



Automechanika has been licensed to Ifema for Motortec Automechanika Ibérica



messe frankfurt

MADRID

March 30
April 2
2011

IFEMA CALL CENTRE

CALLS FROM SPAIN

EXHIBITORS 902 22 16 16

INTERNACIONAL CALLS (34) 91 722 30 00

FAX (34) 91 722 58 03

IFEMA Feria de Madrid
28042 Madrid
Spain

motortec-automechanika-iberica@ifema.es

C.I.F. Q-2873018-B

motortec-automechanika-iberica.com

EXHIBITOR APPLICATION FORM

Deadline for receipt of Application for preferential allotment: **24 September 2010**

1.- DETAILS EXHIBITING COMPANY

ALL THE INFORMATION ABOUT THE EXHIBITION WILL BE SENT IN ACCORDANCE WITH THE DETAILS YOU ENTER BELOW. CONTACT WITH THE MOTORTEC AUTOMECHANIKA IBÉRICA ORGANISATION.

FIRM'S NAME _____ TAX IDENTIFICATION N. _____
 COMMERCIAL NAME (that you want to appear in promotional materials and on the stand lettering if modular) _____
 ADDRESS _____
 POSTCODE _____ TOWN/CITY _____ PROVINCE _____ COUNTRY _____
 WEBSITE _____
 PERSON ORGANISING PARTICIPATION _____ POSITION _____
 EMAIL _____ TEL _____ FAX _____
 CONTACT PERSON _____ POSITION _____
 EMAIL _____ TEL _____ FAX _____

COMPANY INVOICE DETAILS

TICK THIS BOX IF THE INVOICING DETAILS ARE THE SAME AS THE DETAILS THOSE OF THE EXHIBITING COMPANY

COMPANY _____ TAX IDENTIFICATION N. _____
 ADDRESS _____
 POSTCODE _____ TOWN/CITY _____ PROVINCE _____ COUNTRY _____
 WEBSITE _____
 CONTACT PERSON _____ POSITION _____
 EMAIL _____ TEL _____ FAX _____
ADDRESS FOR RECEIPT OF INVOICE (INDICATE ONLY IF DIFFERENT FROM ABOVE)
 ADDRESS _____
 POSTCODE _____ TOWN/CITY _____ PROVINCE _____ COUNTRY _____
 CONTACT PERSON _____ POSITION _____

- IFEMA puts at your disposal the "Exhibitors' Area", an online channel of communication available 24 hours a day and 365 days a year at motortec-automechanika-iberica.com where you can view budgets for participation, consult your Statement of Accounts and accounting documents, place your details in the **Motortec Automechanika Ibérica's** Official Catalogue, access the Professional Visitors Diary Programme together with other services particular to the Show.
- IFEMA provides access through a user name and Password once your stand has been assigned. Given the confidential nature of the information presented in the Exhibitors' Area, in the case that the Exhibiting Company differs from the Invoicing Company, both should sign the Exhibitor Application Form to gain access to the service. In this case, only the Invoicing Company can access Booking Services and accounting documentation.
- It is the responsibility of the signatories to this form to avoid improper use by third parts. IFEMA rejects any responsibility to this respect.
- If access codes are lost, they may be recovered online or by contacting LINEA IFEMA.

2.- AREA OF EXHIBITION, FORM AND PARTICIPATION RATES

ACCEPTANCE OF EXHIBITOR APPLICATION FORMS IN THE SHOW'S SECTORS IS SUBJECT TO THE APPROVAL OF THE SHOW MANAGEMENT, WHICH WILL ATTEMPT TO ADAPT TO THE EXHIBITORS' REQUEST AS MUCH AS POSSIBLE ACCORDING TO THE AVAILABILITY AND CONFIGURATION OF THE HALL

The trade fair will give the possibility of take place under an efficient and profitable format for all exhibitors which will allow them to optimise budget, time and resources. The priority for **Motortec Automechanika Ibérica** is to hold an open, accessible Show which provides the greatest visibility to each exhibitor and where the distribution of space will lead to the maximum number of business contacts. Calculate your budget in motortec-automechanika-iberica.com.

