



2010 China International Consumer Electronics Show

Space Application

July 8-11, 2010-International Convention Center, Qingdao, China

This application which should be legally- binding, is signed by SINOCEs organizing committee and the following exhibitor based on agreement on the attached regulations. Please print, and fax this page to the Organizing Committee with a copy of your Business License before May 20, 2010

EXHIBITOR INFORMATION				Booth#:	
Company Name					
Address					
Website				Postal code	
Contact Person	Name			Department	
	Phone			Fax	
	E-mail				
Displays					
Space Selection					
Space Options	Price	Space	No. of Standard Booth	Remarks	
Standard Booth (3mx 3m)	USD 2,200	9 m ²			
Raw Space	USD 240/m ²	m ²	N/A	Min.36 m ²	
TOTAL AMOUNT	_____ (USD)				
Your Goal in 2010 SINOCEs	<input type="checkbox"/> Products Showcase <input type="checkbox"/> looking for agent		<input type="checkbox"/> Brand Building <input type="checkbox"/> Others		<input type="checkbox"/> Increase Export
Your history with SINOCEs	<input type="checkbox"/> 2001 <input type="checkbox"/> 2007	<input type="checkbox"/> 2002 <input type="checkbox"/> 2008	<input type="checkbox"/> 2003 <input type="checkbox"/> 2009	<input type="checkbox"/> 2004	<input type="checkbox"/> 2005 <input type="checkbox"/> 2006
How do you know about SINOCEs?	<input type="checkbox"/> Organizer's Publication <input type="checkbox"/> Magazine		<input type="checkbox"/> Internet <input type="checkbox"/> TV		<input type="checkbox"/> Newspapers <input type="checkbox"/> Others
Please send payments to: Name: Qingdao Foreign Investment Service Centre Account No. 38020801040002179 Name of Bank: Agricultural Bank of China Qingdao Branch In Favor of: ABOCCNBJ380 (SWIFT CODE)			Standard booth (3m X 3m) Basic Offerings Three-sided exhibition boards, one name board in Chinese and English, one table, two chairs, two spotlights, one electrical outlet of 220volts(within 500W), and carpet.		
This company applies for participation in the 2010 China international consumer electronics show as an exhibitor, and agrees to the use by the Organizing Committee of the data herein provided for the purpose of promoting the show. (Signature) _____ (Company Seal)			The Organizing Committee of 2010 China International Consumer Electronics Show Address: 19F, Huaren International Mansion, No. 2 Shandong Road, Qingdao 266071 Tel: 86-532-81978685 81978695 Fax: 86-532-81978692 E-mail: sinoceszl@sinoces.com		
Date: / /					

General Regulations for Exhibition

1. Application for Exhibition

- 1.1 Once the application form is signed, exhibitor shall acknowledge and agree that it will undertake all the responsibilities provided by the General Rules.
- 1.2 Deadline of Exhibition Application: May 20, 2010.
- 1.3 The Organizing Committee will give feedback on the result of examination within 10 days upon receipt of the application form.

2. Exhibition Rates and Payment Regulations

- 2.1 Once the application form is signed, the total exhibition rates should be paid to the account appointed by the organizing committee within 15 days and the exhibitor should fax the payment receipt to the organizing committee. The deadline of payment for exhibition rates: May 31st, 2010.
- 2.2 The organizing committee will send you the official invoice to the exhibitor within 10 days upon your payment for exhibition rates. The name of invoice account is supposed to point out if there's difference between the company name and the invoice account name.

3. Allocation of Booths

- 3.1 The Organizing Committee will assign booths among exhibitors based on the configuration of each specialized exhibition zone.
- 3.2 The Organizing Committee will assign booths to exhibitors as per their sequence of registration.
- 3.3 Exhibition booth is intended for self use by exhibitors only and may not be transferred, subleased or shared with any third party.

