

STAND

REGISTRATION



ITB
China

The Marketplace for China's Travel Industry



16 – 18 May 2018
itb-china.com

Co-Host:

环球旅讯
TravelDaily

Media Partner:

CHINA
TRAVELNEWS

Organizer:

MB EXHIBITIONS
SHANGHAI

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for Trade Fairs and Exhibitions organized by	
MB Exhibitions (Shanghai) Co. ,Ltd.	

Important Information

Venue

Shanghai World Expo Exhibition and Convention Center, Shanghai, China

Event duration

16-18 May 2018

Exhibitor Registration deadline

31 December 2017

Co-Exhibitor Registration deadline

28 February 2018

Opening hours

09:30 a.m. - 04:30 p.m

Set-up

14-15 May 2018

8:00 a.m. – 10: 30 p.m.

Dismantling

18 May 2018 after 5:00 p.m. until 10:30 p.m.

We reserve the right to make alterations to this schedule. Please note any subsequent updates. For further questions and assistance please contact MB Exhibitions (Shanghai)

Contact Details

www.itb-china.com
exhibitor@itb-china.com

Shanghai Office Address

MB Exhibitions (Shanghai) Co., Ltd.
Level 20, The Center,
989 ChangLe Road, Puxi,
Shanghai, China 200031

Guangzhou Office Address

Traveldaily China
Room 2604 - 2606, Dongjun Plaza #836
Dongfengdong Road
Guangzhou Guangdong 510080

General Manager

David Axiotis



- | | |
|---|---|
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1.2 Associations
1.3 Touristic Representations/
Tourism Boards
1.4 Convention and Visitor Bureaus</p> <p>2.0 Accommodation</p> <p>2.1 Holiday apartments/villas
2.2 Golfhotels
2.3 Hotels/hotel chains
2.4 Youth hostels
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2.6 Wellness/Spa hotels
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6.6 Online Payment Systems
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|---|---|

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|--|
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7.2 Equipment for travel agents and seminar rooms
7.3 Professional schools/universities
7.4 Investment & Consulting
7.5 Trade associations/rganizations
7.6 Press/PR-agencies
7.7 Travel insurances
7.8 Science and research
7.9 Insolvency insurance</p> <p>8.0 Media</p> <p>8.1 Journalists
8.2 Trade magazines
8.3 Editorial offices
8.4 TV/Radio-stations</p> <p>9.0 Publishers</p> <p>10.0 Niche</p> <p>10.1 Cabaret-Dinner-Variete
10.2 Casinos
10.3 Leisure parks
10.4 Catering trade
10.5 Museums
10.6 Musicals/Music festivals
10.7 Theatre/opera houses
10.8 Tourist attractions
10.9 Non-profit organization
10.10 Intergrated Resort
10.11 Financial Services</p> |
|--|

Registration deadline: 31 December 2017

2. Stand registration ITB China

(Point 1 - 8 for online catalogue entry)

■ _____

1 Exhibitor Name _____

2 Street _____

3 Postal Code _____ **4 City** _____ **5 Country** _____

6 Country / Destination for catalogue entry _____

7 Internet address _____ **8 Company Email** _____

9 Tel. _____ **10 Fax** _____

11 Contact person Ms. Mr. _____ **12 Personal Email** _____

Cell phone _____ Contact Tel./Fax _____

13 CEO Surname, First name Ms. Mr. _____ **16 Chief Marketing/CMO Surname, First name** Ms. Mr. _____

14 Specific job title (if different) _____ **17 Specific job title (if different)** _____

15 Email CEO _____ **18 Email CMO** _____

19 Product(s)
Important! Please define your product(s) in accordance with the index on page 3.
Please select at most 5 products, additional indications will be charged.

Important: The details requested above (point 1 - 19) are obligatory!

■ _____

Invoice address (if different)

Street _____

Postal Code _____ City _____ Country _____

Phone _____ Email _____

Mailing address for invoice (if different)

Street _____

Postal Code _____ City _____ Country _____

Internet address _____ Email _____

Phone _____ Fax _____

We hereby agree to the exhibitor information being made available to interested parties and members of the press and also consent to online publication of the information.
We hereby consent to having information sent to us by MB Exhibitions (Shanghai) Co., Ltd. and its business associates. We hereby agree that the General Terms of Business for Trade Fairs and Exhibitions organised by MB Exhibitions (Shanghai) Co., Ltd. (as follows "GTC") as well as the Exhibition Terms and Conditions ("ETC") in force shall exclusively apply to and govern all business transactions. Please see attached the most recent GTC and ETC. Any other terms and conditions will not apply, unless expressly agreed by MB Exhibitions (Shanghai) in writing. The effects of the GTC and ETC will be explained if requested. **Please pay attention in particular to Section 4.2, 6.4, 7, 9, 15.3 and 18a) of the GTC as well as Section 5 and 15 of the ETC which include clauses regarding liability restrictions.** The place of performance is the People's Republic of China. Any disputes arising from or in connection with the Contract, including any question regarding its conclusion, implementation, existence, validity or termination etc, shall be submitted to Shanghai International Arbitration Center ("SHIAC") for arbitration. The arbitral award shall be final and binding upon both Parties. The arbitration shall be conducted in accordance with the SHIAC arbitration rules issued by SHIAC as in force at the date of submitting the dispute. The place of arbitration shall be Shanghai and the arbitration language shall be English. The Tribunal shall consist of one arbitrator to be appointed by the Chairman of the SHIAC.

