

THE 28th EAST CHINA FAIR 2018 SHANGHAI

E x h i b i t o r M a n u a l
(For Overseas Exhibitors)

East China Fair Exhibition Office

Nov. 2017

The 28th East China Fair
Exhibitor Manual (for Overseas Exhibitors)

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Foreword

The East China Fair Exhibition Office compiled the East China Fair Exhibitor Manual (hereinafter referred to as “Exhibitor Manual”) to help you make preparation for the exhibition. Please read the Exhibitor Manual carefully, make preparation for and participate in the exhibition according to this manual.

Contact method

The Council Office of East China Fair

(East Best Group Shanghai East China Fair Co., Ltd.)

Address: Room.2006, 20F, Jin Cheng Mansion, No. 511, Tian Mu (W) Rd., Shanghai
China

Zip Code: 200070

Tel: 0086-21-63539968*817,819

Fax: 0086-21-63539951

E-mail: lily@ecf.gov.cn; emily@ecf.gov.cn

Liaison: Ms. Lily Wong (817) and Ms. Emily Ma (819)

website: <http://www.ecf.gov.cn>

Chapter I General Situation of East China Fair

I. Name of the Fair

In Chinese: 第 28 届华东进出口商品交易会 (2018 上海)

In English: The 28th East China Fair 2018 Shanghai

II. Date & Venue

1st March – 4th March, 2018

Shanghai New International Expo. Center

No. 2345 LongYang Rd., Pudong District, Shanghai, China

III. Organizers

Organizers: Governments of Shanghai, Jiangsu, Zhejiang, Anhui, Fujian, Jiangxi, Shandong, Nanjing, and Ningbo

IV. Pavilion Layout of Exhibition Area (Fig. 1)



East China Fair
華東進出口商品交易會
www.ccf.gov.cn

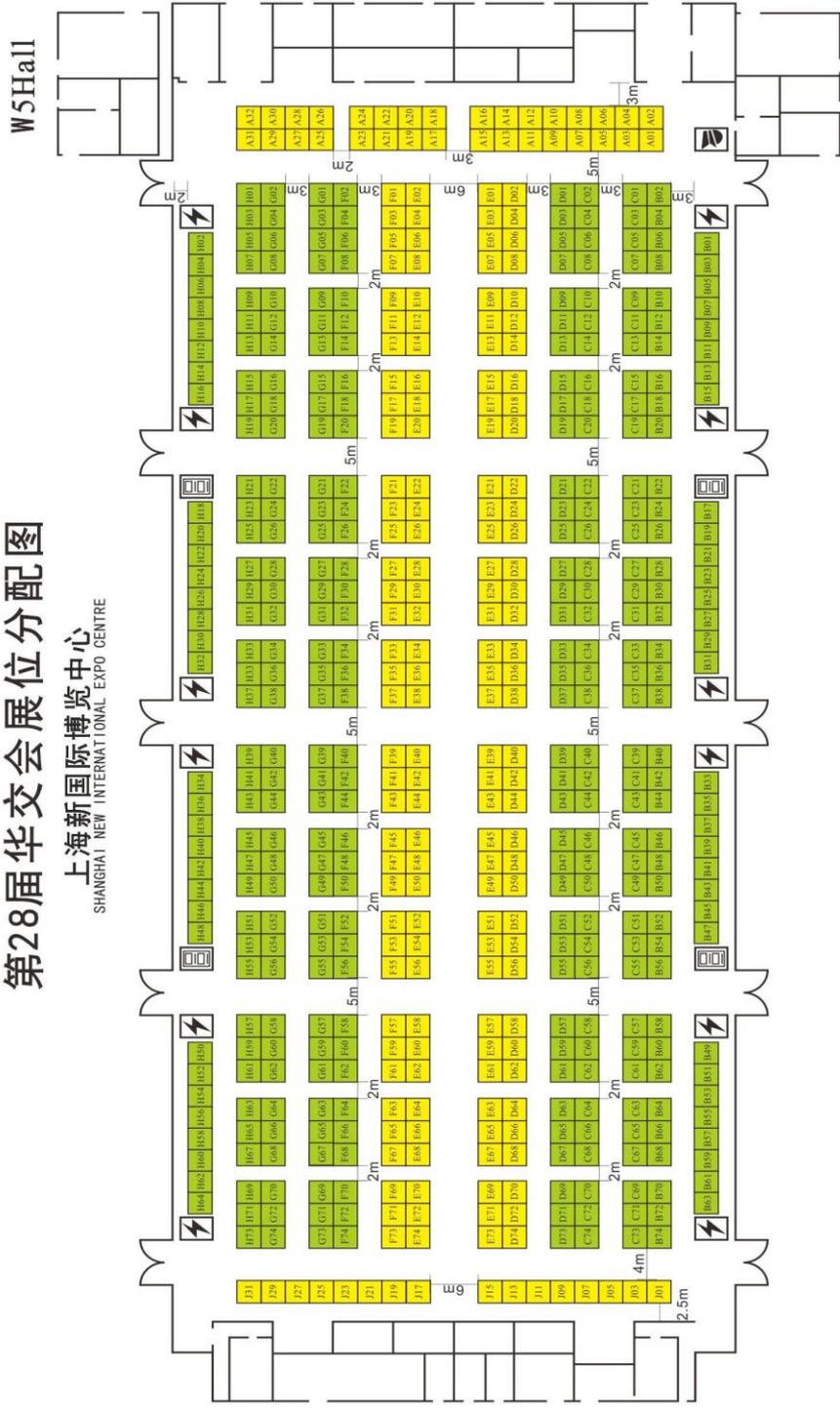
第28届华交会展馆平面图 The 28th ECF Pavilion Layout