4. Alternation, Reduction, Reservation Return or Cancellation of Booths

- 4.1 Alternation of Booths: The organizing committee holds the right to make alteration or reallocation of booths based on the whole arrangement of the exhibition show or exhibitor's request. If this alternation or reallocation of your neighbor booths affects your reserved booths, a written notice shall be made by the organizing committee to inform the exhibitor about the alternation. However, the others regulations
- 4.2 Reduction of Booths: The exhibitor should apply to the organizing committee for booths reduction in written form. Before December 31st, 2009, the exhibitor should pay for 20% rate difference between the original exhibition rates and the reduction rates. From January 1st to May 31st, 2010, the exhibitor should pay for 60% rate difference between the original exhibition rates and the reduction rates. And the exhibitor should pay for all original exhibition rates if reduction of booths is requested after June 1st, 2010.
- 4.3 Reservation Return of Booths: The exhibitor should apply to the organizing committee for booths reservation return in written form. Before December 31st, 2009, the exhibitor should pay for 20% of total exhibition rates. From January 1st to May 31st, 2010, the exhibitor should pay for 60% of total exhibition rates. And the exhibitor should pay for the total exhibition rates if reservation return of booths is requested after June 1st, 2010.
- 4.4 Cancellation of Booths: Any exhibitor that could not pay for all exhibition rates or keep the regulation of SINOCES, the organizing committee has the right to cancel the exhibition booths. The exhibitor should pay for related rates according to regulation 4.3. The organizing committee shall inform the exhibitor in written form and could rent the booths to other exhibitors.

5. Booth Set-up & Safety Guarantee

- 5.1 Booth Set-up: Exhibitor shall abide by terms and conditions contained in the Exhibition Manual for the set up of booth. It is the obligation of exhibitor to keep the Organizing Committee informed of its designated constructor. Exhibitor is held liable for the safety of the booth set up. All the activities within the booth shall be in line with the rules and regulations in the Exhibition Manual (please visit the official website of SINOCES <http://www.sinoces.com> for details).
- 5.2 Booth Safety: The Organizing Committee will adopt all necessary safety measures for the interest of the exhibition. However, the Organizing Committee is not responsible for the loss or damage of exhibits and other properties and any personal injury before, during and after the exhibition. Exhibitor shall be liable to compensate any personal injury that occurs in the exhibitor's booth during the exhibition. Exhibitor shall buy insurance or employ special security service to protect valuable items that will be stored overnight and shall bear all the expense therein. The Organizing Committee may be approached for assistance.
- 5.3 Configuration Safety: Special or standard exhibition configuration provided by the organizer to the exhibitor shall be properly maintained and used. In case of loss or damage, the exhibitor shall be held fully liable for compensation.
- 5.4 Safety of Exhibits: During the exhibition, exhibits must not be carried off premises. In special circumstance, exhibitor may carry exhibit off premises with certificate issued by the Organizing Committee and subject to the inspection of security guard.
- 5.5 Exhibitor agrees that the Organizing Committee may take necessary action to ensure the safety of visitors. The Organizing Committee will not be liable for any economic and property loss result from any action taken to maintain the safety of the exhibition.

6. Exhibition Order & Conditions

- 6.1 Booth Sound Volume Control: The sound volume in the booth shall be controlled to the minimum volume required in each exhibition hall. Speaker shall not be positioned against the neighboring booth and sound shall be controlled within the required volume for each exhibition hall as provided in the exhibition manual. In case of any violation or any complaint from neighboring exhibitor and visitor, the Organizing Committee is entitled to serve a written request to lower the sound volume. In the event the exhibitor refuse to make any adjustment after three written requests by the Organizing Committee, the committee is entitled to cut off power supply to the booth concerned until the exhibitor complies with the relevant sound volume control requirements for the exhibition hall.
- 6.2 On-site Display: If exhibitor needs to do on-site product display, it is advisable to adopt properly measures and to ensure that it will not affect the operation of neighboring exhibitors and the visitors. The displayed content shall not violate any laws and regulations of the state.
- 6.3 Distribution of Publication & Promotion Materials: Except with the permission of the Organizing Committee, exhibitor shall not distribute publications and promotion materials outside the booth.

7. Terms on Intellectual Property Right

- 7.1 Exhibitor shall undertake that it owns legal intellectual property right (patent, copyright and trademark etc) or licensed right of use over all the products displayed in SINOCES. The Organizing Committee is entitled to demand the removal of any product prohibited from exhibition according to this provision.
- 7.2 Exhibitor shall undertake that it owns the intellectual property right over content of advertisement released in the SINOCES official publication and on site and that the content shall conform to relevant laws and regulations of the state. The Organizing Committee is entitled to review and determine the content of such advisement.
- 7.3 It is the obligation of exhibitor to defend, compensate and hold SINOCES harmless against and from any claim related to intellectual property right arising from its own omission or commission.
- 7.4 The Organizing Committee has the right to use the exhibitor's logo and relevant materials for the promotion of SINOCES free of charge.

8. Dispute Solution & Governing Law

- 8.1 Any dispute over the content of the General Rules and its application shall be solved by both parties through friendly negotiation. In case no agreement can be reached, either party may bring the case to a court that has the jurisdiction in the place where the Organizing Committee is located.
- 8.2 The laws of the People's Republic of China shall apply to the establishment, application and construction of the General Rules.