

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

30 June – 2 July 2021
Saigon Exhibition and Convention Center, Ho Chi Minh City, Vietnam

Please complete, sign and return to:
 Messe Frankfurt New Era Business Media Ltd
 35/F, China Resources Building,
 26 Harbour Road, Wanchai, Hong Kong
 Tel: +852 2802 7728 Fax: +852 2519 6079
autoasia@hongkong.messefrankfurt.com

For companies in Taiwan:
 Chan Chao International Co Ltd
 3/F No 185 Kanchien Road, Neihu District
 Taipei, Taiwan
 Tel: +886 2 2659 6000 Fax: +886 2 2659 7000
sales@chanchao.com.tw

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 fair 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 fair 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 (please "√" all that apply)

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

4. Our products belong to the following groups # (please "√" where appropriate in each items)

- i) () Commercial vehicle (go to section A) () Passenger vehicle (go to section A) () Motorcycle (go to section B) () Automotive manufacturing and automation (go to section C)
 ii) () OEM () Aftermarket
 iii) () Overseas market: _____% () Vietnam market: _____%

Section A

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, equipment for trades and industry, special conversions and superstructures, municipal vehicles and vehicles for the disabled)
 - 3.6 Car trailers and small utility vehicle trailers, 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, disposal and recycling)
 - 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, 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

Section B

11 Motorcycle type

- | | | | |
|----------------------------------|----------------------------------|----------------------------------|-----------------------------------|
| <input type="checkbox"/> ATV | <input type="checkbox"/> Cross | <input type="checkbox"/> Moped | <input type="checkbox"/> Racing |
| <input type="checkbox"/> Chopper | <input type="checkbox"/> Cruiser | <input type="checkbox"/> Naked | <input type="checkbox"/> Scooter |
| <input type="checkbox"/> Custom | <input type="checkbox"/> Enduro | <input type="checkbox"/> Touring | <input type="checkbox"/> Electric |
| <input type="checkbox"/> Hybrid | <input type="checkbox"/> Others | | |

12 Motorcycle (Motorcycle Competence)

- 12.1 Motorcycle parts & components (Oils, tyres, chains, filters, batteries, engine shafts, steering shock absorbers, coils and condensers, spark plugs, carburetors and injection systems, fairing, footboards and footrests, bodies for three wheel, gear cases, rims, cylinders, alternators, headlights and signal lights, piston rings, forks and fork tubes, breaks, clutch systems, break shoes, seals and gaskets, connecting rod systems, ignition systems, direction indicators, handlebars, springs, engines, auxiliary engines and related spare parts, wheel hubs, bearings, windscreen, mud guards, bumpers, brake pads, starter pedals and gear levers, pistons, lamp brackets, radiators, spokes, saddles, fuel tanks, rollers, balls, suspensions, fuel tank plugs, chassis, transmissions, exhaust pipes, fuel pipes, tubes for brakes, cylinders, engine shafts, direction indicators)
- 12.2 Motorcycle accessories (Anti-misting products for helmets, carriers for motorcycle, connecting rods, footwear and boots, helmets, reflective systems, speedometers, saddles cover, decalcomanias, baggage, lighting equipment, eyewears, silencers, covers for motorcycles, clothing and protective equipment, gloves, antimisting products eyewears)
- 12.3 Repair & maintenance (Paint products, washing, test beds, racing fuels, battery chargers, oils and chemical products, polishing, detergent and rust proofing products)
- 12.4 Electronics & systems (Safety and alarm systems, intercom, horns and acoustic warning signals)
- 12.5 Service groups (Industry institutions, press and publishing houses, universities, finance companies, software companies, insurance, clubs, federations, service sector, training and certification services)

Section C

13 Automotive Manufacturing and Automation

- 13.1 Manufacturing of automotive parts & components
- 13.2 Automation
- 13.3 Automotive production equipment and system
- 13.4 Automotive inspection and quality control
- 13.5 Automotive design and R&D
- 13.6 Automotive Material
- 13.7 Other (please specify): _____

Section D

14 Others

- 14.1 Industry institutions
- 14.2 Publishers
- 14.3 Other (please specify): _____

From the above product categories 1-14, please list one item (eg: 1.4) as your main products: _____
** Booth location may be allocated according to product criteria, or other criteria set by the organiser. (details please see point 9 on P.5)*