Payment fees for exhibition stand space will be invoiced on receipt of the completed stand registration form. Please refer to page 9, paragraph 7 for terms of payment.

Place and date

Stamp and legally binding signature



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16 - 18 May 2018
MB Exhibitions (Shanghai) Co., Ltd.
Level 20, The Center
989 ChangLe Road, Puxi
Shanghai, China 200031

T: +86 21 5117 5805
E: exhibitor@itb-china.com
www.itb-china.com

3. Choice of stand space or complete stand packages

3.1. Complete stand packages

Exhibitor Name _____

In accordance with exhibition terms and conditions, we would like to order the following (please checkmark):

It is mandatory to choose a complete stand package when renting 9sqm.

Desired total booth size: _____ sqm (multiples of 9 only)

>Shell Scheme Booth, complete stand package

	Listed Price
<input type="checkbox"/> 9sqm Row Stand Basic shell scheme	US\$ 4,250
<input type="checkbox"/> 9sqm Corner Basic shell scheme	US\$ 4,680
<input type="checkbox"/> 9sqm Row Stand Premium shell scheme	US\$ 5,350
<input type="checkbox"/> 9sqm Corner Premium shell scheme	US\$ 5,890
<input type="checkbox"/> 18sqm Row Stand Basic shell scheme	US\$ 8,500
<input type="checkbox"/> 18sqm Corner Basic shell scheme	US\$ 9,360
<input type="checkbox"/> 18sqm Peninsula Basic shell scheme	US\$ 10,760
<input type="checkbox"/> 18sqm Row Stand Premium shell scheme	US\$ 10,700
<input type="checkbox"/> 18sqm Corner Premium shell scheme	US\$ 11,780
<input type="checkbox"/> 18sqm Peninsula Premium shell scheme	US\$ 13,550
<input type="checkbox"/> 27sqm Corner Basic shell scheme	US\$ 14,050
<input type="checkbox"/> 27sqm Peninsula Basic shell scheme	US\$ 16,140
<input type="checkbox"/> 27sqm Corner Premium shell scheme	US\$ 17,670
<input type="checkbox"/> 27sqm Peninsula Premium shell scheme	US\$ 20,320
<input type="checkbox"/> 36sqm Corner Basic shell scheme	US\$ 18,720
<input type="checkbox"/> 36sqm Peninsula Basic shell scheme	US\$ 21,520
<input type="checkbox"/> 36sqm Corner Premium shell scheme	US\$ 23,560
<input type="checkbox"/> 36sqm Peninsula Premium shell scheme	US\$ 27,100
<input type="checkbox"/> 36sqm Island Premium shell scheme	US\$ 31,170
<input type="checkbox"/> 54sqm Peninsula Basic shell scheme	US\$ 32,280
<input type="checkbox"/> 54sqm Peninsula Premium shell scheme	US\$ 40,650
<input type="checkbox"/> 54sqm Island Premium shell scheme	US\$ 46,750

For registrations until the deadlines below, the following discounts apply:

Spring Discount	15%	31 May 2017
Summer Discount	10%	31 August 2017
Autumn Discount	5%	31 October 2017

Every 9 sqm package above includes:

- 2 Exhibitor Badges (allow access to ITB China workshops, sessions)
- 1 entity listing in ITB China Show Catalogue (print and online version)
- 1 set of appointments

Please note:

With the first 9 sqm, each main exhibitor receives one company listing in the ITB China Show Catalogue (print and online version), with one more per every additional 9 sqm.

Please note that only ONE company name is allowed per listing. Should two or more company names are provided, only the FIRST company name will be used.

Any additional listings are available at a charge of US\$ 100 per company listing, with a maximum of TWO additional listings per 9 sqm. Any additional appointments set(s) incl. entity company listing are available at a charge of US\$ 1,500 per set, with a maximum of ONE additional set per 9 sqm.

For information on appointment sets included please refer to page 9, paragraph 5.

All of the above prices are subjected to applicable value-added tax.

Place and date _____

Stamp and legally binding signature _____



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3. Choice of stand space or complete stand packages

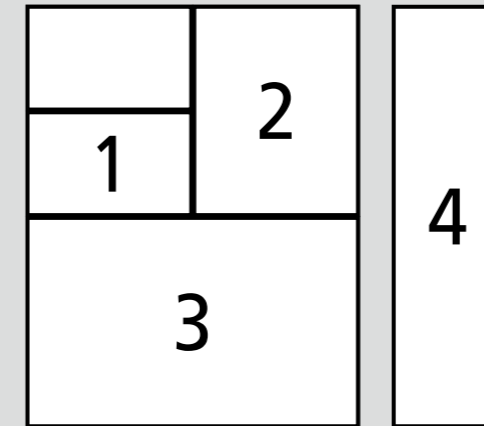
3.2. Raw space only

Exhibitor Name _____

In accordance with exhibition terms and conditions, we would like to order the following (please checkmark):

It is mandatory to choose a complete stand package when renting 9sqm. Raw space only options are only available when renting 18sqm and above.

Desired total booth size: _____ sqm (multiples of 9 only)



Raw Space, 18sqm and above

	Listed Price
<input type="checkbox"/> (1) Row stand per 9sqm	US\$ 4,065
<input type="checkbox"/> (2) Corner stand per 9sqm	US\$ 4,470
<input type="checkbox"/> (3) Peninsula stand per 9sqm	US\$ 5,140
<input type="checkbox"/> (4) Island stand per 9sqm	US\$ 5,910

For registrations until the deadlines below, the following discounts apply:

Spring Discount	15%	31 May 2017
Summer Discount	10%	31 August 2017
Autumn Discount	5%	31 October 2017

For raw space larger than 400sqm, the row stand price is applicable for the multiple open side options.

