



2020 Shanghai World Travel Fair

30 July-2 August, 2020 Shanghai Exhibition Center

Please fill in the form and send it back to the organizer

EXHIBITOR DETAILS 展商详情

Country 参展国家: _____

Company Name 参展公司名称: _____

Product Group 业务类型: _____
(Please choose from SWTF product group Index on page 2 请参考第2页展商业务范围索引)

Address & Zip Code 公司地址及邮编: _____

Invoice Address 发票邮寄地址: _____

Contact Person 展会负责人: _____ Job Title 职位: _____

Phone 电话: _____ Fax 传真: _____

Mobile Phone 移动电话: _____

E-mail 电子邮件: _____

Website 公司网址: _____

PARTICIPATION COSTS 参展费用

Booth Tariff / 展位费用

报价均含增值税 All participation fees are inclusive of VAT (Value Added Tax)

Booth Type 展位类型	Category 标准	Unit Price 单价/m ²	Size 面积
Shell Scheme 标准展位	Min 12m ² (12m ² 起租)	RMB 2,500	
Raw Space 光地展位 (Multi-step Quotation) (阶梯式价格)	Min 36m ² (36m ² 起租)	RMB 2,150	
	The part above 50m ² (大于 50m ² 的部分)	RMB 1,950	
Total Amount 金额总计:			

Advertisement/Sponsorship 广告及其他

Type 内容	Category 标准	Price 单价	Amount 数量	Price 金额
Advertisement 广告				
Sponsorship 赞助				
Total Amount 金额总计:				

Total Amount 金额总计: _____

Expected Buyer List 意向买家名单

Please fill in the expected buyer list as below.

意向买家为您期望在展会上可以见到的买家, 请将意向买家公司名称填写至下方

Expected Buyer 1 意向买家 1

* Company Name 公司名称: _____

Name/Position 姓名 / 职位: _____

Expected Buyer 2 意向买家 2

* Company Name 公司名称: _____

Name/Position 姓名 / 职位: _____

* is mandatory item. * 为必填项

Note:

- The deadline of registration is June 1, 2020 报名截止日期2020年6月1日
- A 5% early bird discount is available (Advertisement / Sponsorship Fees are excluded) if applied and paid 40% deposit before October 31, 2019 于2019年10月31日前申请并支付40%订金的展商可享受展位费5%额度的优惠期价格; 广告、赞助等内容不享有此优惠
- For more advertisement sponsoring, please contact organizer. 广告和赞助的内容和价格请咨询主办方, 网络价格如有调整, 请以主办方最终公布价格为准
- Only two company listings allowed for every 12 sqm shell scheme 标准展位每12平米最多可接受2家联合参展商
- Each 4 sqm in a raw space stand will receive only one company listing 光地展位最多每4平米可接受1家联合参展商

CONTRACT CONFIRMED 合同确认

We would like to participate in SWTF 2020 and fully agree with the TERMS & CONDITIONS FOR PARTICIPATION, Please sign the forms.

本公司确认此参展申请表之所有内容, 并同意遵守“参展条款及条件”。

CONFIRMED BY EXHIBITOR
展商确认

Signature:
负责人签名

Company Stamp/Chop:
公司印章

Date:
日期

CONFIRMED BY ORGANIZER
主办方确认

Signature:
负责人签名

Company Stamp/Chop:
公司印章

Date:
日期

Advertisement Opportunities 广告类目

1、Advertisement 广告

- | | |
|--------------------------------------|------------------|
| ① EDM 电子快讯 | RMB 5,000 / time |
| ② Lanyard Ad (Exclusive) 吊绳广告 (独家) | RMB 60,000 |
| ③ Badge Ad (Exclusive) 胸卡广告 (独家) | RMB 40,000 |
| ④ Cloth Bag Ad (Exclusive) 布袋广告 (独家) | RMB 50,000 |

