

July 15 – 17, 2009
Centro Banamex, Mexico City, Mexico

Guidelines for Display

The following Guidelines for Display Rules and Regulations have been established for PAACE Automechanika Mexico. It is Messe Frankfurt's goal that the display rules and regulations, ultimately, shall provide exhibitors with all the information necessary to properly design and build exhibits, as well as plan their booth's layout and content.

IMPORTANT: All exhibitors with a booth size of 18 sqm or larger that are not using the standard booth package must submit their booth design to Show Management for approval. Exhibitors will not be allowed to move-in onsite without the approval of their booth design. Please complete the enclosed Booth Approval form to finalize your booth design and construction.

Linear / Corner Booths

Linear Booths have only one side open to an aisle and are generally arranged in a series along a straight line. They are also called "in-line" booths. A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply. Floor covering is required in all rented space.

Dimensions

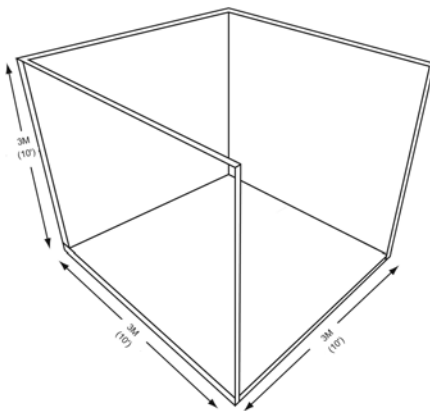
Unless constricted by space or other limitations, Linear and Corner Booths are most commonly 3m (10ft) wide and 3m (10ft) deep, i.e. 3m x 3m (10ft x 10ft).

Use of Space

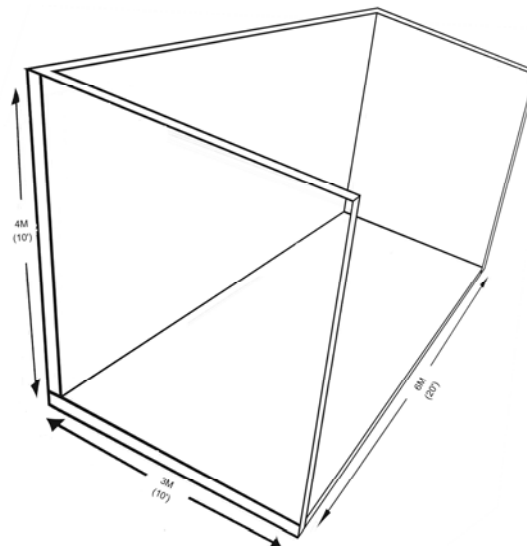
Messe Frankfurt Shows allow exhibitors full "Cubic Content" use of the exhibit space. Therefore, you are allowed to place displays or materials at the permitted height throughout the entire width and depth of your exhibit space.

Height Guidelines

Contracted space up to 9sqm are allowed 3m in height. Contracted space from 10 sqm to 35sqm are allowed 4m in height. Contracted space 36sqm and larger are allowed height up to 5.7m in height.



LINEAR BOOTH (3M x 3M)



LINEAR BOOTH (3M x 6M)

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Peninsula Booth

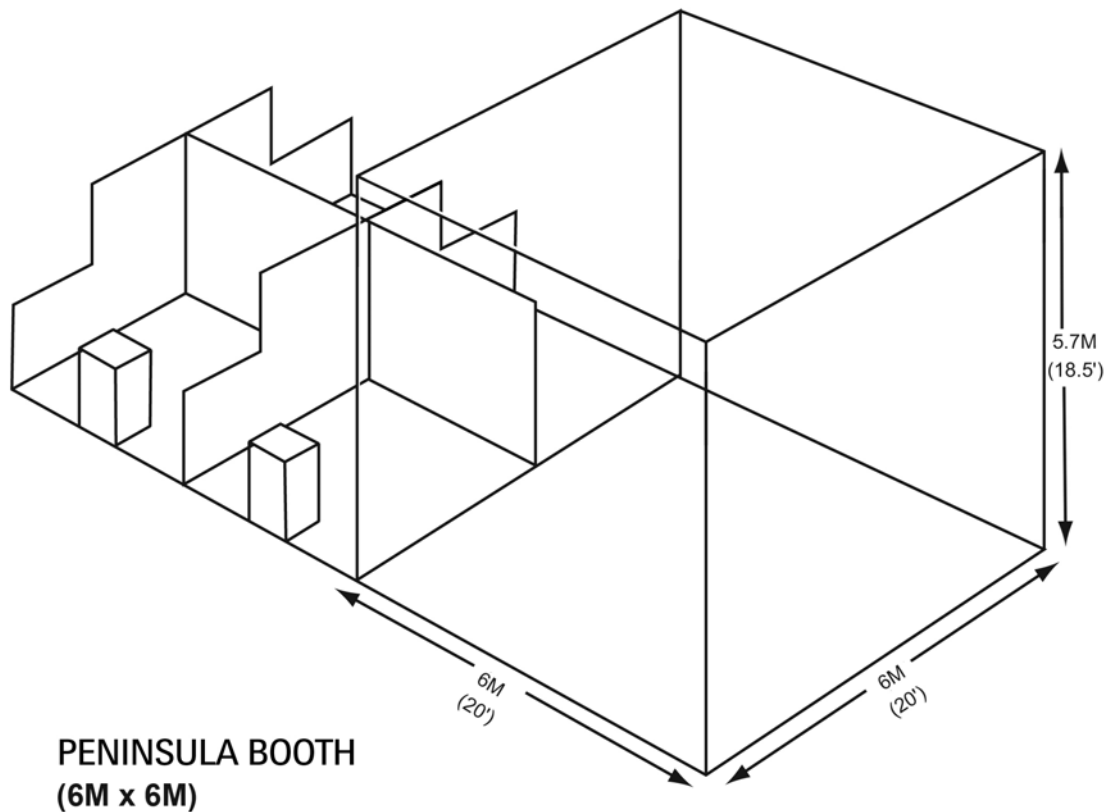
A Peninsula Booth is exposed to aisles on three (3) sides and is a minimum of 6m x 6m (20' x 20') or 36sqm in size. Floor covering is required in all rented space.

