

July 13 – 15, 2011
Centro Banamex, Mexico City

Exhibit Space Selection Process, Rules and Seniority System

1. Overview – PAACE Automechanika Mexico (PAM) will be utilizing an industry standard Space Selection Process for the 2011 show as we have done since 2008. This process enables exhibitors to select exhibit spaces based on their current need, and to take advantage of the past years they have exhibited with PAM to give them seniority in choosing the exhibit space locations and sizes they wish to select.

2. Space Selection Process – To Participate in the Initial Space Draw Assignment:

a. Complete the Exhibit Space Rental Agreement (ESRA) – Please ensure that you complete all requested information and read the rules and regulations on page two. Please include your preferred booth locations (refer to the initial exhibit space floor plan on the www.PAACEautomechanikaMexico.com website for the NEW floor plan layout), please do not simply write “Same as last year” because the floor plan layout is different. If we do not receive any specific booth preferences, show management will make the best available selection in their judgment.

b. Submit the ESRA with Payment to PAACE Automechanika LLC., to be received by Show Management no later than November 30, 2010 – You may mail the original to 1600 Parkwood Circle, Suite 615, Atlanta, GA 30339, USA, or fax a signed copy to +1-770-984-8023. If you wish to pay by Bank Wire please note this on the ESRA and send funds with the additional bank fees to the bank account specified on the ESRA. If you are a Mexican Company and you require an original VAT Invoice to make payment, please send in the signed ESRA with this request and you will be sent the invoice. Please allow extra time for this process as Exhibit Space will not be assigned until payment has been received, and no space will be held for companies that have only sent in an ESRA without payment.

c. Space Assignment Seniority List Creation – After November 31, 2010 Show Management will review all ESRA's that have been received with payment and based on their Seniority in the show rank them in order for the “Initial Space Assignment”. This Initial Space Drawing List will be based on the Seniority calculated based on the points system defined in the document below, all companies with the same seniority are assigned placement in the list at the same level, with individual position on the list based on a random number drawn within each group. For example if 10 companies all have the same 5 years seniority they will all be placed behind any company with 6 years seniority, and ahead of any company with less than 5 years, but within their “group” the placement will change each year based on a random number assigned electronically by computer.

d. Show Management will Assign Exhibit Space – Using the Initial Space Draw List, Show Management will start with the first company with the highest seniority (and the lowest random number in the case of a tie for seniority points) and assign them the exhibit space closest to their first choice. Show Management will then do the same for the second company on the list and so on down the list, trying to accommodate exhibitors with one of their choices as often as possible, however Show Management will use its own best judgment in selecting a location for an exhibitor if one of their choices are unavailable, trying of course to give the exhibitor the configuration (such as 36 square meter Peninsula, or 27 square meter linear booth) they requested on their ESRA.

e. Exhibitors will be notified by email of their space assignment no later than December 31, 2010 – At this point an exhibitor may request a change in location or size, and Show Management will make their best efforts to accommodate exhibitor's requests, based on the availability at that point.

f. Exhibitors that submitted their ESRA's and Payments after November 30, 2010 will then be assigned space – Once the initial space assignments based on seniority are completed then all future assignments are based on a “first-come/first-served” basis, which means that the first ESRA received (with payment) after the November 30, 2010 deadline will then be assigned, followed by the second ESRA received (with payment), and so forth.

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3. Seniority Points Calculation Methodology and Rules:

- a. **Seniority is based on years exhibiting in the PAACE Automechanika Mexico show** – this means that for every continuous year of exhibiting in PAM a company receives 1 year of credit, or 1 “Point”. Companies will be placed on the Space Selection Drawing List based on the number of points they have, with companies that have the same number of points being assigned a random number by computer each year that will determine their place within that same group of points.
- b. **Seniority is calculated starting with the 1999 PAACE Automechanika Mexico show** – because this is the year that the show was started as PAM.
- c. **Seniority is only meaningful for the purpose of the Initial Space Selection** – once the initial space draw list is completed after the November 30th deadline for entry on the list, then the space is assigned thereafter on a “first-come/first-served” basis, which means that seniority is only taken into account up to the initial space draw deadline.
- d. **Seniority has no “value”, may not be considered an asset, and Show Management may change the methodology used to measure it and use it at any time** – seniority is simply an internal measurement of show management and should not be considered in any way an asset of any individual exhibiting company. Show management reserves the right to make changes at any time in the best interests of the show.
- e. **Seniority will follow the company that earned it** – if a company is acquired by another existing exhibitor then the seniority will not be added together, however the higher seniority between the two companies may be used. Please contact Show Management for clarification if this situation arises.
- f. **Seniority may be reduced or eliminated by Show Management** – if a company does not exhibit in any single year their seniority may be reduced to zero for the next show they wish to exhibit in. Any companies failing to abide by show rules, including timely payment of balances due on exhibit space, may have their seniority reduced or eliminated completely.