2、Prints 印刷品

- | | |
|------------------------------|----------------|
| ① Show Directory Ad 会刊内页广告 | RMB 5,000 / P |
| ② Trade Visitor Guide 现场参观指南 | RMB 10,000 / P |
| ③ Show Daily Ad 展报广告 | RMB 20,000 / P |

3、For more advertising content, please ask the organizer for an advertising list. 更多广告内容请向主办方索取广告手册。



SWTF Product Group Index 展商业务范围索引

1. Tourism Organizations / Associations 旅游组织 / 协会

- 1.1 Organizations 旅游组织
- 1.2 Association 旅游协会
- 1.3 Touristic Representations / Tourism Boards 旅游局
- 1.4 Travel Agency 代理机构

2. Accommodation 酒店 / 度假村

- 2.1 Hotel Chains 连锁酒店
- 2.2 Monomer Hotels 单体酒店
- 2.3 Spring Hotels 温泉酒店
- 2.4 Holiday Apartment / Villas 度假酒店
- 2.5 Golf Hotels 高尔夫酒店
- 2.6 Wellness Hotels 养生度假酒店
- 2.7 Conference And Congress Hotels 会议酒店
- 2.8 Hotel Representatives 酒店代理
- 2.9 Serviced Apartments 酒店式公寓

3. Means Of Transport / Carries 交通方式

- 3.1 Airport 机场
- 3.2 Harbor 码头 / 港口
- 3.3 Airlines 航空公司
- 3.4 Cruise / Yacht 邮轮 / 游船
- 3.5 Coach / Car Rental / Limousine Services 房车 / 租车公司
- 3.6 Railway Companies 铁路公司

4. Tour Operators / Travel Agencies 旅行社

- 4.1 OTAs 在线旅游
- 4.2 Outbound Tourism 出境旅游
- 4.3 Inbound Tourism 入境旅游
- 4.4 Cruises 邮轮旅游
- 4.5 Shopping Holidays 购物旅游
- 4.6 Adventure Tours 探险旅游
- 4.7 Cultural Tours 文化旅游
- 4.8 Sports Tours 体育赛事旅游
- 4.9 Journeys For Children And Teenagers 亲子旅游
- 4.10 Family Holidays 家庭度假
- 4.11 Safari Holidays 狩猎旅游
- 4.12 Study Tours 游学旅游
- 4.13 Town Sightseeing Tours / Walks 城市观光
- 4.14 Outdoor Tours 户外运动
- 4.15 Medical Travel 健康 / 医疗旅游
- 4.16 Diving Tours 潜水旅游
- 4.17 Luxury Tours 奢华旅游
- 4.18 Last-Minute-Tours 尾单销售

5. Business Travel / MICE 商务旅行

- 5.1 Travel Management Companies 差旅管理公司
- 5.2 Business Travel Agencies 商务旅行社
- 5.3 MICE 奖励旅游
- 5.4 Professional Conference Organizers 专业会议组织者
- 5.5 Destination Management Companies 目的地管理公司
- 5.6 Venue Supplier 会议活动场所方

6. Travel Technology 旅游科技

- 6.1 Reservation & Booking / Distribution Technologies 预定 / 分销技术
- 6.2 CRM Technologies 客户关系管理技术
- 6.3 Content Management Solutions 内容管理解决方案
- 6.4 E-Commerce / APP 电子商务
- 6.5 Online Payment Systems 支付系统
- 6.6 Telecommunication 通讯

7. Travel Service 旅游服务

- 7.1 Travel Equipment 旅行设备及旅行社设备
- 7.2 Association / Organizations 行业协会 / 组织
- 7.3 PR Agencies 公关机构
- 7.4 Travel Insurance 旅游保险
- 7.5 Overseas Education / Investment Immigration 海外教育 / 投资移民
- 7.6 Tourism Finance Solutions 旅游金融解决方案

