

International Trade Fair for Automotive Manufacturing, Distribution and Repair

April 07-10, 2011

APPLICATION FORM

Deadline for 10% Early Bird discount: 30.06.2010

1. CONTRACTING PARTNERS

Organizers:

Messe Frankfurt Istanbul Uluslararası Fuarçılık Ltd. Şti. Cumhuriyet Caddesi No. 38 Erk Apt. D.3 Kat 1 34367 Harbiye Istanbul – Turkey Tel: +90 212 296 26 26 Fax: +90 212 296 83 11 Email: automechanikaistanbul@turkey.messefrankfurt.com	in co-operation with	Hannover Messe International Istanbul Ltd. Şti. Büyükdere Cad. Sarli İş Merkezi No:103, B Blok, Kat: 5-6 34394 Mecidiyeköy Istanbul / Turkey Phone: +90 212 334 69 00 Fax: +90 212 334 69 34 Email: info@hf-turkey.com
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Exhibiting Company (the below data will be used for invoicing):

Company Name: _____
Contact Person: _____ Title: _____
Address: _____
ZIP Code/City: _____ Country: _____
Phone: _____ Fax: _____
Email: _____ Web: _____

Exhibiting Company Catalogue Entry Details (please fill if different than above):

Company Name: _____
Contact Person: _____ Title: _____
Address: _____
ZIP Code/City: _____ Country: _____
Phone: _____ Fax: _____
Email: _____ Web: _____

Registration of Participants in a Joint Stand. (the below data will also be used for the catalogue entry):

Company Name: _____
Contact Person: _____ Title: _____
Address: _____
ZIP Code/City: _____ Country: _____
Phone: _____ Fax: _____
Email: _____ Web: _____

2. REQUIRED STAND AREA (please indicate)

	Registration Fee (Obligatory fee for all participants and options)	250.- Euro + 18% VAT		
	Options	Price per sqm	Stand Area (Front width x depth = Total sqm)	Total Payment
<input type="checkbox"/>	Option 1 (Raw Space only min. 12 sqm)	200.- Euro / sqm + 18% VAT	____ m x ____ m = ____ m ²	
<input type="checkbox"/>	Option 2 (Walk-on-package min. 12sqm) Includes following: - Shell scheme stand with rear and side walls - Carpet - 3 chairs and 1 table - 1 spotlight 100 W per 4 sqm - 1 electrical outlet 220V, 50Hz, 2KW - Fascia with company lettering	235.- Euro / sqm + 18% VAT	____ m x ____ m = ____ m ²	

***Each sub-exhibitor is subject to a separate registration fee.**

3. Type of exhibiting company

- Manufacturer Importer Sole Distributor Publisher Other: _____

4. Exhibiting category

- Original Equipment (OE) Aftermarket Other: _____

5. Product groups:

1. Parts & Systems

- | | | |
|---|--|--|
| <input type="checkbox"/> 1.1 Powertrain (engine, gearbox, exhaust) | <input type="checkbox"/> 1.2 Chassis (axles, steering, brakes, wheels, dampers) | <input type="checkbox"/> 1.3 Bodywork (sheet metals parts, mounted parts, window, bumpers) |
| <input type="checkbox"/> 1.4 Roof systems (folding roofs, convertible roofs, panoramic roofs) | <input type="checkbox"/> 1.5 Interior (coco-pits, instruments, airbags, trims, seats, heating, air-conditioning, electrical adjusters) | <input type="checkbox"/> 1.6 Infotainment (radios, aerials, navigation systems, telematics, mobile phones) |
| <input type="checkbox"/> 1.7 Electrics / electronics / sensor systems (electrical systems, battery, headlights, cables, wiring harnesses, control modules, bus systems, driver assistance systems, parking / distance controls) | <input type="checkbox"/> 1.8 Standard parts (fastening elements, thread and securing elements, sealing rings, roller bearings) | <input type="checkbox"/> 1.9 Parts and services for vintage vehicles (spare parts, repairs, restoration) |

