



Shunde Expo 2015
20-22, August 2015
 Shunde Exhibition Centre, Guangdong, China



1. SPACE APPLICATION FORM

Koelnmesse (Beijing) Co., Ltd.
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m.liang@koelnmesse.cn
Website : www.shundeexpo.com
www.shundeexpo.cn

Official Use Only

Rep: _____

Date: _____

Name of Company (English): _____

Name of Company (Chinese): _____

Brand Name (English): _____ Brand Name (Chinese): _____

Address (English): _____

Address (Chinese): _____

Postal Code / City: _____ Country: _____

Contact Name: _____ Email: _____

Tel.: _____ Fax: _____ Website: _____

Invoice Address: (Only if different from the above)

Name of Company (English/Chinese): _____

Address (English/Chinese): _____

Postal Code / City: _____ Country: _____

Tel.: _____ Fax: _____ Email: _____

Space Requirement (please tick appropriate box)

- | | | |
|---|---|--------------------------|
| <input type="checkbox"/> Space Only (min. 27 sqm) | RMB 1,000 / sqm or EUR 140 / sqm | Size requested: _____sqm |
| <input type="checkbox"/> Standard Shell Scheme (min. 9 sqm) | RMB 10,000/ 9sqm or EUR 160 / sqm | Size requested: _____sqm |
| <input type="checkbox"/> Premium Shell Scheme (min. 18 sqm) | RMB 1,350/ sqm or EUR 190 / sqm | Size requested: _____sqm |
| <input type="checkbox"/> Corner booth | 10% of the Total Participation Cost / Corner | Requested: _____corner |

We will be exhibiting in the following Product Categories (please tick appropriate box)

- | | | |
|---|---|--|
| <p>1. Black Appliances</p> <input type="checkbox"/> Television
<input type="checkbox"/> Sound Systems
<input type="checkbox"/> VCD and DVD Players, Video Recorders
<input type="checkbox"/> Others _____ <p>2. White Appliances</p> <input type="checkbox"/> Air-conditioners
<input type="checkbox"/> Refrigerators
<input type="checkbox"/> Freezers
<input type="checkbox"/> Washing Machines
<input type="checkbox"/> Others _____ <p>3. Small Home Appliances</p> <input type="checkbox"/> Induction Cookers
<input type="checkbox"/> Fans and Ventilators
<input type="checkbox"/> Vacuum Cleaners
<input type="checkbox"/> Irons
<input type="checkbox"/> Hair Dryers | <p><input type="checkbox"/> Heaters
 <input type="checkbox"/> Humidifiers and Dehumidifiers
 <input type="checkbox"/> Dryers
 <input type="checkbox"/> Others _____</p> <p>4. Kitchen and Bathroom Appliances</p> <input type="checkbox"/> Microwaves
<input type="checkbox"/> Gas Cook Tops and Stoves
<input type="checkbox"/> Range Hoods
<input type="checkbox"/> Sterilizing Cabinets
<input type="checkbox"/> Water Dispensers
<input type="checkbox"/> Rice Cookers
<input type="checkbox"/> Dish Washers
<input type="checkbox"/> Ovens
<input type="checkbox"/> Juicers and Extractors
<input type="checkbox"/> Coffee Machines
<input type="checkbox"/> Toasters
<input type="checkbox"/> Electric Boilers
<input type="checkbox"/> Water Heaters (Electric and Gas) | <p><input type="checkbox"/> Bathroom Warmers
 <input type="checkbox"/> Others _____</p> <p>5. Home Intelligent system</p> <input type="checkbox"/> Home Intelligent System <p>6. Accessories and Components</p> <input type="checkbox"/> Compressors
<input type="checkbox"/> Motors
<input type="checkbox"/> Raw Materials
<input type="checkbox"/> Moulds and Dies
<input type="checkbox"/> Components
<input type="checkbox"/> Printing and Packaging
<input type="checkbox"/> Others _____ <p>7. Services and Publications</p> <input type="checkbox"/> Service Providers
<input type="checkbox"/> Media and Publishers
<input type="checkbox"/> Others _____ |
|---|---|--|

In returning this space application the exhibitor agrees to abide by all points of the enclosed Conditions of Participation.