Dimensions

A Peninsula Booth is 36sqm (400sq ft) or larger.

Use of Space

The maximum height allowed throughout the booth space is 5.7m (18.5ft), including signage. The connecting wall between the peninsula booth and any neighbors must be "finished off" (clean and presentable to visitors) on the side facing the connecting neighbors. **A minimum of 36 sqm is required for any two-story display. All two-story displays must be approved in advance by Show Management.**



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Island Booth

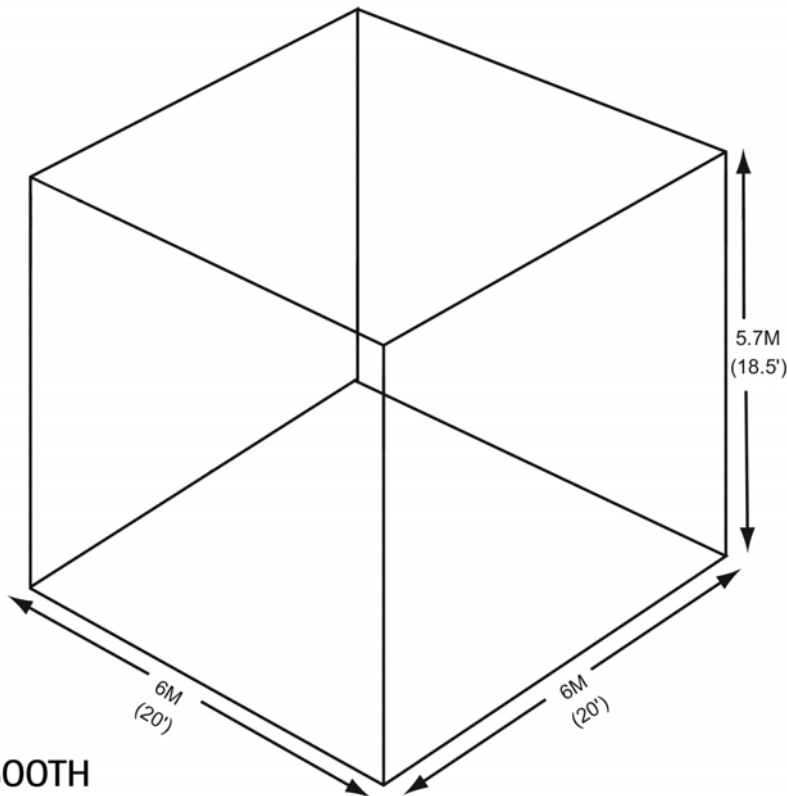
An Island Booth is any size booth exposed to aisles on all four sides, and is a minimum of 6m x 6m (20' x 20') or 36sqm in size. Floor covering is required in all rented space.

Dimensions

An Island Booth is 36sqm (400sq ft) or larger.

Use of Space

The maximum allowable height allowed throughout the booth space is 5.7m (18.5 ft), including signage. A minimum of 36 sqm is required for any two-story display. All two-story displays must be approved in advance by Show Management.



ISLAND BOOTH
(6M x 6M)

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Booth Approval Form – Required for all Exhibitors with 18 sqm +

Complete this form and fax back to 770-984-8023 or email to Katie.Shea@USA.MesseFrankfurt.com
by June 15, 2009

All booths must be in compliance with the enclosed Guidelines for Display as outlined in this exhibitor service manual. **All exhibitors with a booth size of 18 sqm or larger that are not using the standard booth package must submit their booth design to Show Management for approval. Exhibitors will not be allowed to move-in onsite without the approval of their booth design. Please complete this form along with submitting a detailed drawing or schematic of the booth layout.** Please send all requests to the contact information listed below no later than June 15, 2009.

Authorized Representative: _____

Company Name / Booth Number: _____

Phone: _____

E-mail: _____

Booth Dimensions: _____

Structure Information:

Please include heights, and widths of all structures, towers, graphics, truss, etc and a detailed schematic or drawing of the booth layout. Booth approval will not be granted without the above information.

FOR OFFICE USE ONLY

Booth approved by Show Management: YES _____ NO _____

Comments: _____

Please note verbal approvals will not be granted. Approvals must be submitted in writing.

Operations Manager Signature: _____ Date: _____

Deadline: June 15, 2009
Fax: 770-984-8023
Email: Katie.Shea@USA.MesseFrankfurt.com



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Booth Package Form – Required for all Exhibitors

Complete this form and fax back to 770-984-8023 or email to Katie.Shea@USA.MesseFrankfurt.com
by June 15, 2009

Each 9 square meters of exhibit space includes the following items:

- Hard wall booth construction
- Gray carpet
- (1) 4' table
- (2) chairs
- (1) Wastebasket
- Electricity and lighting

Please indicate whether or not you will be using the standard package.

- Yes, please include the items listed above in my booth.
- No, I will use my own stand constructor and furnishings.

- Please include carpet.
- Please include electricity and lighting.
- Other: _____

Authorized Representative: _____

Company Name / Booth Number: _____

Phone: _____

E-mail: _____

Booth Dimensions: _____

Authorized Representative Signature: _____ Date: _____

Deadline: June 15, 2009

Fax: 770-984-8023

Email: Katie.Shea@USA.MesseFrankfurt.com

