

### EXHIBIT SPACE AGREEMENT

Complete, sign and return with required deposit to: PAACE Automechanika Mexico, LLC., 3200 Windy Hill Rd., Suite 500 West, Atlanta, Georgia 30339, USA  
Phone: +1.770.984.8016 • Fax: +1.770.984.8023 • E-Mail: PAMsales@usa.messefrankfurt.com

Company: \_\_\_\_\_  
(Please list company name exactly as you would like it to be listed on published material)

Contact: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Fax\*: \_\_\_\_\_

Email\*: \_\_\_\_\_ Website: \_\_\_\_\_

\*By providing your fax number and/or email address you are consenting to receive communications from Messe Frankfurt, Inc. and its affiliates via these media.

PRODUCTS EXHIBITING \_\_\_\_\_

BRANDS REPRESENTED \_\_\_\_\_

#### TYPE OF EXHIBITING COMPANY

- Manufacturer
- Importer
- Publisher
- Exclusive Distributor
- Other \_\_\_\_\_

#### ASSOCIATION MEMBERSHIP

- AERA
- ANDELLAC
- APRA
- ARIDRA
- CAMEXA
- HDMA
- INA
- MEMA
- OAC
- SEMA

#### PRODUCT GROUPS

- Accessories + Customizing
- Alternative Drive Systems + Fuels
- Body + Paint
- Car Wash + Care
- Dealer + Workshop Management
- Diagnostics + Repair
- Electronics + Connectivity
- Mobility as a Service + Autonomous Driving
- Parts + Components
- Tires + Wheels

### SPACE REQUEST

#### PACKAGE RATE Minimum booth size is 9 square meters.

Includes booth construction, company sign, carpet (show color), table and 2 chairs, 1 electrical outlet, lighting, new product showcase entry, exhibitor manual and booth personnel badges (3).

MEMBER RATE <sup>1</sup> (IN US FUNDS) <sup>2</sup>	NON-MEMBER RATE (IN US FUNDS) <sup>2</sup>
US\$336 + 16% VAT per square meter	US\$399 + 16% VAT per square meter

<sup>1</sup> Must be a current dues paying member of one of the above sponsoring associations.

#### RAW SPACE RATE Minimum booth size 36 square meters.

Includes NO booth construction, furniture or utilities. Does include booth personnel badges.

MEMBER RATE <sup>1</sup> (in US funds) <sup>2</sup>	Non-Member Rate (in US funds) <sup>2</sup>
US\$315 + 16% VAT per square meter	US\$383 + 16% VAT per square meter

<sup>2</sup> All payments must be by check drawn on a U.S. account or wire transfer

An additional cost of \$250 per open corner for Corner, Peninsula and Island booth locations.

CORNER (1 open corner, additional US \$250.00)  PENINSULA (minimum 36 sq.m., 2 open corners, additional US \$500.00)  ISLAND (minimum 36 sq.m., 4 open corners, additional US\$ 1,000)

\_\_\_\_\_ sqm. X PACKAGE RATE (US\$336 / US\$399) = US\$ \_\_\_\_\_

\_\_\_\_\_ sqm. X RAW SPACE RATE (US\$315 / US\$383) = US\$ \_\_\_\_\_

\_\_\_\_\_ # OF OPEN CORNERS X US\$250 = US\$ \_\_\_\_\_

INCLUDE ME IN THE  USA PAVILION - US\$500 = US\$ \_\_\_\_\_

+ 16% VAT = US\$ \_\_\_\_\_

**TOTAL BOOTH COST = US\$ \_\_\_\_\_**

FULL PAGE AD in the directory - US\$3,000 = US\$ \_\_\_\_\_

HALF PAGE AD in the directory - US\$2,500 = US\$ \_\_\_\_\_

LOGO / BOLD LISTING in the directory - US\$750 = US\$ \_\_\_\_\_

(1) Product in the INNOVATION ZONE - US\$ FREE = US\$ \_\_\_\_\_ - 0 - \_\_\_\_\_

**TOTAL PROMOTIONAL COST = US\$ \_\_\_\_\_**

Top 3 Booth# Requests: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

I do not wish to be located near the following companies, understanding that Messe Frankfurt, Inc. may not be able to accommodate this request: \_\_\_\_\_

We hereby accept the General Terms and Conditions on the reverse of this contract. Name of legally responsible officer (please type or print name, title & sign below):

Name \_\_\_\_\_ Title \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

#### PAYMENT INFORMATION - DEPOSIT REQUIRED

(All payments must be made in the currency invoiced. Payments made in a different currency may be subject to a 3% service fee.)

Up to November 1, 2020 = 25% of total booth cost

November 2, 2020 to January 1, 2021 = 50% of total booth cost

After January 1, 2021 = 100% total booth cost

CHECK ENCLOSED  
(US funds only, payable to PAACE Automechanika Mexico, LLC)

BANK WIRE  
(Contact Messe Frankfurt Inc.)

#### CANCELLATION POLICY

In the event that an exhibitor cancels all or part of the exhibit space contracted, the exhibitor must do so in writing and will be obligated for the cancellation fees (in % of invoice amount; based on the date of receipt of written notice to Messe Frankfurt, Inc.):

Up to January 1, 2021 = 50% of total booth cost

After January 1, 2021 = 100% total booth cost

#### Show Management Use ONLY

BOOTH # \_\_\_\_\_ TYPE \_\_\_\_\_

CONFIGURATION \_\_\_\_\_ SQ. M. \_\_\_\_\_

TOTAL COST US\$ \_\_\_\_\_

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_