music CHINA

International Exhibition for Musical Instruments and Services
October 14 - 17, 2027
Shanghai New International Expo Centre (SNIEC)
Shanghai, PR China

*The exhibitor applying for participating in the Exhibition (hereinafter referred to as the "**Exhibitor**") shall fill out this Application Form truthfully and completely, and send it to the address or email address of either of the following organisers (hereinafter collectively referred to as the "**Organiser**") after signing and stamping:*

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road, Wanchai, Hong Kong SAR
Tel: +852 22309245
Email: music@hongkong.messefrankfurt.com

Messe Frankfurt (Shanghai) Co Ltd
11/F, Office Tower 1, Century Metropolis
1229 Century Avenue, Pudong New Area, Shanghai 200122, PR China
Tel: +86 21 61608510 / 61608480
Email: music@china.messefrankfurt.com

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

1. Application details (the name of company stamp and invoice need to be the same as the applicant):

Company Name (English): _____
Company Name (Chinese, if applicable): _____
Contact person(s): Mr. _____ Job Title: _____
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): _____

(In Chinese): _____

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

_____

_____

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 and keyboards
- ☐ 06.1 Pianos
- ☐ 06.2 Digital piano
- ☐ 06.3 Harpsichord, tools, accessories and others

07 Electronic and electric instruments
- ☐ 07.1 Guitars and basses
- ☐ 07.2 Amplifiers
- ☐ 07.3 Digital wind instruments
- ☐ 07.4 Accessories and others

- ☐ **08.1 Sheet music and publishers**
- ☐ **09.1 Accessories and furniture**
- ☐ **10.1 Music related computer hardware and software**
- ☐ **11.1 Services, association and media**

12 Accordions and harmonicas
- ☐ 12.1 Accordions and harmonicas
- ☐ 12.2 Accessories and others

- ☐ **13.1 Music education**

14 Music technology and audio-visual technology applications
- ☐ 14.1 Music production, music technology and applications
- ☐ 14.2 Audio and recording equipment
- ☐ 14.3 Music performance and theater equipment, display technology and video equipment

15 Instrument processing and raw materials
- ☐ 15.1 Equipment or machinery for musical instrument processing
- ☐ 15.2 Raw materials for musical instrument processing

- ☐ **16.1 Instrument amplifier and live sound**
- ☐ **17.1 Music healing and health**
- ☐ **18.1 Music merchandise**
- ☐ **19.1 Others, please specify:** _____

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

	Raw space (27 sqm up) (only space will be provided)	Package stand (9 sqm up) (Furniture and fixtures per package)	
Zone A (prime location)	☐ **RMB1650/sqm** Booth size: _____sqm	☐ **RMB2100/sqm** Booth size: _____sqm	Basic + 1 info counter + 1 square table + 1 lockable cupboard + 3 chairs + fascia + 6m flat/slope shelves + 3 LED lights
Zone B	☐ **RMB1150/sqm** Booth size: _____sqm	☐ **RMB1600/sqm** Booth size: _____sqm	Basic + 1 info counter + 2 chairs + fascia + 3m flat /slope shelves + 3 LED lights
Zone C	☐ **RMB950/sqm** Booth size: _____sqm	☐ **RMB1400/sqm** Booth size: _____sqm	
Pavilion		☐ **RMB2280/sqm** Booth size: _____sqm	Please refer to the booth package for Pavilion

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

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)*

☐ **RMB 5000**	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.
☐ **RMB 900**	Silver Media Package	● Basic media package * ● Correspondence address, email and website ● 1 Company page (picture & profile) ● 1 Product page (picture & descriptions) ● 3 Keywords
☐ **RMB 1500**	Gold Media Package	● Basic media package * ● Correspondence address, email and website ● 1 Company page (picture & profile) ● 5 Product pages (picture & descriptions) ● 5 Keywords
☐ **RMB 2000**	Digital Plus Package (Special offer: RMB2000, Original price: RMB2800)	● Gold media package ● 1 Company logo ● 1 Company video on GES company page ● 1 Shop link (All items are displayed in online company presentation on official fair's website)
* Please refer to brochures for details and other advertising & sponsorship items.		

Basic media package * covers the presence of company name, booth number and product group. Media package is shown on 2027 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 2027. 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: _____

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Specific Terms and Conditions

1. **Organiser**
Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road, Wanchai, Hong Kong SAR

Messe Frankfurt (Shanghai) Co Ltd
11/F, Office Tower 1, Century Metropolis,
1229 Century Avenue, Pudong New Area,
Shanghai 200122, PR China

2. **Exhibition venue**
Shanghai New International Expo Centre
(SNIEC) Shanghai, PR China

3. **Date of Event**
14 - 16 October 2027 09:30 - 17:00
17 October 202709:30 - 15:30

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 2027.

