

# Welcome

Dear Exhibitor,

Thank you for participating in SIGN CHINA 2025, LED CHINA 2025•Shanghai, Digital Signage China 2025, DIGITAL PRINT CHINA 2025, which will take place from 17-19 September in Shanghai. To prepare your stand and to benefit as much as possible from your participation, we herewith provide you the Manual with Technical Information and Promotional Opportunities.

**Please make sure you return all mandatory and other relevant order forms to the respective service providers before the deadlines.** Should you need any assistance in your preparations for the event, please feel free to contact the Customer Service Department of Trust Exhibition at [service@signchinashow.com](mailto:service@signchinashow.com).

We thank you for your valuable support and co-operation. Looking forward to seeing you in Shanghai in September.

Kind regards,

Trust Exhibition Co Ltd Shanghai Branch

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# A Exhibition Information

## A01 Name of the Events

- SIGN CHINA 2025
- LED CHINA 2025 · Shanghai
- Digital Signage China 2025
- Digital Print China 2025

## A02 Location

- Shanghai New International Expo Centre
- 2345 Longyang Road, Pudong New Area, Shanghai, China
- Tel: 86 21 2890 6888 Website: [www.sniec.net](http://www.sniec.net)

## A03 Schedule of Event

Move-in	Tuesday 16 September	9:00-18:00 (Free overtime till 22:00)	Contractors are required to work within these move- in periods. If contractors need to work beyond these hours, they should apply for the overtime hours through the Official Contractor before 20:00hrs on that day. The details of overtime working can be found in the B10 - Overtime Working Hours and Fees in the Exhibitors Manual. Contractors or exhibitors shall cover all costs incurred by overtime working.
Show Period	Wednesday -Thursday 17-18 September	For exhibitors: 8:20-17:30	Exhibitors shall arrive at their stand and have their stand ready before the show starts.
		For visitors: 9:00-17:30 (no admission after 16:45)	
	Friday 19 September	For exhibitors: 8:20-17:00	
		For visitors: 9:00-16:30 (no admission after 16:00)	
Move-out	Friday 19 Septemberr	17:00–22:00 (move-out before 17:00 is prohibited)	Exhibitors are requested to follow the move-out schedule. Early move-out is prohibited. Contractors are required to work within this move-out period. If Contractor need to work beyond 22:00 on 19 September, please contact the Official Contractor before 20:00hrs and bear the overtime charge.

## A04 Exhibitors’ Registration

- All exhibitors are required to register at the Exhibitors Registration Counter with two business cards and the “Registration Notice” issued by the organiser. The exhibitor badges will be provided when register on Form 03 or onsite.
- Exhibitor Registration Date and Hours: 9:00-18:00 of 16 September.
  - Registration Venue: Entrance Hall One (South Entrance Hall)
- Remark: Registration Notice will be sent by email to all exhibitors two weeks before the show starts.

## A05 Contact Details

- 1.Organiser: Trust Exhibition Co Ltd Shanghai Branch
- Tel: 86 20 38106261, 38106263 (Customer Department)

Email: [service@signchinashow.com](mailto:service@signchinashow.com)

**2. Official Contractor for Deluxe Shell Stand: E Young Exhibition Services Co., Ltd.**

Contact Person: Mr. He

Email: [406157023@qq.com](mailto:406157023@qq.com)

Mobile: 86 135 6043 2194

**3. Official Contractor: Milton Exhibits & Engineering (Shanghai) Ltd. Guangzhou Branch Company**

Electricity & Other Technical Inquiry : Ryan Wu

Tel: 86 20 8128 3109

Email: [ryanwu@milton-gz.com](mailto:ryanwu@milton-gz.com)

Electricity & Other Technical Inquiry : Vena Zheng

Tel: 86 20 8128 3103

Email: [venazheng@milton-gz.com](mailto:venazheng@milton-gz.com)

Raw Space Design Approval : Mr. Kennys Zou

Tel: +86 21 6183 0621

Email: [signchina@milton-gz.com](mailto:signchina@milton-gz.com)

Exhibitor Service : Yannis Ye

Tel: +86 20 8128 3143

Email: [yannisye@milton-gz.com](mailto:yannisye@milton-gz.com)