Please specify the exhibited products:

2. Accessories & Tuning

- 2.1 General motor vehicles accessories 2.2 Tuning, performance systems, design enhancement, optical tuning 2.3 Options and conversions
- 2.4 Wheels, tyres and rims

Please specify the exhibited products:

3. Repair & Maintenance

- | | | |
|--|---|--|
| <input type="checkbox"/> 3.1 Workshop equipment and tools: lifting gear, testing and measurement, tyre fitting | <input type="checkbox"/> 3.2 Body repairs: equipment and material | <input type="checkbox"/> 3.3 Painting and anti-corrosion protection: systems, equipment coatings, anti-corrosion protection, media |
| <input type="checkbox"/> 3.4 Towing service, accident assistance, mobile services: equipment, material / consumables | <input type="checkbox"/> 3.5 Waste disposal and recycling: systems, equipment, services, environmental protection consultancy | <input type="checkbox"/> 3.6 Dealership equipment: shop-fitting / shop systems, sales equipment, office and warehouse equipment, trade literature, forms |
| <input type="checkbox"/> 3.7 Trailers for car and small commercials, parts for trailers | | |

Please specify the exhibited products:

4. IT & Management

- | | | |
|--|---|---|
| <input type="checkbox"/> 4.1 Dealership planning and construction: corporate consultants certifications, environmental protection advice | <input type="checkbox"/> 4.2 Dealership finance: finance deals, insurance, franchise concepts | <input type="checkbox"/> 4.3 Dealer management systems: business organisation, IT, data management, customer loyalty programmes |
| <input type="checkbox"/> 4.4 Workshop management: training, technical monitoring and certification | <input type="checkbox"/> 4.5 Dealership marketing: exterior advertising, publicity materials | <input type="checkbox"/> 4.6 Internet: service providers, vehicle exchanges |
| <input type="checkbox"/> 4.7 Industry support, cluster initiatives | | |

Please specify the exhibited products:

5. Service Station & Car Wash

- | | | |
|---|---|--|
| <input type="checkbox"/> 5.1 Filling stations: Filling station planning and construction, filling station equipment, tank systems for alternative fuels | <input type="checkbox"/> 5.2 Washing and care: Car wash halls and lines, washing equipment, equipment for vehicle care, cleaning products, valeting | <input type="checkbox"/> 5.3 Oil and lubricants: systems, equipment, lubricants, media and consumables |
|---|---|--|

Please specify the exhibited products:

6. SIGNATURE OF LEGALLY AUTHORIZED PERSON IN YOUR COMPANY

We hereby agree to participate in Automechanika Istanbul 2011 under the Specific and General Terms and Conditions for participation that are set forth in this contract. We have received and we agree with the the content of this contract and the Specific and General Terms and Conditions.

Name of legally authorized person: _____ Title: _____

Signature and Company Stamp: _____ Place & Date: _____

TERMS AND CONDITIONS

The following Specific and General Conditions for Participation in Automechanika Istanbul 2011 become legally binding in all points with the exhibitor's application to the event. They form the legal basis regarding participation in the event.

I. Specific Terms and Conditions for Participation

1. Organizers

Messe Frankfurt Istanbul Uluslararası Fuarçılık Ltd.Şti (MFI)
Cumhuriyet Caddesi No. 38
Erk Apt. D.3 Kat 1
34367 Harbiye
Istanbul – Turkey
Tel: +90 212 296 26 26
Fax: +90 212 296 83 11
Email: automechanikaistanbul@turkey.messefrankfurt.com

in cooperation with

Hannover - Messe International Istanbul Ltd. Şti (HMII)

Büyükdere Cad.
Sarı İş Merkezi No:103 B Blok Kat:5-6
34394 Mecidiyeköy
Istanbul / Turkey
Phone: +90 212 334 69 00
Fax: +90 212 334 69 34
Email: info@hf-turkey.com