8. Others 其他

- 8.1 Scenery 旅游景点
- 8.2 Shopping Mall / Catering 购物商场 / 餐饮业
- 8.3 Entertainment 娱乐场所
- 8.4 Theme Park 主题公园
- 8.5 Non-Profit Organizations 非盈利组织
- 8.6 Travel Real Estate 旅游地产
- 8.7 Travel Bazaar 旅游集市

TERMS & CONDITIONS FOR PARTICIPATION

1. Definitions

"Exhibition" shall mean the event, Shanghai World Travel Fair which will take place in 30 July-2 August, 2020, at Shanghai Exhibition Center (No.1000 Middle Yanan Road).
Supervised by: Shanghai Municipal Administration of Culture and Tourism.
Co-supervised by: Shanghai Hengshan (Group) Co., Ltd, VNU Exhibitions Asia Ltd, Italian Exhibition Group.
Organizer: Europe Asia Global Link Exhibitions, Shanghai International Convention & Exhibition Corp.
"Exhibitor" shall mean any person, firm or organization allocated a space by the Organizer in the above-said exhibition.
"Co-exhibitor" shall mean any person, firm or organization exhibiting their own products or services on the stand space of an Exhibitor.

2. Application for participation & acceptance

All applications for participation shall be made on the prescribed form overleaf. The application shall be submitted to the Organizer accompanied by the required deposit equivalent to 50% of the total booth rental charges. The submission of the application form shall be deemed to be confirmation of participation and full acceptance of the 'Terms & Conditions for Participation' as stated herein. The application shall become a valid contract upon the Organizer accepting the application. The application and confirmation of its receipt do not constitute grounds for any claim to approval, or to any specific location or site of stand. In particular, the Organizer is entitled to implement reductions in the number of square meters applied for if the exhibition area available is oversubscribed.

3. Rental of stand fitting, design and signs

The individual design of the stand, if in excess of the services indicated in the offer, is the concern of each individual Exhibitor who shall apply with the official contractor for furniture, fittings, fixtures and utilities. The nature of the design shall, however, be subjected to the construction regulations applicable to the event venue and to the construction guidelines set by the Organizer.

4. Co-exhibitors and firms indirectly represented

Stand areas are in principle made available solely as whole entries and only to one contracting party, the 'main Exhibitor'. The use of the stand area by another company represented by its own exhibition goods (co-exhibitor), shall require a special application and written approval from the Organizer. Approval of co-exhibitors is likewise based on the criteria listed under paragraph 2 above, apart from this. Such companies shall also be subject to the terms & conditions for participation, which are to be acknowledged by those companies in writing. The assignment of the rights and obligations to other parties, even if only in part, is not permissible except with the written approval of the Organizer in advance. The Main Exhibitor shall be liable for any fault on the part of his co-exhibitor or indirectly represented company and their agents, in the same manner as his own faults and for the faults of his own agents. The same shall apply to auxiliary staff. If paragraph 4 above applies, the main Exhibitor and all co-exhibitors shall be jointly and severally liable to the Organizer for the obligation arising from this rental contract.

5. Terms of payment

- a) A non-refundable deposit of 40% of total rental charges.
- b) The balance must be paid before June 15, 2020.
- c) For other additional services, payments must be made in full, in advance, when placing orders for services.
- d) Payment by the stipulated date is a prerequisite condition for the Exhibitor's participation in the exhibition and use of the booth.

In the event of default of payment by the stipulated date in (a), the Exhibitor's application shall be deemed to be cancelled and the 50% deposit forfeited; and (b), the Organizer shall reserve the right to claim all payment due from the defaulting Exhibitor. The Exhibitor shall not be entitled to any form of compensation whatsoever, whether for loss of profits or otherwise.

6. Withdrawals

The Exhibitor will not be permitted to withdraw from, cancel, alter or reduce in any way their booking of the exhibition. However, the Organizer may consider special cases and in their sole discretion grant partial refunds according to how many months/weeks prior to the start of the exhibition that the proposed withdrawal or charge is made known to the Organizer in writing.

