

International Exhibition for Musical Instruments and Services  
 October 10-13, 2018  
 Shanghai New International Expo Centre (SNIEC)  
 Shanghai, PR China

Please complete, sign with company stamp and return to:  
 Messe Frankfurt (HK) Ltd  
 35/F, China Resources Building, 26 Harbour Road, Wanchai, Hong Kong  
 Tel: +852 2238 9901 / 2230 9245 Fax: +852 2519 6079 Email: music@hongkong.messefrankfurt.com

### Application form (please type in block letters, and note point 10 on page 3)

**1. Application details:** same as billing information:  Yes  No

Company: \_\_\_\_\_  
 Contact person(s): Dr/Mr/Mrs/Ms Job Title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ ZIP/Postal code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Fax: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Country code City code Number Country code City code Number  
 Contact email: \_\_\_\_\_ Website: \_\_\_\_\_

**2. Fair catalogue listing:** (for official fair catalogue entry and promotional materials. If any changes occurred later, please refer to the Exhibitor Manual.)

*\*\* Companies will be listed by country / region, then alphabetical order unless specified here. \*\**

Alphabetize under first letter of my company name should be appeared  Yes  No, under letter \_\_\_\_\_

Company (English): \_\_\_\_\_  
 Company (Chinese, if applicable): \_\_\_\_\_  
 Address (English): \_\_\_\_\_  
 Address (Chinese, if applicable): \_\_\_\_\_  
 City: \_\_\_\_\_ ZIP/Postal code: \_\_\_\_\_ Country represented: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Fax: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Country code City code Number Country code City code Number  
 Email: \_\_\_\_\_ Website: \_\_\_\_\_

**3. Agent / Representative (if desired):**

Company (Chinese): \_\_\_\_\_  
 Company (English, if applicable): \_\_\_\_\_  
 Address (Chinese): \_\_\_\_\_  
 Address (English, if applicable): \_\_\_\_\_  
 City: \_\_\_\_\_ ZIP/Postal code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Fax: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Country code City code Number Country code City code Number  
 Email: \_\_\_\_\_ Website: \_\_\_\_\_

**4. Brief description of products in English (Max 50 words) and in Chinese if available (Max 25 words):**

(In English): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 (In Chinese): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**5. Major brandname(s) (no product descriptions; limited to 15 brands):**

\_\_\_\_\_  
 \_\_\_\_\_

6. **Business nature:** (tick all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> 01 Manufacturer                        | <input type="checkbox"/> 04 Music school                  |
| <input type="checkbox"/> 02 Sole agent, wholesaler, distributor | <input type="checkbox"/> 05 Others, please specify: _____ |
| <input type="checkbox"/> 03 Publisher                           |   |

7. **Our products belong to the following product groups:** (tick all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> 01 Traditional Chinese instruments   | <input type="checkbox"/> 08 Sheet music & publishers                   |
| <input type="checkbox"/> 02 Brass instruments   | <input type="checkbox"/> 09 Accessories & furniture                    |
| <input type="checkbox"/> 03 Stringed instruments ( <input type="checkbox"/> Bowed / <input type="checkbox"/> Fretted) | <input type="checkbox"/> 10 Music related computer hardware & software |
| <input type="checkbox"/> 04 Percussion instruments  | <input type="checkbox"/> 11 Services, association & media              |
| <input type="checkbox"/> 05 Woodwind instruments  | <input type="checkbox"/> 12 Accordions & harmonicas                    |
| <input type="checkbox"/> 06 Pianos & keyboards  | <input type="checkbox"/> 13 Music educational institutions             |
| <input type="checkbox"/> 07 Electronic & electric instruments   | <input type="checkbox"/> 14 Others, please specify: _____              |

8. **Participation fee:** (tick all that apply)

| Zone                               | Raw space (18 sqm up)<br>(only space will be provided)              | Package stand (9 sqm up)<br>(Furniture and fixtures per package)    |   |
|------------------------------------|---|---|---|
| <b>Zone A<br/>(prime location)</b> | <input type="checkbox"/> <b>RMB1580/sqm</b><br>Booth size: _____sqm | <input type="checkbox"/> <b>RMB1980/sqm</b><br>Booth size: _____sqm | Basic + 1 info counter + 1 square table + 1 lockable cupboard + 3 chairs + fascia + 6m flat/slope shelves + 3 spot lights |
| <b>Zone B</b>                      | <input type="checkbox"/> <b>RMB1080/sqm</b><br>Booth size: _____sqm | <input type="checkbox"/> <b>RMB1480/sqm</b><br>Booth size: _____sqm | Basic + 1 info counter + 2 chairs + fascia + 3m flat /slope shelves + 3 spot lights                                       |
| <b>Zone C</b>                      | <input type="checkbox"/> <b>RMB880/sqm</b><br>Booth size: _____sqm  | <input type="checkbox"/> <b>RMB1280/sqm</b><br>Booth size: _____sqm |   |

\*Corner booth surcharge: **Zone A +10%** / **Zone B +20%** / **Zone C +30%**

Note: The participation fee will be invoiced in both **RMB** and **USD** which USD is fixed at our corporate exchange rate.

