

2017

POST SHOW REPORT



TEHRAN AUTO SHOW

International Exhibition for Automotive Industries / 14th – 18th February 2017 / Tehran – IRAN





ORGANIZER OF TEHRAN INTERNATIONAL AUTO SHOW

TEHRAN 2017

AUTO SHOW



Basic information

Subject	1 st TEHRAN AUTO SHOW
Sub-Event	Classical Vehicle Exhibition, Green Vehicle Exhibition, Police & Children Exhibition
Type of Exhibition	International
Date of Exhibition	14 th – 18 th February 2017
Venue of Exhibition	EXHIBIRAN Fairground, SHAHR-E-AFTAB Complex – Tehran/IRAN
Opening Hours	12H00 - 20H00
Total area	56250 sqm
Organizer	Hermes Business Idea Co.
Telefax	+98 (21) 88 10 79 56 - 88 10 82 55 - 88 10 78 40
Email	info@tehranautoshow.ir
Website	www.tehranautoshow.ir
Address	Unit 2, No.12, 1 st h, Ahmad Qasir Ave., (Bokharest), Tehran-Iran

IRAN

To many Westerners the word Persia is at once evocative of the image of a land of faraway and long ago, of ancient monuments and beautiful works of art, carpets, tiles, fine ceramics, miniatures and metal work.

It also evokes a present reality in the heart of Asia, a land of joining both geographically and spiritually the Mediterranean world with the Indian subcontinent. And Persia is indeed such a reality, a world ancient and contemporary, linking the heartland of Asia and the cradle of Western civilization, a bridge between East and west.

Moreover, through the heart of its traditional culture, it has always been a bridge between heaven and earth, reflecting the color of its luminous skies and of its most famous stone, the turquoise, the stone for which Persia has been known perennially throughout the world.

The country is bound on the north and south by two bodies of water, the Caspian Sea and the Persian Gulf. It is bordered on the east by Afghanistan and Pakistan, on the west by Turkey and Iraq and on the northeast and northwest by the five newly independent republics of Central Asia.

Persia is marked by remarkable natural contrasts. The traveler will experience with in distances of a few miles major changes of seasons "snow on one side of a mountain range and sweltering heat on the other. There is also a great difference in vegetation and landscape between the fertile littoral provinces along the Caspian Sea and the dry lands of the Central Desert. Persia is richly blessed in natural resources " the land is agriculturally rich although water is spares except in few provinces. The stretches of sand and stone of the Persian desert have also hidden in their depths some of the richest mineral resources of the world.



Iran Industry

The most advanced industries in Iran are:

Industry of oil and gas, steel, textile, Dietary, Automotive, Electric, Electronic , etc... After oil industry, the Automotive industry is the largest in Iran. And the largest Automaker in Middle East. Iran currently by Producing 421 3951 device is the rank of eighteen in the world and also in the largest Automaker in the Middle East.

Iran's car Production is in the several branches, including passenger cars, Four-wheel drive (4WD), Vans, trucks and etc. Share of manufacturing in the Automakers of Iran in the year of 2016 is about 501/ 233/1 device of different type of cars such as sedan, vans and commercial cars. This rate increased more than of 37 Percent from the previous year. And also, the share of car import to Iran in 2016 is 245 /61 device, which has an estimated value of over 1/000/600/000\$



1st Tehran Auto Show: visit of people and Automake

In order to understand the market and the capacity of their future prospect need for a comprehensive look at the parameters affecting the Automotive industry a Kind of domestic Production of cars and numerous statistics about the Production, import and export of vehicle.



A) Affective parameters for Automotive industry

People: As the labor and the buyer are influent in the industry.

Government: How to support and select of group Managing Directors of car manufactures group.

Automakers: The Production, supply and market efficiency.

Global trade: Competition between foreign and domestic cars in quality and price.

B) Importance of Automotive industry in the world

- The second largest industry in the world in terms of turnover;
- More than %5 employees in this industry;
- The largest volume of investment in research and development of the industry;
- One of the most important sources of tax revenue for government;

C) Activation of Automotive industry

- Increase of national Product;
- Increase of economic growth;
- Job creation;
- Activation of economic section;
- Prevent the outflow of currency.

Exhibition Overview

The 1st edition of Tehran Auto Show successfully took place from 14th to 18th February 2017 at the new and modern Shahr-e-Aftab International Exhibition Center in Tehran. The exhibition was organized by Hermes Business Idea Co., co-organized by CNAICO, and supported by the Iranian, Ministry of Industry & Trade, Industrial Development and Renovation Organization of Iran and also Automobile Importers Association. The organizers were delighted to welcome 1,477,500 visitors, of which 17,500 visited the classic car show.



250 exhibitors from 16 countries participated at the Tehran Auto Show 2017, coming from China, France, Germany, Iran, Italy, Japan, Russia, Spain, South Korea, Turkey, Sweden and UK, including a Chinese pavilion with 50 companies. Tehran Auto Show covered 3 main halls and 6 peripheral halls on a gross area of around 45,331 sqm indoor and 10,919 sqm outdoor space.



The exhibition was officially opened by Mr. KHOSROTAJ, President of the Trade Promotion Organization of Iran, Dr. SEYEDDI, Managing Director of EXHIBIRAN, Mr. ALESHEYKH, Chairman of the Board of Hermes Business Idea Co. and Ms. SABET, CEO of Hermes Business Idea Co.