Months prior to start of exhibition	cancellation fee
a) More than 3 months	40%
b) Within 3 months	100%

7. Movement of exhibits

- a) The Exhibitor shall bear the responsibility and expenses for transport of exhibits to the exhibition venue.
- b) The Exhibitor shall make their own arrangements for the storage and warehousing of the exhibits, subject to the approval of the Organizer.
- c) The Exhibitor shall submit a list of exhibits to the Organizer at least ten days prior to the start of the exhibition.
- d) No exhibits or other goods will be permitted to leave the exhibition venue. The Exhibitor shall indemnify the Organizer against any loss or damages due to delay or damage to the exhibition venue.

8. Security & insurance

The Organizer, its directors, trustees, offices, employees, agents and representatives, will not be responsible for the safety of articles of any kind brought into the exhibition by the Exhibitor, their employees, agents or contractors, members of the public or any person whatsoever. Exhibitors shall ensure that they are fully covered by insurance and take out public liability and comprehensive protection. The period of insurance shall be from the time the Exhibitor first enters the exhibition hall until all his exhibits have been properly removed to the satisfaction of the Organizer.

The Exhibitor shall indemnify and hold the Organizer, its directors, trustees, offices, employees, agents and representatives, harmless with respect to all costs, claims, liabilities, losses, demands, proceedings and expenses to which the Organizer, its directors, trustees, offices, employees, agents and representatives may in any way be subject (including but not limited to members of the public, the staff of the local authorities, or the Organizer of Exhibitors' staff, agents or contractors) caused as a result of any act of omission of the Exhibitor, co-exhibitor, representatives, employees, agents, contractors or invitees. If the Organizer so demands, the Exhibitor shall provide proof to the Organizer that the Exhibitor has adequate insurance coverage. The Organizer shall not in any event be held responsible for any loss or damages whatsoever (including loss of profits suffered by the exhibitor) as a result of any restrictions or conditions which prevent construction, erection, completion, alteration or dismantling, or for the failure of any service normally provided at the listed exhibition ground, for the cancellation or part-time opening of the exhibition either as a whole or in part, or for amendments or alterations to all or any of the 'Terms & Conditions for Participation' caused by any circumstance not within their control.

Exhibitors shall comply with all the rules and regulations imposed or laid down by the exhibition venue for all purpose concerned with operation and usage. Exhibitors shall in deference to the inspection by the staffs of the exhibition venue during the construction period. Exhibitors, their agents or contractors shall comply with all the rules and regulations in terms of security and fire controlling of the exhibition venue. The exhibitors shall bear the responsibility and consequence resulted from his violation.

9. Security Responsibility

During all periods, security of exhibits, stands and furniture is wholly the responsibility of the Exhibitor, his agent or contractor and the Organizer, its directors, trustees, offices, employees, agents and representatives shall not be responsible for any losses, damages to property or injuries to person incurred.

10. Damage to venue

The exhibitor shall take good care of and shall not cause any damage or permit or suffer any damage to be done to the exhibition venue or to any part or parts thereof or to any fittings, equipment or other property therein, and shall make good and pay for damages thereto (including accident damage and damage by fire) caused by act or omission of himself, employees, co-exhibitors, agents, representatives, contractors or persons by reason of the use of the exhibition venue by the Exhibitor. If the Organizer so demands, the Exhibitor shall insure the venue for any damage and send the insurance documents to the Organizer.

11. Indemnity of the Organizer's show manager

Under no circumstances shall the Organizer make good or accept any responsibility or liability however arising with respect to damage, theft or loss of any property, goods, articles or things however placed, deposited, brought into or left upon the premise either by the Exhibitor for his use or purpose or by any other person, and the Exhibitor must indemnify the Organizer, its employees, agents and offices in respect thereof.