V. Floor Plan for Overseas Delegation (Fig. 2)

第28届华交会展位分配图

上海新国际博览中心
SHANGHAI NEW INTERNATIONAL EXPO CENTRE



Chapter II Application

I. Registration Qualification for Overseas Applicants

1. Applicants shall be the companies legally registered by eligible law in any country or region other than mainland China.

2. Applicants shall be the companies legally registered over one year.

3. Copy of the Company Business License issued by the government or other valid certificates shall be submitted. All the exhibitors shall come from overseas countries or regions.

4. In case the Applicants entrusts its branches or official agents to participate the fair, the Applicant shall apply to the Organizer and submit (1) The Business Licenses of both the Applicants and its branches or official agents; (2) The contact method (including Telephone No. and Email Address) of the Applicants; and one of the exhibitors should come from the Applicants.

5. The application from foreign invested companies in mainland China which has no overseas head office is not accepted.

II. Procedure of Registration

The applicants are advised to visit the website www.ecf.gov.cn to do the “Exhibitor Registration”. Please click login if the applicants already have registered before. Please fill in the “Company Information”, “Contact Person”, “Product Information” and “Booth Information” after you login.

For more details, please contact:

East China Fair Overseas Delegation

Add: Rm.2006, 20F, Jin Cheng Mansion, No.511, Tian Mu (W) Rd., 200070
Shanghai

Tel: 0086-21-63539968*817, 819 Fax: 0086-21-63539951

Liaison: Ms. Lily Wong or Ms. Emily Ma

Email: lily@ecf.gov.cn / emily@ecf.gov.cn

Expiration date of registration: Dec. 15th, 2017

III. Examination and Confirmation of Trade Delegation

1. After receiving the Booth Application, the overseas trade delegation will examine the application and issue the written ***Booth Confirmation and Letter of Commitment (Attached Form 1)*** to qualified applicants.

Booth Confirmation indicates the Booth No., Total Charge of the Payment and

Participation Procedure.

Exhibitors shall sign on the *Letter of Commitment* and send it back to the overseas trade delegation.

2. The Exhibitor Manual (for Overseas Exhibitors) can be downloaded from the website of East China Fair <http://www.ecf.gov.cn>

IV. Payment of Booth Rental

Exhibitors shall remit the booth rental to the bank account designated for the East China Fair in 5 days after receiving the *Booth Confirmation*, and fax or email the voucher to the Overseas Delegation.

