

Malaysia's leading regional trade fair for the automotive service industry targeting trade visitors from ASEAN

16 – 18 March 2023

Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia

Please complete, sign and return to:

Messe Frankfurt (HK) Ltd
35/F, China Resources Building,
26 Harbour Road, Wanchai, Hong Kong
Tel: +852 2802 7728 Email: autoasia@hongkong.messefrankfurt.com

Application form (Please type in block letters, and note point 10 on P.4)

1. Company details

Company name: _____
Contact person(s): Mr/Mrs/Ms Job Title: _____
Address: _____
City/State: _____ ZIP/Postal code: _____ Country: _____ Country of Headquarter: _____
Telephone: _____ / _____ / _____ Fax: _____ / _____ / _____
Country code City/Area code Number Country code City/Area code Number
Email: _____ Website: _____

2. Company details # (for official catalogue used. If any changes occurred later, please complete the catalogue listing form in the Exhibitor Manual and return to the organiser by deadline.) **Please print clearly in BLOCK letters, or use a typewriter to indicate your company information (exactly the name and information you would like to appear in the official catalogue) below, the publisher and organisers will not take any responsibility if mistakes are made in the catalogue due to unclear text, and note point 10 on P.4)**

Company name: _____
Address: _____
City/State: _____ ZIP/Postal code: _____ Country: _____
Telephone: _____ / _____ / _____ Fax: _____ / _____ / _____
Country code City/Area code Number Country code City/Area code Number
Email: _____ Website: _____
The Brands that your company represents: 1. _____ 2. _____

3. Nature of business (tick all that apply)

- | | | | |
|---|---|------------------------------------|--|
| <input type="checkbox"/> Manufacturer | <input type="checkbox"/> Dealer, agent, distributor, wholesaler | <input type="checkbox"/> Retailer | <input type="checkbox"/> Service supplier |
| <input type="checkbox"/> Private & official fleets | <input type="checkbox"/> Trade associations / government agencies | <input type="checkbox"/> Publisher | <input type="checkbox"/> (Auto refitter / tuner / garage / workshop / service center / petrol companies / gas station) |
| <input type="checkbox"/> Research institutions / universities / polytechnic | <input type="checkbox"/> Others (please specify): _____ | | |

4. Our products belong to the following groups # (please “✓” where appropriate in each items)

- i) Commercial vehicle Passenger vehicle
ii) OEM Aftermarket
iii) Overseas market: _____% Malaysia market: _____%

1 Parts & Components

- 1.1 Components for conventional drive systems (engine, gearbox, powertrain, exhaust)
 1.2 Chassis (axles, steering, brakes, wheels, shock absorbers)
 1.3 Body (metal parts, roof systems, mounted parts, windows, bumpers)
 1.4 Standard mechanical parts (fastening elements, threaded and securing elements, sealing rings, roller bearings)
 1.5 Interior (cockpits, buttons, switches, instruments, airbags, seats, shelf and storage concepts, illumination, heating, air-conditioning, electrical adjusters, interior filters)
 1.6 Exterior (doors, windows/glass, mounted parts)
 1.7 Charging accessories 12 volt (plugs, cables, connectors)
 1.8 Regenerated, restored and renewed parts for cars and utility vehicles
 1.9 External vehicle air quality and exhaust gas treatment (diesel aftermarket solutions, SCR, filters, sensors)
 1.10 New materials (3D printing, fiber composites, renewable resources, hybrid materials, recyclable materials)

2 Electronics & Connectivity

- 2.1 Engine electronics (control units, bus systems, sensors, actuators)
 2.2 Vehicle lighting (headlights, LED / OLED, lasers, exterior and interior lighting, intelligent headlight systems, night and thermal-imaging cameras)
 2.3 Electrical system (electrical power supply, batteries, , cables, wiring harnesses, cable mounting and connecting elements, plug connections, sensors, on-board diagnostics, high-voltage systems)
 2.4 Comfort electronics (wellness and health systems, automatic air-conditioning, seat heating and ventilation, electric seat adjustment, keyless-go systems, driver assistance systems, vehicle safety systems, control systems)
 2.5 Human machine interface (HMI) (eye tracking, facial expression tracking, gesture control systems)
 2.6 Connectivity (car-to-car, car-to-enterprise, car-to-infrastructure, car-to-driver, LTE, functions on demand)
 2.7 Internet of things (smart home, additional services, mobile devices)