For two-storey structures, the area of the upper floor will be charged at US\$ 100 per sqm.

Every 9sqm raw space includes:

- 2 Exhibitor Badges (allow access to ITB China workshops, sessions)
- 1 entity listing in ITB China Show Catalogue (printed and online version)
- 1 set of appointments

Please note:

With the first 9 sqm, each main exhibitor receives one company listing in the ITB China Show Catalogue (printed and online version), with one more per every additional 9 sqm.

Please note that only ONE company name is allowed per listing. Should two or more company names are provided, only the FIRST company name will be used.

Any additional listings are available at a charge of US\$ 100 per company listing, with a maximum of TWO additional listings per 9 sqm. Any additional appointments set(s) incl. entity company listing are available at a charge of US\$ 1,500 per set, with a maximum of ONE additional set per 9 sqm.

For information on appointment sets included please refer to page 9, paragraph 5.

All of the above prices are subjected to applicable value-added tax.

Place and date _____

Stamp and legally binding signature _____



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4. Co-exhibitors



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www.itb-china.com

Exhibitor Name _____

Please note:
Any co-exhibitor listed here will appear in the ITB China Show Catalogue (printed and online version). Any additional listings are available at a charge of US\$ 100 per listing with a maximum of TWO additional listings per 9 sqm. Any additional appointments sets incl. entity listing are available at a charge of US\$ 1,500 per set with a maximum of ONE additional set per 9 sqm.

Only one company name is allowed per listing. Should two or more company names be provided per listing only the first company name will be used.

If you wish to also purchase additional badges (US\$ 90) for these co-exhibitors please check the appropriate field on the right.

<p>1. Company name _____ Street _____ Postal code, city, country _____ Company Email _____ Internet Address _____ Contact Person _____ Personal Email _____</p>	<p>Branch-No. _____ Booth-No. _____</p>	<p><input type="checkbox"/> 1 Listing (US\$ 100) <input type="checkbox"/> 1 Set of Appointments incl. entity listing (US\$ 1,500) <input type="checkbox"/> 1 Badge (US\$ 90)</p>
<p>2. Company name _____ Street _____ Postal code, city, country _____ Company Email _____ Internet Address _____ Contact Person _____ Personal Email _____</p>	<p>Branch-No. _____ Booth-No. _____</p>	<p><input type="checkbox"/> 1 Listing (US\$ 100) <input type="checkbox"/> 1 Set of Appointments incl. entity listing (US\$ 1,500) <input type="checkbox"/> 1 Badge (US\$ 90)</p>
<p>3. Company name _____ Street _____ Postal code, city, country _____ Company Email _____ Internet Address _____ Contact Person _____ Personal Email _____</p>	<p>Branch-No. _____ Booth-No. _____</p>	<p><input type="checkbox"/> 1 Listing (US\$ 100) <input type="checkbox"/> 1 Set of Appointments incl. entity listing (US\$ 1,500) <input type="checkbox"/> 1 Badge (US\$ 90)</p>
<p>4. Company name _____ Street _____ Postal code, city, country _____ Company Email _____ Internet Address _____ Contact Person _____ Personal Email _____</p>	<p>Branch-No. _____ Booth-No. _____</p>	<p><input type="checkbox"/> 1 Listing (US\$ 100) <input type="checkbox"/> 1 Set of Appointments incl. entity listing (US\$ 1,500) <input type="checkbox"/> 1 Badge (US\$ 90)</p>
<p>5. Company name _____ Street _____ Postal code, city, country _____ Company Email _____ Internet Address _____ Contact Person _____ Personal Email _____</p>	<p>Branch-No. _____ Booth-No. _____</p>	<p><input type="checkbox"/> 1 Listing (US\$ 100) <input type="checkbox"/> 1 Set of Appointments incl. entity listing (US\$ 1,500) <input type="checkbox"/> 1 Badge (US\$ 90)</p>

(If necessary please duplicate this form.)

Important! Please define your product(s) in accordance with the index on page 2. Please indicate at most 2 products, additional indications will be charged.

Place and date _____ Stamp and legally binding signature _____



5. ITB China Promotion Package Services

Included in the rental fee of space or booths are the following promotional services for main or co-exhibitors

Please note:

Every exhibitor receives one company name free with the first 9 sqm, and one more company listing with every additional 9 sqm. Any additional company listings are available at a charge of US\$ 100 per listing, with a maximum of 2 company listings per 9 sqm.

Main exhibitor service
ITB China Print Catalogue ■ Basic entry (company name in English and Chinese, country, hall and stand number, email and internet address)
ITB China Online Catalogue ■ Basic entry (company name, country, postcode, city, mailing address, hall and stand number) ■ Email address ■ Company profile (max. 4,000 characters) ■ Company logo ■ Link to company website ■ Entry in up to 5 product groups
Additional services can be booked if required.

Listings for co-exhibitors include the following services.

Co-exhibitor services
ITB China Print Catalogue ■ Basic entry (company name in English and Chinese, country, hall and stand number and email)
ITB China Online Catalogue ■ Basic entry (company name, country, postcode, city, mailing address, hall and stand number) ■ Email address/company website ■ Company profile (max. 4,000 characters) ■ Company Logo
Additional services can be booked if required.