Booth Rate: Please see the Exhibitor Invitation for details.

Standard Booth: RMB 20800yuan — 22800yuan (3M×3M)

Raw space: RMB 20000yuan — 22000yuan (36sqm at least, and the total area must be an integral multiple of 9sqm)

* Note: Any expense in association with the above rate shall be converted to Renminbi according to the exchange rate published on the day of its occurrence by the People's Bank of China of the People's Republic of China

Account Name	Shanghai East China Fair Co., Ltd.
Bank Name	China Merchants Bank H.O. ShenZhen
Account No	1219 1715 7610 802
Bank Add	China Merchants Bank Tower NO.7088 Shennan Boulevard, Shenzhen, China
Swift Code	CMBCCNBS

Chapter III Instructions for Participation in the ECF

I. Schedule

1. Exhibition Show Date :
1st — 4th March, 2018
2. Exhibition Show Time:
09:30 — 18:00 1st — 3th March, 2018
09:30 — 16:00 4th March, 2018
3. Registration and Move-in:
For special decoration: 09:00 — 18:00 26th — 27th February, 2018
For sample display: 09:00 — 18:00 28th February, 2018
4. Move-out:
16:00 — 20:00 4th March, 2018

II. Booth Management

(I) The exhibitors of overseas delegation are qualified for booths after check, confirmation and record of company identity by Overseas Delegation. The actual use unit of booths must comply with the exhibitor indicated clearly on booth signboard.

(II) The booths shall not be transferred or subleased (resold) in violation of regulations. If the actual use unit of booths does not comply with the exhibitor indicated clearly on booth lintel board, it shall be regarded as transferring or subleasing (reselling) the booths in violation of regulations. Including:

1. Transferring the booths to the affiliated unit for use in the name of joint venture.
2. Transferring the booths to the goods supply, cooperation and sponsoring units for use in the name of goods supply or cooperation (incl. sponsoring).
3. Signing a contract with any other third party in the name of non-exhibitor (that does not pass qualification examination and recheck and not be put on record).
4. Transferring (lending) the booths to any other unit for use in the name of lending.
5. Exchanging the booths without permission.
6. Charging the goods supply, affiliation and cooperation units too much exhibition fees.
7. Any other action of transferring or subleasing (reselling) the booths in violation of regulations.

(III) If the exhibitors violate the above-mentioned regulations, it shall be regarded as transferring or subleasing (reselling) the booths in violation of

regulations. The exhibitors who transfer or sublease (resell) the booths in violation of regulations shall be treated as follows:

1. Circulating a notice of criticism.
2. Confiscating the earnings from transferring or subleasing (reselling) the booths in violation of regulations.
3. Abating the booths transferred or subleased (resold) in violation of regulations. For grave circumstances, suspend the qualification of the exhibitors.

III. Instructions for Booths

(I) Booth Location

The sponsor shall allocate the booths in a unified way in accordance with application of exhibitors and the exhibitors shall comply with the unified arrangement.

(II) Standard Booth: 3m×3m

Height of walls: 2.5m, height of display: 2.4m

The sponsor shall provide a set of basic configuration in the standard booth, including one aluminum alloy square table for negotiation, four folding chairs, one 220V/500W power socket (it is used only for standard booth but not used for the lighting power supply of self-provided lighting fixture), four spotlights, one consulting desk with lock, one lintel board in both Chinese and English and carpet.

IV. Special Booth Construction, Furniture Renting and Reconstruction

(I) Application for Special Booth

East China Fair requires that the exhibitors with two or above booths should construct the booths in the form of special booth so as to show the corporate image fully and in harmony with the overall construction of the fair. The overseas exhibitors who need special booth shall submit design scheme to the Council Office of East China Fair before Jan. 20th, 2018, and the booth construction can be carried out after passing the check and fire protection examination.