Name and title of signatory

Company Stamp and legally binding signature



Shunde Expo 2015
20 – 22 August, 2015

1.1 SHELL SCHEME SPECIFICATIONS

A) Standard Shell Scheme

	9sqm	15sqm	18sqm	27sqm	36sqm
Carpet	As per Stand Space				
System Wall Elements	As per stand space, on all closed sides				
Fascia Board with English & Chinese Company Name and Booth Number	On all open sides				
Information Counter	1	1	2	3	4
Folding Chair	2	2	4	6	8
Waste Paper Basket	1	1	2	2	3
Power Socket (500W)	1	1	2	3	4
Spotlight (100W)	2	2	4	6	8
Daily Booth Cleaning	Incl.				

B) Premium Shell Scheme

	18sqm	27sqm	36sqm
Carpet	As per Stand Space		
System Wall Elements	As per stand space, on all closed sides		
Fascia Board with English & Chinese Company Name and Booth Number	On all open sides		
Information Counter	1	2	3
Round Table	1	2	3
Leather Arm Chair	3	6	9
Tall Show Case	1	2	3
Shelf Rack (1m x 0.3m)	1	2	3
Plant	2	2	3
Waste Paper Basket	1	2	3
Flat Shelf	3	6	9
Power Socket (Max: 500W)	1	2	3
Long-arm Spotlight (100W)	6	9	12
Store Room	2sqm	4sqm	
Daily Booth Cleaning	Incl.		

Booth facilities listed above are subject to change at the discretion of the Organizers without prior notice. If exhibitors do not want any item in the booth package, they must accept that the cost of the package will not change and there will be no compensation by other equipment.

For all other booth sizes, please enquire with the Organizers for the entitlements.

Additional furniture and electrical items can be rented from the Official Stand Contractor. Please place your order by completing the respective forms in the Exhibitor Service Manual and returning these by the stipulated deadline.



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2. MEDIA PACKAGE

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Website: www.shundeexpo.com
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2.1 Basic Catalogue Entry (Free-of-charge & Compulsory)

Basic Catalogue Entry includes Alphabetical Listing with address, product and company description, etc, and it's free of charge. Once space application is accepted, catalogue entries will be collected through a third part appointed by the organizer. In the event that the organizer fails to receive the submission by the deadline, information from the space application form will be used.

2.2 Company Logo / Trademark (Optional)

We would like to include our trademark / company logo above our entry in the **list of Exhibitors** in show catalogue:

Entry Fee: RMB 600.00 or EUR 100.00

Please send the logo (300dpi in ai, eps or jpg format) to k.lee@koelnmesse.cn / m.liang@koelnmesse.cn

2.3 Advertise in the official show catalogue (Optional)

	Location	Size	Fee(RMB)	Fee(EUR)
<input type="checkbox"/>	Back Cover	140mm*210mm	7,000.00	1,000.00
<input type="checkbox"/>	Inside Front Cover	140mm*210mm	7,000.00	1,000.00
<input type="checkbox"/>	Inside Back Cover	140mm*210mm	6,000.00	850.00
<input type="checkbox"/>	Inside Pages	140mm*210mm	3,000.00	450.00

2.4 More Promotional Opportunities (Optional)

The organizer opens below promotional opportunities for exhibitors. Please tick the appropriate box for our follow-up:

- We would like to organize a seminar / side event to Shunde Expo 2015 please contact us for more details
- We would like to advertise outdoor spots of Shunde Expo 2015 please contact us for more details

Name and title of signatory

Company Stamp and legally binding signature



Shunde Expo 2015
20-22, August 2015



Shunde Expo 2015
Shunde Exhibition Centre
Shunde, P.R. China
20-22, August 2015

Conditions of Participation Special Section A

1

The fair
The organizers
The venue
The dates

(a)
Shunde Expo 2015
is being organized by

China Chamber of Commerce for Import and Export of Machinery and Electronic Products (CCCME)
The People's Government of Shunde
Koelnmesse Co., Ltd.
HC360

- hereinafter referred to as the organizers.

(b)

Venue
Shunde Exhibition Centre
Caihong Road, Daliang, Shunde,
Guangdong
China
Tel: +86-757-2230 6715
Fax: +86-757-2230 6719

(c)

The exhibition will be held on August 20-22 (Thursday to Saturday) 2015 at the Shunde Exhibition Centre.

