



نمایشگاه بین المللی

خودرو تهران

و صنایع وابسته

The int'l

TEHRAN AUTO SHOW AND RELATED INDUSTRIES

EXHIBIRAN FAIRGROUND, SHAHR-E-AFTAB COMPLEX, KHALIJ-E-FARS HIGHWAY, TEHRAN, IRAN

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Supporters Press



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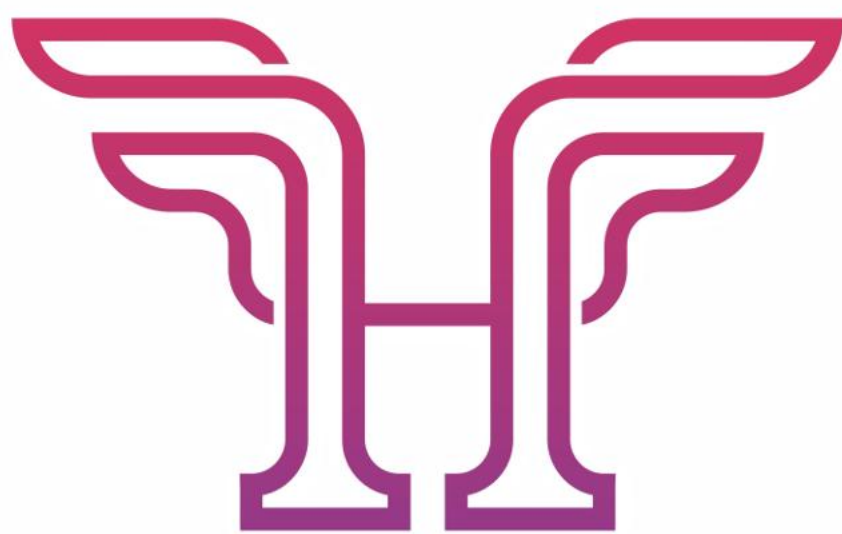
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TEHRAN AUTO SHOW AND RELATED INDUSTRIES





HERMES
BUSINESS IDEA

ORGANIZER OF TEHRAN INTERNATIONAL AUTO SHOW

www.hermesbi.com

HERMES BUSINESS IDEA

Regarding to the importance of the commercial relations and exhibitions in the industry, Hermes Business Idea Co. (Pvt.) is established to expand the business affairs and exhibition industry in Iran and other countries.

Experiences of the managers and founders of Hermes Business Idea Co. in planning and organizing the exhibitions have been started since 2004 and they have many successful exhibitions in their records. Now they want to apply them for having services to the enterprises to reach their great targets.

About Us

Hermes Business Idea Co. (Pvt.) is to develop the business communications domestically and internationally. Based on our vast experience we dedicate services in:

- Organizing exhibitions
- Organizing specialized seminars
- Business consulting
- Market research
- Innovative marketing plans
- Business match making

About our Chief Executive Officer (CEO)

Maryam Sabet

Education:

B.A in English translation
MA in MBA

Work experiences:

Project manager in different subjects at Mashhad international exhibition company.

Invite and associate with the Malaysian commercial board to Building Exhibition of Mashhad

Project manager in Vesal Luxury Exhibitions in Arman farda company

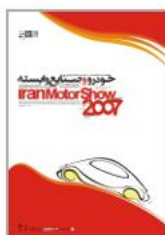
Managing Editor of Arman farda Advertising and publicity co.

Executive Manager of luxury banquets attended managers of Engineers and Physician society.

Executive Manager of festivals and concerts in Mashhad and Gilan Province.

Public relation manager of Honar Magazine

Managing director of Hermes Business Idea Company.





Shahre-e-aftab International Exhibition Center
TEHRAN-IRAN



EXHIBIRAN
INTERNATIONAL



TEHRAN MUNICIPALITY

DEVELOPMENT



In the next phases of the project, the further constructions have been planned:

1. An area of 34,000 square meters for offices.
2. An area of 32,000 square meters for auditoriums.
3. Two international trade centers with company offices, stores, and their parking lots each with an area of 75,000 square meters.
4. Two 5 star hotels and an apartment hotel with a total area of 160,000 square meters.
5. Service and welfare areas consisting of 8 subsidiary buildings each with an area of 2,000 square meters.
6. The great mosque of the area.
7. Multilevel car parking with the capacity of 7500 cars.