1. Content of special booth construction application
 - (1) Three-dimensional color effect chart of design scheme
 - (2) Plan view of design scheme (incl. detailed instructions for size and material)
 - (3) Material relating to power utilization (incl. electrical connection diagram, electrical distribution diagram and total electric power consumption, etc.)
 - (4) Furniture Rent Form
 - (5) A4 specification for design drawing and text description. (Fax is not accepted)

2. Requirements of special booth construction

(1) Construction unit must comply with strictly the *Administrative Provisions for Fire Safety of the Exhibition Industry of Shanghai*.

(2) The nylon elastic cloth is strictly prohibited to be used as construction material in exhibition hall.

(3) The iodine tungsten lamp is strictly prohibited to be used in exhibition hall; the neon lamp shall be installed above 2.5m.

(4) As for the design and construction of all special booths (incl. trade delegations and exhibitors), the vertical orthogonal projection shall not exceed the range of reserved space and the height of culmination point shall not exceed 4.45m. The exhibition office shall order to dismantle the part that exceeds the prescribed height.

(5) The back side of wall of adjacent booths shall be decorated so as not to affect the adjacent booths.

(6) Any propaganda prop (exclude the marks indicated by the Fair) is prohibited to be hung overhead in exhibition hall.

(7) The construction unit shall not change any application content that has been examined and approved, such as drawings, etc. without authorization; if necessary, it must be approved by exhibition site office. If the construction changes it without authorization, the East China Fair shall not supply power, and moreover, give warn even more give a punishment.

(8) The special booth construction unit shall be charge of the construction and maintenance work of special booths; the trade delegations concerned shall be charge of the supervision; the exhibition office shall organize security inspectors for safety inspection.

(II) Apply for Discharge Permit

Please apply for discharge permit with Vehicle Registration, Driver's License and Exhibitors Badge if Exhibitors need to transport the exhibits into the exhibition hall themselves.

Location: South Square of Shanghai New International Expo Center

(III) Furniture Renting

Please see the Furniture Rent Form.

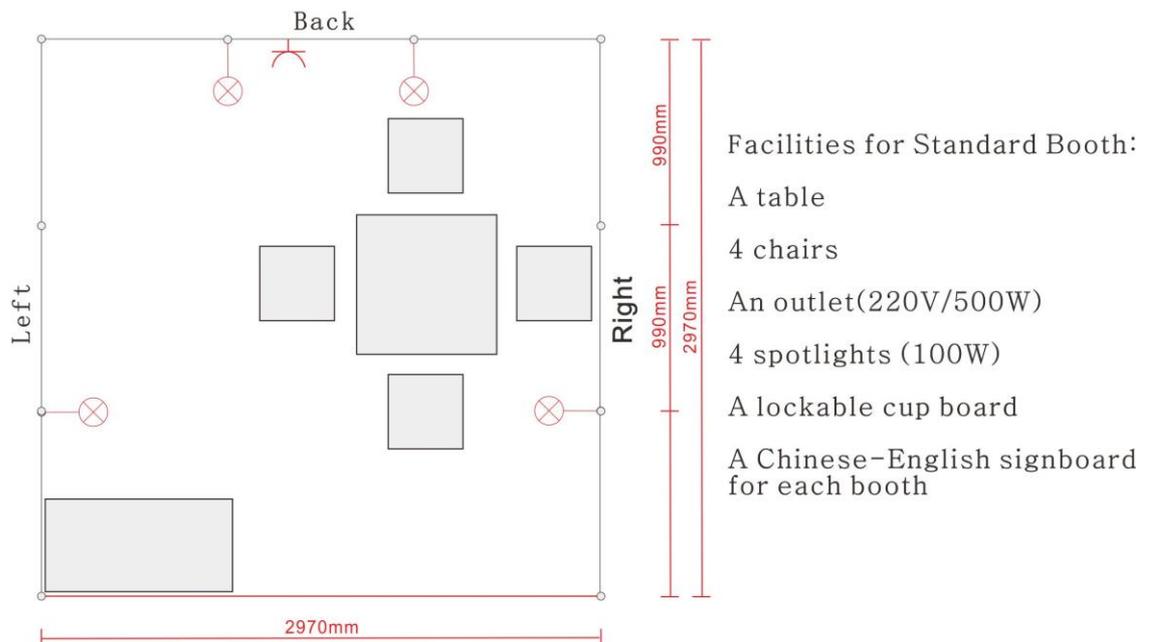
(IV) Reconstruction

The construction of standard booth and the layout of exhibition equipment and facilities are shown as figure 3. If the exhibitors need to change the layout concerned, please fill in *Attached Form 2* (incl. schematic drawing) and submit it stated as the form before Jan 30th, 2018.