**4. Official Forwarding Agent: Top-Trans Expo Logistics Co., Ltd.**

Contact Person: Ms. Annie Zhan

Mobile: 86 151 0202 6019

Email: [annie.zhan@top-trans.com.cn](mailto:annie.zhan@top-trans.com.cn)

Contact Person: Mr. Anthony Nie

Mobile: 86 138 1872 1467

Email: [anthony.nie@top-trans.com.cn](mailto:anthony.nie@top-trans.com.cn)

**5. Official Agent for Translation: Shanghai Tonggao Information Technology Co., Ltd.**

Contact Person: Mr. Cui

Mobile: 86 185 1624 1020

Email: [cj@tonggaoinfo.com](mailto:cj@tonggaoinfo.com)

**6. Hotel**

## B General Information and Regulations

### B01 Presentation of Exhibits

Exhibitors must present their exhibits throughout the period of the exhibition from 17-19 September. Exhibitors are not allowed to remove his exhibits from the exhibition floor prior to the official closing hours of the exhibition. Every exhibitor should have an authorised representative present at the exhibition stand throughout the show period and during the installation and dismantling of his/her exhibits.

Exhibitors should display their products and items as mentioned in the Exhibition Space Contract. Organiser reserves the right to close down the stand whose exhibits are not match the theme of the exhibition without refund of the participation fee.

### B02 Control & Use of Exhibition Stand

1. All displays shall not obstruct the view of adjoining exhibits nor be operated in any manner objectionable to other exhibitors. The organisers reserve the right to remove or modify any exhibits whose fittings or operations are considered, under the Regulations, unsuitable, noisy, obnoxious, objectionable or dangerous to the exhibition, the visitors or neighbouring exhibitors. All costs incurred for the removal of such exhibits shall be claimed on the exhibitor.
2. The volume of any performance should be controlled properly so as not be disturb the other exhibitors.
3. Access to stands must be provided at all times for officers of the official safety services and other government authorities concerned for inspection purposes.

### B03 Admission & Age Limit

#### Admission for Venue Inspection before the Exhibition Period

Entry to the site for inspection and survey before the exhibition period may be allowed if prior arrangements are made with the organisers.

#### Admission during the Exhibition Period

1. Admission will be allowed by badges issued by the Organiser only; Identification badges are not transferable.
2. Admission badges for all local Chinese staff of foreign representative offices, foreign business agencies and joint ventures who need to enter the exhibition halls to work at the stands will be issued by the Organiser at the fair.

### B04 Insurance & Liability

Exhibitors are responsible for taking out public liability insurance against injury to persons and property of others on their stand, along with their exhibits and merchandise moving to and from the show and during the show. Each exhibitor should have a valid and adequate insurance cover of no less than RMB4 million against public liability. Exhibitors should contact their insurance broker to cover their exhibits and exhibit materials. The Organisers will not be held responsible for any loss of, or damage to, exhibits and personal items. **Exhibitors are reminded of their legal liability for their representatives, which also includes their contractors and sub-contractors.**

#### Liability

1. The sponsors, hosts and organisers are not responsible for loss, theft or damage by fire or injury of any nature to any person or article. Reputable guards will be on duty day and night, but will not be a guarantee against loss.
2. Each exhibitor participating in the exhibition needs to indemnify the organisers against all claims of all kind against the organisers, due to or in any way, connected with their participation in the exhibition.
3. The organisers are not liable to the exhibitors or their agents or employees in respect of any direct or indirect damage, loss or injury, to persons or property arising out of or in any way, connected with the exhibition.
4. The sponsors, hosts and organisers shall not be liable for loss, damage, delay or cancellation as a result of any unforeseen reason or resulting from acts of war, civil commotion, strikes, economic blockade, terrorist attacks, military activity or any other circumstances which shall render it impossible or inadvisable for the organisers to hold the exhibition at the time and place provided. The organisers reserve the right to reschedule the exhibition at a later date. Exhibitors have to acknowledge that the organisers will have sustained damages and losses as a result of the foregoing as well, and shall and do hereby waive all claims for damages or compensation. The sums paid to the organisers as fees or otherwise in connection with the exhibition shall remain the property of the organisers.
5. In the case an exhibitor withdraws from the exhibition after confirmation of participation by the organisers, all payment made shall be forfeited. Notice of withdrawal must be made in writing to the organiser who shall arrange for reallocation of such space which does not necessarily entitle the exhibitor the right to claim for refund or any payments made, or release from any sums of which he has already committed or become liable to.