SERVICES & BENEFITS

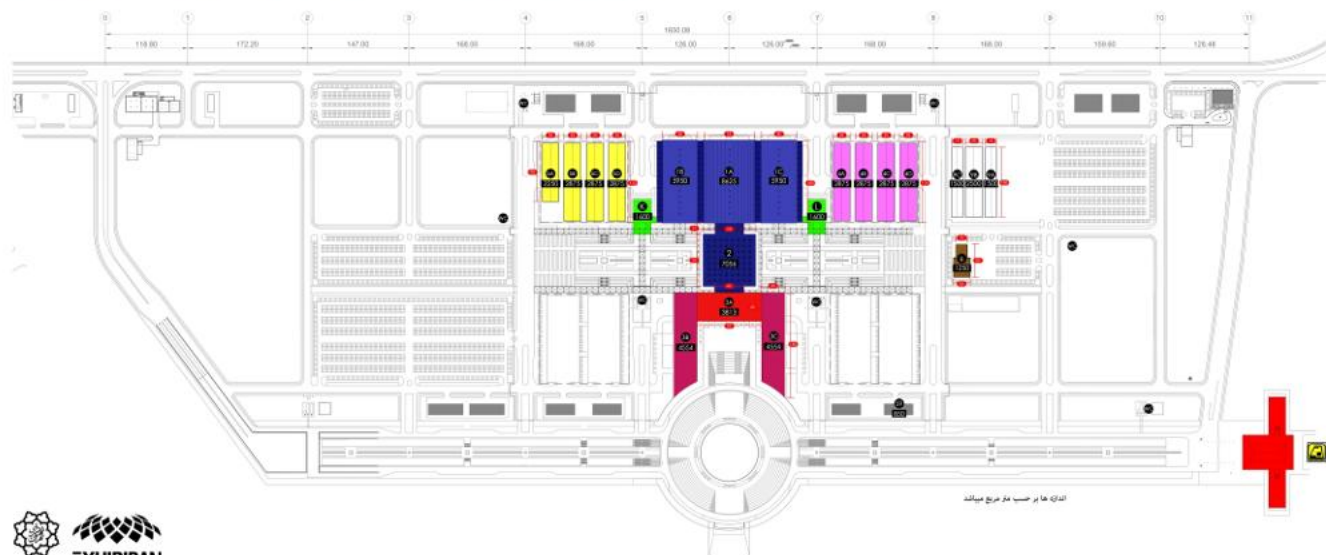


Imam Khomeini International Airport



The presently available services in the area:

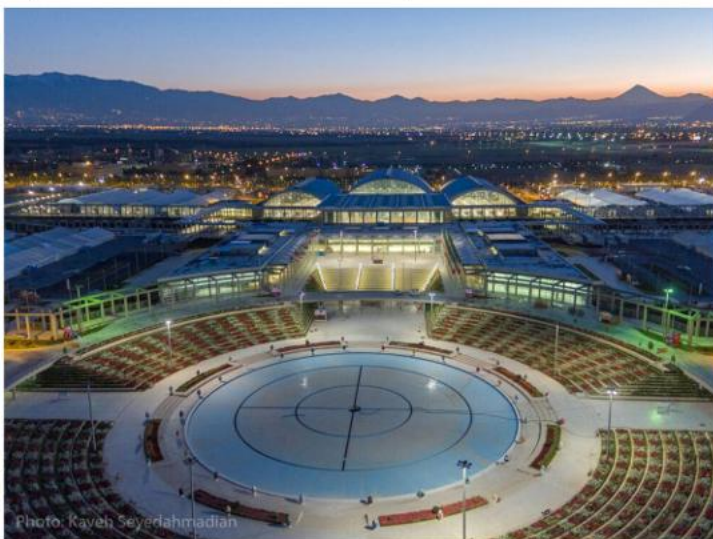
1. Financial Services: Bank Shahr operational branch, 8 automatic Bank Shahr service offices, 40 ATMs and a number of cashless service machines.
2. Parking Lots: Several parking lots of the exhibition area along with the extra parking lots in Imam Khomeini Holy shrine with the total capacity of 11,000 cars, 300 vans and taxis, and 150 buses at the same time.
3. Grounds: At present, Shahr e Aftab Complex has provided 40 hectares of grounds which is a pleasant and peaceful environment for the visitors.
At the moment, the complex has the capacity for 400,000 visitors per day,
4. Access roads: Access roads to the complex are:
Three highways: Khalij e Fars, Shahid Tondgooyan and Shahid Mahallaty Highways and also subway lines 1 and 3. Taxis and buses in different lines take visitors to the complex from various squares in the city.



