

music

CHINA

International Exhibition for Musical Instruments and Services
October 22-25, 2025
Shanghai New International Expo Centre (SNIEC)
Shanghai, PR China

The exhibitor applying for participating in the Exhibition (hereinafter referred to as the "Exhibitor") shall fill out this Application Form truthfully and completely, and send it to the address or email address of either of the following organisers (hereinafter collectively referred to as the "Organiser") after signing and stamping:

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road, Wanchai, Hong Kong SAR
Tel: +852 2238 9901 / 2230 9230
Email: music@hongkong.messefrankfurt.com

Messe Frankfurt (Shanghai) Co Ltd
11/F, Office Tower 1, Century Metropolis
1229 Century Avenue, Pudong New Area, Shanghai 200122, PR China
Tel: +86 21 6160 8510 / 6160 8480
Email: music@china.messefrankfurt.com

早割締切：4月30日（水）

<ジャパンパビリオン 申込書提出先>

メッセフランクフルト ジャパン株式会社
海外見本市チーム 太田原（オオタワラ）

Email Erica.Otawara@japan.messefrankfurt.com
Tel 03-3262-8444

<去年ご出展されていない場合>

本申込書の他に、以下のご提出をお願い致します。

- 1) ご担当者様のお名刺のコピー
- 2) 出展予定製品情報が分かる資料・ウェブサイト

Application form (please type in block letters, and note the specific terms and conditions on page 4)

1. Application details (the name of company stamp and invoice need to be the same as the applicant):

Company Name (English): _____
Company Name (Chinese, if applicable): _____
Contact person(s): Dr/Mr/Mrs/Ms _____ Job Title: _____
Address: _____
City: _____ ZIP/Postal code: _____ Country/Region: _____
Telephone: _____ / _____ / _____ Fax: _____ / _____ / _____
Country code City code Number Country code City code Number
Contact email: _____ Website: _____

2. Fair catalogue listing (for official fair catalogue entry and promotional materials):

*** Companies will be listed by country / region, then alphabetical order unless specified here. ***
Alphabetize under first letter of my company name should be appeared Yes No, under letter _____
Company Name (English): _____
Company Name (Chinese, if applicable): _____
Address (English): _____
Address (Chinese, if applicable): _____
City: _____ ZIP/Postal code: _____ Country/Region: _____
Telephone: _____ / _____ / _____ Fax: _____ / _____ / _____
Country code City code Number Country code City code Number
Email: _____ Website: _____

3. Agent / Representative (if desired):

Company Name (Chinese): _____
Company Name (English, if applicable): _____
Address (Chinese): _____
Address (English, if applicable): _____
City: _____ ZIP/Postal code: _____ Country/Region: _____
Telephone: _____ / _____ / _____ Fax: _____ / _____ / _____
Country code City code Number Country code City code Number
Email: _____ Website: _____

4. Brief description of products in English (Max 50 words) and in Chinese if available (Max 25 words):

(In English): _____

(In Chinese): _____

5. **Major brandname(s)** (no product descriptions; limited to 15 brands):

6. **Business nature:** (please tick all that apply)

- 01 Manufacturer (01.1 ODM / 01.2 OEM)
- 02 Sole agent, wholesaler, distributor
- 03 Publisher
- 04 Music school
- 05 Others, please specify: _____

7. **Our products belong to the following product groups:** (please tick all that apply)