On the 3rd exhibition day, Mr. NEMATZADEH, Minister of Industry and Trade of Iran, visited the exhibition and took a tour around the fair.



The halls were fielded by the following sections

- Passenger car manufacturers;
- Commercial car manufacturers;
- Related industries (tires, maintenance, lubricants, Motor oil, audio systems, etc.);
- Electrical and hybrid vehicles, motorcycles, environmental friendly vehicles;
- Classic car show.

The visitors enjoyed peripheral activities, such as large test drive areas for cars, hybrid cars and motor cycles, as well as for drifting, tuning, off-road and classic cars. There was also a miniature car show and a large area with safety training for children in traffic.



Iran has 79 million inhabitants, of which 13 million live in Tehran and %41 of the inhabitants are less than 25 years old. The Iranian automobile industry employs 700,000 people. After the oil and gas sector, it is the second most important industry which provides %10 of the GDP. The Iranian car industry produces around 1,000,000 passenger cars per year, of which 500,000 are built by Iran Khodro and 330,000 by Saipa. Iran is in rank 16 of the international car manufacturing countries. Currently every 5th Iranian inhabitant owns a car.



Name of the show:

1st TEHRAN AUTO SHOW 2017



Dates & opening Hours:

14th -18th February, 2017

14th February: 10H00 - 20H00

15th – 18th February: 12H00 - 20H00

Venue:

EXHIBIRAN Fairground, SHAHR-E-AFTAB Complex
Khalij-e-Fars Highway, Tehran, Iran

Organizer:

Hermes Business Idea Co.

Co-Organizer:

China National Automotive Industry International Corp. (CNAICO)

Partner:

Fair Consult International Co. / Germany

Sponsorship:

Aparat (Video sharing service)

Exhibitors Activities:

- Iran Vehicle Manufacturers;
- Car Assembly Manufacturers;
- Car Dealerships;
- Vehicle Exclusive Agents;
- Vehicle Representatives Agents;
- Automobile Importers;
- Motorcycle & e-bike Companies;
- Part & Accessories Suppliers;
- Classic car
- International Pavilions.

Show Scale

Total area: 56,250 sqm



- 1.1A hall: 8625 sqm;
- 2.1B hall: 5950 sqm;
- 3.1C hall: 5950 sqm;
- 4.4A hall: 2875 sqm;
- 5.4B hall: 2875 sqm;
- 6.4C hall: 2875 sqm;
- 7.4D hall: 2875 sqm;
- 8.5C hall: 2875 sqm
- 9.5D hall: 2875 sqm
- 10.Mellal hall: 7056 sqm;
- 11.Press space: 500 sqm;
- 12.Test drive area: 7000 sqm;
- 13.Drift area: 3500 sqm;
- 14.Camping vehicles: 419 sqm.

طرح تبلیغاتی



TEHRAN AUTO SHOW

2017

SUB-EVENTS

The press briefing before the show

Time: 21st December, 2016

Venue

EXHIBIRAN Fairground, SHAHR-E-AFTAB Complex / Press hall

News Agencies invited

25 Agencies:
Clipping of 50 articles from newspapers, magazine & e-newspaper with large number of readers.



The press conference

Time: 14th February, 2017

Venue

EXHIBIRAN Fairground, SHAHR-E-AFTAB Complex / Press hall

News Agencies invited

30 Agencies:
Clipping of 70 articles from newspapers, magazine & e-newspaper with large number of readers.



PR Campaign – Kick off

Wide spread PR campaign in Newspaper, Internet and Social media.

Time:

From 20th December, 2016 to 20th February, 2017

News Agencies invited

50 Agencies and Broadcasting Station Clipping of more than 150 articles from newspapers, magazine & e-newspaper with large number of readers. And also news about the show on Broadcasting Channels.



Conference

Name of Conference:

Middle East & North Africa Auto & Parts Summit

Time: 14h00, 14th February, 2017

Venue

EXHIBIRAN Fairground, SHAHR-E-AFTAB Complex, Conference Hall

Organizer

China National Automotive Industry International Corp. (CNAICO) and Hermes Business Idea Co.



Meeting of Hermes with Chinese Group



Meeting of Mr. KHOSROTAJ with Mr. GIROT

Meeting with German Specialist Group

Different Meeting
with responsible
of
Exhibition



Opening Ceremony

Time: 10h00, 14th February 2017

Venue

EXHIBIRAN Fairground, SHAHR-E-AFTAB Complex,
1A hall

VIPs attended

Mr. NEMATZADEH

Minister of Industry, Mine and Trade

Mr. KHOSROTAJ

Deputy Minister of Industry & Trade/ President of Iran Trade Promotion Organization

Mr. SALEHINIYA

Vice President of Ministry of Industry & Trade

Mr. OLFAT

Trade developments President of Iran Trade Promotion Organization

Mr. NAZARI

Communications Manager of Industrial Development and Renovation Organization of Iran

Mr. JAMALI

General Manager of Saipa group

Mr. NAGHEDI

Deputy of Iran Khodro industrial group

Colonel JAHANI

Social and cultural deputy of traffic police

Dr. SORKHO

Chairman of the Transportation and Traffic Committee and Member of Tehran City Council