About Shahr-e-Aftab Complex

EXHIBIRAN INTERNATIONAL is the brand name for **Shahr-e-Aftab** Complex, the greatest exhibition project in Iran, which seeks the establishment of the Iranian World Trade Center and is operationalized in different phases. Because of the heavy traffic disruption created on the roads around the urban exhibition centers and in order to collect all the fair services in a modern professional environment, the city administration decided to prepare the construction plan of Shahr e Aftab complex. After the primary studies, the project area, a highly accessible (taxi, bus, van, subway) 280 hectare piece of land next to Khalij e Fars Highway, was selected and the design of the exhibition structures was produced.

In the initial phase, these areas have been launched and they will be developed in the next phases.



STRUCTURE

1. The permanent roofed exhibition constructions including 3 halls with a total area of 25,000 square meters.
2. The temporary exhibition places (frame tents) with a total area of approximate 28,000 square meters which will be replaced by permanent constructions in the next phases.
3. The Nations Hall for the entrance, the exhibition management and commercial offices with a total area of approximate 7500 square meters.
4. The administrative space with a total area of 34,000 square meters on the second floor.
5. The subsidiary service places (restaurant, coffee shop, stores) each with a total area of 2,000 square meters.



POST SHOW REPORT

Tehran Book fair is one of the most valid book fairs in Asia and Middle East.

Date: 4 – 14 May 2016

Exhibitors: more than 2400 national and 600 international publishers

Visitors: more than 2 million visitors in 10 days, 51/6 % by metro, 28/4% by automobile, 8/8 % by bus, 4/3 % by taxi, 2/3 % by transportation bus, 1/9% by office or university vehicle

