

**Exhibit Space Application/Contract**  
**Centro Banamex Mexico City, July 11 - 13, 2007**

Company Name: \_\_\_\_\_

[Please list company name exactly as you would like it listed on published materials]

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_

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

Country Code

City Code

Number

Country Code

City Code

Number

E-mail\* \_\_\_\_\_ Website: \_\_\_\_\_

\* By providing your fax number and/or e-mail address you are consenting to receive communications from PAACE Automechanika Mexico LLC and its affiliates via these means.

**1. Type of exhibiting company:**

☐ 01 Manufacturer ☐ 02 Importer ☐ 03 Publisher ☐ 04 Sole Distributor ☐ 05 Other: \_\_\_\_\_

**2. Exhibiting category (special section):**

☐ 01 Original Equipment (OE) ☐ 02 Remanufacturing ☐ 03 Salon de SEMA ☐ 04 Other: \_\_\_\_\_

**3. Association and Sponser Membership:**

☐ 01 APRA ☐ 02 MEMA ☐ 03 SEMA ☐ 04 INA ☐ 05 AAIA ☐ 06 AERA  
☐ 07 CFS ☐ 08 HDMA ☐ 09 OAC ☐ 10 OESA ☐ 11 ARIDRA ☐ 12 ANDELLAC  
☐ 13 EGEA ☐ 14 ASA ☐ 15 OEM ☐ 16 ZDK ☐ 17 AFAC ☐ 18 AIA CANADA  
☐ 19 TMC ☐ 20 APMA ☐ 21 OTHER \_\_\_\_\_

**4. Booth cost, type, location: Sold in 9 square meter increments only (approx. 10 x 10 feet)**

Member Rate* (in U.S. funds)*	Non-Member Rate (in U.S. funds)*
US\$ 280.00 + 15% VAT per square meter (USD 2,520.00 + 15% VAT per 9 sqm booth)	US\$ 340.00 + 15% VAT per square meter (USD 3,060.00 + 15% VAT per 9 sqm booth)

\*must be a current dues-paying member of one of the above sponsoring associations. All payments must be by check or wire transfer.

**Booth size:** \_\_\_\_\_ sqm. ( \_\_\_\_ X \_\_\_\_ ) = **Total cost: \$** \_\_\_\_\_ **Booth Type:** ☐ Linear ☐ Peninsula ☐ Island\*

**Linear:** Standard booth(s); **Peninsula:** minimum 6m x 6m; **Island:** must select an entire block of space, minimum 6m x 12m.

Preferred booth location: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_ 7. \_\_\_\_\_ 8. \_\_\_\_\_

Please list any company you prefer not to be placed near: \_\_\_\_\_

**5. Cancellation Policy:** In the event that an exhibitor wishes to cancel all or part of the exhibit space contracted for, such notice must be made to the show organizer in writing. The Exhibitor will be liable for the below cancellation fees (in % of invoiced amount; based on date of receipt of written notice by show organizer.):

Before February 28, 2007: \$350 Administrative Fee March 01, 2007 – April 01, 2007: 50% After April 01, 2007: 100%

**6. Agreement:** I hereby agree to the entire terms and conditions of this contract, as stated on the front and reverse side or second part of this document, to be an exhibitor at PAACE Automechanika Mexico to be held on July 11-13, 2007.

**Printed name of legally responsible officer:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

To be completed by Show Management:	Cust. No. _____	Booth # _____	Type _____	Sq. Mt. _____	Config. _____
Signature—Sales/Show Manager	_____			Date	_____
Signature—William T. Glasgow, Inc.	_____			Date	_____

- Contract by February 28, 2007 and submit 25% deposit with contract.
- Contract from March 1, 2007— March 31, 2007 and submit 50% deposit with contract
- Contract after March 31, 2007 and submit 100% payment.

**Please complete entire application/contract, sign, and return with a required deposit to:**

PAACE Automechanika Mexico LLC ♦ 1600 Parkwood Circle, Suite 515 ♦ Atlanta, GA 30339 ♦

Tel: +1-770-984-8016 ♦ Fax: +1-770-984-8023 ♦ E-mail: info@usa.messefrankfurt.com

## EVENT TERMS AND CONDITIONS

**MANAGEMENT:** The Event, PAACE Automechanika Mexico, will be conducted under the direction of PAACE Automechanika Mexico LLC, Permanent Establishment in Mexico, Leibnitz 162, Col. Anzures, 11590, Mexico D.F., Mexico, 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 from Management. The issuance of a Booth confirmation notice, in response to a submitted Exhibitor Contract, shall conclude the contact 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 due 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. Exhibitors shall be solely responsible for any taxes, duties or other charges relating to their show participation.

**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 assign and/or relocate a booth at its discretion. The Exhibitor and its representatives shall conduct themselves in a business like manner and allow any and all individuals, including other exhibitors, entrance to their booth during the Event hours. 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 by 6:00 p.m. the day prior to the opening of the Event. The Exhibitor will assume the cost of any additional services/equipment required for their respective exhibit space.

**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 announcement will be charged a fee of **\$1,000 and will lose its seniority points**.

**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:** The Event is an order taking trade show, with no direct sales. All sales activities must have written approval by Management.

**ADVERTISING, PUBLICITY, Media/Press:** 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.

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.

**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 customary Security during the construction of and dismantling times as well as throughout the duration of the Event, but will not be liable for any loss or damage of exhibitor property.

**INSURANCE/ PREVENTION::** The Exhibitor is responsible to provide sufficient insurance protection. 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. Minors under 15 are not allowed into the show. The Exhibitor shall comply with all applicable fire regulations.

**CLAIMS:** Any claims of the exhibitor shall be made in writing to Management no later than 14 days following the closing of the Event.

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

**BOOTH DISMANTLEMENT:** 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. Any Exhibitor who starts to pack or dismantle their booth prior to the show announcement will be charged a fee of \$1,000 and will lose its seniority points.

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