- 3 Accessories & Customising**
- () 3.1 General accessories for motor vehicles (rack systems, trailer hitches, roof boxes, air refreshers, jacks, technical solutions, technical textiles, car safety products)
 - () 3.2 Technical customising (sports exhaust systems, sports air filters, sports chassis, chip and engine tuning, sound design, seats, club sport)
 - () 3.3 Visual customising (interior design, bodywork elements, car wrapping, spray films, airbrush systems)
 - () 3.4 Infotainment and Car IT (multimedia, navigation, car media devices, sound systems, integrable services)
 - () 3.5 Special vehicles, equipment, assemblies and modifications (off-road and pickup accessories, taxis, police and ambulance vehicles, armoring, municipal vehicles and vehicles for the disabled)
 - () 3.6 Trailers for cars and small commercial vehicles, spare and accessory parts for trailers
 - () 3.7 Merchandising (clothes, accessories)
- 4 Diagnostics & Repair**
- () 4.1 Workshop equipment for repair and maintenance (systems and equipment, battery management, lifting gear, test and measurement equipment, tyre installation, workshop equipment, networking software)
 - () 4.2 Tools (impact screwdrivers, diagnostic equipment, compressors, wrenches)
 - () 4.3 Digital maintenance (predictive maintenance, over-the-air diagnostics, over-the-air updates and services, remote services)
 - () 4.4 Vehicle diagnostics (diagnostic equipment and software, on-board diagnostics)
 - () 4.5 Maintenance and repair of vehicle superstructures (RV/caravan and motor home superstructures, custom and special superstructures for lightweight and heavyweight utility vehicles)
 - () 4.6 Towing equipment (vehicles, trailers, towing equipment and technology)
 - () 4.7 Workshop equipment for repair and maintenance for alternative drive concepts (tools for high-voltage systems, hydrogen sensors)
 - () 4.8 Fastening and bonding solutions (rivets, adhesives, screws, soldering, welding materials, lasers)
 - () 4.9 Waste disposal and recycling (systems, equipment, management systems)
 - () 4.10 Workshop safety and ergonomic workshops (air purification, ventilation, heating, health-enhancing and safety-enhancing technologies)
 - () 4.11 Workshop and dealership equipment (shopfitting/shop systems, sales equipment, office and warehouse equipment, work clothing)
 - () 4.12 Oils and lubricants (systems, equipment, lubricants, auxiliaries and consumables, technical sprays / aerosol, disposal and recycling, industrial hygiene)
 - () 4.13 Technical fluids (coolants, gases, fluid management)
 - () 4.14 Workshop concepts
- 5 Dealer & Workshop Management**
- () 5.1 Workshop / dealership / filling station planning and construction (business consultants, certifications, environmental protection consultants, architecture)
 - () 5.2 Dealer, sales and service management (dealer management systems, special applications and equipment)
 - () 5.3 Digital marketing (mobile and stationary solutions)
 - () 5.4 Customer data management (data analysis and management, big data)
 - () 5.5 Online presence (search machine optimisation, homepage design, online marketing)
 - () 5.6 E-commerce and mobile payment
 - () 5.7 Basic and advanced training and professional development (mechanics, mechatronics, bodywork, paintwork, electromobility, sales, management)
 - () 5.8 Workshop and dealership marketing (external advertising, advertising media, agencies, signalisation)
 - () 5.9 Online service providers and vehicle/parts/service marts
 - () 5.10 Economic regeneration, research, consulting, cluster initiatives
- 6 Car Wash & Care**
- () 6.1 Washing (automatic car wash facilities for exteriors, wash stations, washing equipment, chemicals, accessories)
 - () 6.2 Vehicle care (exterior and interior cleaning, equipment for vehicle care, cleaning and care products, care aerosol, washing accessories, vacuum cleaners, high-pressure cleaners)
 - () 6.3 Vehicle preparation and detailing (exterior and interior preparation, sealing, upholstery and leather repair, polishing)
 - () 6.4 Water reclamation, water treatment
 - () 6.5 Filling station equipment (filling station equipment, tank systems for conventional fuels)
- 7 Alternative Drive Systems & Fuels**
- () 7.1 Energy storage (batteries, lithium-ion, lithium-oxygen, high-voltage systems)
 - () 7.2 Alternative fuels (synthetic fuels, LPG, CNG, ethanols, hydrogen)
 - () 7.3 Complementary products (wall box, home charging systems, billing systems, charging cards, charging plugs, charging cables)
 - () 7.4 Vehicle concepts (e-bikes, scooters, BEV)
 - () 7.5 Resources (rare earths, lithium)
 - () 7.6 Charging and tank technologies and systems (inductive/conductive systems, fast-charging systems, filling station equipment and systems, tank systems for alternative fuels)
 - () 7.7 New workshop technologies (augmented and virtual reality, repair assistance and training)
- 8 Tyres & Wheels**
- () 8.1 Tyres (summer/winter tyres for cars, utility vehicles, trucks, two-wheeled vehicles and special vehicles, exclusive tyres for SUV, sports cars and premium vehicles, wide-track tyres, industrial tyres, carcasses and tubes)
 - () 8.2 Wheels and rims (exclusive and customised wheels and rims, industrial rims, customised wheel rims)
 - () 8.3 Tyre/wheel repair and disposal (vulcanisation, balancing, wear-and-tear repairs, elastification agents, repair materials, tools, fillers, disposal)
 - () 8.4 Used tyres and wheels (retreading, recycling, vulcanisation, tyre care)
 - () 8.5 Tyre/wheel management and systems (IT systems, online tyre portals, inspection, tyre logistics, tyre leasing and rental, tyre storage)
 - () 8.6 Sales equipment and storage of tyres (operating / storage / office / showroom equipment and facilities, sales aids, certification, tyre-storage)
 - () 8.7 Accessories for tyres, wheels and installation (valves, storage labels, balancing weights, theft prevention, safety equipment, wheel nuts, tyre pressure management systems)
- 9 Body & Paint**
- () 9.1 Bodywork repairs (equipment and materials)
 - () 9.2 Paintwork and corrosion protection (systems, equipment, paint, corrosion protection, spot repair, auxiliaries)
 - () 9.3 Smart repairs for paintwork, metal parts, plastic parts, windows, headlights, rims
 - () 9.4 New materials (lightweight, carbon, magnesium, aluminum)
- 10 Mobility as a Service & Autonomous Driving**
- () 10.1 Mobility services (sharing economy, car sharing, ride sharing, ride hailing, e-bikes, start-ups)
 - () 10.2 Automated driving (electrical components for autonomous driving, robocabs, sensors, actuators, artificial intelligence, cameras, ultrasonics, lateral and horizontal driver assistance systems)
 - () 10.3 Fleet management / leasing / corporate mobility

