

International Exhibition for Musical Instruments and Services  
October 28-31, 2020  
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 2598 7887 Email: music@hongkong.messefrankfurt.com

### Application form (please type in block letters, and note the specific terms and conditions on page 4)

#### 1. Application details:

Company Name (English): \_\_\_\_\_  
Company Name (Chinese, if applicable): \_\_\_\_\_  
Contact person(s): \_\_\_\_\_ Job Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ ZIP/Postal code: \_\_\_\_\_ Country/Region: \_\_\_\_\_  
Telephone: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Fax: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Country code City code Number Country code City code Number  
Contact email: \_\_\_\_\_ Website: \_\_\_\_\_

**Billing details** (to be completed only if different from application details)

Company Name (English): \_\_\_\_\_  
Company Name (Chinese, if applicable): \_\_\_\_\_  
Contact person(s): \_\_\_\_\_ Job Title: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City: \_\_\_\_\_ ZIP/Postal code: \_\_\_\_\_ Country/Region: \_\_\_\_\_  
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):

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

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

Company Name (Chinese): \_\_\_\_\_  
Company Name (English, if applicable): \_\_\_\_\_  
Address (Chinese): \_\_\_\_\_  
Address (English, if applicable): \_\_\_\_\_  
City: \_\_\_\_\_ ZIP/Postal code: \_\_\_\_\_ Country/Region: \_\_\_\_\_  
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):

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(In Chinese):

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

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

- 01 Manufacturer ( 01.1 ODM /  01.2 OEM)
- 02 Sole agent, wholesaler, distributor
- 03 Publisher
- 04 Music school
- 05 Others, please specify: \_\_\_\_\_

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

**01 Traditional Chinese instruments**

- 01.1 Plucked instruments
- 01.2 Bowed instruments
- 01.3 Woodwind, Struck instruments, Accessories and others

**02 Brass instruments**

- 02.1 Brass instruments
- 02.2 Accessories and others

**03 Stringed instruments**

- 03.1 Bowed instruments
  - 03.1.1 Bowed instruments
  - 03.1.2 Bow, Accessories and others
- 03.2 Fretted and Plucked instruments
  - 03.2.1 Fretted and Plucked instruments
  - 03.2.2 Accessories and others

**04 Percussion instruments**

- 04.1 Percussion instruments
- 04.2 Tuned percussion
- 04.3 Educational instruments, Accessories and others

**05 Woodwind instruments**

- 05.1 Woodwind instruments
- 05.2 Accessories and others

**06 Pianos & keyboards**

- 06.1 Pianos
- 06.2 Digital Piano
- 06.3 Harpsichord, tools, Accessories and others

**07 Electronic & electric instruments**

- 07.1 Guitars and Basses
- 07.2 Amplifiers
- 07.3 Accessories and others

**08.1 Sheet music & publishers**

**09.1 Accessories & furniture**

**10.1 Music related computer hardware & software**

**11.1 Services, association & media**

**12 Accordions & harmonicas**

- 12.1 Accordions & Harmonicas
- 12.2 Accessories and others

**13.1 Music education**

- 14.1 Others, please specify:** \_\_\_\_\_

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

Zone	Raw space (18 sqm up) (only space will be provided)	Package stand (9 sqm up) (Furniture and fixtures per package)	
<b>Zone A</b> (prime location)	<input type="checkbox"/> <b>RMB1580/sqm</b> Booth size: _____sqm	<input type="checkbox"/> <b>RMB1980/sqm</b> 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> Booth size: _____sqm	<input type="checkbox"/> <b>RMB1480/sqm</b> 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> Booth size: _____sqm	<input type="checkbox"/> <b>RMB1280/sqm</b> 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.

Package stand basic furniture and fixtures (per a 9 sqm package) include:

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

Additional order of exhibition services: (please 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 in the Exhibitor Manual.
<input type="checkbox"/> <b>RMB 900</b>	Silver Media Package	<ul style="list-style-type: none"> <li>● Basic media package *</li> <li>● 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>● 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 8000</b>	Digital Plus Package (Special offer: RMB8000, Original price: RMB11300. Special offer booking deadline: 30 June 2020)	<ul style="list-style-type: none"> <li>● Gold media package</li> <li>● 1 Online banner at show website</li> <li>● 1 Company logo</li> <li>● 30 seconds company video displayed at show website and onsite touch screen</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 2020 Exhibitor Search webpage of the official fair website. Please refer to point 10 on page 4.

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 2020. 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

28-31 October 2020

#### 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 2020.

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 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 organizer 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 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 on the website <https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html> and can be requested in printed form if required.

#### 8. 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 has confirmed.

#### 9. 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 and return to the organiser by deadline

#### 10. 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](mailto:digital@hongkong.messefrankfurt.com)

#### 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 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.

#### 12. 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 2598 7887  
Email: [music@hongkong.messefrankfurt.com](mailto:music@hongkong.messefrankfurt.com)  
Web: [www.musikmesse-china.com](http://www.musikmesse-china.com)