- | | |
|--|---|
| <p>01 Traditional Chinese instruments</p> <ul style="list-style-type: none"><input type="checkbox"/> 01.1 Plucked instruments<input type="checkbox"/> 01.2 Bowed instruments<input type="checkbox"/> 01.3 Woodwind, Struck instruments, Accessories and others | <p>06 Pianos & keyboards</p> <ul style="list-style-type: none"><input type="checkbox"/> 06.1 Pianos<input type="checkbox"/> 06.2 Digital Piano<input type="checkbox"/> 06.3 Harpsichord, Tools, Accessories and others |
| <p>02 Brass instruments</p> <ul style="list-style-type: none"><input type="checkbox"/> 02.1 Brass instruments<input type="checkbox"/> 02.2 Accessories and others | <p>07 Electronic & electric instruments</p> <ul style="list-style-type: none"><input type="checkbox"/> 07.1 Guitars and Basses<input type="checkbox"/> 07.2 Amplifiers<input type="checkbox"/> 07.3 Accessories and others |
| <p>03 Stringed instruments</p> <ul style="list-style-type: none">03.1 Bowed instruments<ul style="list-style-type: none"><input type="checkbox"/> 03.1.1 Bowed instruments<input type="checkbox"/> 03.1.2 Bow, Accessories and others03.2 Fretted and Plucked instruments<ul style="list-style-type: none"><input type="checkbox"/> 03.2.1 Fretted and Plucked instruments<input type="checkbox"/> 03.2.2 Accessories and others | <ul style="list-style-type: none"><input type="checkbox"/> 08.1 Sheet music & publishers<input type="checkbox"/> 09.1 Accessories & furniture<input type="checkbox"/> 10.1 Music related computer hardware & software<input type="checkbox"/> 11.1 Services, association & media |
| <p>04 Percussion instruments</p> <ul style="list-style-type: none"><input type="checkbox"/> 04.1 Percussion instruments<input type="checkbox"/> 04.2 Tuned percussion<input type="checkbox"/> 04.3 Educational instruments, Accessories and others | <p>12 Accordions & harmonicas</p> <ul style="list-style-type: none"><input type="checkbox"/> 12.1 Accordions & Harmonicas<input type="checkbox"/> 12.2 Accessories and others <p><input type="checkbox"/> 13.1 Music education</p> |
| <p>05 Woodwind instruments</p> <ul style="list-style-type: none"><input type="checkbox"/> 05.1 Woodwind instruments<input type="checkbox"/> 05.2 Accessories and others | <p><input type="checkbox"/> 14.1 Recording & studio equipment</p> <p>15 Processing trade goods equipment & raw materials</p> <ul style="list-style-type: none"><input type="checkbox"/> 15.1 Equipment or machinery for musical instrument processing<input type="checkbox"/> 15.2 Raw materials for musical instrument processing <p><input type="checkbox"/> 16.1 Others, please specify: _____</p> |

8. Participation fee: (please tick all that apply)

	Raw space (27 sqm up) (only space will be provided)	Package stand (9 sqm up) (Furniture and fixtures per package)	
Zone A (prime location)	<input type="checkbox"/> RMB1650/sqm Booth size: _____ sqm	<input type="checkbox"/> RMB2100/sqm Booth size: _____ sqm	Basic + 1 info counter + 1 square table + 1 lockable cupboard + 3 chairs + fascia + 6m flat/slope shelves + 3 LED lights
Zone B	<input type="checkbox"/> RMB1150/sqm Booth size: _____ sqm	<input type="checkbox"/> RMB1600/sqm Booth size: _____ sqm	Basic + 1 info counter + 2 chairs + fascia + 3m flat /slope shelves + 3 LED lights
Zone C	<input type="checkbox"/> RMB950/sqm Booth size: _____ sqm	<input type="checkbox"/> RMB1400/sqm Booth size: _____ sqm	Basic + 1 info counter + 2 chairs + fascia + 3m flat /slope shelves + 3 LED lights
Pavilion		<input type="checkbox"/> RMB2280/sqm Booth size: _____ sqm	Please refer to the booth package for Pavilion

* **Corner booth surcharge:** Zone A +10% / Zone B +20% / Zone C +30%

パビリオンの場合、角小間でも追加料金は課金されません。

Package stand basic furniture and fixtures (per a 9 sqm package) include:

- Space rental
- Booth construction and dismantling
- Side & rear partitions (white, 2.5m high)
- Wall-to-wall carpet
- 1 waste bin
- 1 13Amp power socket
- Daily booth cleaning and security
- Catalogue entry and exhibitor passes

Additional order of exhibition services: (please tick all that apply)