Otherwise, the booth would be set up in a normal standard way.

Facilities in Standard Booth (Fig. 3)

Facilities in Standard Booth



V. Instructions for Move in and Move out

1. The booth construction and teardown, under the uniform command of the East China Fair Exhibition Office, shall accord with the *Administrative Provisions for Fire Safety of the Exhibition Industry of Shanghai*.
2. The booth construction personnel shall enter the exhibition hall with their booth Construction Badges issued by the East China Fair Security Office, for move-in and move-out. Construction Badges will be used for booth construction from Feb. 26 to Feb. 28, and for move-out period.
3. The floor load of exhibition hall of Shanghai New International Expo Center is within 3,000 kilograms per square meter (i.e. 3,000 kg/m²). The floor load of impact or vibratory samples shall be within a half (50%) of the load above.
4. The booth construction and teardown units shall not dismantle, reconstruct, damage or foul the original structures or facilities, e.g. doors, windows, pillars, walls. The walls shall not be nailed or bored. A Trolley with rubber wheels or nylon wheels
5. It's forbidden to use nylon elastic cloth for booth construction. It's also forbidden to take combustibles, explosives or radioactive articles into the exhibition hall, but these articles, if specially needed, may be admitted to the exhibition hall, subject to the security office's approval upon detailed materials offered by the booth construction and teardown unit. In addition, such articles shall be placed at a designated place and kept by a person specially assigned for the task.
6. The booth construction and teardown units shall not move the equipment or facilities originally equipped in the booths at will.
7. If any particular demand for building a booth, the booth construction and teardown unit must contact the exhibition office in advance for approval, and the building shall not be commenced before such approval.
8. If any question or requirement during the exhibition session, the booth construction and teardown unit can contact the field personnel of the exhibition office for solution.
9. In order to guarantee the safe use of power in the exhibition hall, the booth construction and teardown units shall not dismantle, move, increase or reduce the original electrical equipment or lighting fixtures at will. The specified power consumption is 500W per standard booth.
10. It's forbidden to use iodide tungsten lamps for booth construction. If additional circuit(s) is needed for electric appliances such as lighting fixtures and advertising lamps, the exhibitors must not connect the wires by themselves but contact the field personnel of exhibition office in advance for help.
11. The booth construction and teardown units must comply with the power utilization regulations, and their electricians must be qualified ones with relevant certificates and comply with operation specifications for safe use of power.
12. The distance between a show plate and a wall must be at least 50 cm, The vertical orthogonal projection of a special booth shall not exceed the scope of reserved open space, the culmination point of the projection shall not be more than 4.45 meters, otherwise the booth must be dismantled upon the order of exhibition office.
13. It's forbidden to use any electric cooking equipment in the exhibition hall.

14. Wood structures shall not be used for specially arranging a booth. If a wood structure is needed, fire-proof treatment by fireproof material or fire-refractory coating must be made for the wood structure in advance. Any transformer shall not be directly fixed onto a combustible.

15. The booth construction and teardown units must take good care of the booths. Both the show plates and show shelves shall not be nailed or bored, otherwise the

16. If overtime work is needed during booth construction, the booth construction unit must apply for such overtime work with the exhibition office before 14:00 of the very day, and bear the fees related.

17. No smoking is permitted in the exhibition hall.

18. The booth construction and teardown units must coordinate with the fire prevention inspection organized by East China Fair. It's forbidden to pile any articles on a fire safety passage, if such articles are lost, the exhibitor must bear the liability by itself. The measures for rectification and improvement put forward by the fire prevention group must be executed immediately.

19. The booth construction and teardown units must comply with related regulations, otherwise they shall bear any liabilities related to property loss or casualty, if any.