12. Compliance with laws

Exhibitors shall comply with all the rules, regulations and laws imposed or laid down or prescribed in the future by the government, public authorities and owners or managers of the exhibition venue for all purposes concerned with the implementation of the regulations and stipulations laid down or prescribed in the future by the Organizer by virtue thereof, and of all other contracts relating to the exhibition the Exhibitor shall be deemed to be domiciled at the office of the Organizer in Shanghai. Without prejudice to the powers of the parties to enter into a general or limited arbitration agreement, all disputes arising from the Exhibitor's participation, from the enforcement of these regulations, or from any other contracts relating to the exhibition, including the 'Terms & Conditions for Participation' stated herein, or by virtue of regulations or stipulations laid down or prescribed by the Organizer, shall be governed and construed accordingly and the Exhibitor hereby submits to the non-exclusive jurisdiction of the courts. Where disputes arise concerning interpretation, the English text of these 'Terms & Conditions for Participation' shall be deemed to be final. Once the exhibitor signs this contract is the expression pledged all his exhibits, wrappings, etc. has not encroached upon other intellectual property rights.

13. Intellectual Property rights

Exhibitors are not allowed to knowingly infringe the Intellectual Property Rights of another and they shall comply with the rules and regulations on IPR. In case exhibitors violate these laws, they will be removed from the show and banned from future WTF editions.

14. Supplementary clauses

Whenever necessary to ensure the smooth management of the exhibition, the Organizer shall have the right to issue supplementary regulations and instructions in addition to those in the 'Terms & Conditions for Participation'. All such additional written instructions form a part of the 'Terms & Conditions for Participation' and are binding on all Exhibitors.

15. Infringement of 'Terms & Conditions for Participation'

The infringement of the above-mentioned 'Terms & Conditions for Participation', and any other future rules and regulations determined by the Organizer, will result in the exclusion of the Exhibitor from the event, and the Exhibitor shall have no right to claim compensation or demand refund on any payments already processed, losses or expenses, nor shall the Exhibitor be released from their contractual obligation to pay.

16. Management fee and overtime fee

The management of the expo-center charges a management fee for stand constructions within the expo-center. This management fee shall be paid by the contracted stand constructors.
The basic daily 'hour' for exhibitors to use the leased area shall be from 9 am to 6 pm. In case exhibitors wish to use the leased area beyond the specific time for use, exhibitors must inform the expo-center in advance. Overtime use expenses may be charged by the expo-center in accordance with the price list of the center.

17. Cancellation, Postponement and Other Changes of Exhibition

Any rules and regulations of the host country or of the local contractual partner which differ from these conditions of participation or which impose additional restrictions shall prevail. The organizer reserve the right in the case of Force Majeure, orders/directives imposed by any Government authority or any other unforeseen circumstances to cancel, postpone, alter in character, reduce in scale, shorten or extend the duration of the Exhibition at any time without incurring any liability whatsoever to the Exhibitor. Should it become necessary to postpone, curtail, extend, cancel or otherwise change the Exhibition, the Exhibitor shall not be entitled to withdraw from the contract or to claim against the Organizers or their agents or representatives, whether for loss or damages, or return of all or part of any money paid by the Exhibitor even if waives his right to the stand area allocated to him. The Organizers shall not be liable for any losses sustained or disadvantages suffered by the Exhibitor as a result of postponement, curtailment, extension, cancellation or other changes to the event. In such case Exhibitors shall be given space in the alternative exhibition, if any, on a proportional basis. However the allocation shall be made as deemed appropriate by the Organizers in their absolute discretion and they shall not be liable for any further compensation to the Exhibitor. Rather, the Exhibitor shall in such case be required to bear a reasonable share of the costs incurred by the Organizers in preparing for such event. Where the Exhibitor has placed orders with the Organizers for services supplementary to those covered by the participation fee, he shall be billed for the costs incurred until this point in time.

18. Unforeseen Occurrences

In the event of any occurrence not foreseen in these 'Terms & Conditions for Participation', the decision of the Organizer shall be final.