2. Location

TÜYAP Fair, Convention and Congress Center,
Beylikdüzü – Istanbul / Turkey

3. Date of the Event

April 07 – 10, 2011

4. Participation Fees

Registration Fee: Obligatory for all participants and all options

€ 250, -/booth + (18% VAT)

Option I: Raw space (min. size 12 sqm)

€ 200, -/sqm + (18% VAT)

Option II: Space + Modular stand (min. size 12 sqm)

€ 235, -/sqm + (18% VAT)

(Including services in § 5.2)

5. Service Packages

5.1. General Services included in the participation fee of Option I and II

- General cleaning and security service (no individual stand cleaning)
- Promotional material for your individual invitation campaign
- Comprehensive Service Manual with detailed information about the fair
- Get-together party
- Standard entry in the bilingual fair catalogue
- One free sample of the official catalogue

5.2. Special Services included in Option II only

- Shell scheme stand with rear and side walls
- Carpet
- 3 chairs and 1 table
- 1 spotlight 100 W per 4 sqm
- 1 electrical outlet 220 V, 50 Hz, 2 kW (Energy consumption will be charged separately)
- Fascia with company lettering

5.3. The other recommendations for services (charged separately)

- Forwarding agent for the transportation of the exhibits
- Travel and accommodation offer
- Additional booth equipment
- Interpreter and stand personnel service
- Translation, printing and office services
- Catering service
- Stand cleaning

All additional services, which are not included in the participation fee, are charged separately and will be invoiced according to the extra order of the exhibitor during the show.

6. Value Added Tax

All charges are subjected to Value Added Tax of 18%, where applicable.

7. Catalogue Entry

Information given in points 1,3 and 5 of the application form will be used as the exhibitor's official catalogue entry in case the organizer do not receive the catalogue entry form from the service manual in due time.

II. General Terms and Conditions for Participation

1. General Conditions

The Specific Terms and Conditions for Participation in Automechanika Istanbul 2011 as well as the following General Terms and Conditions for Participation refer to the allocation of display space by **Messe Frankfurt Istanbul Uluslararası Fuarçılık Ltd. Şti** to companies exhibiting in the event, insofar as the contractual partners have not made contrary agreements in writing. Transfer to a third party of the rights and obligations resulting from this contract are not permissible.

2. Conclusion of Contract

Application for a stand is made by filling in and returning the application form. A written confirmation of receipt of the application form by the organizer constitutes conclusion of the rental contract between the organizer and the exhibitor.

3. Stand Space Allocation

The Organizer allocates stand space according to the application dates. Exhibition space is reserved for the Exhibitors of the previous show until the 31st of May 2010. The remaining space is allocated on the "first come, first serve" basis.

The Organizer reserves the right to deviate from the stand confirmation and to allocate a stand in a different location, to alter the size of the stand, to re-locate or close entrances and exits to the exhibition grounds and the halls, and to carry out any other structural alterations providing it has a substantial interest, in such measures as a result of special circumstances.

4. Time of Payment

All payments must be completed before the opening date of the fair.

The amount equivalent to 50% + (18% VAT) of the stand rental fee and the registration fee of 250 Euro + (18% VAT) is due 15 days after the participant company has received its stand location from the organizer. The rest of the payments should be due as indicated on the proforma invoice received from the organizer. All payments must be completed before the opening of the fair. Exhibitors who apply four months or less before the show have to complete all payments at once after they received their Stand allocation and proforma invoice.

All extra stand equipment or service payments have to be transferred to MFI after ordering and before opening the Fair.

There is a 10% discount on the net rental fee for applicants who turned in their application form to the organizers and complete all of their rental payments before **30th of June 2010**.

All payments must be made to the bank account provided below. All bank charges, if any, are the responsibility of the applicant (including refunds).