VI. Instructions for Power Utilization

(I) Security Responsibility and On-site Watch

The security of power utilization for booths shall be on the principle of “who is in charge shall be responsible for security”. The exhibitors and construction unit affiliated to special booths shall be responsible for the security of power utilization for booths and be in duty bound to comply with the instructions carefully. The on-duty electricians shall be available during opening ceremony to take charge of turning on and turning off light and cutting off power supply of the booths, and moreover, the name list, contact telephone and watch site of on-duty electricians shall be reported to exhibition site office for the record.

(II) Regulations on Electrical Safety

1. The regulations on electric power utilization must be strictly executed; the electricians must have valid operation certificate and comply with consciously the operating rules on electric power utilization safety.

2. The used electrical materials, facilities and equipment must conform to national product quality standard and meet the requirements of fire safety.

3. The distribution switch box must be equipped with 30mA leakage protector. The electrical wire must be type of ZR-BVV (flame-proof dual-plastic copper wire) and sheathed wire. Metal protection tubes and metal components must be set with electrical cross connection and be grounded well for safety. Each electrical circuit

must be provided with private protection ground wire and connected with metal components that may contact leakage current.

4. The power heat lamps shall be provided with protective cover. The iodine tungsten lamp and above 150W high-power lamp are strictly prohibited to be used. The down lamps and quartz lamps shall be protected by asbestos pad; the convective heat emission holes must be available in advertising lamp housing and lamp post. The lamp rectifier and trigger must be acceptable product tested by fire department.

5. It is not allowed to keep out or cover the lighting electric box, dynamo-electric box and telephone distribution box in exhibition hall during construction. The booth construction and teardown units are not allowed to dismantle and increase or decrease all fixed electrical equipment and lighting fixtures in exhibition hall. The power socket applied must be used strictly within allowed maximum capacity-500W and it is not allowed to insert the electrical equipment that exceeds the allowed maximum capacity. It is strictly prohibit self-providing plug-in board for use in series and any exhibitor who violates the regulations will be investigated and given punishment accordingly.

6. As for the exhibits or equipment and facilities that need to supply power for 24h one day, the exhibitors shall report to the organizer before February 28th.

7. If the electric power consumption needed exceeds the prescribed, the exhibitors shall submit an application to the organizer 20 days in advance, after approved, the construction can be carried out.

(III) Handling in Violation of Regulations

1. For the exhibitors who do not make an application for power utilization and switch in power supply in disorder without permission, the power supply for the booths shall be cut off and the exhibitors shall be punished two times of fees of power consumption of electrical equipment connected without permission.

2. The exhibitors who destroy electrical equipment in exhibition hall shall be punished two times of equal value.

3. If the exhibitors do not report power consumption according to the facts and use more but report less, the fair electricians have the right to charge the exhibitors to make up for the fees.

4. If it is found out through inspection that the booths violate the safety management regulations and do not meet safety requirements as a result of forming hidden danger to safety, the power supply of the booths shall be stopped and the Fair shall charge the exhibitors to rectify or dismantle it.

5. As for the booths that an accident happens because of violating power unitization regulations, the Fair shall investigate the responsibility of the party concerned and the person in charge of the exhibitor till investigate into the legal

responsibility.

VII. Onsite Management and Service

(I) Overtime Application

If needing to work overtime during booth construction and teardown, the exhibitors shall submit a written application to the Fair “one-stop service office” before 15:00 on that day; if the exhibitors submit an application after 15:00, 150% fees shall be charged. (Handling place: south entrance hall during construction; W3-M4 office at east side of W3 hall after opening)

Charges: 18:00-22:00 RMB 1600.00 yuan/h/1000 M²

22:00-before dawn next day RMB 3200.00 yuan/h/1000 M²

(If the overtime area is less than 1000 M², it shall be calculated by 1000 M²)

(II) Onsite Management and Service Institution

A one-stop service center is set up on site. The field office under “one-stop service center” is responsible for building booths, power maintenance, logistics, lease of exhibition equipment, transport, hire purchase, ticket booking, tourism, security, reception and other field management and service affairs.