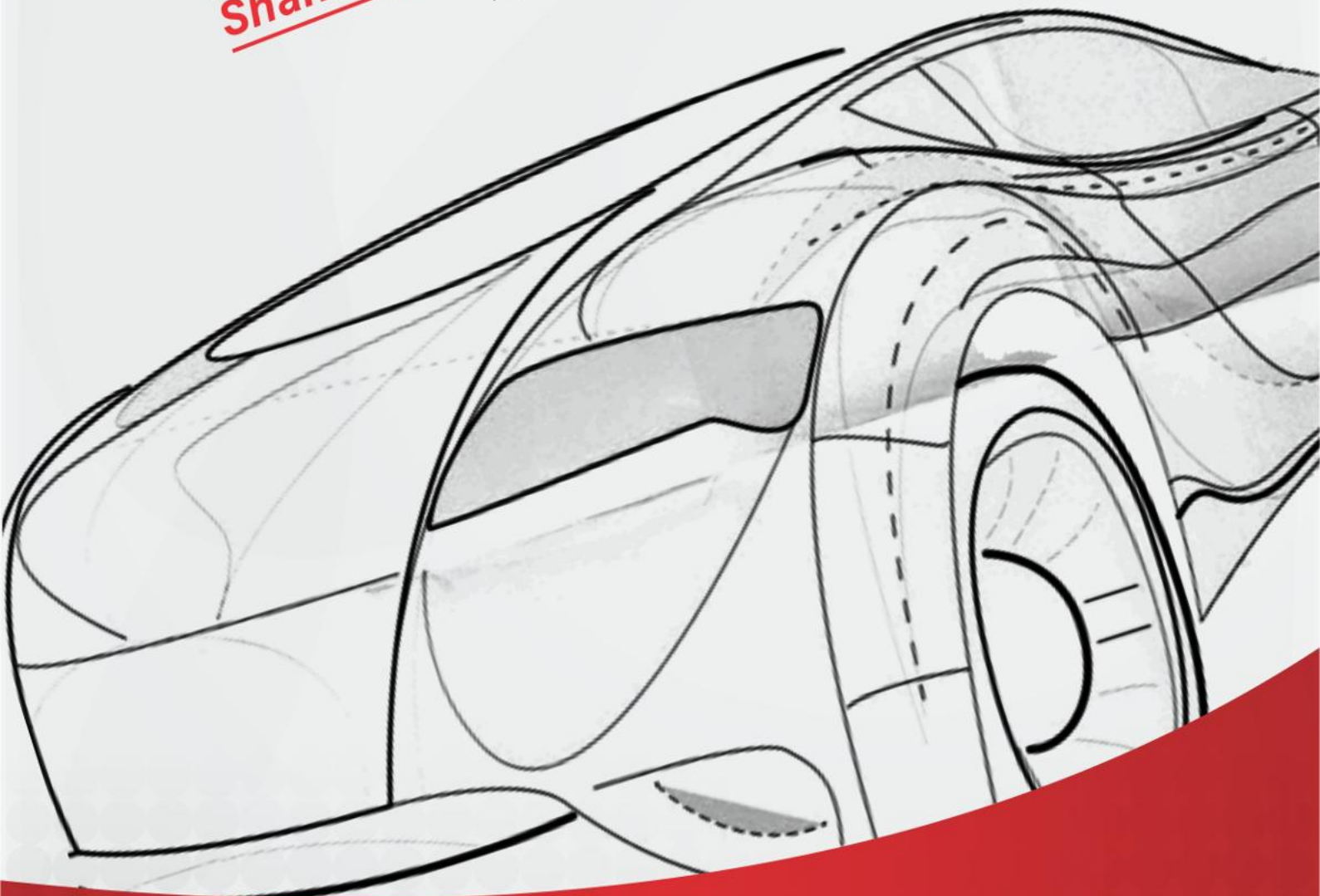


THE 29th TEHRAN
INTERNATIONAL
BOOK FAIR
بیست و نهمین نمایشگاه
بین المللی کتاب تهران
۱۵ تا ۲۵ اردیبهشت ۱۳۹۵
4 - 14 MAY 2016



TEHRAN INTERNATIONAL AUTO SHOW

Shahre-e-afab International Exhibition Center
TEHRAN / 14-18 Feb. 2017



www.tehranautoshow.ir
info@tehranautoshow.ir



INTRODUCTION

The greatest International Automobile Exhibition of Iran will take place in February 2017 at “Shahr-e-Aftab International Exhibition Center”:

The automobile manufacturing Industry is an important and integral component of international trade and industry of world market.

Automotive industry is named as the "Locomotive industry" because of the association with more than 60 other industries.

In manufacturing the cars, a set of technologies applied in different industrial fields (metal, plastic , chemical , textile, insulation , glass, electro mechanical, electrical , electronics , metallurgy , etc.) , design , management and economics . It is one of the industry it is characterized by development.

The first passenger car in Iran was a Ford vehicle in the early twentieth century that was purchased from Belgium.

This car which produce lot of smoke was known as "smoky carriages".