6. The sponsors, host and organisers bear no responsibility for any errors or omissions in the exhibition directory, which is compiled from the information supplied by the exhibitors and/or their agents.
7. The sponsors, hosts, co-organisers and organisers are not responsible for any loss, damage, or delay incurred in freight shipments (transport, handling and clearing) into and out of P.R.China. Exhibitors are urged to adequately insure all shipments.

### **B05 Exhibit Demonstration and Operation**

1. Exhibitors must provide prior notification of an intention to operate a machine with a description of function and safety controls (including potential hazards, controls to power failure, etc.). Please compile a Contractor Risk Check Form (please refer to Form 07). Exhibitors may be required to demonstrate their operation to the safety officers during the move-in.
2. Exhibitors must ensure that their exhibits will fit within the space ordered. All moving or hazardous parts should be set back at least 0.5m from the aisles and no protrusions of any kind allowed into the aisles.
3. Exhibitors must nominate an individual to be responsible for machinery safety and the stand will always be manned by a competent operator, within safe operating guidelines and with knowledge of relevant emergency procedures.
4. Exhibitors must have a plan for power failure in the halls. Machines should have failsafe capability if power is suddenly lost.
5. Only trained operators with the correct PPE should handle or operate machinery. Visitors should only observe from a safe distance.
6. No hazardous chemical is allowed unless the exhibitor obtains prior permission from the organisers. Hazardous chemicals may only be allowed into the halls if they are essential to the exhibit and only on the basis that a proper assessment is conducted for the safe use, handling and storage of the chemical with an emergency plan to deal with a casualty or spillage.
7. Exhibitors with moving machinery should not be wearing ties, loose clothing or have long hair which is not tied up. Visitors must be prevented from getting too close to moving machinery.
8. Exhibitors must ensure that working exhibits being demonstrated do not emit radiation or gases likely to be harmful to human life e.g. laser, toxic gases.
9. Any machine or apparatus can only be operated on the stand, and operated and supervised by qualified persons. No motors, engines or power driven machines are to be used without adequate fire-protection measures taken by Exhibitor.

### **B06 Ceiling Hanging Point**

No hanging object is allowed in the exhibition centre without permission. There are no hanging point in the Outdoor Pavilion.

To apply for hanging structures, please submit Form 7 - Hanging Point on or before deadline or contact:

**Official Contractor: Milton Exhibits & Engineering (Shanghai) Ltd. Guangzhou Branch Company**

Electricity & Other Technical Inquiry : Mr. Ryan Wu

Tel: 86 20 8128 3109

Email: [ryanwu@milton-gz.com](mailto:ryanwu@milton-gz.com)

### **B07 Forwarding Services**

**Official Freight Forwarder: Top-Trans Expo Logistics Co., Ltd.**

Contact Person: Ms. Annie Zhan

Mobile: 86 151 0202 6019

Email: [annie.zhan@top-trans.com.cn](mailto:annie.zhan@top-trans.com.cn)

Contact Person: Mr. Anthony Nie

Mobile: 86 138 1872 1467

Email: [anthony.nie@top-trans.com.cn](mailto:anthony.nie@top-trans.com.cn)

Do not use non-recommended freight forwarder to avoid unnecessary loss.

### **B08 Transport Pass and Charges**

1. Vehicle enter into loading area
  - a. Vehicles over 0.5 tons should be applied for Vehicle Queue Pass in Vehicle Pass Management System via official WeChat of SNIEC (ID: SNIEC\_SH) one week before move-in period . Print Vehicle Queue Pass on an A4 paper and present on windshield of the Vehicle. During move-in, enter into P3 parking lot of SNIEC at the designated time, and other time will not be allowed to enter the surrounding area of SNIEC.
  - b. Along with Vehicle Queue Pass and Contractor Move-in Pass to applying for Vehicle Pass in P3\P7 parking lot of SNIEC.Remarks: please apply the Vehicle Queue Pass when the plate number is confirmed, because it could not be revised after registered.