(III) Onsite Management Responsibilities

1. To serve, supervise and manage the booth construction by exhibitors and construction units.

2. To provide exhibitors with services such as booth dismantling or reconstruction, lease of exhibition equipment, opening telephones, e-business, samples warehousing, transport and handling.

(IV) Commitment for Onsite Service

The field service follows billing procedures. In order to improve the efficiency of handling service applying procedures, the applied services (exclusive of particular building) will be provided within 12 hours after the financial personnel of “one-stop service center” have issued the bill for exhibitors.

VIII. Hire Purchase of Exhibits

Shanghai ITPC Imp/Exp Co. will be responsible for the hire purchase of exhibits of overseas exhibitors.

Add: Room 1101, 208 Rushan Road, Shanghai, China

Zipcode: 200120

Tel: 021—58307677

Fax: 021—68757806

Contact: Mr. Zha Jiquan

Chapter IV Use of Badges

I. Instructions for Application for Badges

(I) Exhibitor Badges (Available from 27th Feb to 4th Mar)

1. Every standard booth (9m²) can apply for three exhibitor badges for free. Every additional badge will be charged 500 (five-hundred) Yuan upon collecting.

2. Each exhibitor shall submit a two-inch colored ID photo taken recently. Exhibitor Badges are also available during the move-in and move-out period.

3. Badges changing due to change of personnel shall be conducted by the principal of the exhibitor at the Overseas Delegation Office onsite. Each badge shall be charged 100 (one hundred) Yuan.

(II) Contractor Badges (Available from 26th to 28th Feb & 4th Mar afternoon)

1. Contractor Badges are mainly used during the move-in and move-out period and shall not be used during the Fair. Each badge for contractor will be charged 10 (ten) Yuan upon collecting.

2. Each contractor shall submit a two-inch colored ID photo taken recently and copy of ID card.

II. How to Apply for Badges

(I) Apply for Badges Online or Onsite

1. For Exhibitor Badges

Please visit the website of ECF (“www.ecf.gov.cn” – “Exhibitor Login” – “Exhibitors Information”) to “Add Exhibitors” and submit a photo for each exhibitor before 20th Jan 2018.

2. For Contractor Badges

Please visit the website of ECF (“www.ecf.gov.cn” – “Exhibitor Login” – “Contractors Information”) to “Add Contractors”, submit a photo and copy of ID card for each contractors before 20th Jan 2018 if needed.

3. Onsite application

If you failed to submit the photo online in time, you could apply for the Exhibitor Badges and Contractor Badges on site with a two-inch photo (or electronic version) and collect the Badge one day later.

(II) Badge Collection

1. Badge collection: Please collect your badges with the Booth Confirmation Letter and personal ID card or passport on 27th to 28th Feb 2018.

2. Location: “South Entrance Hall #1” – “One Stop Service Onsite” – “Overseas Delegation”.

3. Contacts: Ms. Lily Wong (+86-13918155086)
Ms. Emily Ma (+86-13651642371)

III. Rules on Use of Badges

1. The staffs will be required to wear their valid badges of the East China Fair for any security check.

2. The badges of the East China Fair shall be used exclusively by the badge holders. Transfer, lending or alteration is prohibited. Violator shall be punished according to the related regulations and badges will be confiscated.

3. Temporary personnel of the exhibitors shall buy temporary entrance ticket and be obtained by security check.

4. Badges shall be kept appropriately. Any loss shall be reported to the trade delegation in time and the security staffs of the trade delegation shall report to the security office of the fair for record in time. If the loss is incurred by the loss of badge, the responsibility concerned shall be assumed.

5. All kinds of vehicles (trade delegations’ minibuses and shuttle buses, etc.) shall be parked in specified place upon parking permits.

Chapter V Visitor Invitation

In order to promote business negotiation during the East China Fair, please provide the buyers list to the council office of East China Fair. The council office will send invitations to these buyers.

Overseas buyers could also visit www.ecf.gov.cn and to do the “Buyer Registration” directly before 20th Feb 2018.