EXHIBITION AREA

I request an area of sq.m. or by sq.m. and sq.m. - minimum 12/16 sq. m

10% PROMPT PAYMENT DISCOUNT*
5% DISCOUNT FOR RETURNING EXHIBITORS IN THE FORM OF VOUCHERS**

PRICES (only space)

- From 12 to 50 sq.m..... 120 € / sq.m. + 8% VAT
- From 51 to 100 sq.m..... 114 € / sq.m. + 8% VAT
- From 101 to 220 sq.m..... 99 € / sq.m. + 8% VAT
- From 221 sq.m..... 89 € / sq.m. + 8% VAT
- 2nd Floor and Open Space 49 € / sq.m. + 8% VAT

Modular Stand "All Included" (See Characteristics In Exhibitor's Guide)

- Modular Stand "Basic" (16 sq.m.)..... 2.661.29 € + 8% VAT
Additional sq.m..... 160.75 € / sq.m. + 8% VAT
- Modular Stand "Premium" (16 sq.m.)..... 3.399 € + 8% VAT
Additional sq.m..... 209 € / sq.m. + 8% VAT

Participation as an exhibitor implies the automatic booking of:

- Marketing Package 200 € + 8% VAT
- (*)Civil Liability Insurance..... 51.08 € + 8% VAT
- (*) Multifair Insurance 48.48 € + 8% VAT
- (*) Minimum Consumption of electrical energy (0.13 Kw/ sq.m.) .. 3.003 € / sq.m.+ 8% VAT

(*) Included in Modular Stand

SIGNATURE OF LEGAL REPRESENTATIVE, DATE AND STAMP

EXHIBITING COMPANY		INVOICING COMPANY (When applicable)	
LOCATION _____	DATE _____ 2010	LOCATION _____	DATE _____ 2010

TO BE COMPLETED BY MOTORTEC AUTOMECHANIKA IBÉRICA

COD	HALL	STAND	AREA sq.m.	DATE

1. Spare parts & Mechanics

Powertrain
Chassis
Body
Roof systems
Interior
Infotainment
Electronics
Standard parts
Vintage vehicles
Alternative powertrains

2. Accessories & Tuning

General motor vehicle accessories
Tuning
Options and conversions
Wheels, tyres and rims

Waste disposal and recycling
Dealership equipment
Trailers for car, small
commercials

Dealership marketing
Internet: Service providers
Industry support, cluster
initiatives

3. Repair & Maintenance

Workshop equipment and tools
Body repairs
Painting and corrosion prevention
Towing service, accident assistance

4. IT & Management

Dealership planning and
construction
Dealership finance
Dealer management systems
Garage management

5. Service Stations & Car Wash

Filling stations
Washing & care
Oil and lubricants

4.- EXHIBITING ACTIVITY

Manufacturer
 Distributor

Exporter
 Importer

Buyers Group
 Services

Trade Press
 Associations & Organizations

5.- A TRADE SHOW IN KEEPING WITH THE EXHIBITOR

With the aim of offering you a platform tailored to your needs, please complete the following sections:

5.1. What do you need from MOTORTEC AUTOMECHANIKA IBÉRICA to make it a tool of maximum utility for your business?**5.2. AIMS OF YOUR PARTICIPATION**

Indicate from 1 (little interest) a 3 (high interest)

COMMERCIAL : CUSTOMER & SALES MANAGEMENT

Public relations with current clients. Profile _____ 1|2|3
Present new products/services. Type _____ 1|2|3
To increase distributors portfolio _____ 1|2|3
Products training. Public profile _____ 1|2|3
New orders & sales _____ 1|2|3
To increase suppliers portfolio. Profile _____ 1|2|3
To increase sales _____ 1|2|3
Open up new domestic & international markets. Indicate markets/country _____ 1|2|3

IMAGE & COMMUNICATION

To strengthen company / brand imagen _____ 1|2|3
To present innovations. Define _____ 1|2|3
Events & presentations to clients _____ 1|2|3
To be in contact with the market _____ 1|2|3
To be in contact with press _____ 1|2|3
To be part of market tendency _____ 1|2|3