**Account Owner: Messe Frankfurt Istanbul
Uluslararası Fuarçılık Ltd.Şti**

Account: HSBC Bank A.S., Merkez Branch

SWIFT Code: H S B C T R I X

IBAN No : TR190012300706101497877399 (EURO Account)

Reference: Exhibitor Name & Proforma Invoice No:



5. Stand Construction and Design

It is the sole responsibility of the Exhibitor that the construction of the stand complies with the General Terms and Conditions for participation, the Exhibitor Service Manual, and the Turkish Building Regulations in effect. The Exhibitor shall be obliged to get the approval for his stand design measures by the organizer before the event. Any stand design contrary to the Building Regulations valid at the place of the event or to the General Terms and Conditions and the Exhibitor Service Manual of the Organizer may be removed or altered by the Organizer at the expense of the Exhibitor.

The standard height for stand construction is 2,40 m and 5 m for exhibition goods. This height has been determined to harmonise with the shell scheme stand and should not be exceeded. The sides of the own stand designs should not cover more than 30% of the open side in order for visitors to see and walk through the stand. Any variations are subject to prior examination and approval by Messe Frankfurt Istanbul.

Presentations on exhibition stands must be so arranged as to cause no visual, acoustic or odorous disturbance to neighboring stands and no obstructions on the stands or in aisles. **The noise level at the stand cannot exceed 60 dBA at any time during the fair.** Infringement of this ruling authorizes the Organizer at its discretion to forbid such presentations that cause a nuisance or obstructions. If the infringement is repeated, the Organizer may terminate the stand rental contract without notice.

6. Stand Personnel, Exhibits and Direct Sales

Stands must display exhibits and be occupied by staff throughout the opening hours of the event. The Exhibitor shall ensure that the stand personnel have a special knowledge of the exhibited goods. Only brand-new goods may be exhibited, except in the case of articles solely for furnishing or illustrative purposes. The display of products other than those listed by the Exhibitor in the application form under point 5 is not permitted. Inflammable, explosive, strongly odorous, dangerous goods, or goods whose demonstration involves noise may only be exhibited when permission has previously been given by the Organizer. The exhibition of any goods or services at the exhibition stands that violate Turkish Laws and Regulations is strictly forbidden. The Organizer is entitled to have exhibits removed from the stand if their display runs counter to the principles of fair competition or does not accord with the range of exhibits for the event.

Details of price and references to suppliers, customers and sales already affected of the product types on display are prohibited. Sales effected by handing over a product or receiving money for a product (direct sales) are not permitted during the fair. The same applies to services for which a charge is made. Any possible exceptions to this rule are given in the specific conditions for each event.

The Exhibitor is entitled to conduct interviews only on his own stand.

7. Transports, Setting-Up and Dismantling of Exhibits and Stand Design

The transport of the exhibition goods to the exhibition stand and back, the storage of empty packing materials, the use of lifting and transport equipment, the employment of personnel for packing and unpacking, the setting-up of the exhibition goods and their dismantling, the repackaging and other activities in this context shall be the concern and at the costs of the Exhibitor exclusively. Any liability whatsoever on the part of the Organizer shall be excluded.

The transport of exhibits and stand construction goods at the fairground is solely assigned to the official freight forwarder of the event. It will be selected by tender and appointed by the organizer. The freight forwarder has to state the prices, and terms and conditions for its services before the show.

Delivery of the exhibition goods and stand materials can only be done during the pre-determined and announced set-up dates and hours. **The Organizer by any means cannot be designated as the recipient of the exhibition goods and stand materials.** The Exhibitor must arrange the delivery of their exhibition goods and stand materials to the fair ground with the freight-forwarding agency so that there are assigned staff of the Exhibitor at the arrival time of the goods and materials. Very important to note that, unless the Exhibitor designates their own local branches or representatives, the official freight-forwarding agency must be designated as the recipient of the goods and materials during the customs clearance.

8. Customs Guarantee Declaration

In case that instead of the necessary assurance, a re-export guarantee declaration for the import of exhibition goods is given by the embassy of the country of origin of the Exhibitor, the Exhibitor is directly liable to his embassy if the exhibition goods are either not exported, not exported in time, or not entirely exported after the closing of the event.