(d)

The exhibition is open to visitors from 09:00 to 17:00 from August 20-21 and from 09:00 to 15:00 on August 22; to exhibitors from 08:00 to 17:30 on August 20, from 08:30-17:30 from August 21-22.

(e)

The period for setting up is from Monday 17 to Wednesday 19 August 2015 from 09:00 to 17:30. The period for dismantling is on Saturday 23 August 2014 from 15:30 to 19:00 and Sunday 24 August 2014 from 09:00 to 12:00

2

Eligibility to take part

(a)

Exhibitors should be manufacturers of goods that are included in the nomenclature of the exhibition (cf. No. 1 "Space Application Form") and if they are produced by the exhibitor at his own manufacturing plant or are offered as parts or accessories thereof.

(b)

Admission is also open to exhibitors displaying items which, in accordance with the list of goods are in keeping with the overall theme of the event and which the exhibitor has had manufactured under his own name, provided that the items in question are aimed at retailers and other marketing agents.

(c)

You can as well take part as a servicing company with your own products if your service activity is mentioned corresponding to the correct group of the list of goods (cf. No. 1 "Space Application Form").

(d)

Organizers retain the right for requesting the exhibitors to provide the copy of the business license, certificate of trademark use, product patent related legal documents and other related legal document(s).

(e)

Organizers retain the final decision of exhibitors' participation.

3

Participation fees

Your participation will entail the following fee:

(a)
Stand fee

aa)

In the halls per square metre excluding stand construction, stand partition walls and electrical connection (minimum size 27 sqm)

RMB 1000.00 / sqm or EUR 140.00/ sqm

The construction of the stand shall be obligated to the exhibitor.

ab)

In the halls per square metre with Standard stand construction (Minimum size 9 sqm)

RMB 10,000.00 /9sqm or EUR 160.00 / sqm

* Corner booth will be charged 10% more of the cost of participation

ac)

In the halls per square metre with Premium stand construction (Minimum size 18 sqm)

RMB 1,350.00 /sqm or EUR 190.00 / sqm

* Corner booth will be charged 10% more of the cost of participation

The stand fee includes the rent for the exhibition space for the entire duration of the event including the build up and dismantling periods, a specific number of exhibitor badges, the use of all general technical and service facilities in the fair halls like lighting, ventilation, air conditioning, use of electricity on the stand, general surveillance of the halls and cleaning of the aisles, consulting on organizational matters by the Organizer, catalogue entry according to Item 7 and one free copy of the catalogue.

The stand costs do not include the installation and use of compressed air, the installation of water connections and the use of water on the stand.

Double-storey stands are not allowed in this exhibition.

The fee for Standard shell scheme construction includes:

General setting up and dismantling of the stand, incl. all additional costs consisting of:

- Cleaning of the booth areas
- Laying carpet over the entire booth area
- Booth partition walls (rear and side walls) as per stand space
- Fascia board with company name in English and Chinese
- Booth furniture as per stand space

The fee for Premium shell scheme construction includes:

General setting up and dismantling of the stand, incl. all additional costs consisting of:

- Cleaning of the booth areas
- Laying carpet over the entire booth area
- Booth partition walls (rear and side walls) as per stand space
- Store room
- Fascia board with company name in English and Chinese
- Booth furniture as per stand space

4

Fitting and arrangement of the stands

(a)

Please take into account that where necessary hall pillars and other permanent construction features are contained in the rented stand spaces, the participation fee is calculated on the basis of the exact measurements of the stand space allocated.

(b)

Stand construction will only then commence if the exhibitor orders stand construction.

(c)

The maximum permitted stand height is 5m from hall 1 to 3 while 4m for stands besides the wall. Any booth construction must be approved in advance by the Organizer and the hall proprietor in writing. The stand must be constructed to comply with the dimension of the space allocated. Plans for non-standard structures or designs for stands with meeting rooms or where technical calculations are required, as well as plans for technical fittings should be submitted to the Organizer and the hall proprietor in duplicate for perusal not later than 6 weeks prior to the beginning of the event.

In the event of these plans having to be scrutinized by the proprietor of the halls, the Organizer shall assume responsibility for forwarding them as commissioned by and for the account of the exhibitor and shall notify the exhibitor of the outcome. The Organizer will not release the exhibitions space

in question for construction work until the results of the inspection have been received.

Any other fitting and arrangement of the stand is left to the exhibitor but should be appropriate for the event in question. The exhibiting company's name must be clearly visible on each stand.