- 11 Others**
 11.1 Industry institutions
 11.2 Publishers
 11.3 Other (please specify): _____

Main products of your company: _____
(From the above product categories 1-11, please list one item (eg: 1.4)
** Booth location may be allocated according to product criteria, or other criteria set by the organiser. (details please see point 9 on P.4)*

5. Please specify your product range# (maximum 20 words; see point 10 on P.4):

6. Are you interested in looking for Dealer(s)/ Local Representative(s)/ JV Partner(s) in Malaysia? (Optional)

We agree to pay US\$50 to publicize that you are looking for partner(s) in Malaysia. An additional listing of your company will be put under the section "Looking for Business Partner(s) in Malaysia" in show catalogue and sticker will be on your booth, indicating that you are looking for partner(s).

Please "√" where appropriate:

We are looking for:

Agents Dealers/ Distributors JV partner Retailers in Malaysia

7. Participation fee (Please indicate booth size required and tick all that apply)

Booth type	Booth size and participation fee	Package includes
Standard Booth (Minimum 9 sqm)	<input type="checkbox"/> Booth size: _____ sqm (US\$395 per sqm)	Basic booth design* <u>Furniture & fixtures</u> - Fascia board with company name and booth number - Floor carpeting - 2 spotlights - 1 lockable cabinet - 2 folding chairs - 1 wastebin - 1 socket <u>Complimentary</u> - Official Catalogue entry
Premium Booth (Minimum 9 sqm)	<input type="checkbox"/> Booth size: _____ sqm (US\$460 per sqm)	Upgraded booth design* <u>Furniture & fixtures</u> - Fascia board with company name, logo and booth number - Floor carpeting - 2 spotlights - 1 lockable cabinet - 1 round table - 3 folding chairs - 1 wastebin - 1 socket <u>Complimentary</u> - Official Catalogue entry <u>Additional Benefits</u> - Logo or trademark next to Catalogue entry (black & white)
Raw Space (Minimum 24 sqm)	<input type="checkbox"/> Booth size: _____ sqm (US\$335 per sqm)	- Space rental - Official Catalogue entry

* For booth design, please refer to the exhibitor manual.

8. Digital solution participation fee – Media Package* and 'Play It! Channel MY':** (Please tick all that apply)

i) **Media Package*****

*****Free upgraded media package to Silver Media Package for exhibitors in Automechanika Kuala Lumpur 2023 (worth: US\$135/ exhibitor).**

Media package allows your company profile, product & service groups listed on the show official website, where visitors can search your company profile before, during and after the show.

Services covered in Media Package at the show official website and mobile app		
<ul style="list-style-type: none"> Company name Booth number Product group 	<ul style="list-style-type: none"> 3 Keywords Correspondence Address E-mail and website 	<ul style="list-style-type: none"> 1 Company page (picture & description) 1 Product page (picture & descriptions)

*** For details and gold package (US\$225), please contact our Digital Business Team with the contacts at point 11 on P.5.

ii) **Video production at 'Play It! Channel MY'** (Optional. Please "√" where appropriate.)