2. A "Transport Pass" must be obtained at the exhibition centre's pass management office before driving vehicles into the loading areas. The pass management office is located in the South Entrance Square, please enquire at the Customer Service Centre in the lobby for assistance.
3. A “Transport Pass” is RMB 50/vehicle with a RMB 300 deposit. The refund of the deposit is based on the presentation of the “Transport Pass” as well as the deposit receipt after the timely completion of the loading. Any loss or damage of the “Transport Pass” will result in the deposit being forfeited.
4. The time limit for loading is 1.5 hours. An overtime charge will be assessed at RMB 100 for every 30 mins (minimum charge).
5. Once the loading is finished, vehicles should depart immediately to avoid unnecessary traffic congestion for which the deposit will be deducted.

**B09 Overtime Working Hours and Fees**

**Overtime Working Fee:**

18:00-22:00	After 22:00	After 24:00
RMB1,600/booth/hour	RMB3,200/booth/hour	RMB6,400/booth/hour

**Remarks: Please apply for the overtime working hours through the Official Contractor before 20:00hrs each day.**

1. The Overtime Working Fee includes general exhibition hall lighting and security service except air conditioning.
2. According to the labor protection regulation, no overtime working after 22:00hrs is permitted. An urgent overtime working after midnight must be approved by the exhibition center.
3. The Overtime Working Hours must be applied via the Official Contractor before 16:00hrs each day. the Official Contractor will get the approval from the exhibition service centre.

**B10 Move-out, Dismantling and Cleaning**

**A. Move out concrete schedule**

Move-out Permit Distribution Hour 14:00, 19 September	Exhibitors can get the Move-out Permit on the Official Contracor's counter in the South entrance hall. Please keep it safe all the time. Exhibitor shall be responsible for the security of their exhibits and property. If exhibitors need additional Move-out Permit, please approach to the Official Contractor at the service counter.
Opening Hour of Storage Area 16:00, 19 September	Please follow the guideline and retrieve the packing material in order. For any inquiry, please contact the official forwarder.
Electricity Cut-off 17:00, 19 September	Exhibitors want to continue using electricity after 17:00 shall notify the Official Contractor before 12:00. Exhibitors turn off the facilities and exhibits beforehand, otherwise, the exhibitors and contractors will be responsible for all ensuing consequences.
Move-out Time 17:00-22:00, 19 September	Exhibitors are requested to move out during this time period. The exhibitor who need to stay after 20:00 shall apply to the official contractor. All staff on-site must wear safety helmets during this period.
Collection of the Distribution Boxes 18:00, 19 September	Exhibitor or contractor is required to take good care of the electrical box and wire before the venue staff come to collect it. Deposit will be deducted due to lost of electrical box.
Truck Entry to Halls 19:00, 19 September	Trucks should follow the instruction of onsite staff to enter and leave the hall.

**B. Move-out Administrative Regulations**

1. No exhibitor is allowed to remove his exhibits from the exhibition floor prior to the official close of the exhibition: 17:00 on 19 September.
2. No stand may be dismantled or removed in part or in whole before 17:00 on 19 September. Stand contractors cannot access the exhibition centre before 17:00 and vehicles are not permitted into the loading areas until 19:00 on 19 September.
3. Exhibitors/contractors must leave the venue and stands in the same condition as they found them. Damage caused by the exhibitor/contractor's installation shall be assessed by the Organisers and the cost of reinstatement and restoration shall be charged to the exhibitor/contractor.
4. Exhibitors/contractors are responsible for the removal of all items belonging to them, such as stand building materials, structures, fittings and waste from the exhibition centre (including the exhibition hall, unloading platforms, the square, the parking lot, surrounding roads). Sites must be completely cleared of exhibitor's/contractor' s belongings not later than 22:00 on 19 September after which the Official Contractor has the right to remove all objects found at the cost of the exhibitor/contractor and deducted from the deposit.
5. A Move-out Permit from the Organizer is required to remove exhibits from the hall.
6. The exhibitors and contractors must follow strictly the dismantle time schedule and regulations announced by the Organizer.

7. All on-site working staff must wear safe helmets during the dismantling period. Workers shall operate with care in order to prevent accidents. Exhibitors are responsible for any losses caused by their own workers.
8. The waste oil produced by your equipment during the show must be dumped in the designated collection point, shall not be dumped in the gutter.