6. Exhibition Terms and Conditions

ITB China 2018



1. Event and Organizer

ITB China is organised by MB Exhibitions (Shanghai) Co Ltd, at the Shanghai World Expo Exhibition & Convention Center.

2. Dates and Times

- Duration of ITB China 2018: Wednesday, 16 May - Friday, 18 May
- Daily opening hours: 09:30 am - 04:30 am
- Deadline for application: 31 December, 2017
- Submission of building plans: 31 March 2018
- Orders for entries in the catalogue (company names and addresses of exhibitors): 31 March 2018
- Commencement of construction: 14 May 2018
- Commencement of dismantling: after 5 p.m. on the final day of the exhibition
- Conclusion of dismantling: 18 May 2018 (until 10:30 p.m.)

3. Application

Applications can only be made by using the official stand applications forms. Applicants are requested to fill in the forms carefully, preferably typed. Receipt of the application form does not imply any subsequent entitlement to participate in the exhibition.

Applications received after the application deadline can only be considered in case of remaining available spaces. The application is binding. To permit automated processing of applications, the details submitted will be filed in a data storage system and may be passed on to third parties as required to fulfill the agreement.

4. Stand Rental

Minimum stand size 9 sqm
The prices include the rent for the exhibition space for the entire duration of the event, the registration fee, a specific number of exhibitor and construction/dismantling passes, the use of all general technical and service facilities in the fair halls like hall light. The prices do not include electricity and water utilisation on the stand.

Maximum two co-exhibitor listings may be registered per 9 sqm.

4.1 Raw space (18 sqm and above)

Row stand (area only)	US\$ 4,065 / 9 sqm
Corner stand (area only)	US\$ 4,470 / 9 sqm
Peninsula stand (area only)	US\$ 5,140 / 9 sqm
Island stand (area only)	US\$ 5,910 / 9 sqm

Two-storey stands will be subject to an additional charge of US\$ 100 for each square meter of upper structure.
For raw space which is larger than 400 sqm, the row stand price is applicable for the multiple open side options.

4.2 Basic and Premium Shell

It is mandatory to choose a complete stand package when only renting 9 sqm.

Basic Shell Scheme 9 sqm	Row US\$ 4,250 Corner US\$ 4,680
Basic Shell Scheme 18 sqm	Row US\$ 8,500 Corner US\$ 9,360 Peninsula US\$ 10,760
Basic Shell Scheme 27 sqm	Corner US\$ 14,050 Peninsula US\$ 16,140
Basic Shell Scheme 36 sqm	Corner US\$ 18,720 Peninsula US\$ 21,520
Basic Shell Scheme 54 sqm	Peninsula US\$ 32,280

Premium Shell Scheme 9 sqm	Row US\$ 5,350 Corner US\$ 5,890
Premium Shell Scheme 18 sqm	Row US\$ 10,700 Corner US\$ 11,780 Peninsula US\$ 13,550
Premium Shell Scheme 27 sqm	Corner US\$ 17,670 Peninsula US\$ 20,320
Premium Shell Scheme 36 sqm	Corner US\$ 23,560 Peninsula US\$ 27,100 Island US\$ 31,170
Premium Shell Scheme 54 sqm	Peninsula US\$ 40,650 Island US\$ 46,750

All of the above prices are subject to applicable value-added tax.

5. Appointments

Per 9sqm each exhibitor receives one set of appointments (of up to 30 appointments). The Matchmaking System helps to match the supply and demand of both the buyers and exhibitors. However, as a technical facilitator, MB Exhibitions (Shanghai) cannot be held responsible if buyers are not interested to meet up with some of the exhibitors and thus exhibitors may not be able to get their targeted number of appointments and vice versa. A certain number of accepted appointments is not guaranteed, neither 30 nor any other number of targeted appointments. The exhibitor agrees to indemnify both MB Exhibitions (Shanghai) and its Secretariat against non fulfilment of exhibitor's target number of appointments.
Manual.

Additional sets of appointments incl. entity listing may be purchased at US\$ 1,500 each with a maximum of ONE additional set per 9 sqm.

6. Cancellation

If exhibitors withdraw after the official application deadline, 31 December 2017, a charge equivalent to 20% of the stand rental will be payable. This increases to 30% for withdrawals after 28 February 2018, and after 31 March 2018 the full stand rental is payable.

7. Terms of payment

The period of payment is specified in the stand rental invoice.
Please quote invoice number and client number. All payments should be made to one of the accounts indicated on the invoice. Exhibitors are to pay all money remittance charges on top of the invoiced amounts.
In no circumstances will the exhibitor be permitted to erect or occupy a stand or site if the participation cost has not been paid in full.

8. Official Catalogue

An official catalogue will be issued; the Organisers do not accept any responsibilities for any omissions, misquotations or other errors, which may occur in the compilation of this catalogue.

