

**EXHIBIT SPACE APPLICATION**

Please complete entire contract, sign, and return with required deposit to:  
**PAACE Automechanika Mexico, LLC., 1600 Parkwood Circle, Suite 615, Atlanta, Georgia 30339, USA**  
 Phone: +1.770.984.8016 | Fax: +1.770.984.8023 | E-Mail: PAMsales@usa.messefrankfurt.com

Company: \_\_\_\_\_  
(Please list company name exactly as you would like it to be listed on published material)

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province/State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax\*: \_\_\_\_\_

Email\*: \_\_\_\_\_ Website: \_\_\_\_\_

\*By providing your fax number and/or email address you are consenting to receive communications from Messe Frankfurt, Inc. and its affiliates via these media.

**Type of Exhibiting Company**

- Manufacturer     Importer     Publisher     Exclusive Distributor     Other \_\_\_\_\_

**Association Membership**

- AERA     ANDELLAC     APMA     APRA     ARIDRA     ASA     HDMA     KEMA     OAC     RUJAC     SEMA

**Product Groups**

- Parts + Systems     Accessories + Tuning     Repair + Maintenance     IT + Management     Service Station + Car Wash

**Space Request**

**PACKAGE RATE**

Minimum booth size is 9 square meters.  
 Includes booth construction, company sign, carpet (show color), table and 2 chairs, 1 electrical outlet, lighting, exhibitor manual and booth personnel badges (3).

Member Rate <sup>1</sup> (in US funds) <sup>2</sup>	Non-Member Rate (in US funds) <sup>2</sup>
US\$320 + 16% VAT per square meter	US\$380 + 16% VAT per square meter
(USD 2,880 + 16% VAT per 9 sqm booth)	(USD 3,420 + 16% VAT per 9 sqm booth)

**RAW SPACE RATE**

Minimum booth size 36 square meters.  
 Includes NO booth construction, furniture or utilities. Does include booth personnel badges.

Member Rate <sup>1</sup> (in US funds) <sup>2</sup>	Non-Member Rate (in US funds) <sup>2</sup>
US\$300 + 16% VAT per square meter	US\$365 + 16% VAT per square meter
(USD 10,800 + 16% VAT per 36 sqm booth)	(USD 13,140 + 16% VAT per 36 sqm booth)

<sup>1</sup> Must be a current dues paying member of one of one of the above sponsoring associations.    <sup>2</sup> All payments must be by check drawn on a U.S. account or wire transfer

- Inline** (standard booth)     **Corner** (1 open corner)     **Peninsula** (minimum 36 sq.m., 2 open corners)     **Island** (minimum 36 sq.m., 4 open corners)

_____ sqm. x US\$320 OR US\$380 per sqm. = US\$ _____	_____ sqm. x US\$300 OR US\$365 per sqm. = US\$ _____
<input type="checkbox"/> Logo & Bold listing in the directory - US\$500 = US\$ _____	<input type="checkbox"/> Logo & Bold listing in the directory - US\$500 = US\$ _____
+ 16% VAT = US\$ _____	+ 16% VAT = US\$ _____
<b>Total Cost = US\$ _____</b>	<b>Total Cost = US\$ _____</b>

Top 3 Booth# Requests: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

I do not wish to be located near the following companies, understanding that Messe Frankfurt, Inc. may not be able to accommodate this request: \_\_\_\_\_

Name of legally responsible officer (please type or print name, title & sign below):  
 We hereby accept the General Terms and Conditions on the reverse of this contract.