Basic furniture and fixtures (per a 9 sqm package) include:

- |   |  |
|---|--|
| • Space rental                              | • 1 waste bin                          |
| • Booth construction and dismantling        | • 1 13Amp power socket                 |
| • Side & rear partitions (white, 2.5m high) | • Daily booth cleaning and security    |
| • Wall-to-wall carpet                       | • Catalogue entry and exhibitor passes |

**Additional order of exhibition services:** (tick all that apply)

|   |  |   |
|---|--|---|
| <input type="checkbox"/> <b>RMB 5000</b>  | Deposit for applying live performance at booth | Please refer to the onsite noise control regulation and form no. 13A for time slot options.   |
| <input type="checkbox"/> <b>RMB 900</b>   | Silver Media Package                           | <ul style="list-style-type: none"> <li>● Basic media package *</li> <li>● Online logo, correspondence address, email and website</li> <li>● 1 Company page (picture &amp; profile)</li> <li>● 1 Product page (picture &amp; descriptions)</li> <li>● 3 Keywords</li> </ul>  |
| <input type="checkbox"/> <b>RMB 1500</b>  | Gold Media Package                             | <ul style="list-style-type: none"> <li>● Basic media package *</li> <li>● Online logo, correspondence address, email and website</li> <li>● 1 Company page (picture &amp; profile)</li> <li>● 5 Product pages (picture &amp; descriptions)</li> <li>● 5 Keywords</li> </ul> |
| <input type="checkbox"/> <b>RMB 5000</b>  | Top up promotion package – Economy             | Please refer to brochures for details and other advertising & sponsorship items.  |
| <input type="checkbox"/> <b>RMB 15000</b> | Top up promotion package – Premium             |   |

Basic media package \* covers the presence of company name, booth number and product group. Media package is shown on 2018 Exhibitor Search webpage of the official fair website. Please refer to point 11 on page 3.

Payment: 50% deposit of participation fee and full payment of additional order of exhibition services are required with application, final payment due on 30 June 2018. For bank account details see specific terms and conditions.

9. **Name of legally responsible person:** (please print last name, first name, job title and sign below)

We hereby accept the General Terms and Conditions of the show and the Specific Terms and Conditions hereunder of this form.

Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Signature with company stamp: \_\_\_\_\_ Date: \_\_\_\_\_

## Specific Terms and Conditions

### 1. Organiser

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Road, Wanchai,  
Hong Kong

### 2. Exhibition venue

Shanghai New International Expo  
Centre (SNIEC) Shanghai,  
PR China

### 3. Date of Event

10-13 October 2018

### 4. Registration and Confirmation

Application for acceptance as an exhibitor at the event must be made by submitting a completed and signed application form.

Acceptance of the application will be confirmed in writing by the organiser.

### 5. Terms of payment

Please return application form and remit appropriate amount to the organiser. All banking charges, if any, are to be borne by the applicant.

50% deposit of participation fee and full payment of additional order of exhibition services are required with application. Final payment due on 30 June 2018.

Payment should be made to:  
Messe Frankfurt (HK) Ltd  
Hong Kong and Shanghai Banking  
Corporation Ltd  
1 Queen's Road Central, Hong Kong  
A/C Holder: Messe Frankfurt (HK) Ltd  
USD A/C No: 511-017758-274  
RMB A/C No: 511-017758-285  
Swift code: hsbckhkhkh

Noted: Participation fee in USD per sqm will be noted at our corporate exchange rate as stated in the invoice. Messe Frankfurt reserves the right to adjust the fixed exchange rate.

### 6. Cancellation

If an applicant withdraws, for whatever reason, his application before receipt by him of a rejection of his application or after his application has been approved, the participation fee and additional order of exhibition services paid will be forfeited.

Should the exhibitor under contract inform the organiser that he will not participate at the event and provided that 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 RMB8,000 irrespective of the exhibitor's full liability for additional costs, catalogue fees etc.

### 7. General Terms and Conditions of the Event

The detailed terms and conditions for the event are given in the General Terms & Conditions, available upon request.

The Space or Stand rental to the Exhibitor is personal to the Exhibitor and shall not be transferred, assigned, sub-contracted, sub-let or otherwise howsoever shared with any third party. Any Exhibitor who is found by the organiser in its absolute opinion to have transferred, assigned, sub-contracted, sub-let or otherwise howsoever shared its Space or Stand with a third party, will be obliged to immediately withdraw from the Exhibition, dismantle its Stand and remove its exhibits at its own expense.

The organiser has the sole and absolute discretion to determine whether to allow these Exhibitors or any of their parent, associate, affiliated and / or subsidiary companies to participate in any or all future events.

### 8. Correspondence address for enquiries

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Road, Wanchai, Hong Kong  
Tel: +852 2802 7728  
Fax: +852 2519 6079  
Email:  
music@hongkong.messefrankfurt.com  
Web: www.musikmesse-china.com

### 9. 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 trademarks, 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.

### 10. Catalogue entry

Information from points 2 to 7 on the page 1&2 will be used as your official catalogue entry. Product description will be translated into Chinese. The Organisers reserve the right to trim down the description if it is too long. If any changes occurred later, please complete the submission form in the Exhibitor Manual and return to the organiser by deadline.

### 11. Media Package

Subject to the conditions upon all sums due and payable by each exhibitor having been fully settled, the Organiser offers the Basic Media Package at no extra cost. Upgraded packages are optional and subject to additional service charge.

For enquiries, please email to  
digital@hongkong.messefrankfurt.com