9. Regulations Governing Halls and Indoor Places

a) Night work ban and early stand set-up

There is a general night work ban during the set-up phase. The work period is from 08:30 am - 10:30 pm

b) Events at the stand must be registered using the appropriate form in the Exhibitor Service

According to the size of the event, the exhibitor is charged extra costs for additional security personnel (compulsory) and additional services, e.g. barriers, personnel for providing sanitary fittings, checkroom, sanitary services, etc. The technical department will coordinate with you on the details.

c) Direct sale like food, drinks, typical souvenir at ITB China is not permitted.

d) Product presentations and events during the trade show may not be so loud as to disturb other exhibitors. In order that exhibitors can conduct meetings and appointments undisturbed, the voice level resulting from presentations on the stand must remain below 60 decibels.

e) Advertising of all kinds is only permitted within the exhibitor's official stand area.

f) No information material of a political nature may be distributed in the form of posters, information material etc. Moreover, no political statement may be included in the design and decoration of the stands.

g) It is forbidden to stick posters and other stickers on the wall and the floor outside the hired stand.

h) No animals are admitted to the exhibition grounds.

i) Exhibitors must comply with MB Exhibitions (Shanghai) and Shanghai World Expo Exhibition & Convention Center Rules & Regulations, technical guidelines including operation, fire safety, construction. For further details on the Rules & Regulations please refer to the Exhibitor Service Manual.

Exhibitors must also comply with rules and regulations as specified by work and safety laws of the People's Republic of China.

10. Installations, partition walls

Installations of electricity and water, partition walls, according to requirements, must in all cases be expressly ordered (see Exhibitor Service Manual).

11. Exhibitors Passes

Exhibitors receive two free badges for stands of 9 sqm and two for each additional 9 sqm or fraction thereof. Per 9 sqm 2 additional exhibitor passes may be purchased at US\$ 90 each. It is not permitted to use the pass to give to another person access to the exhibition ground.
Lost or forgotten passes will not be replaced.

12. Admission for exhibitors

Exhibitor passes allow access to the exhibition grounds from 09:00 a.m. - 7:00 p.m.

13. Change of the form of company

The lessee undertakes to notify the lessor immediately about any change in the form of the company (merger of transformation), even if the change only affects the legal form, with no devolution of property. The obligation to provide such information also applies to links between companies and structural changes to the company's legal form (changes in holdings resulting from the inclusion or withdrawal of shareholders and holdings by the lessee in other or previous companies which have or have had a contractual relationship with MB Exhibitions (Shanghai) etc.
In the above cases the lessor is entitled to withdraw from the rental agreement with immediate effect. Any down payments made up to that time will be reimbursed. No claims for damages by the lessee will be entertained, regardless of their legal basis.

14. Copyright Fees / Licenses & Permits

Permission must be obtained for all public presentations by copyrighted music, either on records or other sound carriers or for musical presentations involving the reproduction of radio or television broadcasts.

If music is intended to be played applications should be made to: The Music Copyright Society of China 5F, Jingfang Building, Dondansantiao 33, 100005 Beijing, China
Tel. +86 (010) 65232657

If musical work containing both, songs and pictures, is intended to be played applications should be made to: China Audio-Video Copyright Association Room 401, Jinguang Center Commercial Building, Hujialou, Chaoyang District, 100020 Beijing, China
Tel. +86 (010) 66086468

15. Terms of Business

The enclosed Regulations contained in the Exhibitor Service Manual apply to these Special Conditions of Participation as well as the General Terms of Business for Trade Fairs and Exhibitions by MB Exhibitions (Shanghai).

16. Local Data Protection Law

Personal data about anyone with whom we are involved in business will be stored and processed in accordance with local data protection law within the terms of the contractual arrangement.

7. General Terms of Business for Trade Fairs and Exhibitions organised by MB Exhibitions (Shanghai) Co., Ltd.



General Regulations

1. Applications
2. Joint Exhibitors
3. Conclusion of the Agreement
4. Allocation of Stands
5. Exhibits
6. Terms of Payment
7. Liability, Insurance
8. Withdrawal from the Contract
9. Force Majeure
10. Workers and Exhibitors Passes
11. Photographs and Film, Video and Sound Recordings
12. Advertising
13. Official Approval, Legal Regulations, Technical Guidelines
14. Regulations for the Maintenance of Order

Stand Construction

15. General Regulations, Deadlines
16. Stand Design

Other Services

17. Exhibitor Service Manual
18. General Inspection, Cleaning
19. Technical Installations
20. Photography
21. Catering Services
22. Data Protection

Concluding Regulations

1 Applications

1.1 Stand Applications

Applications to participate in a trade fair or exhibition (event) must be made using the form marked "Application Form". This form should be completed carefully and should include a legally binding signature. The application is an irrevocable offer to enter into a contractual agreement with MB Exhibitions (Shanghai), to which the exhibitor is committed until the commencement of the event.

1.2 Details of the Contract

The main sections of the contract are

- a) the Application Form,
- b) the Special Conditions of Participation,
- c) the Regulations as contained in the Exhibitor Service Manual,
- d) the General Terms of Business.

Where there is conflict between these various regulations they shall apply in the order listed above.

1.3 Conclusion of the Contractual Regulations

By signing the stand application the exhibitor recognises as binding the Terms of Business and Conditions of Participation, as well as the regulations contained in the Exhibitor Service Manual. He is responsible for ensuring that those persons employed by him during the event also comply with the terms of the contract in every respect.

2 Joint Exhibitors

If several exhibitors intend to hire a stand jointly, they must name one exhibitor in their application who will be authorised to negotiate with MB Exhibitions (Shanghai) on their behalf. The authorised party bears the same liability for any faults or cases of negligence on the part of those whom he is authorised to represent as he does for his own faults and negligence. The participating exhibitors are liable jointly and severally to MB Exhibitions (Shanghai).

3 Conclusion of Contract

3.1 Confirmation of Order

MB Exhibitions (Shanghai) will confirm its decision to accept an offer with a written confirmation of order (acceptance of the exhibitor and the exhibits for which application has been made).