Name \_\_\_\_\_ Title \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

**Payment Information**

**DEPOSIT REQUIRED WITH SIGNED CONTRACT** (All payments must be made in the currency invoiced. Payments made in a different currency may be subject to a 3% service fee.)  
 Up to February 1, 2012 = 50% of total booth cost    After February 1, 2012 = 100% total booth cost

- Check Enclosed (US funds only, payable to PAACE Automechanika Mexico, LLC)     Bank Wire (Contact Messe Frankfurt Inc. for information)

**Cancellation Policy**

In the event that an exhibitor cancels all or part of the exhibit space contracted, the exhibitor must do so in writing and will be obligated for the cancellation fees (in % of invoice amount; based on the date of receipt of written notice to Messe Frankfurt, Inc.):

Up to February 1, 2012 = 50% of total booth cost    After February 1, 2012 = 100% total booth cost

**For Show Management Use ONLY**

Booth # _____	Type _____	Configuration _____	Sq. M. _____	Total Cost _____	Signature _____	Date _____
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# EVENT TERMS AND CONDITIONS

**MANAGEMENT:** The Event will be conducted under the direction of PAACE Automechanika Mexico, LLC, 1600 Parkwood Circle, Suite 615, Atlanta, Georgia; designated as "Management" in this document. An "Exhibitor" is an applicant that has been accepted for participation in the Event by Management. Acceptance of an Exhibitor shall be in written confirmation. The issuance of a Booth confirmation notice, in response to a submitted Exhibitor Contract, shall conclude the contract of participation between Management and the Exhibitor. The Exhibitor and Management acknowledge these Event Terms and Conditions as the elements of the contract of participation. Violations of any of the Event Terms and Conditions of the contract shall entitle Management to exclude an Exhibitor from the Event and seek remedies for damages caused by such violations. The Exhibitor must comply with the Event Terms and Conditions relating to the officially designated show contractors.

**CONDITIONS OF PAYMENT:** Any dispute by Exhibitor with any exhibition event services provided by Management or any affiliate, or the amount charged for the same shall be reported to Management in writing within 15 days from the date of invoice relating to same, time being of the essence (but such dispute shall not affect Exhibitors obligation to make payment within 15 days as set forth below). Failure to report any such dispute within such time shall constitute a waiver of any claim by Exhibitor with respect to such dispute. Whether sums are due under contract or open account, it is understood that all invoices are due upon receipt and are considered delinquent if not paid within 15 days from the date of invoice or the date as indicated on the invoice. Should timely payments not be made as stated, Exhibitor agrees to pay all collection agency fees and expenses, and other costs of collection, including reasonable attorney fees and court costs which may be incurred by Management or any affiliate in pursuing and collecting payment. The liability of Exhibitor shall be joint and several with Third Parties. The party executing this agreement on behalf of Exhibitor acknowledges that it has the authority to do so and that by its execution it has caused Exhibitor and Third Parties to be jointly and severally bound by the terms hereof. Exhibitor represents that Third Parties will immediately be notified of the terms hereof. Notwithstanding to whom bills are rendered, Exhibitor and Third Parties shall remain jointly and severally obligated to pay to Management the amount of any bills rendered by Management within the time specified and until payment in full is received by Management. Payment by Exhibitor to Third Parties or by Third Parties to Exhibitor shall not constitute payment to Management.

**USE OF EXHIBIT SPACE:** The Exhibitor contracts to use the booth for the duration of the Event in conformity with Management's guidelines. Management has the right to relocate a booth at its discretion. The Exhibitor and its representatives shall conduct themselves in a business-like manner. In cases of disruptive and unprofessional behavior, exhibitor has the right to ask disruptive individuals to leave its booth. Show management reserves the right to revoke trade show participation privileges from such individuals. Exhibits may not obstruct overall view or hide the exhibits of others. Unusual or specially built booths must have Management approval. Management reserves the right to restrict or remove exhibits that are distracting or distract from the character of the Event. Booths must be set up prior to the opening of the Event. Management has the right to re-allocate a booth at its discretion if the Exhibitor has not appeared or begun to set up the booth 3 hours prior to the opening of the Event. The Exhibitor will assume the cost of any additional services/equipment required for their respective exhibit space. Exhibitor shall not assign, sublet, share or apportion the whole or any part of the space allotted, or have representatives, products, equipment, signs or printed materials from other than its own firm contracted in the assigned exhibit space without the prior written consent of Show Management.

**BOOTH PACKAGE RATE:** Booth package will include booth construction, company signage, carpet (show color), table and two chairs, 1 electrical outlet, lighting, exhibitor manual and booth personnel badges (3).

