



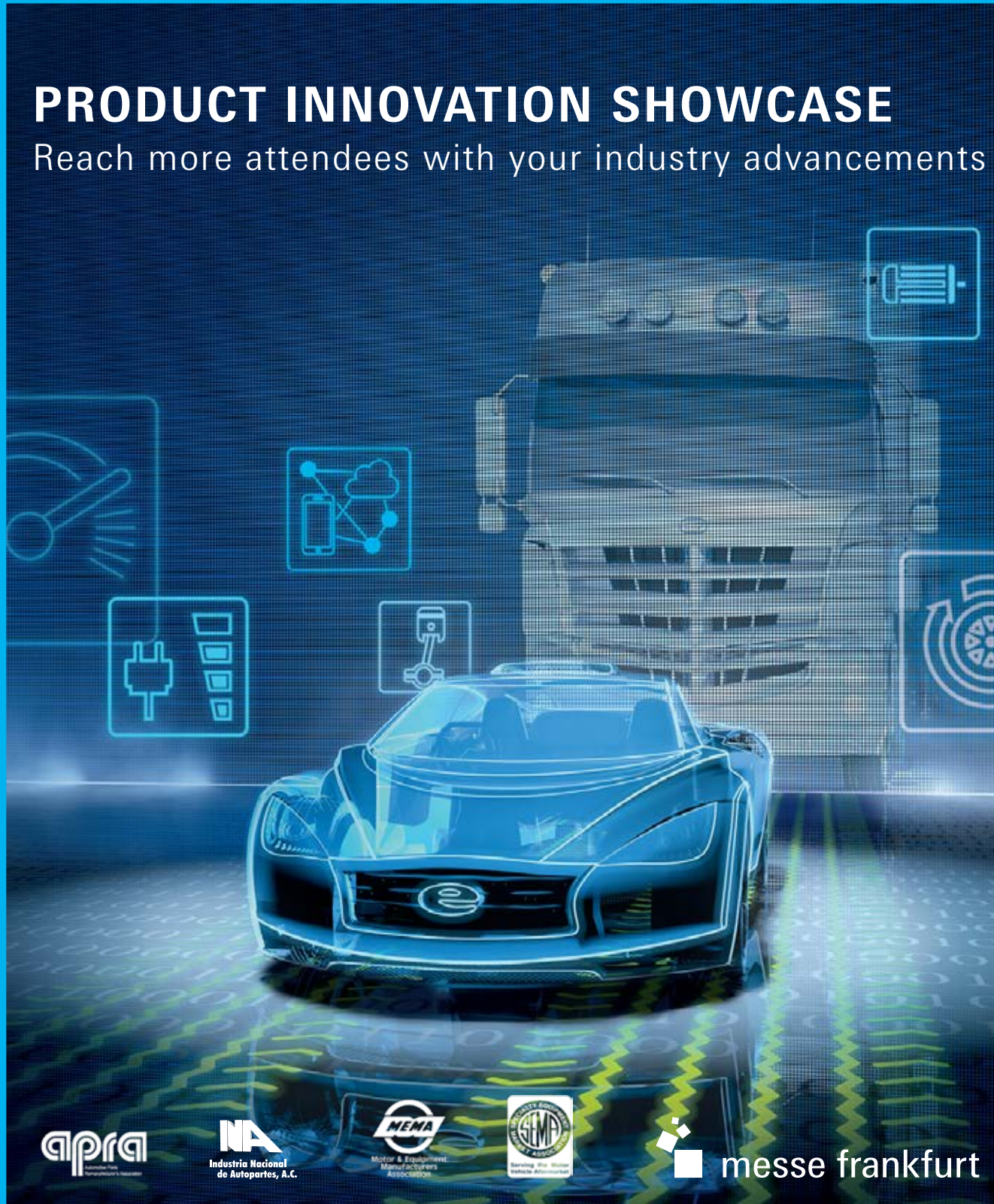
**PAACE**

**automechanika**

**MEXICO CITY**

## PRODUCT INNOVATION SHOWCASE

Reach more attendees with your industry advancements



messe frankfurt

# Submit your company's new products to be displayed in the INA PAACE Automechanika Mexico PRODUCT INNOVATION SHOWCASE for ultimate show exposure!



## FREE for your 1st Product Entry

We are pleased to offer the program benefits in one easy package:

### Before the Show:

#### Product Innovation Showcase Preview

This online presentation will be sent out to all pre-registered attendees before the show featuring your company's latest innovation. Each submission includes the product description, photo, company name.

The Product Innovation Preview will be distributed in May.



### During the Show:

#### Product Innovation Showcase

Display your newest advancement in our Product Innovation Showcase. This special feature area is a draw for both exhibitors and attendees alike – use it to spotlight your latest innovative product. Onsite, each product will be displayed with a sign featuring your company, product name, description and booth number.