3.2 Restrictions on the Exhibitor and Exhibits

If relevant grounds exist, and in particular if there is insufficient space, MB Exhibitions (Shanghai) may exclude individual exhibitors from participating, and may also limit the event to specific groups of exhibitors, if this becomes necessary in order to attain the objectives of the event. This also applies to exhibits.

3.3 Deviations from the Application

If MB Exhibitions (Shanghai) accepts the application for display space or for exhibits, subject to extensions, restrictions or other alterations, it is obliged to abide by this offer for a period of two weeks.

4 Allocation of Stands

4.1 Principle

In allocating the stand MB Exhibitions (Shanghai) will take into account the subject and the way in which a particular event is subdivided, as well as the space that is available. MB Exhibitions (Shanghai) will endeavour to meet specific requirements for stand locations wherever possible.

4.2 Changes to Adjoining Stands

The exhibitor should accept that changes may take place in the situation on other stands at the beginning of the event, compared with the time at which initial acceptance was granted. No claims for damages by either party can be entertained.

4.3 Exchanging Stands or Transferring them to Third Persons

The allocated stand may not be exchanged for that of another exhibitor, nor may it be transferred either partially or completely to a third person unless agreement has been reached with MB Exhibitions (Shanghai).

5 Exhibits

5.1 Removal, Exchange

Only the agreed exhibits may be displayed. Furthermore they may only be removed subject to the approval of MB Exhibitions (Shanghai). Exhibits may only be replaced by other items if written agreement has been obtained from MB Exhibitions (Shanghai), and replacement must take place at least one hour before the official daily opening time, or one hour after the official closing time.

5.2 Exclusions

MB Exhibitions (Shanghai) is entitled to demand that exhibits should be removed if these were not included in the stand hire contact, or if they subsequently prove to cause annoyance or danger, or are incompatible with the objectives of the event. In the event of non-compliance, MB Exhibitions (Shanghai) is entitled to have recourse to law in removing the exhibits at the exhibitor's expense.

5.3 Direct Sales

Unless expressly permitted, no items may be sold directly. If such approval is given the exhibits must be marked with clearly legible price tickets. It is the exhibitor's responsibility to obtain the necessary approval from the relevant authorities, and to observe these regulations. The Exhibitor Service Manual contains further details.

5.4 Protection of Copyrights and Patents

It is the responsibility of the exhibitor to ensure that copyrights and other laws governing industrial patents in People Republic of China (PRC) are complied with.

6 Payment Conditions

6.1 Date when Payment becomes Due

According to the confirmation of order, the stand rental is up until the MB Exhibitions (Shanghai) bank accounts listed on the invoice. These payments must be made within the time period specified in the special conditions of participation and be annotated with the invoice and customer number. The amounts are due for payment at the time the invoice is issued. A final invoice will be sent after the event ends.

6.2 Transfer of Claims, Offsetting Claims

Claims against MB Exhibitions (Shanghai) are not transferable. Claims of MB Exhibitions (Shanghai) shall not be offset.

6.3 Objections

Objections to invoices will only be considered if submitted to MB Exhibitions (Shanghai) in writing within 14 days following issue of the invoice.

6.4 Hirer's Rights of Lien

In order to secure any claims it may have, MB Exhibitions (Shanghai) shall be entitled to exercise its rights of lien as hirer, and to sell the items thus withheld as it wishes, following notification in writing. MB Exhibitions (Shanghai) is only liable for any damage to the items held in lien if such damage was caused maliciously or by gross negligence.

7 Liability, Insurance

- 7.1 MB Exhibitions (Shanghai) Co., Ltd. is only liable in case of (1) personal injuries sustained by the other party or (2) property losses caused by MB Exhibitions (Shanghai) Co., Ltd.'s deliberate acts or its gross negligence or (3) damages under the applicable laws for product defects (especially under the product quality law).
- 7.2 The exhibitor is liable in accordance with legal regulations. It is recommended that exhibitors carry sufficient insurance. For further details, see the Exhibitor Service Manual.

8 Cancellation, Non-participation on the Part of the Exhibitor; Withdrawal from the Contract by MB Exhibitions (Shanghai)

8.1 Cancellation, Non-participation on the Part of the Exhibitor

The full stand rental charge shall still be payable if the exhibitor cancels or fails to take part in the event without notification of cancellation. If the exhibitor cancels and another lessee can be found for the stand, MB Exhibitions (Shanghai) retains the right to demand 25% of the invoiced stand rental charge from the original lessee to cover costs. The full stand rental must be paid when MB Exhibitions (Shanghai) rents the agreed upon stand space, although the overall area is reduced as a result of the cancellation/non-participation. The lessee retains the right to submit evidence to prove that no such costs were incurred by MB Exhibitions (Shanghai), or that they were lower than stated. The right to assert additional claims remains unaffected.

8.2 Withdrawal by MB Exhibitions (Shanghai)

MB Exhibitions (Shanghai) is entitled to withdraw under the following circumstances:

- a) if the rental charge is not received in full at the latest by the date stated in the invoice for participation costs and if the exhibitor does not pay before the expiry of any extension period that may be granted;
- b) if the stand is not occupied in time, i.e. if it is not obviously occupied within 24 hours of the official opening;
- c) if the exhibitor infringes domiciliary rights, and does not refrain from such actions even after being advised to do so;
- d) if the registered exhibitor, as a private or corporate entity, no longer conforms to the requirements for granting acceptance, or if MB Exhibitions (Shanghai) subsequently becomes aware of any reasons which, had they been known before, would have excluded that person from participation. This applies in particular when bankruptcy or insolvency proceedings have been instituted, or if the exhibitor becomes insolvent. Exhibitors are required to inform MB Exhibitions (Shanghai) immediately in such circumstances.