Dr. SEYDANLOU

President of Motorcycle and Automobile Federation of the Iran

Mr. HEMATIYAN

In charge of the Tehran Chapter of MAFIRI

Mr. NIKPOUR

Head of the Tehran Province Chapter of the Motorcycle and Automobile Federation of Iran

Mr. EDQVIST

Vice president of legislation FIVA

Mr. SEN

Vice President of External Relations of FIVA

Mr. Zhang FUSHENG

Chairman of CNAICO

Mr. GIROT

Executive Manager of Paris Motor Show

Mr. MAUGE

President of the Federation des Industries des Equipment's pour Vehicules (FIEV)

Mr. VAN DEN ACKER

Senior Vice President, Corporate Design

Mr. MIRZAHOSSEINI

Member of European Academy of Science and Art in Avicenna International College

Ms. SCHAEDEL

Managing Director of fairConsult international from Germany

Prof. GOLZE

Head of Centre of Car Business Management TU Dresden Lectures and Research Scientific;
Head of certificated courses in automotive business at Dresden International University (DIU)

■ Members of Industrial Development and Renovation Organization of Iran

■ Members of City Council

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چاپ دیجیتال مدرن با سابقه ۲۵ ساله در زمینه چاپ دیجیتال با در اختیار داشتن بروزترین دستگاه ها و کادری مجرب و طیف گسترده خدمات دیجیتال در کمترین زمان و بالاترین کیفیت آماده ارائه خدمات در کلیه پروژه های تبلیغاتی از قبیل سازه های نمایشگاهی، تبلیغات محیطی، فضاهای داخلی و نمایشگاهی، چاپ دیجیتال و خدمات تکمیلی، چاپ تخصصی پارچه چاپ افسست و سابلمیشن، ساخت غرفه های نمایشگاهی، استودیو طراحی گرافیک، عکاسی و ساخت تیزر تبلیغاتی می باشد.



آدرس : تهران ، چهارراه ولیعصر ، بالاتر از بازار کامپیوتر رضا ، کوچه نیکوئی ، پلاک ۶
تلفن : ۰۲۱-۶۶۹۶۱۰۵۱-۲ | تلفکس : ۰۲۱-۶۶۴۱۲۹۴۳ | همراه : ۰۹۱۲۱۸۳۸۵۵۹
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TEHRAN AUTO SHOW

2017

Comments from participants

Prof. Gerhard GOLZE

Honorary Professorship of
Business Administration,
esp. Car Dealership
Management

The automotive exhibition from 14th to 18th February was a great success and welcomed almost 1.5 million visitors. Including Iranian manufacturers, 250 exhibitors from 16 nations were represented at the Tehran Auto Show, including China, France, Germany, Hong Kong, Italy, Japan and the USA.



On more than 60,000 square meters of exhibition space manufacturers such as BMW, BYD, Mitsubishi, Peugeot, Renault, Toyota and many others were presented, including 25 exclusive model premieres. Besides exhibition halls for conventional combustion vehicles, there were special exhibitions for electric and hybrid vehicles, a classic car show and separate halls for heavy commercial vehicles and suppliers.

The professional competence of the Center Car Business Management was very much in demand and also led to significant contacts with the Iranian automotive industry beyond the scope of the fair. The opportunity to promote the Technische Universität Dresden with all its faculties was another great benefit of the visit to Iran. In a large number of discussions with representatives of the automotive and supplier industry, as well as local institutes and authorities, possible future cooperations were established and information was exchanged on the respective subject areas.

Peter EDQVIST

Vice president of
legislation FIVA



Concerning the classical car pavilion in Tehran I am generally very happy.

Everything would seem to me well executed and moreover executed with great enthusiasm! All practical details that I could control worked very well. I am especially happy with the selection of vehicles that means, the center was on historic vehicles that once were driven on the streets and on the roads, and at the same time there were isolated vehicles unique. All this reflected very well the interest today for historic vehicles. I also want to mention the part of the exhibition which had for matter of vehicles in miniature. To incorporate them in an exhibition is positive for the interest of the young people. In conclusion I can see that the pavilion of classic car holds an International High class, and I hope that the demonstration can return annually.

Monika SCHAEDEL

Managing Director of fairConsult international

1st Tehran Auto Show 2017 was very successful, with beautiful stands of the major car brands that are sold in Iran. The visitor promotion worked very well.

The entrance was free, apart from the classic car show. There was a visitor registration desk, but only a small part of the visitors could register, as there were too many.



The shuttle service for visitors coming from the Metro station was well organized with buses. Especially during the Friday which was very crowded, the organization was perfect, with safety precautions, a smooth visitor flow and good facilities. Meeting with Jean-Claude GIROT (Paris International Motor Show), Jacques MAUGE, (Equip Auto Paris), Didier Hedin (DAJ Consultant), Dr. SEYEDI: Cooperation plan for exhibitions.

They can organize a meeting with the Fairground (Porte de Versailles) regarding the possibility of a sales partner for Tehran Auto Show. They have a sales network. Equip Auto 2017 will take place from 17th-21th October 2017. Meetings with Prof. GOLZE, TU Dresden: He had many good meetings with Dr. Shahrok Mirza Hosseini at Iran Khodro, etc.