Attached Form 1

Letter of Commitment

We, as an exhibitor, guarantee that during the 28th East China Fair, we will not transfer or sublet the booths; will not retail exhibits and will not display fake and tortious commodities; will not move out from the exhibition in advance; will not post the propaganda material that does not comply with enterprise name on the fascia board. If we violate the above-mentioned regulations, we agree to be suspended the qualification of participation in the exhibition.

Booth: _____

Company Name: _____

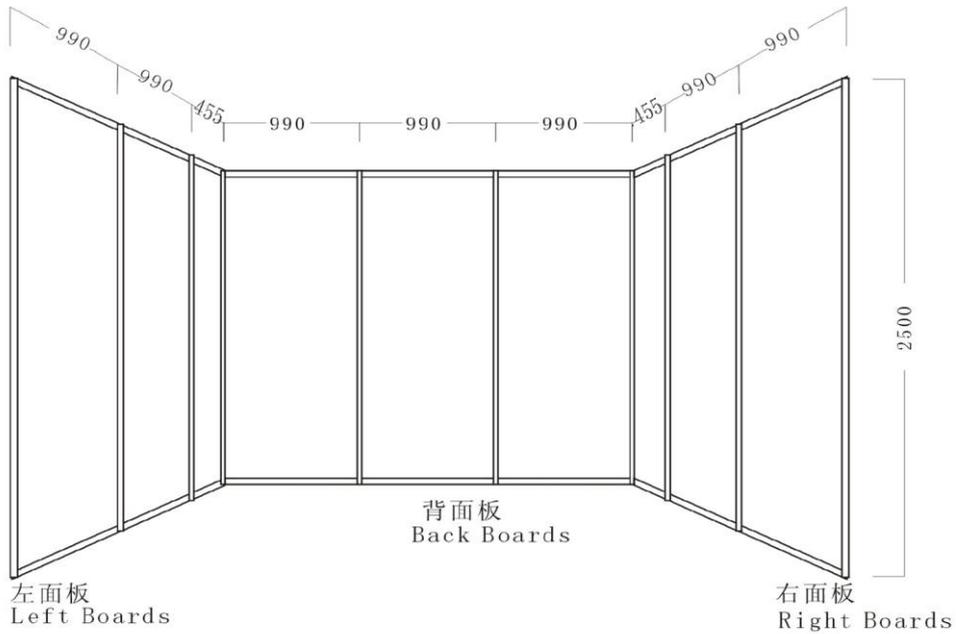
Exhibitor (seal): _____

Date: _____

Attached Form 2

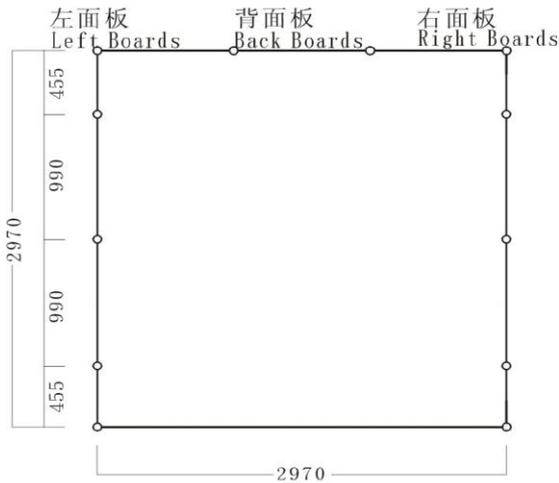
标准展位改装申报示意图

Front View of Shell Scheme



俯视图

Planform



设施标识

Facility Marks



单位：毫米 (mm)

Please indicate the reconstructing content submitted in drawings and fill in the contact details completely, and then sent them back to: **International Trade Promotion Co., Ltd. (ITPC)**

Add: 12F, No.511, TianMu (W) Rd. Shanghai China (200070) Tel: 86-21-63539977*1173 Fax: 86-21-63542227 Contact: Mr. Li YingJun Email: 13761632455@139.com	Company Name: _____ _____ Booth Number: _____ Contact Person: _____ Tel: _____ Fax: _____
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