In that cases, referred to above, MB Exhibitions (Shanghai) is entitled to claim damages. No. 8.1 may be applied accordingly.

9 Force Majeure

9.1 Cancellation of the Event

If MB Exhibitions (Shanghai) is prevented from holding the event for reasons outside its own control or that of the exhibitor, all claims to the stand rental become void. However, MB Exhibitions (Shanghai) may still invoice the exhibitor for work carried out in the latter's instructions, to cover any expenses already incurred, if the exhibitor is unable to furnish evidence that the results of this work are of no interest to him.

9.2 Rescheduling of the Event

If MB Exhibitions (Shanghai) is in a position to hold the event at a later date it must notify exhibitors immediately. Exhibitors are entitled to cancel their participation in the event if it is rescheduled, provided such cancellation is given within one week following receipt of this notification. In such cases claims for payment of stand rental no longer apply.

9.3 For Events that have Already Commenced

If MB Exhibitions (Shanghai) is obliged to shorten or cancel an event that has already begun, as a result of force majeure, exhibitors are not entitled to assert claims for repayment or for exemption from the stand rental charge.

10 Exhibitors Passes

10.1 Exhibitors Passes

Exhibitors will receive a limited number of special passes valid for the duration of the exhibition or fair, for use by themselves and their employees, and entitling them to admission free of charge. Additional details can be found in the conditions of participation.

10.2 Regulations Applying to Both Types of Passes

Passes are issued in the holder's name, or must be filled in correctly by the holder, who should also sign them. They are not transferable and are only valid in conjunction with an official ID document. In cases of misuse the passes will be withdrawn without compensation. In the case of joint participation by a number of exhibitors, only the authorised exhibitor will receive the required passes. Additional passes are available, for which a charge will be made.

11 Photographs and Film, Video and Sound Recordings

MB Exhibitions (Shanghai) is entitled to take photographs, make drawings, or to make films or video recordings of events taking place at the fair, of structures and stands, or of exhibits, and to use these for advertising purposes or for publication in the media. No objections for whatever reason by exhibitors will be entertained. This also applies to photographs or recordings made directly by the press or television with the approval of MB Exhibitions (Shanghai).

12 Advertising

12.1 Scope

Advertising of all kinds is permitted but only within the stand hired by the exhibitor, on behalf of the exhibitor's own company, and only for exhibits manufactured or distributed by the exhibiting firm.

12.2 Approval

Advertising by means of loudspeakers, the display of slides or films, or the inclusion of performances or shows require the written approval of MB Exhibitions (Shanghai). Written approval must also be obtained for the use of other equipment and installations intended to enhance the impact of advertising either optically or acoustically. Advertising of a political nature is strictly prohibited.

13 Official Approval, Legal Regulations, Technical Guidelines

In all cases it is the responsibility of the exhibitor to obtain official approval. Exhibitors are responsible for ensuring the compliance with performing rights regulations, as well as with regulations pertaining to trading and industrial law, police regulations, health regulations and other legal requirements. Moreover, exhibitors must observe the "Technical Guidelines" as specified in the Exhibitor Service Manual, in particular with regard to the regulations contained therein relating to stand construction and design, and the extensive safety regulations also specified in this folder.

14 Regulations for the Maintenance of Order

14.1 Domiciliary Rights

During the event exhibitors are subject to the domiciliary rights of MB Exhibitions (Shanghai) and Shanghai World Expo Exhibition and Convention Center apply throughout the Exhibition grounds. Exhibitors must comply with instructions given by employees of MB Exhibitions (Shanghai) and Shanghai World Expo Exhibition and Convention Center, Shanghai, China, who will prove their identity by means of an appropriate identification document.

14.2 Parking Spaces

The parking spaces offered through Shanghai World Expo Exhibition and Convention Center are available to exhibitors and need to be paid individually. MB Exhibitions (Shanghai) is not responsible for any vehicle parked in all parking facilities provided by Shanghai World Expo Exhibition and Convention Center.

14.3 Access to the Exhibition Grounds

Vehicles which do not have the correct authorisation or a document entitling them to park within the Exhibition Grounds will not be allowed access to the grounds during the event. Regulations pertaining to the delivery of goods and other items are covered by the conditions of participation.

14.4 Leaving the Grounds

Exhibitors and accompanying persons must leave the halls within one hour following the official closing time each day. Any persons wishing to leave the exhibition with packages must furnish proof that they are entitled to do so to the security staff at the exits.

14.5 Miscellaneous

No animals are permitted on the Exhibition Grounds. Water required for use in connection with foodstuffs or for the cleaning of utensils coming into immediate contact with foodstuffs may only be obtained from taps supplying hygienic water. Water for such purposes may not be obtained from toilet facilities.

14.6 Environmental Protection

Exhibitors are required to make every effort to protect the environment. In this respect they should also observe the Environmental Guidelines of MB Exhibitions (Shanghai) which are enclosed with the Exhibitor Service Manual.

15 General Regulations, Deadlines

15.1 Deadlines

The construction and dismantling periods will be specified in the Special Conditions of Participation.

15.2 Construction, Services for Exhibitors

The Exhibitor Service Manual contains a list of services available from companies authorized by MB Exhibitions (Shanghai), regarding planning, construction and design of stand-ard and individual stands.