**BOOTH RESPONSIBILITY:** It will be the responsibility of the company who contracts the space to maintain personnel in the booth at all times during the show hours. Any Exhibitor who starts to pack or dismantle their booth prior to the show closing will be charged a fee of \$1,000 and may forfeit any seniority to future shows.

**EVENT SCHEDULE:** The duration of the event, set-up times and hours of operation shall be published in the Exhibitor Manual. Construction and dismantling hours must be adhered to unless written approval is received from Management.

**SALES ACTIVITIES:** All retail sales activities must have written approval by Management; any royalties or commissions resulting from sales activity must conform with the Event Terms and Conditions.

**PHOTOGRAPHY:** Management has permission to use the likeness of any person and/or products exhibited in photographs and in any and all other media, whether now known or hereafter existing. The exhibitor waives the right to inspect or approve the finished product, including written or electronic copy. Additionally, all rights to royalties or other compensation arising or related to use of the photograph are waived by the Exhibitor.

**ADVERTISING AND PUBLICITY:** All exhibitor promotional material and goods are limited to the designated display area. Exhibitors may not carry out publicity activities outside the boundary of the booth or in front of the Event without written permission from Management. Acoustic presentations are permitted only if they are arranged in a way that other Exhibitors are not disturbed by them and visitors are not disturbed or hampered by them. Management reserves the right to cease any publicity/presentations that have not been approved and do not meet the standards of the Event.

**MEDIA AND PRESS RELATIONS:** Any activities conducted by the media whether arranged by the Exhibitor or separately shall be conducted through the Management Press Office.

**EXCLUSION OF LIABILITY:** Management shall not be liable to an Exhibitor for damages caused by Acts of God, war, civil disturbances, fire, violence, building malfunction, inclement weather or any other circumstances beyond the control of Management, including damage caused by visitors to the Event, other Exhibitors or persons acting on their behalf. In addition, Management shall not be liable for the number of visitors or sales generated from participation.

**SECURITY AND LIABILITY:** All local, state and federal laws shall be observed during the Event in the exhibition area. The Exhibitor shall observe all safety regulations of the facility, directives by security personnel and Management personnel. The Exhibitor shall be liable for all damage to persons or property, economic losses which have been caused by booth construction, booth equipment, exhibits and any employees acting on its behalf. The Exhibitor shall obtain all required permits prior to the commencement of the Event and have them available for inspection by Management. Management will provide Security during the construction of and dismantling times as well as throughout the duration of the Event, but will not be liable for the loss or damage of any exhibitor property. No one under the age of 18 will be permitted on the show floor at any time.

**INSURANCE:** The Exhibitor is responsible to provide sufficient insurance protection.

**EXHIBITOR MANUAL:** Specific information about booth construction, dismantling, transport companies, packing materials and rules, Exhibitor services etc. will be contained in the Exhibitor Manual.

**PREVENTION:** The Exhibitor shall not use any flammable decorations or coverings for display purpose. All fabrics or other material used for decoration purposes shall be flameproof. The Exhibitor shall comply with all applicable fire regulations.

**BOOTH DISMANTLE:** The exhibition area is to be returned by the Exhibitor in the same condition as it was handed over. In the case of any damage to the exhibition area or the halls (structure, floor, cables, ducts, etc.), it shall be repaired at the Exhibitor's expense. If the clearance of the booth has not been undertaken in good time, Management may have it cleared and the goods put in storage at the expense of the Exhibitor. Management shall assume no liability for exhibits left behind.

**COMMERCIAL TRADEMARK AND OTHER COMMERCIAL RIGHTS:** Management expects exhibitors to honor commercial trademarks and other commercial rights. In case of documented trademark or other commercial right infringements, Management reserves the right to exclude an exhibitor from the current and future events. This stipulation does not create an obligation for Management to take such action. Management does not accept any liability for commercial rights infringements that may be committed by an exhibitor.

**AMENDMENTS:** Any amendments to this contract shall only be accepted in writing and must be approved in writing by Management.