Including the circumstances stipulated in this "Exhibition Terms").

If the Exhibitor is prohibited from participating in the current and/or subsequent Exhibitions due to the above violations, the Exhibitor shall not have right to claim for refund of any payment it has made to the Organiser.

13. Exclusion of Liability

The Organiser, its agents, representatives, contractors or employees shall not be liable for personal injury or property damage to the Exhibitor or its agents, representatives, contractors or employees (except for personal injury or property damage caused by intentional or gross negligence of the Organiser or its employees).

14. Liabilities for Breach of Contract

If the Exhibitor breaches any provision under this Exhibition Terms or Exhibitor Manual or violates any rules relating to the Exhibition/Exhibition Venue, the Organiser shall have the right to suspend the participation qualifications of the Exhibitor, and have the right to request the Exhibitor to immediately correct its breach or violations, and shall indemnify the Organiser and its affiliates for all losses, damages and expenses (including but not limited to attorney's fees and other defense costs). The Exhibitor shall bear all losses and liabilities for any third-party complaints, claims, lawsuits and arbitration caused by the Exhibitor, and shall compensate the Organiser and its affiliates for all losses, damages and expenses incurred thereby (including but not limited to attorney's fees and other defense costs). If any third party (including but not limited to other exhibitors, visitors, booth builders, pavilion lessors or other entities) suffers any damage or loss caused by the Exhibitor, in the case that the Organiser first compensate such third parties for such damage or loss, the Organiser shall have the right to recover the same from the Exhibitor.

If the Exhibitor fails to pay the full Participation Fees and/or the Media Package Fees to the Organiser according to Section 5 of this Exhibition Terms, the Exhibitor shall pay the Organiser a penalty equivalent to 0.05% of the overdue payment for each day delayed. At the same time, the Organiser shall have the right to cancel the Exhibitor's right to use the booth and/or services corresponding to the overdue payment from the date when the Exhibitor delays in paying the Participation Fees and/or the Media Package Fees without giving any compensation to the Exhibitor.

15. Governing Law

The formation, validity, interpretation, signature, amendment and termination of these Exhibition Terms shall be governed by the laws of the Peoples' Republic of China.

16. Dispute Resolution

Any dispute, disagreement or claim arising out of or in connection with an Exhibitor's participation in the Exhibition or these Exhibition Terms, including the existence, validity, interpretation, performance, breach or termination of these Exhibition Terms, or any non-contractual dispute arising out of or in connection with these Exhibition Terms, shall be submitted to China International Economic and Trade Arbitration Commission Shanghai Sub-Commission for arbitration. The arbitration shall be settled in Shanghai in accordance with the arbitration rules of China International Economic and Trade Arbitration Commission Shanghai Sub-Commission in force at that time. The arbitral tribunal shall consist of three (3) arbitrators. The Exhibitor and the Organiser shall each have the right to appoint one (1) arbitrator; the third arbitrator shall be appointed by the arbitrators appointed by both parties. If the two arbitrators cannot agree on the appointment of the third arbitrator, the third arbitrator shall be appointed in accordance with the arbitration rules then in force of China International Economic and Trade Arbitration Commission Shanghai Sub-Commission. The arbitration language shall be Chinese. The arbitral award shall be final and binding upon both parties. The cost of arbitration and the costs of enforcing the arbitration (including the attorneys' fees of both parties) shall be paid by the losing party, unless otherwise awarded by the arbitral tribunal.

17. Validity of Terms

If the provisions of these "Exhibition Terms" are inconsistent with the provisions of the "General Terms and Conditions of the Exhibition" on the official website of the Organiser (i.e. <https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html>), the provisions of these "Exhibition Terms" shall prevail.

18. Correspondence Information of the Contact Units for Enquiries of the Exhibitor

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