### **C. Refund of Deposit**

7 days after the exhibition, official contractor will receive the information from the venue. Exhibitor/Contractor can claim back his/her deposit when there is no electrical box or facility damage as well as the booth is cleaned up. The Official Contractor will refund the deposit to the exhibitor's according to the provided information within 30 working days.

### **D. Reminder for stranded in exhibition hall & OT charges**

1. Read thoroughly online exhibitor manual and see Form 11.
2. Read move in & move out notice when receive of the deposit receipt from the Official Contractor.
3. Take note to the notice of all entrance of exhibition hall.
4. Be aware of the broadcast and msg.

### **E. Definition of stranded & OT, evidence**

1. No matter what you are doing, either build up the booth or testing your exhibits, stranded in the exhibition hall after the official move in and move out hours, will be deem as OT, even you have nothing doing. Official contractor is engaged with the rights to deduct deposit to compensate the relevant fees. Exhibitor and contractor is requested to close the main power of the booth, otherwise, it will be deeming as OT too.
2. Official contractor is engaged the rights to deduct deposit to compensate the OT fee should he did not receive OT payment from exhibitor and his contractor. Exhibitor shall pay for his own OT fees, at the same time, the contractor is required to coordinate with his exhibitor when exhibitor do not pay for the OT fee.
3. Official contractor will take pictures and videos as evidence after official hours. Either exhibitor or contractor OT will be charged. Official contractor will deduct deposit no matter who paid for it.
4. OT caused by logistics reason, please approach to official forwarder in advance, official contractor do not get involved to the logistic arrangement, he just record the evidence of OT.

### **F. Definition of cleaning, garbage, OT charges**

1. Finish cleaning means all the garbage are all clean up besides the booth area. Official contractor does not take the photo from exhibitor or contractor as evidence. All cleaning is required to be finished before 22:00, 19 September. Organizer, exhibition hall and official contractor will take pictures and videos after 22:00. Any garbage left around exhibition hall area will also deem as OT.
2. Official contractor will clean up all the left garbage on 22:00, 19 September. Any booth still dismantling or cleaning will be deeming as OT. Any booth come back to clean up the booth after 22:00 will be charged both OT fee and cleaning fee.
3. **Exhibitors/contractors are responsible for keeping the electrical boxes after they have been rented. Please take care of the electrical boxes during move-in and move-out.**

## **B11 Recycling Service**

There is a designated recycling supplier in the exhibition centre. They provide recycling service for the removal of stand materials, waste and debris on move-out. The recycling office, Room E6-B2B, is located outside Hall E6. Please consult the on-site organiser's office for this service.

Recycling Office:

Tel: 86 21 28928684

Fax: 86 21 28928686

Contact person

Mr. Chen: 86 1893 0783 426

Mr. Xu: 861376 1553 128

## **B12 Hall/Stand Cleaning**

The organisers will arrange the general cleaning of the exhibition hall (e.g. aisles) and stands prior to the opening of exhibition, and daily thereafter. The cleaning of the booth will be taken care by the exhibitor or their contractor.

## **B13 Catering and Flowers**

There are designated catering and flower suppliers in the exhibition centre. Other suppliers are not allowed to operate in the exhibition centre. Food from outside catering companies is not permitted.

Simulated plants, including artificial flowers is not permitted.

## **B14 Security**

During the entire exhibition period, although official security guards will be provided by the organisers, exhibitors are responsible for the security of their exhibits, property, and personal effects. Any loss or damage shall be at their own risk.

## **B15 No Smoking**

Smoking is prohibited within the exhibition area, except in the special areas designated by the organisers. The exhibitor/contractor shall be held responsible for any damage or loss caused by his/her smoking in the exhibition area. Any violation shall be fined at RMB 50/occurrence by the Organiser.

**B16 Inflammable, Explosive and Dangerous Goods**

All flammable, explosive, hazardous and dangerous goods are not allowed in the hall.

**B17 Environmental Guidelines**

Everyone involved in the exhibition has a role to play in reducing the amount of material and energy used. Here are some guidelines to make your participation more environmentally-friendly and remember ——**REDUCE, REUSE, RECYCLE.**

**Pre-show**

- 1. Plan what you wish to distribute – don't print and ship more than you need. Source environmentally-friendly promotional handouts or gifts.
- 2. Plan special design stands/features, etc. in order that these can be prefabricated, then dismantled at the close of the show.

