

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

21 – 23 March 2019

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 Fax: +852 2519 6079 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 | (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 Powertrain (engine, gearbox, exhaust)
 1.2 Chassis (axles, steering, brakes, wheels, shock absorbers)
 1.3 Body (metal parts, roof systems, mounted parts, windows, bumpers)
 1.4 Standard parts (fastening elements, thread and securing elements, sealing rings, roller bearings)
 1.5 Interior (cockpits, instruments, airbags, seats, heating, air-conditioning, electrical adjusters, interior filters)
 1.6 Charging accessories 12 volt (plugs, cables, connectors)
 1.7 Regenerated, restored and renewed parts for cars and commercial vehicles

2 Electronics & Systems

- 2.1 Engine electronics (control units, bus systems, sensors, actuators)
 2.2 Vehicle lighting (headlights, LED / OLED, lasers, exterior and interior lighting)
 2.3 Electrical system (electrical power supply, batteries, wiring harnesses, plug connections, sensors, on-board diagnostics)
 2.4 Comfort electronics (automatic air-conditioning, seat heating and ventilation, electric seat adjustment, keyless-go systems, control systems)

3 Accessories & Customising

- 3.1 General accessories for motor vehicles (rack systems, trailer hitches, roof boxes, air refreshers, jacks, 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 (sound systems, navigation, multimedia, car media, interfaces)
 3.5 Special vehicles, equipment, assemblies and modifications (off-road and pickup accessories, taxis, police, ambulance and council vehicles, vehicles for the disabled)
 3.6 Trailers for cars and small commercial vehicles, spare and accessory parts for trailers

4 Repair & Maintenance

- () 4.1 Workshop equipment and tools (systems and equipment, work clothing, battery management, lifting gear, test and measuring equipment, tyre installation, workshop equipment)
- () 4.2 Bodywork repairs (equipment and material)
- () 4.3 Paintwork and corrosion protection (systems, equipment, paint, corrosion protection, spot repair, auxiliaries)
- () 4.4 Towing equipment / maintenance and repair of vehicle superstructures (towing equipment, caravan and motor home superstructures, bespoke and special superstructures for lightweight and heavyweight utility vehicles)
- () 4.5 Waste disposal and recycling (systems, equipment)
- () 4.6 Workshop safety and ergonomic workshop (air purification, ventilation, heating, health-enhancing technologies, safety-enhancing technologies)
- () 4.7 Workshop and dealership equipment (shopfitting / shop systems, sales equipment, office and warehouse equipment)
- () 4.8 Oils and lubricants (systems, equipment, lubricants, auxiliaries and consumables, waste disposal and recycling)

5 Dealer & Workshop Management

- () 5.1 Workshop / dealership / filling station planning and construction (business consultants, certifications, environmental protection consultants)
- () 5.2 Dealer management systems (finance, claims management, dealer management systems)
- () 5.3 Workshop management (technical monitoring and certification)
- () 5.4 Basic and advanced training (mechanics, mechatronics, bodywork, paintwork, sales, training)
- () 5.5 Workshop and dealership marketing (external advertising, advertising media)
- () 5.6 Internet service providers and vehicle marts
- () 5.7 Economic regeneration, cluster initiatives

6 Car Wash, Care & Reconditioning

- () 6.1 Washing (car wash halls and lines, wash stations, washing equipment, accessories)
- () 6.2 Vehicle care (exterior and interior cleaning, equipment for vehicle care, cleaning and care products)
- () 6.3 Vehicle preparation (exterior and interior preparation, nano paint sealing, smart repair, upholstery and leather repair, ozone treatment)
- () 6.4 Filling station equipment (filling station equipment, tank systems for alternative fuels)