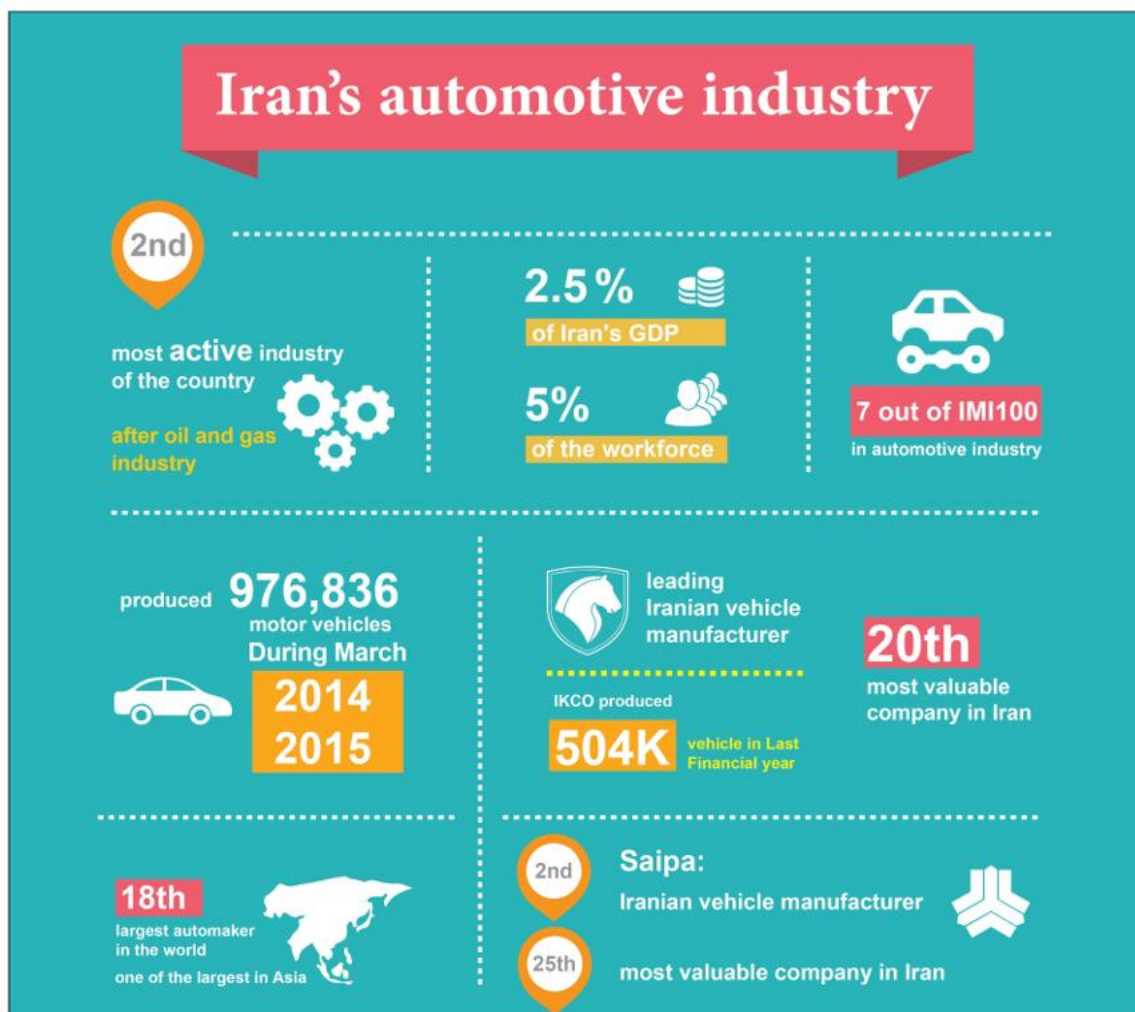
From 1300 Hijri (1920 AD), after expanding of urbanization, the importing of cars increased.

Most of the automobiles in those years was imported from America and England.

The first car manufactured in Iran "Paykan" was made in the public company “Iran National Industrial Group” under license of the UK Talbot factory and entered the market in 1346 (1967).

Production of vans, minibuses, buses also began gradually in the following years.

Regarding to the above explanation, we invite all the vehicle's activists to this competition and participate in this exhibition to offer the quantity and quality of their products to the world.



KEY POINTS

SHOW TITLE: **TERAN AUTO SHOW 2017**

DATE: 14- 18 February, 2017

VENUE: Shahr-e- Aftab International Center, Tehran, Iran

Number of Exhibitors: More than 1000 Iranian and international Manufacturers and traders

Number of Attendees: More than 500,000
Exhibition ground: 120,000 Sqm. (60,000 Sqm. Indoor space, 60,000 Sqm. Outdoor space)



Plus the auto show these items were attracted great attention

Specialized seminars by auto parts companies
Special sales by main manufacturers with the best quality and colors
Rally Race and Slalom Race Carting
Happy night festivals