**Show period**

- 1. Don't distribute material in plastic bags and be selective when handing out material.
- 2. Eliminate PVC banners and signs, use cotton or paper instead.
- 3. If building a raw space or special design stand, limit the height and construction based on reusable system materials and hired furniture, minimize specially constructed items (counters, display platforms etc.).
- 4. Use non-VOC, water based paints and glues, or linseed oil paints.
- 5. Install CFL or LED lighting, using less energy and lasting longer.
- 6. Use recyclable carpeting, a natural alternative such as cork or recycled rubber matting (or none at all).
- 7. Keep packing materials and containers to a minimum.
- 8. For catering, use recyclable materials for crockery and cutlery; or use glass, china that can be washed and reused.
- 9. Use recycling bins for garbage disposal.

**Post-show**

- 1. Dismantle, don't demolish – disposing of into local landfills is not a viable solution.
- 2. Reuse packing materials for transportation.
- 3. Take away unused promotional materials etc. and use later.

**Remember – REDUCE, REUSE, RECYCLE !!!!!**

**B18 Hall Specifications**

**Hall Specifications of SNIEC**

Facilities	Halls E1-E5
Access For Exhibits/Visitors	10 gates per hall: 5m(w) x 4m(h). 5 north gates & 5 south gates
Exhibits to Halls	trucks/forklifts
Flooring	concrete floor with hardener, loading 3mt/sq.m
Electricity Capacity	2400kw
Power Supply	5 wire, 3 phase 380v/220v, 50hz/5000kva
Air Compressor	8 bar
Lighting Level	250lx
Ceiling Height	11-17m
Hanger in Halls	light ad carrier under 10kg
Water Supply	294 per hall with caliber of 28mm
Drainage	168 per hall with caliber of 100mm
Fire Protection	automatic fire sprinkler system, fire detection & alarm system with riser & hosereel, portable fire extinguishers
Air Conditioning	28°C in summer , 23°C in winter
Telephone	200 lines per hall
Ventilation	33,600 cubic meter/hour per hall
Internet	wireless LAN, ISDN
Security System	24 hours security guards on duty, video surveillance, intrusion alarm
Broadcasting System	available in halls and offices



Emergency Lighting	available in halls and offices
Toilets	available in each hall, including facilities for disabled

Note: The above information supplied by Shanghai New International Expo Centre is correct at the time of printing and may be subject to change without prior notice.

**B19 Other Information**

**China Visa Applications**

All foreigners must obtain an entry visa before proceeding to China. For a visa application, all exhibitors are required to have an Invitation Letter from the Chinese Authorities. Please send your request for the Invitation Letter to us via [service@signchinashow.com](mailto:service@signchinashow.com). Upon receipt of exhibitor’ s completed visa application, the organisers will coordinate and forward the application to the Chinese authorities for issuing an Invitation Letter. This letter will be ready within 14 days and will be sent to your company by fax or express mail.

Passports must be valid for 6 months beyond the intended date of entry to China.

**Customs & Excise**

Tax is normally not paid on all displays, stationery and drinks to be consumed in the exhibition hall. However, import tax may be charged on souvenirs and gifts. In order to avoid complication, exhibitors are encouraged to abstain from distributing gifts at the stand, except in very small quantity. If the gifts are too expensive, too large in size or are electronic products, the Chinese customs office may refuse clearance even if the carrier is willing to pay the import tax. Exhibitors are therefore advised not to carry these in their personal luggage. Slides, video, movies and all literature for distribution in the exhibition must be vetted and approved by Chinese Customs in advance. For details, please refer to the manual concerning freight forwarding.

**Credit Cards**

Small hotels, shops and restaurants only accept cash. You are therefore advised not to rely entirely on credit cards for your daily expenses. Only major hotels and high-class restaurants accept credit cards; MasterCard, Visa and American Express are most commonly accepted in China.

**Medical**

Please bring with you prescribed drugs you may need since these might not be available in China. Please also ensure that you have appropriate medical insurance, and be aware of how the coverage applies in Shanghai, should medical attention or hospitalization be required. Hospitals will normally require cash or a credit card in advance before they will admit a patient.

**Weather**

The temperature in Shanghai on September is normally around 21-27°C.