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

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

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

Please "✓" where appropriate:

We are looking for:

- | | | | |
|---------------------------------|--|-------------------------------------|---|
| <input type="checkbox"/> Agents | <input type="checkbox"/> Dealers/ Distributors | <input type="checkbox"/> JV partner | <input type="checkbox"/> Retailers in Vietnam |
|---------------------------------|--|-------------------------------------|---|

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

Booth type	Booth size & participation fees	Furniture & fixtures per package
Standard Booth (Minimum 9 sqm)	() US\$335 per sqm Booth size: _____ sqm	Basic booth design* <u>Furniture & fixtures</u> - Fascia board with company name and booth number - Floor carpeting - 1 information desk - 2 folding chairs - 2 spotlights (100W, yellow light) - 1 fluorescent tube - 1 waste paper basket - 1 power socket (220V/5A) <u>Complimentary</u> - Official fair catalogue entry
Premium Booth (Minimum 9 sqm)	() US\$385 per sqm Booth size: _____ sqm	Upgraded booth design* <u>Furniture & fixtures</u> - Fascia board with company name, booth number and logo - Floor carpeting - 1 information desk - 3 folding chairs - 1 round table - 2 spotlights (100W, yellow light) - 1 fluorescent tube - 1 waste paper basket - 1 power socket (220V/5A) <u>Complimentary</u> - Official fair catalogue entry <u>Additional benefits</u> - Company logo or trademark next to catalogue entry (black & white)
Raw Space (Minimum 18 sqm)	() US\$305 per sqm Booth size: _____ sqm	- Space rental - Official fair catalogue entry
Motorcycle zone Standard Booth* (Minimum 9 sqm)	() US\$230 per sqm Booth size: _____ sqm	Basic booth design* <u>Furniture & fixtures</u> - Fascia board with company name and booth number - Floor carpeting - 1 information desk - 2 folding chairs - 2 spotlights (100W, yellow light) - 1 fluorescent tube - 1 waste paper basket - 1 power socket (220V/5A) <u>Complimentary</u> - Official fair catalogue entry
Motorcycle zone Raw Space** (Minimum 18 sqm)	() US\$200 per sqm Booth size: _____ sqm	- Space rental - Official fair catalogue entry

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

**In order to apply for the motorcycle zone at least 70% of showcased products must be related to motorcycles.

Media Package:**

Upgraded Media packages: (Optional. Please “√” 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
() US\$135	() US\$225

** 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 AMHCMC official website. For details of media package, please kindly contact our Digital Business Team with the contacts mentioned in point 12 on P.5.

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 Ho Chi Minh City 2021 and accept the Specific Terms and Conditions of the show.

Name: _____ Job title: _____

Signature and company stamp: _____ Date: _____

Specific Terms and Conditions

1. Organisers

Messe Frankfurt New Era Business Media Ltd
Chan Chao International Co Ltd
Yorkers Exhibition Service Vietnam

2. Location

Saigon Exhibition & Convention Center
799 Nguyen Van Linh, Dist 7
Ho Chi Minh City, Vietnam

3. Date of Event

30 June – 2 July 2021

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 fax 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 26 February 2021.

Payment should be made to:
The Hong Kong and Shanghai Banking Corporation Limited
Account no: 400-678694-838 USD
A/C Holder: Messe Frankfurt New Era Business Media Ltd
Swift Code: HSBCHKHHHKH

For companies in Taiwan, payment should be made to:
(Space rentals are subject to VAT)
Hua Nan Commercial Bank Ltd
Account no: 179-97-000565-5
A/C Holder: CHAN CHAO INTERNATIONAL CO., LTD.
Swift Code: HNBKWTWP 179

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 one (1) co-exhibitor per 9 sqm booth.

8. General terms and conditions of Participation

The detailed General Terms & Conditions of Participation are given on the organiser website www.automotomechanika-hcmc.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 Fair Catalogue

Section with “#” will be used in the official fair 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. 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.

12. 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. Celia Rass / Mr. Gino Zhao
Tel: +86 21 6160 8428 / +852 2238 9908 / +852 2230 9203
Email: digital@hongkong.messefrankfurt.com

13. Correspondence address for enquiries

Messe Frankfurt New Era Business Media 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

For companies in Taiwan, please contact:
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3/F No 185 Kanchien Road, Neihu District
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