In addition, a group of select industry experts will vote for the **"Most Innovative"** product in the following categories: Repair & Maintenance; Accessories & Customizing; Dealer & Workshop Management; Electronics & Systems; Parts & Components; Car Wash, Care & Reconditioning; REIFEN/Tires; Alternative Drive Systems & Digital Solutions (Tomorrow's Service & Mobility).

In addition, an overall **"People's Choice"** award will also be presented.



# FREE for your 1st Product Entry

## Product Innovation Showcase Entry Form

Authorized Representative: \_\_\_\_\_

Company Name: \_\_\_\_\_ Booth Number: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Country/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### PRODUCT INFORMATION (Please complete product description in both English and Spanish)

Name of Product: \_\_\_\_\_

**Product Description:** (No more than 30 words-In English):

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**Product Description:** (No more than 30 words-In Spanish):

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**Product Category:** (Check One):  Parts+Components  Electronics+Systems  Accessories+Customizing  
 Repair+Maintenance  Dealer+Workshop Management  Car Wash,Care+Reconditioning  
 REIFEN / Tires  Alternative Drive Systems & Digital Solutions (Tomorrow's Service & Mobility)

**Product Submission - Dimensions/Weight:** (You must complete this in order for us to accommodate your product on the show floor). Show Management reserves the right to refuse any product. Products may be denied space due to size constraints. If product is larger than what will fit in your contracted space, please contact us before completing the form at 770.984.8016, ext. 2430.

Length (in): \_\_\_\_\_ Height (in): \_\_\_\_\_ Width (in): \_\_\_\_\_ Weight (lb): \_\_\_\_\_

**Photo Submission:** A photo MUST be submitted for each product for promotional purposes. It must be 300 dpi CMYK in a TIFF format with the width scaled to 2".

**Email to:** [stephanie.shahbazi@usa.messefrankfurt.com](mailto:stephanie.shahbazi@usa.messefrankfurt.com)

### 2019 Exhibitor - ORDER & PAYMENT INFORMATION

|                           |                 |                     |
|---------------------------|-----------------|---------------------|
| 1ST Product               | FREE            | US \$ _____ 0 _____ |
| # of Additional Products: | US \$150 each = | US \$ _____         |
| + 16% VAT =               |                 | US \$ _____         |
| <b>Total Cost =</b>       |                 | <b>US \$ _____</b>  |

# Product Innovation Showcase Rules for Entry

## A. Eligibility & Cancellation Policies

1. Entries are limited to companies exhibiting at INA PAACE Automechanika Mexico 2019.
2. You may not include or provide a product line. The product sample must be in loose or in end-user packaging. Pre-fabricated displays will not be accepted. Display/merchandising systems will not be accepted.
3. Should an exhibitor cancel their exhibit space, their reservation in the Product Innovation Showcase will also be cancelled.

## B. Entry Dimensions

1. Dimensions of each entry are required on the Product Innovation Showcase application form.

## C. Application Forms

1. Participants in the Product Innovation Showcase must complete, sign and submit an application form.
2. A brief, meaningful description of the item must accompany the application (no more than 30 words). A digital photo of the product must also be submitted. (\*Photo must be 300 dpi CMYK in a TIFF format with the width scaled to 2")

## D. Fees

1. Your 1st product entered into the Product Innovation Showcase is FREE! Each additional product will be accepted at a rate of US\$ 150.00 each.
2. Checks are acceptable forms of payment and should be made payable to Messe Frankfurt, Inc. at time of submission of the application form.

## E. On-Site Check-In & Check-Out of Entries

1. Products must be delivered to the Product Innovation Showcase on July 9, 2019 between the hours of 10:00 a.m. and 5:00 p.m. Show Management must approve any other delivery times in writing. No entries will be accepted on July 10, 2019.
2. For security purposes, the exhibiting firm's representative must present the following forms of identification on-site: Exhibitor badge and/or business card.
3. Entries must be picked up on July 12, 2019 between the hours of 8:00 p.m. and 9:00 p.m. All products not picked up by 9:01 p.m. will be discarded.

## F. Entry Display

1. Included with each product entry is an identification sign indicating company name, booth number, product name and description. This information will be taken directly from the company's Product Innovation Showcase application.
2. Any labor costs associated with delivery, set-up and removal of a product are the responsibility of the exhibitor.
3. No additional literature or information is permitted with the product display.
4. Entries must be personally delivered to the Product Innovation Showcase.

## G. Security

1. Security may be employed by Show Management in the Product Innovation Showcase - based on need. For additional security arrangements, please contact Show Management.
2. Messe Frankfurt, Inc. (INA PAACE Automechanika Mexico Show Management) does not assume any responsibility for losses by exhibitors due to theft, damage, etc.
3. Photography is not permitted.
4. Products may not be touched, handled or demonstrated by visitors to the Product Innovation Showcase.