- Automobile
- Automotive Services
- Service Station Supply
- Bicycles
- Motorcycles
- Camping
- Caravans
- Trucks and truck tractor
- Light commercial vehicles

- Buses
- Special motor vehicles
- Trailers, bodies and containers for vehicles and systems
- Vehicle interior – Fixtures and Equipment
- Parts and accessories
- Transport logistics
- Equipment used for servicing, repair and maintenance of products

Products on show will include

- Professional literature and periodicals
- Organizations and corporations related to road motor vehicle technology, motor vehicle traffic or transportation business
- Model cars
- Services
- E Mobility
- Specialist Events and Special shows (e.g. Test drives, vintage vehicles)



TIME TABLE

TEHRAN AUTO SHOW 2017

Exhibition: 14 – 18 February 2017
Exhibits arrangements: 7 – 13 February
Dismantling: 19 – 20 February
Opening hour: 12 – 20

You can visit our website for more information:
www.tehranautoshow.ir
info@tehranautoshow.ir



Extra Services: (Paid Additionally)



- Furniture
- Telephone
- Internet (wireless)
- Advertising Panels, Posters and sign of the walls in the hall and the foyer
- Advertising in the exhibition booklet
- Freight forwarder for customs clearance and local transportation
- Forklift
- Catering facilities
- Daily stand cleaning
- Car park permits
- Accommodation

TARIFF

Hall name	1 Sqm (Raw space)	1 Sqm (standard)	Minimum space
A)1 (A, B,C)	150 Euro	160 Euro	24 sqm
B)Special Zone in 1(A,B,C)	160-170 Euro	170-180 Euro	50 sqm
C) 2	120 Euro	130 Euro	24 sqm
D)3(A,B,C)	120 Euro	130 Euro	24 sqm
E)4, 5(A,B,C,D)	120 Euro	130 Euro	24 sqm
F)Outdoor space	80 Euro	—	30 sqm

Participation Application:

The application form should be completed (online or offline) and returned to the organizer with all the payment. Upon signing it shall be considered an agreement concluded between the exhibition and the exhibitor in accordance with the terms of participation.

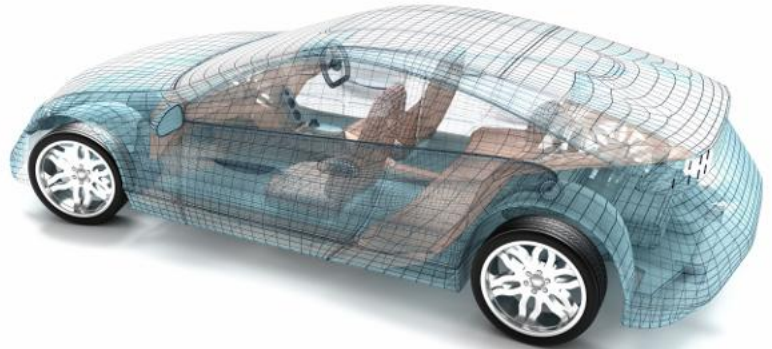
Exhibition Requirements

None of the exhibits must be taken out of the stands until the end of the exhibition 20:00, 18 February 2017

BARE AREA

It concludes the following:

- 1 Exhibition area rent
- 2 Printing visitors invitation
- 3 Entry in the exhibition catalogue with contact details and branch information
- 4 Entry in the preview with a short description of the exhibits
- 5 Mailing 40,000 invitation cards
- 6 Advertising campaign
- 7 General security
- 8 Everyday cleaning
- 9 Secretarial and Visitors registration
- 10 Badges
- 11 Post show report of the event
- 12 Press conference
- 13 Invitation for visitors
- 14 One catalogue



You can visit our website for more information:

www.tehranautoshow.ir
info@tehranautoshow.ir

ORGANIZER



ORGANIZER OF TEHRAN INTERNATIONAL AUTO SHOW

Hermes Business Idea Company

Unit 13, 4th floor, No. 8, West Arash, Farid Afshar Ave.,
Vahid Dastgerdi (Zafar) St., Modarres Highway, Tehran,
Iran

Phone: +98 21 26645171

www.hermesbi.com



APPLICATION FORM

Company details:

The information for official fair catalogue is the same as the data for registration form.