They want to have match making for our Auto Parts Exhibition. He already spoke to Mr. Jensen from Volkswagen in Wolfsburg. He is responsible for Iran and Middle East. He invited him to Tehran Auto Show 2018. Prof. GOLZE invites Mr. ALESHYEKH, Maryam and Monika to international Congress of Auto Parts in Saxony, which is supposed to take place from 25th to 27th October 2017. Prof. GOLZE will organize a free article in the main German car and auto parts magazine "Autohaus" (www.autohaus.de). He will engage 4 students to prepare a questionnaire for Tehran Auto Show and who will work on the marketing / internet marketing for Tehran Auto Show in Germany. He would like to receive a calendar of all exhibitions in Tehran for the new Iranian year. Mr. ALESHYEKH said that Toyota sold 250 cars on the 4th day of the exhibition. BMW sold on the 1st day 10 cars of the 7 series. Chery have sold 400 cars on the 4th day of the exhibition.

Gautam SEN

Vice President of External Relations of FIVA

About Iran Classical can I say that it was an excellent exhibition that highlights the importance and quality of the historical vehicle culture in Iran.



This is one of the most beautiful exhibitions of this kind I have ever seen and I really hope you can continue with similar exhibitions for the future. Wishing you the best in these efforts.

Voices of the Exhibitors

Renault (Negin Khodro)

Mr. MORTEZAEI
Marketing Manager

First Tehran Auto Show is new horizon in marketing for Negin Khodro. In his opinion, this exhibition is far from our expectations. Our goal is that each year we will have unveiled a new product in "Tehran Auto Show" Exhibition. And also the infrastructure facilities is very important in this exhibition.



KIA Motors (Atlas Khodro)

Mr. MIR AFTABI
MD of Atlas khodro

After more than one decade Auto Show was held in many cases was impressive. He stated his opinion about the presence of visitors: This exhibition had two sort of visitors, as the purchaser and the that both of them are interesting for us. And also in this exhibition was a great opportunity to sell products.



DS & Mitsubishi (Arian Motor Taban & Pouya)

Mr. SHOKOUHI
Marketing Manager

Mr. SHOKOUHI said that the organizer of "Tehran Auto Show" experienced team which is shown the years of cooperation together. He added, this exhibition was very glorious event for us, we had so many problems for participating in other events in Iran but now we have Tehran Market it means Iran Market.



Toyota (Irtoya)

Mr. Farzad SALEHI
Sales and Marketing Manager

Regarding to the first Tehran Auto Show Exhibition, said: As Auto Manufacturing Industry is one of the major industries and also according to the Tehran's strategic role in the society of car buyers, we could say that this exhibition makes a competitive environment specially among the importers companies. He also said his opinion about the participants and visitors: As expected, the number of participants and visitors are huge. Additionally a very important to the most companies to have an unveiling and introducing their Products in this show. At the end, this exhibition has Impressive visitors whom we don't have during past 12 years.



Iran Khodro Diesel

Mr. Kaveh SAJADI
Communications & International
affairs Manager

About first Tehran Auto Show said: During past 12 years we don't have any automotive Exhibition in Tehran, and always the absence of this show in Tehran was felt, so holding such an exhibition in Tehran after long time is attractive to the audience. After the sanctions were people waiting for new movement that can be considered in this fair. He also said his view about presence of the participant and visitors welcome: Since along percentage of car manufacturers and the two main poles of automotives are concentrated in Tehran we had anticipated a number of participation by companies and organizations in this show. And that is forecast future hall of applicants does not have the available capacity. In the end, on how to holding and organizing the fair, said that: some short comings were expected before the exhibition. However, due to the awareness and consultation and respected exhibition organizer with the participant in the month before the holding the fair eliminated the short coming and it was close to ideal conditions.



Modiran Khodro

Babak SADRAEI /
Marketing Manager

related to the first Tehran Auto show , Said: Regarding the importance of auto industry and also automotive consumer market in Iran, It was obligatory this exhibition to be held. The Iranian people are car liker and we can say that the growth of this industry is very important for them. And also about the welcomed visitors and presence of exhibitors said that: We saw unprecedented of participation in this exhibition and certainly this exhibition can be seen its influence in the society and also in the view of producers. At the end, he said that: Each manufacturer need to communicate directly with his audience and " Tehran Auto Show" provided this space for them.



طرح تبلیغاتی چاپ صنوبر



TEHRAN AUTO SHOW

2017

Advertisements

Media advertising

Newspaper, Social Media and Television

Newspapers – Magazines: 100 Issues

- Donyay e Khodro newspaper;
- Khodro emrouz weekly magazine;
- Gozaresh Bazar weekly magazine;
- Nasle bartar monthly magazine;
- Machine monthly magazine;
- Namayeshgah monthly magazine;
- Soraat monthly magazine.



Advertising flash banner one-newspaper:

3 Months

- Asrekhodro news agency;
- Khodronevis news agency;
- Khabar machine news agency.

khodronevis
خودرونویس
جامع ترین سایت تخصصی خودرو

خبر ماشین
پایگاه خبری خودرو و ماشین و لوازم

عصر خودرو

Road show on the main districts:

During exhibition

Billboards in Tehran



35 Billboard are located on major highways, principal arterials and command high-density consumer exposure.

Advertising through email marketing to targeted audiences:

- No. of email address: 10 000 add;
- Frequency: 1 time / 1 month;
- Time: From December to February.