9. Additional Companies Represented

The sharing of a stand area by several companies is only permissible if the application documents for the event explicitly attach an approval of co-exhibitors or indirectly represented companies. Sharing a stand area with another company requires a special application by the Exhibitor in conformance with the attached application forms. The following must be registered:

- Co-exhibitors, i.e. those companies which are represented with their own display goods and personnel alongside the Exhibitor on the stand area rented by the Exhibitor or the organizer of a joint participation.
- Indirectly represented companies, i.e. those companies which are not exhibitors, but which are represented through the Exhibitor with their own display goods and not solely by brochures or similar publications.

Where appropriate these Specific and General Terms Conditions for participation apply to these companies as well. The Exhibitor must inform these companies about the Specific and General Terms and Conditions and any supplementary conditions.

If an exhibitor fails to register co-exhibitors and indirectly represented companies or gives incomplete or incorrect information in his application, the Organizer may terminate the contract and forbid the Exhibitor from participation. Even so, the main Exhibitor is still liable for the full payment of the stand rental and other fees. Should several companies wish to rent a stand jointly, they are required to name one person as a joint representative in their application. Moreover, each of the Exhibitors is obliged to send samples to the stand and staff with it with its own personnel.

If a third party is employed to set up the exhibition stand or otherwise used to organize the Exhibitor's participation at the trade fair, the Exhibitor can authorize this company, by indicating the representative's address in writing, to order legally binding services or to submit declarations connected with the participation at the trade fair for the Exhibitor, as well as for any co-exhibitors and indirectly represented companies. All further documents related to the event (confirmation, stand acceptance, service manual, technical regulations, etc.) will be sent to this named, authorized company, which will process them for the Exhibitor.

10. Terms of Payment

The time of payment stated in point 4 of the General Terms and Conditions for Participation must be adhered to. Advance payment of the full invoice amount is a precondition for use of the allocated stand area, for entry in the catalogue and for the issuing of exhibitor cards. All invoices must be paid without any deduction in Euro. Payment must be made by transfer to the bank account stated in the application form and in the invoice. The Organizer reserves the right to charge default interest of 2% per month on delayed payments.

The Exhibitor renounces the right to offset counterclaims against participation fees payable, costs for supplementary services and other claims resulting from the contractual relationship unless the counterclaims are undisputed or have been confirmed by the Organizer and its court of law.

If the Exhibitor fails to meet his financial obligations, the Organizer is entitled to retain exhibits and the stand equipment and to sell them by public auction or by private contract at the expense of the Exhibitor. The statutory provisions on realization of objects seized are set aside insofar as this is legally permissible.

During the event, the invoice for additional services (e.g. additional booth equipment, electricity, water and telephone installation and consumption) will be submitted to the Exhibitor. In case of advance payment for services, the paid amount will be set off against the amount due. The Exhibitor has no claim to interest payable on the advance deposit.

The Exhibitor, co-exhibitor and indirectly represented companies are jointly and severally liable to the Organizer with regard to obligations arising from the rental contract or from orders placed for services.

A special application by the Exhibitor, who must specifically request the appropriate form, makes it possible to invoice a third party with regard to the participation fees and the costs for services. The application takes effect only when it has been signed by the Exhibitor and the named recipient of the invoice so as to be legally binding and is submitted to the Organizer at the latest by the submission date given on the form.

11. Reservations

All services are provided within the limits imposed by the facilities available. Given serious cause (e.g. industrial action, acts of God, any disaster beyond control, war, riots, shortage/interruption of traffic and/or communication services), the organizer is entitled to postpone the exhibition, curtail it, close it temporarily in whole or in part, or cancel it. In the event of complete or partial postponement or of curtailment, the contract is regarded as valid for the new date and the new duration unless the Exhibitor objects in writing within a period of 2 weeks after notification of the alteration. There will be no reduction of the contractual prices and the regulations given in § 12 of these General Terms and Conditions for Participation apply.