**Arrival Formalities**

Health declaration, entry card and the Customs Declaration forms are normally presented to you by the aircrew before landing. If you are hand carrying exhibit items or publicity literature, please declare these at Customs. Should difficulties of clearance arise, request that the cargo be customs bonded. You will be able to debone and clear the same article at the exhibition halls with the on-site Customs officers. For details, please contact the official freight forwarder.

**Note: If you are hand carrying exhibits and other items into the exhibition venue, please ensure you declare the same to the on-site customs officer. Otherwise, it would not be possible for you to carry it out of the halls.**

**General Regulations**

1. The control of the exhibition is vested, at all times, in the organisers whose decision is final and binding on all exhibitors and contractors.
2. Exhibitors shall be bound by the conditions, rules and regulations set forth in the contract and any changes must be made in writing and signed by the organisers, who shall have full power to interpret and to make or amend these rules provided that such amendments and additions do not operate to diminish the rights reserved for the exhibitor under this application, and shall not operate to increase liabilities of its organisers or sponsors.
3. The organisers shall have the right, without appeal, to resolve all cases not provided in the regulations in this manual.
4. Exhibitors agree to observe by all regulations contained in this manual and further amendments and addendum where required by signing the Application Form with the organisers.

# C Deluxe Shell Stand Package

## Specification for Deluxe Shell Stand



The graphic design of Deluxe Shell Stand (for reference only, the actual stand built onsite is the final)

Code	Contents	Code	Contents
1	Light (70W)	7	One bar chair
2	Exhibition logo	8	Reception desk with locker (L 100 cm x W 50 cm x H 100 cm). Company logo is to be provided by exhibitor.
3	Organiser's logo	9	Round glass table, four black leather chairs.
4	Booth's fascia light box with exhibitor' s company name in both Chinese and English, and the booth number. The light box is 2.48 m from the floor. Exhibitor shall provide their own company logo to organiser.	10	One socket (1,000 W)
5	Four Long-arm LED light (12W)	11	Trash bin
6	Booth number	12	Carpet – color designated by the Organiser

- 1. Specifications: 3mL x 3mW x 4mH (Note: the height of the stand wall panels is 2.48 m).
- 2. 50% surcharge will be added if extra lights, sockets or electrical boxes are ordered onsite. If removal or relocation of lights or sockets is needed onsite, RMB50 each will be charged.
- 3. Exhibitors cannot stick wallpaper or drill on the wall panels of the booth. Using glue, destructive tape, sticky paper, screws, iron nails, metal spikes, pins or paints on the wall panels of the booth are prohibited. If any violation or damage the exhibition facilities was found, the exhibitor shall bear full responsibility and penalty.
- 4. The height limit of the booth is 4m. The height limit of lightbox is 2.48m and the height limit of the wall panels of the booth is 2.48m. The ceiling of the booth cannot be closed. Exhibitors cannot occupy any space outside their booth.
- 5. If exhibitors do not want to have some facilities included in deluxe shell stand, the Organiser will not refund for the unused items.
- 6. If there is any special construction requirements, exhibitors shall submit the application to the Official Contractor of Deluxe Shell Stand on or before 2 August.

# D Special Notice

## D01 Kindly Remind

- 1. No portable air compressors may be used in the Exhibition Centre and stands requiring it should order compressed air from the Official Contractor in advance.
- 2. Intellectual property certificates and related documents of all exhibits should be well prepared during the whole exhibition period. If any violation against the intellectual property occurs, the Organiser reserves the right to remove the alleged infringing exhibits out of the exhibition halls. All exhibition expenses paid to the Organiser will not be refunded. To avoid any dispute, please prepare intellectual property certificates and related documents for your exhibits.
- 3. Exhibitors must take good care of all their personal belongings such as purses, laptops, cameras, mobile phones, etc. during the exhibition period, especially when you are having business discussion with customers. You may remind your customers of the same from time to time. Any incident of theft must be report to the Organiser immediately as it will be necessary to complete a security form and report the incident to the police.
- 4. If a courier service is needed, please contact China Railway Express provided by the Shanghai Lujiazui Property Management Co., Ltd at the tent outside Hall W5. Do not trust anyone who tout you their courier service which you are not familiar with.