The Show from Media



Testimonial & Gifts







TEHRAN AUTO SHOW

2017

Show Highlight

Show Highlights

Iranian and international brands showed their latest models and services, namely A-Stone Tires, Barez Industrial Group, Brilliance, BMW, BYD, Citroen, Cherry, Double Star Tires, DS, Goldstone, Hyundai, Iran Khodro, IKAP, Iran Khodro Commercial Cars, Karmania, KIA, London Taxi, Lexus, Liqui Moly, Lotus, Mammut Group, Marshall Tire, Mayan, Mitsubishi, MG, Modiran Khodro, MVM, Peugeot, Profi Car, Renault Pars, SAIC Motor, Saipa, Saipa Commercial Cars, Scania, Shahab Khodro, Toyota, UAZ, Volkswagen, Volvo and Yazd Tire. On the occasion of Tehran Auto Show 2017 BMW, BYD, MG, Mitsubishi, Peugeot, Renault and Toyota have introduced 25 brand new car models.

In the past year 100,000 cars have been imported, of which Hyundai has the biggest share with %46, followed by KIA with %16 and Toyota with %11. BMW owns a share of %4. Mercedes and Renault each have a part of %2 in Iran.

The int'l
TEHRAN
AUTO SHOW
AND RELATED INDUSTRIES





TOYOTA

MOTUL



International
Brands



LOTUS



BMW

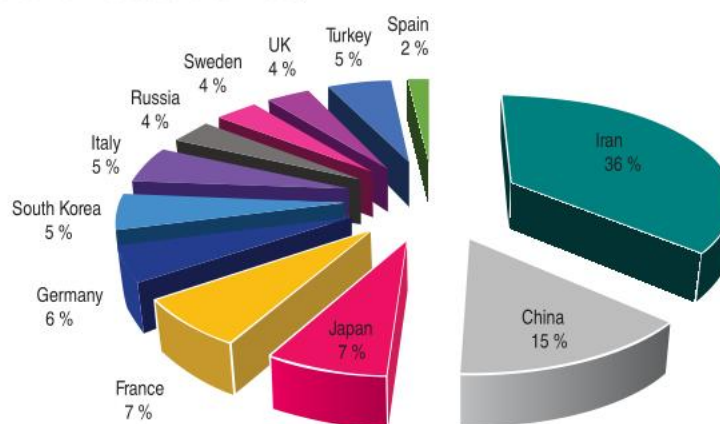




Unveiling Cars

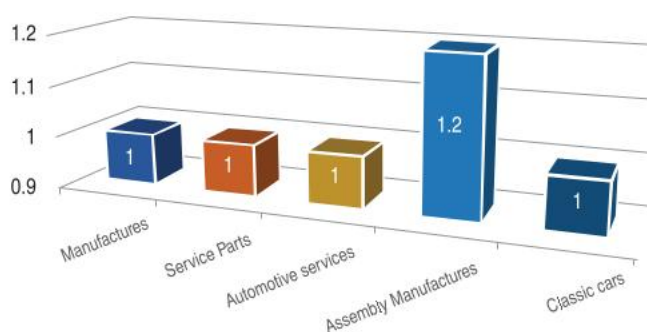


Exhibitors (Origination of Products & Services)

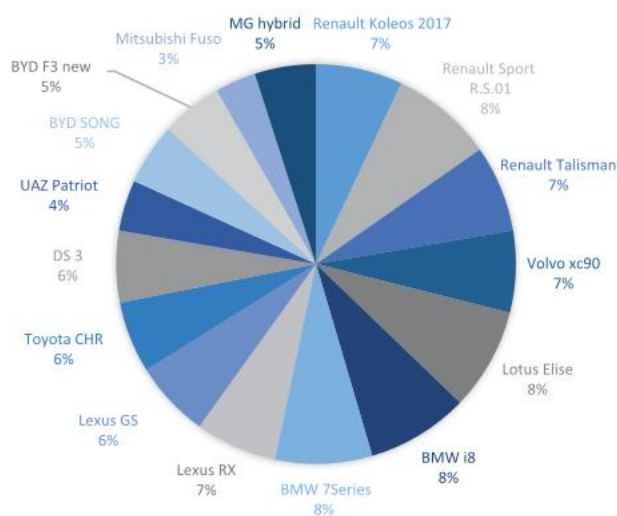


Field of Exhibitors

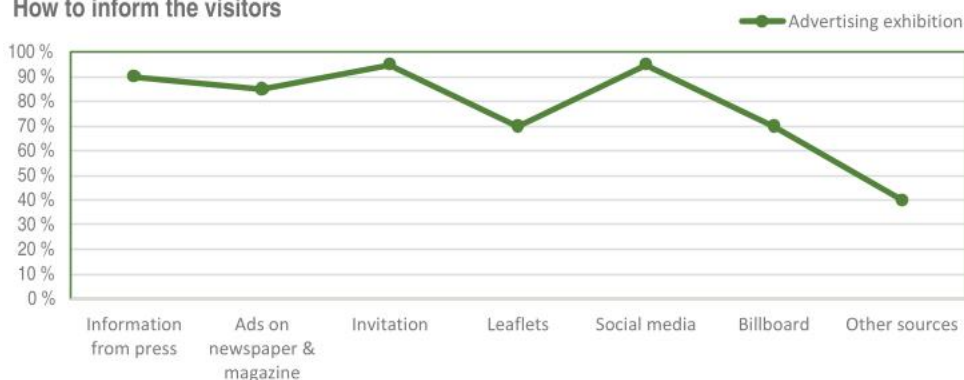
- Manufactures
- Service Parts
- Automotive services
- Assembly Manufactures
- Classic cars



Top Products at tehran Auto Show



How to inform the visitors



Hermes Business Idea Co.