US\$1,500, it is a dedicated video channel at **Youtube** broadcasting short videos of auto trends, cultures and lifestyles in Malaysia and across the world, has quickly become highly sought-after since its debut and a growing number of subscribers and viewers. The channel **drives your business** in a creative way, enhances your social media engagement and expands your target audience from commercial customers to automotive enthusiasts.

Services covered in Play It! Channel MY		
<ul style="list-style-type: none"> 3 minutes video production Content creation 	<ul style="list-style-type: none"> Video filming Video editing 	<ul style="list-style-type: none"> Exposure in show's social media platforms

Marketing and participation items at 'Play It! Channel MY' (Optional. Please "√" where appropriate.)

Items	Price	Benefits
Title participation	() US\$2,000	<ul style="list-style-type: none"> - Company / brand name includes in specific videos x 3 - Company / brand logo featured in the videos x 3 - Marketing exposure in show's media platforms - Featured in show's press release (when applicable) - Company / Brand name or logo display at end credit x 3 - Video interview x 1
Souvenirs participation	() US\$1500	<ul style="list-style-type: none"> - Company / brand name display on channel's souvenirs - Marketing exposure in show's media platforms - Company / Brand name or logo display at end credit x 3
Placement marketing	() US\$1000	<ul style="list-style-type: none"> - 5 sec company video^{##} featured in specific videos x 2 - Company / Brand name or logo display at end credit x 2
Company / Brand logo display at end credit	() US\$500	<ul style="list-style-type: none"> - Company / brand name or logo in specific videos x 2

^{##}Promotional materials will be provided by exhibitors.

For other cooperation in pre-show event, please kindly contact organiser for further discussion.

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

We hereby understand this application form as a confirmation of the participation of Automechanika Kuala Lumpur 2023 and accept the Specific Terms and Conditions of the show.

Name: _____ Job title: _____

Signature and company stamp: _____ Date: _____

Specific Terms and Conditions

1. Organiser

Messe Frankfurt (HK) Ltd
35/F, China Resources Building,
26 Harbour Road,
Wanchai, Hong Kong
Tel: +852 2802 7728

2. Location

Kuala Lumpur Convention Centre
Kuala Lumpur City Centre
50088 Kuala Lumpur, Malaysia

3. Date of Event

16 – 18 March 2023

4. Registration and Confirmation

Application to exhibit is made by submitting a completed and signed application form to the organiser. The organiser will confirm successful applications in writing by email and original mail.

5. Terms of Payment

Please return application form and remit appropriate amount to the organiser. All bank charges are to be borne by the applicant.

50% deposit required with application.
50% final payment due on or before 15 December 2022.

Payment should be made to:
Hong Kong and Shanghai Banking Corporation Ltd
1 Queen's Road, Central, Hong Kong
USD A/C No: 511-017758-274
A/C Holder: Messe Frankfurt (HK) Ltd
Swift code: hsbchkhkh

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.

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 US\$1,000 irrespective of the exhibitor's full liability for additional costs, catalogue fees etc.

7. Additionally Represented Companies (Co-exhibitors)

Applications made for additionally represented companies (co-exhibitors) will be accepted with a fixed participation fee of US\$600 per additional company and restricted to 1 co-exhibitor per 9 sqm booth.

8. General Terms and Conditions of Participation

The detailed General Terms and Conditions of Participation are given on the organiser website www.automekanika-kl.com and can be requested in printed form if required.

9. 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 informed.

Additionally represented companies (co-exhibitors) must arrange their participation through the main exhibitor.

10. Official Catalogue

Section with “#” will be used in the official catalogue. If any changes occurred later, please fill up the catalogue listing form in the exhibitor manual and submit to the Organiser by deadline.

11. Media Package

Subject to and conditional upon all sums due and payable by each exhibitor having been fully settled, the Organiser offers the Basic Media Package at no cost. Upgraded packages are optional but chargeable.

For enquiries and payment on Upgraded Media Package, please kindly contact our **Digital Business Department**:
Contact person: Ms. Wendy Lip / Mr. Gino Zhao
Tel: +852 2230 9247 / 2230 9203
Email: digital@hongkong.messefrankfurt.com

12. 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 trade marks, 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.

13. Correspondence Address for Enquiries

Messe Frankfurt (HK) Ltd
35/F, China Resources Building,
26 Harbour Road, Wanchai
Hong Kong
Tel: +852 2802 7728
Email: autoasia@hongkong.messefrankfurt.com