<input type="checkbox"/> RMB 5000	Deposit for applying live performance at booth	Please refer to the onsite noise control regulation and form no. 13A for time slot options in the Exhibitor Manual.
<input type="checkbox"/> RMB 900	Silver Media Package	<ul style="list-style-type: none"> ● Basic media package * ● Correspondence address, email and website ● 1 Company page (picture & profile) ● 1 Product page (picture & descriptions) ● 3 Keywords
<input type="checkbox"/> RMB 1500	Gold Media Package	<ul style="list-style-type: none"> ● Basic media package * ● Correspondence address, email and website ● 1 Company page (picture & profile) ● 5 Product pages (picture & descriptions) ● 5 Keywords
<input type="checkbox"/> RMB 2000	Digital Plus Package (Special offer: RMB2000, Original price: RMB2800)	<ul style="list-style-type: none"> ● Gold media package ● 1 Company logo ● 1 Company video on GES company page ● 1 Shop link (All items are displayed in online company presentation on official fair's website)
<input type="checkbox"/> RMB 5000	Top up promotion package – Economy	Please refer to brochures for details and other advertising & sponsorship items.
<input type="checkbox"/> RMB 15000	Top up promotion package – Premium	

Basic media package * covers the presence of company name, booth number and product group. Media package is shown on 2025 Exhibitor Search webpage of the official fair website. Please refer to point 10 on page 4.

Payment: 50% deposit of participation fee and full payment of additional order of exhibition services are required with application, final payment due on 30 June 2025. For bank account details see specific terms and conditions.

9. Name of legally responsible person: (please print last name, first name, job title and sign below)

We hereby accept the General Terms and Conditions of the show and the Specific Terms and Conditions hereunder of this form.

Name: _____ Job Title: _____

Signature with 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, PR China

2. Exhibition venue

Shanghai New International Expo Centre
(SNIEC) Shanghai, PR China

3. Date of Event

22 - 24 October 2025 09:30 - 17:00
25 October 2025 09:30 - 15:30

4. Registration and Confirmation

Application for acceptance as an exhibitor at the event must be made by submitting a completed and signed application form.

Acceptance of the application will be confirmed in writing by the organiser.

5. Terms of payment

Please return application form and remit appropriate amount to the organiser. All banking charges, if any, are to be borne by the applicant.

50% deposit of participation fee and full payment of additional order of exhibition services are required with application. Final payment due on 30 June 2025.

Payment should be made to:
Messe Frankfurt (Shanghai) Co Ltd
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

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 and media package 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 RMB8,000 irrespective of the exhibitor's full liability for additional costs, catalogue fees etc.

7. General Terms and Conditions of the Event

The detailed terms and conditions for the event are given on the website <https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html> 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 has confirmed.

9. Catalogue entry

Information from points 2 to 7 on the page no. 1&2 will be used as your official catalogue entry. Product description will be translated into Chinese. The Organisers reserve the right to trim down the description if it is too long. If any changes occurred later, please complete the submission form and return to the organiser by deadline.

10. Media Package

Subject to the conditions upon all sums due and payable by each exhibitor having been fully settled, the Organiser offers the Basic Media Package at no extra cost. Upgraded packages are optional and subject to additional service charge.

For enquiries, please email to digital@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 trademarks, 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 SAR
Tel: +852 2238 9901
Fax: +852 2598 7887
Email:
music@hongkong.messefrankfurt.com
Web: www.musikmesse-china.com

Messe Frankfurt (Shanghai) Co Ltd
11/F, Office Tower 1, Century Metropolis,
1229 Century Avenue, Pudong New Area,
Shanghai 200122,
PR China

Tel: +86 21 6160 8510 / 6160 8480

Fax: +86 21 6168 0788

Email:

music@china.messefrankfurt.com

Web: www.musikmesse-china.com.cn

13. Liabilities for breach of contract

If the Exhibitor breaches any provision under this Exhibition Terms or violates any rules relating to the Exhibition, 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 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.

14. Additional rules and regulations

The organisers reserve the right to interpret, alter and amend these General Terms and Conditions, and to release any other rules and regulations that they believe are necessary to maintain the order of the exhibition. The interpretation of the conditions and any other rules and regulations by the organisers is final.