7 Alternative Drive Systems & Digital Solutions

- () 7.1 Electromobility and other alternative drive systems (charging infrastructure and charging cables, battery technology, power electronics, electric motors, other alternative drive systems, lightweight construction, smart city technologies)
- () 7.2 Connected cars and vehicle safety (autonomous driving, safety - ABS, ESP etc., entertainment, security management, mobility management, in-car well-being)
- () 7.3 Mobility services (car-sharing, digital fleet management, OBD systems, predictive maintenance, automated claims management)
- () 7.4 New workshop technologies (augmented & virtual reality smartglasses, repair support and training, 3D printing of spare parts)
- () 7.5 Cluster initiatives and economic support (automotive competence centre, training for electric mobility and connected cars)

8 REIFEN (New tyre sector)

- () 8.1 Tyres (exclusive tyres for SUVs, sports cars and premium vehicles, wide-track tyres, industrial tyres, truck tyres, motorcycle tyres, special tyres, tyre carcasses and tubes, tyre innovations)
- () 8.2 Wheels and wheel rims (exclusive wheel rims for SUVs, sports cars and premium vehicles, wide-track tyres, industrial and customised wheel rims, chassis technology, customising, wheel nuts, tyre pressure control systems, anti-theft devices for wheels)
- () 8.3 Tyre repair (wear-and-tear repairs, elastification agents, repair materials, systems, equipment and tools, fillers, framework materials, disposal)
- () 8.4 Used tyres (retreading, recycling, vulcanisation, tyre care)
- () 8.5 Tyre management and systems (online appointment booking, IT systems, online tyre portals, inspection, tyre logistics, tyre leasing and rental)
- () 8.6 Sales equipment and storage of tyres (operating / storage / office / showroom equipment and facilities, sales aids, safety, occupational safety, certification, tyre-storage hotels)

9 Others

- () 9.1 Industry institutions
- () 9.2 Publishers
- () 9.3 Other (please specify): _____

Main products of your company: _____

(From the above product categories 1-9, 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. **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)	() Booth size: _____ sqm (US\$380 per sqm)	<ul style="list-style-type: none"> - Space rental - Stand construction and dismantling - Side and rear walls - Fascia board with company name and booth number - Floor carpeting - 2 spotlights - 1 lockable cabinet & 2 folding chairs - 1 wastebin - 1 socket - Official Catalogue entry - Exhibitor badges - Visitor invitation flyers
Raw Space (Minimum 24 sqm)	() Booth size: _____ sqm (US\$320 per sqm)	<ul style="list-style-type: none"> - Space rental - Exhibitor badges - Official Catalogue entry - Visitor invitation flyers

Early bird offer: 10% discount will be offered to those exhibitors who apply with 50% deposit before 29 June 2018. Only 1 discount scheme applies.

7. **Upgraded Media Packages: (Optional. Please tick “√” where appropriate.)**

Silver Media Package	Gold Media Package
<ul style="list-style-type: none"> • Company name • Booth number • Product group • Online logo • Correspondence address • E-mail address • 1 Company page (picture & descriptions) • 1 Product page (picture & descriptions) • 3 Keywords 	<ul style="list-style-type: none"> • Company name • Booth number • Product group • Online logo • Correspondence address • E-mail address • 1 Company page (picture & descriptions) • 5 Product pages (picture & descriptions) • 5 Keywords
<input type="checkbox"/> USD 135	<input type="checkbox"/> USD 225

Remarks:

The organiser offers the Basic Media Package to each confirmed exhibitor. The Basic Media Package covers the presence of exhibitor's company name, booth number and product group on AMKL official website. Please see point 11 on P.4.

For enquiries and payment on Upgraded Media Package, please kindly contact our **Digital Business Department:**

Contact person: Mr. Gino Zhao / Ms. Lisa Sun
 Tel: +86 21 6160 8428 / +852 2230 9203 / +852 2230 9247
 Email: digital@hongkong.messefrankfurt.com

8. **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 2019 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
Fax: +852 2519 6079

2. Location

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

3. Date of Event

21 – 23 March 2019

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 28 December 2018.

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: hsbchkhkhk

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.messefrankfurt.com.hk 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.

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
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26 Harbour Road, Wanchai
Hong Kong
Tel: +852 2802 7728
Fax: +852 2519 6079
Email: autoasia@hongkong.messefrankfurt.com