## D02 Emergency Procedures

<div><b>Emergency Number</b></div> <div>All the SNIEC Customer Service Centre 86-21-2890 6011 / 2890 6021</div> <div>his number should be called first in the case of an emergency. The venue staff will immediately engage local fire, ambulance and police services as required, and will escort emergency vehicles through the venue.</div> <div>Useful Telephone Numbers:</div> <div>Ambulance: 86-21-120</div> <div>Police: 86-21-110</div> <div>Fire: 86-21-119</div> <div>Use these numbers ONLY when the Emergency Number is busy or is not answered within six (6) rings.</div>
<div><b>Emergency Exits</b></div> <div>All emergency exits are marked with green signage.</div>
<div><b>Medical</b></div> <div>A First Aid stand provides treatment for minor injuries and common ailments.</div> <div>Open: 19-21 September 09:00-17:00</div> <div>In the case of an accident/injury, please take following measures:</div> <div><div>1. Call the Emergency Number immediately, giving the exact location and details of the accident/injury.</div><div>2. If possible, help treat/comfort the injured party until qualified help arrives.</div></div>

**Fires**

The venue is equipped with a fire sprinkler and alarm system. Portable hand-held fire extinguishers are also located at each gate inside the halls.

If you detect fire or smoke:

- 1. Activate the nearest fire alarm if possible and safe to do so.
- 2. Call the Emergency Number immediately, giving the exact location and details of the fire.
- 3. Leave the exhibition hall immediately by the nearest exit.
- 4. Close doors behind you.

If you hear a fire alarm:

Remain calm and alert, prepare at once to leave the SNIEC.

**Evacuation**

If you hear a fire alarm evacuation announcement or instruction:

- 1. Leave the SNIEC by the nearest safe exit.
- 2. Follow announcements over the public address system or instructions by SNIEC staff and/or fire/police officials.
- 3. Once outside the SNIEC, stay clear of the venue; do not return until it is declared safe to do so by SNIEC management, or fire/police officials.

**D03 Intellectual Property Rights**

**“Protecting Intellectual Property Rights by Observing Laws and Honest Management”**

Dear Exhibitors,

In order to implement “Measures for the Protection of Intellectual Property Rights during Exhibitions” promulgated by Ministry of Commerce, State Administration for Industry and Commerce, National Copyright Administration and State Intellectual Property Office and enhance the consciousness of IPR protection, effectively curb IPR infringement during exhibitions, safeguard the order of exhibition market and build an environment of fair competition, as the organizer of this show, we strongly request all the exhibitors must refrain from publicizing, showcasing and selling any products as suspected of infringement on IPRs during exhibitions.

Should any exhibition items as suspected of infringement on IPRs are showcased during exhibition, the suspected exhibitors must fully cooperate with IPR administration department or judicial department for the investigation and bear corresponding legal liability.

Your kind and positive cooperation is highly appreciated.

Sincerely yours,

Trust Exhibition Co Ltd Shanghai Branch

# E City Introduction

## E01 Location of the Exhibition



## E02 Transportation

- A.From Shanghai Pudong International Airport to the exhibition centre
- 1.If you take a taxi, it will take approximately 35 minutes and cost RMB120.
  - 2.If you take the airport shuttle bus Line 3, please get off at Longyang Road Station. The fee for the shuttle bus is about RMB30.
  - 3.If you take the maglev train, it will take approximately 8 minutes and cost RMB50.
- B.From Shanghai Hongqiao International Airport to the exhibition centre
1. If you take a taxi, it will take approximately 50 minutes and cost RMB150.
  2. If you take the airport shuttle bus Line 3, please get on the bus from the Renaissance Yangtze Shanghai Hotel and get off at Longyang Road Station. The fee for shuttle bus is about RMB30.
- C.From Shanghai Train Station to the exhibition centre
1. If you take the metro, please transfer from Line 1 to Line 2 at People’ s Square Station and get off at Longyang Road Station.
  2. If you take a taxi, it will take approximately 30 minutes and cost RMB65.
- D.From Shanghai South Railway Station to the exhibition centre
1. If you take the metro, please transfer from Line 1 to Line 2 at People’ s Square Station and get off at the Longyang Road Station.
  2. If you take the taxi, it will take approximately 40 minutes and cost RMB95
- E.Other ways
- If you take the metro line 7, please get off at Huamu Road Station Exit No.5 and you can arrive at the Northern Lobby of the exhibition centre directly.