

PAACE automechanika MEXICO

July 13 – 15, 2011
Centro Banamex, Mexico City, Mexico

New Product Showcase Program

Submit your company's new products to be displayed in the PAACE Automechanika Mexico New Product Showcase Program for ultimate show exposure!

Don't miss out on this additional exposure to the thousands of attendees at PAACE Automechanika Mexico!

FREE for your 1st Product Entry



We are pleased to offer the program benefits into one easy package and receive the following marketing opportunities:

Before the Show: New Product Preview

This online product booklet will be placed on the official show web site and viewed by pre-registered attendees before the show featuring your company's latest innovation. Each submission includes the product description, photo, company name. The New Product Preview will be available online by May 2011.

During the Show: New Product Showcase

Display your new product in our New Product Showcase special feature area on the show floor. This area is a draw for both exhibitors and attendees alike – use it to spotlight your new and innovative products. Each product will be displayed with a sign featuring your company, product name, description and booth number.

New Product Showcase Entry Form

| | | |
|----------------------------|------|----------------------|
| Authorized Representative: | | |
| Company Name: | | Booth Number: |
| Address: | | |
| City/State: | | Country/Postal Code: |
| Phone: | Fax: | E-mail: |

PRODUCT INFORMATION (Please complete product description in both English and Spanish)

| | |
|---|---|
| Name of Product: | |
| Product Description: (No more than 30 words-In English) | Product Description: (No more than 30 words-In Spanish) |
| | |
| Product Dimensions/Weight: (You must complete this in order for us to accommodate your product on the show floor). Show Management reserves the right to refuse any product. Products may be denied space due to size constraints. If product is larger than what will fit in your contracted space, please contact us before completing the form at 770.984.8016, ext. 429. | |
| Length: _____ Height: _____ Width: _____ Weight: _____ | |

I am including a photo for use with my product description – Photo must be 300 dpi CMYK in a TIFF format with the width scaled to 2". Email: mary.guo@usa.messefrankfurt.com

ORDER & PAYMENT INFORMATION

| | | |
|---|----------------------------|----------------------------|
| 1 ST Product <small>(product must be fit in your 2011 rented exhibit space)</small> | FREE! | US \$ _____ 0 _____ |
| # of Additional Products: <small>(product must be fit in your 2011 rented exhibit space)</small> | US \$150 each = | US \$ _____ |
| | Total New Product Showcase | US \$ _____ |
| | + 16% VAT = | US \$ _____ |
| | Total Cost: | US \$ _____ |

Please Fax to 770.984.8023 or E-mail mary.guo@usa.messefrankfurt.com

New Product Showcase Rules for Entry

A. Eligibility & Cancellation Policies

1. Entries are limited to companies exhibiting at **PAACE Automechanika Mexico 2011**.
2. You may not include or provide a product line. The product sample must be in loose or in end-user packaging. Pre-fabricated displays will not be accepted. Display / merchandising systems will not be accepted.
3. Should an exhibitor cancel their exhibit space, their reservation in the New Product Showcase will also be cancelled.

B. Entry Dimensions

1. Dimensions of each entry are required on the New Product Showcase application form.

C. Application Forms

1. Participants in the New Product Showcase must complete, sign and submit an application form.
2. The 1st product entered is **FREE**. Each additional product may be admitted for US \$150.
2. A brief, meaningful description of the item must accompany the application (no more than 30 words). A digital photo of the product must also be submitted. (*Photo must be 300 dpi CMYK in a TIFF format with the width scaled to 2")

D. Fees

1. Your 1st product entered into the New Product Showcase is **FREE!** Each additional product will be accepted at a rate of US\$ 150.00 each.
2. Checks are acceptable forms of payment and should be made payable to Messe Frankfurt, Inc. at time of submission of the application form.

E. On-Site Check-In & Check-Out of Entries

1. Products must be delivered to the New Product Showcase on July 12, 2011 between the hours of 10:00 a.m. and 6:00 p.m. Show Management must approve any other delivery times in writing. No entries will be accepted on July 13, 2011.
2. For security purposes, the exhibiting firm's representative must present the following forms of identification on-site: Exhibitor badge and/or business card.
3. Entries must be picked up on July 15, 2011 between the hours of 9:00 p.m. and 10:00 p.m. All products not picked up by 10:01 p.m. will be discarded.

F. Entry Display

1. Included with each product entry is an identification sign indicating company name, booth number, product name and description. This information will be taken directly from the company's New Product Showcase application form.
2. Any labor costs associated with delivery, set-up and removal of a product are the responsibility of the exhibitor.
3. No additional literature or information is permitted with the product display.
4. Entries must be personally delivered to the New Product Showcase.

G. Security

1. Security may be employed by Show Management in the New Product Showcase - based on need. For additional security arrangements, please contact show management.
2. Messe Frankfurt, Inc. (PAACE Automechanika Mexico Show Management) does not assume any responsibility for losses by exhibitors due to theft, damage, etc.
3. Photography is not permitted.
4. Products may not be touched, handled or demonstrated by visitors to the New Product Showcase.