12. Exemption from Liability

The Organizer does not undertake to safeguard exhibits or stand equipment and excludes, also for its staff, all liability for damage to these, except in cases of intent or gross negligence. This exemption from liability also applies if stand equipment or exhibits are seized and stored by the Organizer. This exemption from liability is in no way impaired by the special security measures taken by the Organizer.

The Organizer moreover excludes any claim for a reduction in rent as well as all liability for disadvantages and damages suffered by the Exhibitor as the result of defects in the rented object, erroneous information given in connection with the allocation of space, stand construction or stand design approval, or catalogue entries, and also through changes in stand size or other deficiencies in the service provided unless the Exhibitor immediately complains in writing, except in the event of intent or gross negligence on the part of the Organizer's staff.

13. Premature Termination of the Rental Contract

After binding application or after conclusion of the contract, the Exhibitor is liable for the following cancellation charges:

Before October 31, 2010: 50% of the total rental fee and the registration fee of 250, - Euro + (18% VAT) will be charged.

As of October 31, 2010: 100% of the space rental and 250, - Euro of registration fee will be due.

Any kind of refunds will be made after the fair is completed. Any bank charges and other fees associated with these refunds will be handled by the Exhibitor.

A case of re-letting is not constituted if, for optical reasons, the area not used by the Exhibitor is allocated to another exhibitor without the Organizer deriving further proceeds from re-letting the area previously occupied by the Company displayed. Nor can a space be considered re-let if unoccupied stand space is still available in the relevant exhibitor group or the Organizer as a result of the cancellation has to replan the stand area given back and the adjoining stand areas.

Without relinquishing any further claims, the Organizer is entitled to withdraw from or to revoke the rental contract - even long-term ones - without notice if the Exhibitor fails, even after a reasonable period of grace, to meet obligations arising from the rental contract, the Specific and General Terms and Conditions for Participation or any supplementary regulations. This also applies in the event that the conditions on which the contract was concluded do not apply or no longer apply, in particular if the Exhibitor has so altered his manufacturing program that his products can no longer be assigned to the trade fair for which he has rented stand space.

The same applies if the Exhibitor suspends payment or becomes involved in composition or bankruptcy proceedings, or if the Exhibitor company is in the process of liquidation. The Exhibitor shall be obliged to inform the Organizer of such proceedings immediately. If the Organizer becomes aware of the facts, it is entitled to withdrawal or immediate termination of the contract and to compensation amounting to 50% of the net basic rent including surcharges.

14. Supplementary Provisions

Constituent parts of the rental contract are the Regulations for the Exhibition Grounds, the list of goods (nomenclature), and the organizational, technical and other rules (exhibitor service manual). The exhibitor service manual is an inseparable part for participation terms and conditions. In particular, the conditions listed in the exhibitor service manual apply, which stipulate specific services as obligatory in connection with the event (e.g. entry in the catalogue, exhibitor identity cards).

15. Claims, Procedure, Place of Performance and Place of Jurisdiction

This contract is governed exclusively by Turkish law; the Turkish version of the Turkish law is authoritative. Consequently, the rights and obligations of the contracting parties are solely subject to the law of the Republic of Turkey.

Place of performance and jurisdiction is Istanbul. The Turkish Republic Istanbul Courts and Istanbul Execution Offices have jurisdiction over disputes arising from this contract.

Mutual agreements between the two contracting parties, which deviate from these Specific and General Terms and Conditions or from any supplementary regulations, must be in writing; facsimile signatures suffice.

If a stipulation of this contract is or become invalid, the other stipulations shall not be affected by this invalidity.

All claims by the Exhibitor against the Organizer must be lodged in writing. The period of limitation is 6 months starting from the closure of the event.

16. Notification Procedure

The exhibitors address which is stated in the article 1 of this contract under "Contracting Partners", will be used as the notification address in case of the disputes arising from this contract. In case of a change in this address of the exhibitor should be notified in writing to the organizers 1 week after the change took place, otherwise the address stated in the article 1 of this contact under "Contracting Partners" is valid.