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.

2nd Tehran Auto show 2017

Your contact:

Hermes Business Idea Co.

Contact Person:

Niyaz KAHNAMOUIZADEH
International Affairs Manager
Tel.: +98 21 88 55 84 05
Email: niyaz@hermesbi.com

Time:

27th November – 1st December 2017
10h18-00h00

Shahr-e-Aftab International Exhibition Center



TEHRAN AUTO SHOW

2017

Application Form For Exhibitors

APPLICATION FORM FOR EXHIBITORS

■ Applications must be made using the WORD based application form (see <https://tehranautoshow.ir/>) and will constitute a formal expression of intent. Space includes: 1 table, 2 chairs, electrical supply and spaceframe. Additional services are available on request at info@tehranautoshow.ir

Exhibitor's benefits

- Company name in the 2nd Tehran Auto Show 2017 trade exhibition section that will be accessible via the Tehran auto show homepage.
- Company name will be published in the 2nd Tehran Auto Show 2017 trade exhibition section in the conference program.

General information

The application process will begin on 1st May, 2017. Applications for exhibition space must be made using the exhibition application form available at: info@tehranautoshow.ir.

The form must be signed & sealed by a competent person. By signing the exhibition application form, the booking is binding. This agreement shall remain in full force and effect in case of merger or acquisition of the contracting company.

Exhibition stands must be completed, ready and manned by 18:00 on 26th November, 2017 in time for the Welcome Reception.

Payment conditions

All payments must be made in EUROS. 50 % of the total exhibition fee will be invoiced upon receipt of the completed exhibition application form and is due for payment upon receipt of the invoice to guarantee the reservation. Final payment by 27th October, 2017.

Cancellation Conditions

Cancellations and changes to your original booking must be made in writing to: Ms. Niyaz KAHNAMOUIZADEH: info@tehranautoshow.ir.

Cancellation Fees

- 50 % of total exhibition fee if the booking cancelled before 27th August, 2017.
- 100 % of total exhibition fee will be retained thereafter.

Company Information

Company Name (for invoice):

Company Name (on website for final program):

Address:
City, Postal/Zip Code
Country*

VAT Reg. No:

Contact Person:
Title: Mr. / Ms.
First Name:
Family Name:

Your Purchase Order Number:

Office Phone:

Mobile:

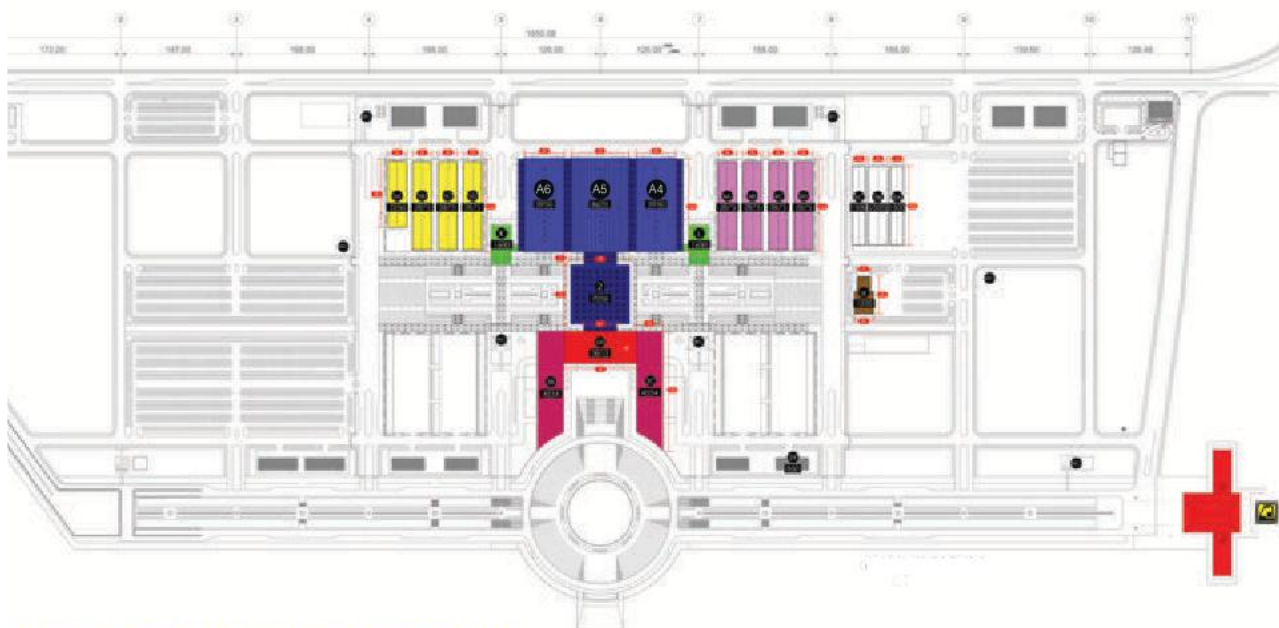
E-Mail:

Fax:

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

Exhibition requirements

None of the exhibits must be taken out of the stands during the exhibition opening hours and also the last day of the show till 18h00.