5.3. ASPECTS RELATED TO CONFERENCES, ACTIVITIES AND TRAINING IN PARALLEL WITH THE SHOW

Innovation Gallery	Environment/ Reciclyng & Waste	New Technologies & Processes
Legislation	New powertrain vehicles	Industrial Vehicles
Business Management, Commercial & Distribution	Export & Import	Media & Marketing
Motor sports	Motor show	Others _____

6.- DEADLINES AND TYPES OF PAYMENT

Send this EXHIBITOR APPLICATION FORM together with the corresponding payment according to space assigned :

From 12 to 50 sq.m 450 € + 8% VAT
From 51 to 100 sq.m 750 € + 8% VAT
From 101 to 220 sq.m 1.500 € + 8% VAT
From 221 sq.m 2.000 € + 8% VAT

- First 50% (Application Fee discounted). **Deadline: 29 October, 2010**

- Remaining 50% of space requested. **Deadline: 28 February, 2011**

***10% PROMPT PAYMENT DISCOUNT:** Those exhibitors who pay 50% of their registration fee before 29 October will receive a 10% discount on their final bill for the space hired (discount is not applicable to services). Moreover, in the case of exhibitors who contract "all inclusive" modular packages, this discount will be applied to the corresponding floor space of their plot in accordance with the surface area contracted.

****5% DISCOUNT FOR RETURNING EXHIBITORS IN THE FORM OF VOUCHERS:** Exhibitors who participated in the 2009 edition of the fair and who will be participating in Motortec Automechanika Ibérica 2011 will receive a services voucher to the value of 5% of the contracted floor area. (Not are included minimum and obligatory services).

THROUGH (indicate):

Bank Transfer to IFEMA / MOTORTEC AUTOMECHANIKA IBÉRICA:

CAJA MADRID	IBAN ES09 2038-0626-01-6000025280	CAJA ESPAÑA	IBAN ES76 2096-0090-39-3231462104
BANESTO	IBAN ES34 0030-1518-06-0003975271	B.B.V.A.	IBAN ES66 0182-5638-81-0014291353

If you choose to make a bank transfer, you should send a stamped copy to SERVIFEMA. Fax: (34) 91 722 57 95

Cheque made out to IFEMA / MOTORTEC AUTOMECHANIKA IBÉRICA

Credit card only accessible through online exhibitor area in secure environment in the tab "Invoices and Payments" or "Contracting out".

ONCE RECEIVE THE AWARD LETTER WITH YOUR SPACE, COST AND LOCATION MAP, THIS APPLICATION TO PARTICIPATE SHALL CONSTITUTE AN AGREEMENT BETWEEN THE APPLICANT AND IFEMA

7.- LEGAL DISPOSITIONS

The applicant hereby declares that he or she is aware of and accepts all of the terms of the Rules of Participation of Exhibitors: the GENERAL RULES ON PARTICIPATION OF IFEMA, SPECIFIC RULES of the FAIR, as well as the Technical Annexes to the above General Rules are available, at any time in the website of IFEMA www.ifema.de or www.ifema.es.
Any personal details given by you shall be incorporated into an automated file of IFEMA or MESSE FRANKFURT EXHIBITION GmbH, Ludwig-Anlage 1, 60.327 Frankfurt Am Main (Germany), respectively. On sending us your details, you expressly authorise them to be used to carry out periodic communications, including by e-mail, to inform you of the fair activity, contents and services. Moreover, you authorise the sending of your information, on the undertaking of confidentiality, to those companies which help IFEMA to organise fairs by rendering secondary services, with the exclusive purpose of forwarding you information about these services and attending to your orders. You may exercise your right to access, amend, challenge and cancel said details by writing to IFEMA: Data Protection P.O 67.067 (28080) Madrid, or by e-mailing: protecciondedatos@ifema.es with reference in both cases "Exhibitor" in the subject; name and ID number of the sender and MESSE FRANKFURT EXHIBITION GmbH, Ludwig-Anlage 1, 60.327 Frankfurt Am Main (Germany), or email: automechanika@messefrankfurt.com.