Payment should be made to:
Messe Frankfurt (Shanghai) Co Ltd
Bank of China, Shanghai Branch Nanjing Road (West) Third Sub-branch
A/C No: 448159241206
A/C Holder:
Messe Frankfurt (Shanghai) Co Ltd
A/C – Type: US$
Swift Code: BKCHCNBJ300

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 and media package 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.

The Exhibitor guarantees that the Exhibitor has obtained the written authorisation of all the personnel of the Exhibitor attending the on-site exhibition (hereinafter referred to as the "On-site Personnel") and hereby confirm on behalf of the On-site Personnel as follows: (1) the On-site Personnel understand and agree to accept the provisions under the General Terms and Conditions of Participation regarding the authorisation for the Organiser to randomly take photos or videos; (2) the On-site Personnel understand and agree that they have the right to revoke the above authorisation, but such revocation of authorisation shall not affect the validity of the activities of using their portrait that have been carried out based on their authorisation prior to the revocation. The Exhibitor undertakes to indemnify the Organiser against any claims and/or losses suffered due to the use of the portraits of the On-site Personnel.

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 no. 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

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. **Liabilities for breach of contract**
If the Exhibitor breaches any provision under this Exhbition Terms or violates any rules relating to the Exhibition, the Organiser shall have the right to suspend the participation qualifications of the Exhibitor, and have the right to request the Exhibitor to immediately correct its breach or violations, and shall indemnify the Organiser and its affiliates for all losses, damages and expenses (including but not limited to attorney's fees and other defense costs). The Exhibitor shall bear all losses and liabilities for any third-party complaints, claims, lawsuits and arbitration caused by the Exhibitor, and shall compensate the Organiser and its affiliates for all losses, damages and expenses incurred thereby (including but not limited to attorney's fees and other defense costs). If any third party (including but not limited to other exhibitors, visitors, booth builders, pavilion lessors or other entities) suffers any damage or loss caused by the Exhibitor, in the case that the Organiser first compensate such third parties for such damage or loss, the Organiser shall have the right to recover the same from the Exhibitor.

If the Exhibitor fails to pay the Participation Fees and/or the Media Package Fees to the Organiser according to Section 5 of this Exhibition Terms, the Exhibitor shall pay the Organiser a penalty equivalent to 0.05% of the overdue payment for each day delayed. At the same time, the Organiser shall have the right to cancel the Exhibitor's right to use the booth and/or services corresponding to the overdue payment from the date when the Exhibitor delays in paying the Participation Fees and/or the Media Package Fees without giving any compensation to the Exhibitor.

13. **Additional rules and regulations**
The organisers reserve the right to interpret, alter and amend these General Terms and Conditions, and to release any other rules and regulations that they believe are necessary to maintain the order of the exhibition. The interpretation of the conditions and any other rules and regulations by the organisers is final.

14. **Privacy policy**
I hereby consent to the collection by Messe Frankfurt (Shanghai) Co Ltd and its subsidiaries/branches of my personal information: name, contact number, email address and mailing address, and I have the right to request the deletion of the above personal information.

I acknowledge the purpose of this Personal Data Consent Confirmation and have read the entire "Privacy Policy". I consent to your company collecting, processing, and using my personal information in accordance with the "Privacy Policy", and I agree to receive commercial advertisements. These advertisements may be delivered via telephone, email, SMS, and mail. I understand that I can unsubscribe at any time by following the instructions included in the advertisements.

Privacy Policy:
https://www.hk.messefrankfurt.com/hongkong/en/privacy-policy.html

I have read, fully understood, and accepted all the contents of the "Notification Letter on Outbound Transfer of Personal Information" in this hyperlink, and I am consenting to Messe Frankfurt (Shanghai) Co Ltd and its subsidiaries/branches providing my personal information, such as my name, contact number, email address, and mailing address, to relevant overseas recipients.

Notification Letter on Outbound Transfer of Personal Information:
https://consent.messefrankfurt-event.com/ConsentInfo.html.

15. **Correspondence address for enquiries**
Messe Frankfurt (HK) Ltd
35/F, China Resources Building,
26 Harbour Road, Wanchai,
Hong Kong SAR
Tel: +852 22309245
Email:
music@hongkong.messefrankfurt.com
Web: www.musikmesse-china.com