Information only: (delete as appropriate)

We will set up our own pre-constructed stand: ☐ YES ☐ NO

We will order a standard rental shell scheme stand at extra cost: ☐ YES ☐ NO

Bare area

It includes the following:

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

General information

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

Plus the auto show these items were attracted great attention:

- Special sales by main manufacturers with the best quality and colors;
- Test drive space and Drift space;
- Historical cars;
- Traffic Training space for children by Police;

Products on show will include:

- | | |
|---|---|
| <ul style="list-style-type: none">• Automobile• Bus• Mini bus• Passenger cars• Commercial vehicles• Special purpose vehicles• New energy technologies | <ul style="list-style-type: none">• Environment-friendly technologies• Automobile accessories• Maintenance facilities• Automobile internet technologies and products• Tuning• Tire• Lubricants and other related industries |
|---|---|

Place, Date	Signature and Company Stamp

By signing this Application Form, we accept the Participation Terms & Conditions and the Payment & Cancellation Conditions.

Post the completed form to:

Organizer: **Hermes Business Idea Co.**

Address: Unit 2, No.12, 1stth, Ahmad Qasir Ave., (Bokharest),
Tehran-Iran

Telefax: +98 21 88 10 79 56 - 88 10 82 55

Website: www.tehranautoshow.ir

Email: info@tehranautoshow.ir

TERMS AND CONDITIONS FOR SPONSORS & EXHIBITORS

1. Application for Sponsors and Exhibitors:

In order to be considered as a Sponsor and/or for the Exhibition, an application form must be completed and signed by a legally competent individual, and delivered to the Hermes Business Idea Co. before the deadline. However, mailing or delivering the Application Form to the Hermes does not constitute a formal agreement that the Sponsor/Exhibitor will be accepted. Contractual Conditions are constituted only after the Hermes has sent written confirmation of acceptance to the Sponsor/Exhibitor. In case of acceptance, Sponsors/Exhibitors will be bound by the Terms and Conditions for Sponsors & Exhibitors. The Hermes reserves the right to refuse any application to sponsor/exhibit without giving cause. Exhibition space is allotted according to the terms and conditions as listed in the Information for Sponsors & Exhibitors. Any company that disobeys the directives of the Hermes may be excluded from the exhibition by the Hermes. Such companies are liable for the whole payment, and for all incidental expenses including any value added tax. All oral agreements, special permissions and special arrangements are valid only upon receipt of written confirmation. Sponsors should note that they are responsible for all costs associated with their sponsored speaker(s) and that any honorarium, travel and accommodation etc are NOT the responsibility of the Hermes.

2. Obligations and Rights of the Exhibitor:

Exhibition booths may only be used for exhibiting and advertising the Exhibitor's own products, materials or services as described in the application form. Advertising materials may be distributed only within the confines of the booth. Any promotion outside the respective exhibition space is forbidden (such as distributing flyers etc.). The partial or complete subleasing or otherwise relinquishing of a booth to a third party, as well as private agreements for switching booths or floor space between two exhibitors is prohibited. The Hermes reserves the right to enter any booth at any time. Booths need to be occupied during exhibition hours. The exhibition halls are to be used only during regular opening hours. It is strictly forbidden for companies, which are not exhibitors, to advertise in any way in the exhibition hall or in the entrances to the exhibition hall.

3. Obligations and Rights of the Hermes Business Idea Co.:

The Hermes reserves the right to revise the time and location of the exhibition or to shorten the duration of the exhibition. Any change regarding the time and duration of the exhibition does not entitle the sponsor/exhibitor to cancel the contract nor to request a fee reduction or to put forward a claim for damages incurred by these changes.

4. Liability Insurance:

The Organizer provides third party insurance at the Shahr-e-Aftab Exhibition Center. Equipment and all related display materials installed by exhibitors are limited liability by the Hermes and they will under no circumstances be liable for any loss, damage or destruction caused to equipment, goods or property belonging to exhibitors. The Exhibitor agrees to be responsible for their property and personnel, and for the property and personnel and for any third party who may visit his space to be covered by full and comprehensive insurance. The Hermes will not be liable for any injuries to the personnel of sponsors/exhibitors attending the meeting.

5. Set-up of exhibition booths:

To ensure the smooth running of the exhibition, Sponsors/Exhibitors must obey all directives and instructions of the Hermes regarding the use of booths, their decoration, the use of self-designed and self-constructed booths, and the fitting and furnishings of the booths. Before setting up their booths / displays / installations, Exhibitors must first contact the Hermes and reconfirm placement of the booth as well as inform themselves of any special regulations relating to their booth. Standard side and back walls of booths in halls are to be 2) 52.5 and a half) meters high. For any variation from this norm, specific permission must be obtained in advance from the Hermes. Written permission also needs to be obtained for any changes in the size or structure of the floor space, or for any changes to any additional rented objects/facilities. Booths must be set up and completed during the timeframe designated. An Exhibitor or advertising company contracted by the Exhibitor who wishes to set up a booth or exhibit of their own design and construction must first submit sketches and plans with a statement of color schemes of such a booth or exhibit to the Hermes. The Hermes reserves the right to demand changes in such booths or exhibits should safety regulations, technical requirements, or the responsibility of preserving or obtaining the best possible overall image for the exhibition, as judged by the Hermes, so require. The side and back walls of all stands should be finished on the outside as well as the inside. Exhibitors must avoid obstructing the view of or access to neighboring booths. Special care must be taken to avoid the use of lights or spotlights that may annoy visitors or neighboring booths. Should an exhibitor not follow the directives of the Hermes or not carry out such directives within a reasonable time, the Hermes reserves the right to take the necessary steps at the cost of the Exhibitor. The Hermes reserves the right to close or obstruct unused entrances or exits to the exhibition rooms and the right to direct the Exhibitor to another space in the exhibition hall if necessary even if this directive conflicts with previous written agreements. The

