

International Exhibition for Musical Instruments and Services
October 13-16, 2021
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 9230 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): Dr/Mr/Mrs/Ms 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): Dr/Mr/Mrs/Ms 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):

(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 & 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 Recording & studio equipment

15.1 Others, please specify: _____

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

Zone	Raw space (27 sqm up) (only space will be provided)	Package stand (9 sqm up) (Furniture and fixtures per package)	
Zone A (prime location)	<input type="checkbox"/> RMB1580/sqm Booth size: _____sqm	<input type="checkbox"/> RMB1980/sqm Booth size: _____sqm	Basic + 1 info counter + 1 square table + 1 lockable cupboard + 3 chairs + fascia + 6m flat/slope shelves + 3 spot lights
Zone B	<input type="checkbox"/> RMB1080/sqm Booth size: _____sqm	<input type="checkbox"/> RMB1480/sqm Booth size: _____sqm	Basic + 1 info counter + 2 chairs + fascia + 3m flat /slope shelves + 3 spot lights
Zone C	<input type="checkbox"/> RMB880/sqm Booth size: _____sqm	<input type="checkbox"/> RMB1280/sqm Booth size: _____sqm	
Pavilion	/	<input type="checkbox"/> 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%

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"/> 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.
<input type="checkbox"/> RMB 900	Silver Media Package	<ul style="list-style-type: none"> • Basic media package * • Correspondence address, email and website • 1 Company page (picture & profile) • 1 Product page (picture & descriptions) • 3 Keywords
<input type="checkbox"/> RMB 1500	Gold Media Package	<ul style="list-style-type: none"> • Basic media package * • Correspondence address, email and website • 1 Company page (picture & profile) • 5 Product pages (picture & descriptions) • 5 Keywords
<input type="checkbox"/> RMB 2000	Digital Plus Package (Special offer: RMB2000, Original price: RMB2800)	<ul style="list-style-type: none"> • 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)
<input type="checkbox"/> RMB 5000	Top up promotion package – Economy	Please refer to brochures for details and other advertising & sponsorship items.
<input type="checkbox"/> RMB 15000	Top up promotion package – Premium	

Basic media package * covers the presence of company name, booth number and product group. Media package is shown on 2021 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 2021. 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

13-16 October 2021

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 2021.

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 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 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

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
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