4. Booth Configurations, Display Guidelines and Miscellaneous Rules and Clarifications –

- a. **Show Rules and Regulations** – this document is an addendum to the Official Show Rules & Regulations, and updates any conflicting items that may have been detailed in previous copies of the Rules & Regulations. The Official Show Rules & Regulations should be read and followed by all Exhibitors.
- b. **Booth Configurations** – standard blocks of space are 6 meters deep by up to 18 meters wide. A standard:
 - i. **“Linear”** booth is 3 meters deep and a minimum 3 meters wide, increasing to up to 18 meters wide.
 - ii. **“Corner”** booth is 3 meters deep and a minimum of either 3 meters wide or 6 meters wide depending on the location, and may also be up to 18 meters wide.
 - iii. **“Peninsula”** booth is open on two corners and must be a minimum of 36 square meters in a minimum 6 meter x 6 meter configuration. Booths larger than 72 square meters would typically need to be “Island” configurations.
 - iv. **“Island”** booth is open on all four corners and must be a minimum of 36 square meters in a minimum 6 meter x 6 meter configuration. There are no limits on the size of Island booths.
 - v. **Other configurations** may be accommodated, and should be requested as early as possible to allow Show Management to accommodate the requests as much as possible.
- c. **Display Guidelines** – A detailed set of “Display Guidelines” are provided to all exhibitors in the Exhibitor Services Manual and should be referred to before determining the structure of any booth display. Exhibitors are encouraged to consult with Show Management on their desired booth layout and structure during this

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decision process, so that Show Management may provide recommendations and help in making the exhibitor's participation in the show as easy and valuable as possible.

d. Miscellaneous Rules and Clarifications –

- i. **Booth Sharing** – is not allowed under any circumstances. All companies that wish to exhibit **MUST** submit individual ESRAs to Show Management. Subsidiaries of the same owner may share space upon the approval of Show Management.
- ii. **Co-Location of Booths** – if two companies wish to exhibit together they may request adjoining exhibit space where they may create a joint exhibit. For example two independently owned companies may work together to promote their complementary products to buyers and they wish to create a “Joint” exhibit to market their products together. In this case each company would submit an ESRA for the amount of space they wish to have individually, noting on each ESRA that they wish to have adjoining space to build a joint exhibit. Show Management will ensure that this adjoining space is provided to the two companies together.
- iii. **Pavilions** – the only recognized “Pavilions” are those organized by office international organizers recognized by Show Management. These organizers may request “Blocks” of space be held for their Pavilion participants, which Show Management will agree to at its sole determination based on the best interests of the show. Pavilion organizers may pay for the “Block” of space themselves, or have each participant invoiced individually, but all participating exhibitors within any pavilions **MUST** submit an official ESRA, and be approved by Show Management.
- iv. **Outstanding Balances** – All payments for exhibit space **MUST** be received by Show Management according to the payment schedule on the ESRA. Any deviations from that schedule may result in the Exhibitor have their space canceled, their booth space relocated, and forfeiture of any payments already received. In addition the exhibitor may be banned from exhibiting at future PAACE Automechanika Mexico shows, and indeed any and all Messe Frankfurt shows worldwide.

Show Management is DEDICATED to ensuring that the PAACE Automechanika Mexico show is as successful for your company as it can possibly be. We welcome your input and suggestions on how to make it more successful for your company.

**PAACE Automechanika Mexico
Show Management**

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