Hermes also reserves the right to rent floor space of a booth not finished on time to another applicant. In such a case, the Exhibitor is responsible for all costs arising from the cancellation.

6. Maintenance of booths and exhibition area:

Sponsors/Exhibitors are responsible for the proper care of the floors, walls, staircases and storage rooms as well as the hired booths and furnishings. Hired booths and furnishings must be returned in an acceptable condition and in an orderly way. To avoid scratches and furrows on floors as the result of sliding heavy packing cases, exhibitors are required to use protective coverings. Exhibitors and their shipping agents, on specific orders from the exhibitor, must take special care when transporting heavy packing cases and heavy loads. Exhibitors who wish to display extra heavy exhibits demanding special supports or foundations must request prior permission specifically in this matter from the Hermes. It is not permitted to drive nails or hooks into the walls of the exhibition hall, to install electric wiring or to cut or drill holes in the walls of the rented booths. Empty containers and packing materials must be disposed of at the exhibitor's expense before the start of the exhibition; cleaning the booth is the Exhibitor's responsibility. No part of an exhibition booth may be suspended from the ceiling. No part of an exhibit or of the booth's structure may protrude beyond the allotted area on any side. No signboards may protrude beyond the booth's walls. Decorating materials and wallpaper used by the exhibitor must be fire-proof. Prior to use, written proof of this fact must be presented to the Hermes. Police regulations, fire regulations and other official regulations must be observed at all times, including during the construction and dismantling of the exhibits.

7. Electrical installations/power consumption:

Any costs related to a main power supply for a booth and the wattage of the booth's electric equipment will be invoiced to each Exhibitor separately and is not included in the rental fee. Electrical installations within the booth are at the Exhibitor's expense; however, such installations may only be carried out by an electrician appointed by the Shahr-e-Aftab venue. The Hermes however is not responsible for any loss or damage, which may occur from interruptions or defects in the electric power supply.

8. Dismantling of booths:

The Exhibitor must dismantle the booth within the allotted time and return hired furnishings on time. Upon leaving, the Exhibitor must clear the booth area and clean the floor. Stored materials, empty containers and packing materials must be disposed of. Items for which the Exhibitor has made no arrangements regarding removal and storage at his/her cost and which are left behind become the property of the Hermes, and no reimbursement will be made for such items. The Hermes can demand that

Exhibitors restore the exhibition area to the original condition at the Exhibitor's expense. If the Exhibitor does not dismantle and clear away their exhibit in a timely manner, these items will be removed by the Hermes at the Exhibitor's cost. The Exhibitor is liable for the actual cost incurred by the Hermes for such removals of abandoned exhibits. Rented items, which were originally accepted as satisfactory for rental by the exhibitor, are to be returned undamaged and in a satisfactory condition. All rented items are considered to be in satisfactory condition unless a written notation signed by the Hermes is made at the time of rental. Exhibitors must bear the costs of repairs to damaged exhibition areas and of repairs of or necessary cleaning of rented items.

9. Payments - breach of contract:

Please refer to the terms of payment, reduction and cancellation policy and corresponding deadlines as given in the Information to Sponsors & Exhibitors. The contract shall remain in full force and effect in case of merger or acquisition of the contracting company. The dimensions of floor space, booth measurements and rented items given are approximate. The Hermes reserves the right to change these dimensions in order to most efficiently use the available exhibition area and to adjust the booths to the blueprints of the exhibition halls. Prices charged are however based on the actual dimensions; if more floor space is later allotted and actually used than was originally ordered, the additional fee for it is to be paid immediately. Special requests regarding placement of the booths will be considered. However, such requests do not constitute a condition of registration on the part of the Exhibitor. Furthermore, the Hermes reserves the right to reduce the amount of floor space initially requested. Failure to comply with local authorities and international regulations may not be used as a ground to declare the contract void. Failure to comply with the Rules and Regulations will not expose the Hermes to any suits or demands by the Exhibitor and/or any third party. Exhibitors must bear the cost of any special installations. In case of delayed payment, ten per cent (%10) interest per annum is charged. If a company wishes to renounce all claims to taking part in an exhibition after having contracted to do so, the company is nevertheless liable for the rental sum and for incidental expenses. In case of cancellation of the exhibition, the Hermes will return the part payments received less the sum equivalent to the costs that have arisen for the Hermes up to the time of cancellation; the registration fee will not be returned.

10. Place of Legislation

In all cases of litigation it is agreed to by the Exhibitor that the competency of the duly authorized court is Tehran, IRAN. Electively, the Hermes may choose to appeal to the competent court in whose jurisdiction the exhibitor falls. IRAN law is to be applied.