15.3 Dismantling Period

Stands may not be cleared before the end of the event. Dismantling must be completed by the end of the allotted dismantling period. On expiry of this period MB Exhibitions (Shanghai) is entitled to undertake dismantling, removal of exhibits and their storage at the exhibitor's expense, or to order such arrangements to be made at the exhibitors' expense. MB Exhibitions (Shanghai) will only be liable for losses or damage to exhibits when such losses or damages are due to deliberate action or gross negligence. MB Exhibitions (Shanghai) is entitled to impose liens to cover any expenses thus incurred.

16 Stand Design

16.1 Authorization Certificate

Exhibitors with ground-level, single-story stands without roofs are not required to submit plans for approval, providing the stand is in compliance with all other technical guidelines. Any other type of stand, mobile stand, or special constructions require approval. Construction plans (floor plan and front view) must be submitted in duplicate to MB Exhibitions (Shanghai) approval. Complete details can be found in the Exhibitor Service Manual.

16.2 General Appearance

The exhibition stand must comply with the overall plan for the exhibition. MB Exhibitions (Shanghai) reserves the right to prohibit construction of unsuitable or inadequately designed stands.

16.3 Stand Equipment and Fittings during the Hours that the Event is Open

The stand must be correctly equipped and furnished, and staffed by competent personnel throughout the duration of the fair or exhibition, between the stipulated opening times.

16.4 Penalty Clause

If the exhibitor fails to comply with the regulations as stated above (No. 16, Item 2, 3), MB Exhibitions (Shanghai) is entitled to impose a penalty of US\$ 1,000.00 per day if its instructions and warnings are not heeded.

17 Exhibitor Service Manual

Together with the confirmation of order exhibitors will be supplied with or get access to the online version of the Exhibitor Service Manual, containing information about the following: Technical guidelines, technical equipment standards in the halls, installations, stand constructions, design and furnishing, as well as about other services at trade fairs provided by MB Exhibitions (Shanghai), insurance, PR work, the catalogue, room reservations and other services. It also contains the necessary forms.

18 General Inspection, Cleaning

a) MB Exhibitions (Shanghai) will provide security cover for the halls. However, it will only be liable for damages in the case of deliberate acts or gross negligence. Security cover for the exhibition stand itself is a matter for the exhibitors.

They are advised to take out appropriate insurance cover against such risks. During the night valuable and easily removed items should be securely locked up. Private security staff to guard the stands during the night-time may only be employed subject to written agreement by MB Exhibitions (Shanghai).

b) MB Exhibitions (Shanghai) will provide general cleaning on the grounds and in the aisles. Exhibitors are responsible for cleaning their own stands. Such cleaning work must be completed each day prior to the opening of the event.

c) If the exhibitors do not employ their own personnel, stand cleaning and security must be arranged through the relevant company appointed by MB Exhibitions (Shanghai).

d) The exhibitor or his appointed stand constructor are responsible for disposing of any waste materials resulting from their work. In this respect the rules laid down in the environmental guidelines in the Exhibitor Service Manual must be observed.

19 Technical Installations

Regular supplies of electricity, water, gas and telephone services, along with other services in the halls, will be provided by companies authorised by MB Exhibitions (Shanghai). Further details are contained in the conditions of participation.

20 Photography

The taking of photographs, films or videos on behalf of exhibitors during the daily opening hours of the event may only be carried out by photographers, film or video production companies thus authorised by MB Exhibitions (Shanghai) and in possession of the appropriate pass. Such authorisation also applies prior to and after the daily opening hours of the event. No other photographers or production companies will be permitted access to the Exhibition Grounds.

Information on this matter can be obtained from the MB Exhibitions (Shanghai).

21 Catering Services

Catering services are provided exclusively by companies authorized by MB Exhibitions (Shanghai).

22 Data Protection

The exhibitor expressly agrees that MB Exhibitions (Shanghai) may store, process, or disseminate personal information – including electronically processed data – for business purposes in accordance with People's Republic of China data protection laws.

The exhibitor expressly agrees that MB Exhibitions (Shanghai) may store, process or disseminate business information – including electronically processed data – as long as necessary to achieve the objectives of MB Exhibitions (Shanghai) or its affiliates, or to fulfill any other justifiable needs.

23 Concluding Regulations

23.1 Changes and Amendments in Writing

Any changes to the contents of this agreement (No. 1 Item 2), and ancillary agreements, are only legally binding if they have been confirmed in writing by MB Exhibitions (Shanghai).

23.2 People's Republic of China Law

The mutual rights and obligations deriving from this contractual arrangement and resulting from this contract are subject to the law of the People's Republic of China.

23.3 Place of Performance and Venue

Place of fulfillment is Shanghai. Any dispute arising from or in connection with the Contract, including any question regarding its conclusion, implementation, existence, validity or termination etc, shall be submitted to Shanghai International Arbitration Center ("SHIAC") for arbitration. The arbitral award shall be final and binding upon both Parties. The arbitration shall be conducted in accordance with the SHIAC arbitration rules issued by SHIAC as in force at the date of submitting the dispute. The place of arbitration shall be Shanghai and the arbitration language shall be English. The arbitrators shall refer to the English language version of the contract.

23.4 Statute of Limitations

Claims by exhibitors against MB Exhibitions (Shanghai) expire after two years if not precluded by cogent legal regulations.

23.5 Redemptory Clause

If any individual provisions in these conditions of participation become void, this shall not affect the validity of the other regulations. The void provision should be altered in such a way as to fulfil the intended purpose.