Each Shell Scheme exhibitor will receive a standsign with number of the booth according to the stand confirmation. The standsign has to be clearly visible during all the exhibition time.

5 Exhibitor badges and badges for stand construction staff

(a)
As an exhibitor you will receive...

Size of booth	Quantity of badges (max.)
Up to 12 sqm	3
13 – 24 sqm	6
25 – 36 sqm	9
37 – 48 sqm	12
49 – 100 sqm	15
More than 100 sqm	18

The badges will be valid from the first day of the setting up until the last day of the dismantling of the stand.

You can order additional badges with the correct order form in the Exhibitor Manual.

(b)
All on site personnel of individual stand contractors for raw space exhibitors are required to apply contractor passes for move-in and move-out period. For security reasons, all workmen onsite must wear contractor passes for identification purposes.

These passes are only valid up to the beginning and after the end of the exhibition. They do not entitle the holder to enter the complex during the exhibition. Exhibitors or their stand contractor can order these passes directly with the hall owner prior to or on the first move-in day. These passes are subject to an administration charge.

6 Rules of Sale Sales Restrictions Penalties

(a)
In view of the special trade character of Shunde Expo...

(1) It is not permissible to mark prices on exhibited products.

(2) It is not permissible to offer, sell or otherwise transfer articles which are related to the theme of this fair (cf. No. 1 "Space Application Form") to the final consumer.

Such transactions are prohibited throughout the entire fair, including the initial set-up and the final dismantling phases.

(b)
In view of the special trade character and prestige of Shunde Expo 2015 and rules governing equality of opportunity, it is essential that the regulations stated in subsection 6a are observed strictly and without exception.

(c)
The Organizer has the right to

(1) Immediately close the stand of an exhibitor who violates (has violated) the sales restriction stated in subsection 6a. The stand will be closed while Shunde Expo 2015 will still be in progress and without a court order. The exhibitor in question is responsible for any costs or consequences resulting from the stand closure and/or

(2) The Organizer has the right to deny admission to any exhibitor who has violated the sales restriction in subsection 6a.

Compensation or claims for reimbursement by the exhibitor are ruled out in the case of the afore-mentioned measures.

7 Catalogue

The Organizer issues for their fairs and exhibitions a catalogue which includes an alphabetical list of firms, a list of goods and advertisements. This makes the catalogue an important and up-to-date source of reference for all interested persons and also gives it added value after the fair. The space application includes free basic entry in the Trade Fair Directory, including name and address of exhibitor, telephone and fax. The reproduction of logos and texts as well as advertisements is offered separately and is subject to an extra charge. All entries in the catalogue must be submitted to the Organizer or to the company commissioned by the Organizer 6 weeks prior to the first day of the event. The Organizer of the fair reserves the right to commission a third company with the production of the catalogue.

The Organizer does not accept any liability for printing errors, incorrect placing, mistakes and other gaps or faults in printing. The advertiser shall be responsible for the subject matter of advertisements and entries and for any omission or mistake resulting from them.

8 Verbal Agreements

Any verbal agreements, individual permissions and exceptions outside the framework of this contract are not valid until confirmed in writing by the Organizer.

9 Exhibitor Manual

After signing the Space Application Form and paying in full all the related costs, the exhibitor will receive the Exhibitor Manual. In this manual the exhibitor can order different free-of-charge and chargeable services (such as additional furniture, additional stand cleaning, extra stand security, etc.) that the Organizer offers.

10 Cancellation Policy

When an exhibitor cancels after payment, the exhibitor shall accept in accordance with the conditions which apply to all participations as below:

- a) 25% of the agreed fee is payable by the exhibitor if the booth can be resold. Where the allocated booth cannot be resold, 100% of the agreed fee will be imposed to the exhibitor.
- aa) Where cancellation takes place 1 month before the exhibition, 50% of the agreed fee is payable by the exhibitor if the booth can be resold. Where the allocated booth cannot be resold, 100% of the agreed fee will be imposed to the exhibitor.
- aaa) All payments must be made 2 weeks before the exhibition, otherwise the Organizer reserves the right to refuse entry to the exhibitors and their contractors.

11 General Conditions of Participation

We would like to draw your attention to the provisions contained in the General Section of the Conditions of Participation for Koelnmesse GmbH events held outside the Federal Republic of Germany.