Company name:

Contact person:

Job title:

Field Of Activity:

Address:

City: postal code:

Country/region of headquarter:

Telephone: + / /

Mobile no: / Fax:

Email:

Website:

The brands that your company presents:

1 2

Nature of business:

Please list your product(s):

Participation Fee:

Hall name	Standard Package (Min 9 sqm)	Price	Your request (sqm)
4B		Euro	

Name of legally responsible person: (Please type or print name, company name, job title and sign below)

We hereby understand this application form as a confirmation of our participation at Tehran Auto Show 2017

and accept the General Terms and Conditions:

Name:

Job Title:

Signature & Company stamp:

Date:

Organizer: Hermes Business Idea Co.

Address: Unit 13, 4th floor, No. 8, West Arash, Farid Afshar Ave., Vahid Dastgerdi (Zafar) St., Modarres Highway, Tehran, Iran

Tel/ Fax: +98 21 26645171

www.tehranautoshow.ir

info@tehranautoshow.ir

Co-Organizer: China National Automotive Industry International Corporation (CNAICO)

Address: 17F, Chuangfu Building, No.18 Danling Street, Haidian District, Beijing, P.R.China.

Tel: +86 10 82606845 & +86 13810601321 **Fax:** +86 10 82606790

www.cnaico.com.cn

www.autochina.com.cn

lixiangzhi@cnaico.com.cn



1. Organizer:

Hermes Business Idea Co. Pvt.

Unit 13, 4th floor, No. 8, West Arash, Farid Afshar Ave., Vahid Dastgerdi (Zafar) St., Modarres Highway, Tehran, Iran

ZIP Code: 1919865950

Telefax: +98 21 26 64 51 71

2. Exhibition Venue:

EXHIBIRAN INTERNATIONAL,

Shahre-Aftab Complex, Kahlij-e Fars Highway

Tel: +98 21 96 0153 59

+98 21 96 01 53 60

Fax: +98 21 43 85 45 97

3. Date of event:

14-18 February, 2017

12:00 PM – 08:00 PM

4. Registration and confirmation:

Application to exhibit is made by submitting a complete and signed application form to the organizer. The organizer will confirm successful application in writing by fax and original mail.

5. Terms of payment:

Please settle the full payment according to the instruction on the invoice issued by the organizer. Application should remit the appropriate amount directly to the organizer. All bank are to be borne by applicant.

Payment should be made to:

1. In Cash (€)

2. Tejarat Bank (IRR)

Construction & Development of Transportation Infrastructures Company Branch.

Account number: 322629494

Note: Participation fee per sqm is application at the current exchange rate as given in the invoice.

6. Cancellation:

If you cancel your booking/order, cancellation fees will be charged as detailed below. We will try to resell your booking and, if successful, any payments received for such booking sold will be taken into account, based on the applied percentage, when calculating your cancellation fee.

Fees for cancellations are calculated as below and are based on the total value of the booking:

Over 90 days (from date of event): 10% of all costs.

60 days (from date of event): 30% of all costs.

30 days: 70% of all costs.

Less than 30 days: 100% of all costs.

7. Booth allocation:

Exhibitor booth location will be allocated according to product criteria or other criteria set by the organizer. No change of booth location is allowed once it has been assigned and the exhibitor informed.

8. Official fair catalogue:

As all the information will be used in different steps during the exhibition, please fill up the application form carefully.

9. Intellectual property right:

The exhibitor warrants that his exhibit 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 organizer has the right to refuse participation of any exhibitor found guilty of infringement of intellectual property right at any future trade fairs.

10. Correspondence address for enquiries:

Hermes Business Idea Co. Pvt.

Unit 13, 4th floor, No. 8, West Arash, Farid Afshar Ave., Vahid Dastgerdi (Zafar) St., Modarres Highway, Tehran, Iran

ZIP Code: 1919865950

Telefax: +98 21 26 64 51 71

Co-Organizer

China National Automotive Industry International Corporation (CNAICO)

17F, Chuangfu Building, No.18 Danling Street, Haidian District, Beijing, P.R.China.

Tel: +86-10-82606845 - +86-13810601321

Fax: +86-10-82606790