

Early Bird Discount until April 30, 2021  
提前报名优惠有效期至2021年4月30日

# Application Form – CE China / CE China-申请表 (请用英文填写)



September 16-18, 2021  
Guangzhou Poly World  
Trade Center Expo

Deadline: June 30, 2021  
截止日期 2021年6月30日

Organizer:  
Berlin Exhibition  
(Guangzhou) Co., Ltd.  
2915 Metro Plaza,  
Tian He North Road,  
Guangzhou,  
510620, China  
Office Germany  
Phone +49 30 3038 2305  
cechina-ifa@messe-berlin.com

2021年9月16-18日

广州保利世贸博览馆

主办单位:

广州市伯林展览有限公司

柏林国际展览有限公司(Messe

Berlin GmbH)的全资子公司

广州天河区天河北路183号大都会

广场2915室

邮编: 510620

电话: 广州 86-20-3720 9192

香港 852-2526 5481

联系电邮:

cechina-ifa@messe-berlin.com

Name of Exhibitor (English)

参展商名称 (中文)

Address / 公司地址

Postal code / 邮政编码

City / 城市

Country / 国家

Web address / 网址

General Manager / 总经理  Mr / 先生  Ms / 女士

E-Mail / 电邮

Contact / 联系人  Mr / 先生  Ms / 女士

E-Mail / 电邮

Telephone / 电话

Mobile phone / 手机号码

Please list us under the following alphabetical letter in the exhibitor directory / catalogue /

请用此英文字母在参展商名录/目录排序: \_\_\_\_\_

Exhibitor's business / 参展商业务

Manufacturing brands / 品牌制造商

Import (with sole agency rights for all exhibits) /  
进口商 (拥有所有展品独家代理权)

Manufacturing OEM/ODM / 代工 (生产商) / 代工 (设计制造商)

Manufacturer's agent (with sole agency rights for all  
exhibits) / 代理商 (拥有所有展品独家代理权)

Services / 服务

Distributor / 经销商

Media / 媒体

Brand names / 品牌名称: \_\_\_\_\_

Products / 产品类目: \_\_\_\_\_

Invoice recipient / 付款公司 (中国企业请填写中文及英文名称)

Address / 公司地址

Postal code / 邮政编码

City / 城市

Country / 国家

Contact / 联系人

Telephone / 电话

E-Mail / 电邮

We agree that the exhibitor information will be passed on to the company group and affiliated companies of Berlin Exhibition (Guangzhou) Co., Ltd., their business partners and agencies in this country and abroad, insofar as permitted by law, for the purpose of providing contractual services, customer care and support, data analysis, marketing and advertising. We may revoke this consent at any time by written notice to the Berlin Exhibition (Guangzhou) Co., Ltd.

我公司兹同意参展商信息将在法律允许的范围内被分享给广州市伯林展览有限公司所属集团旗下的其他企业、国内及国外的商业合作伙伴和代理人, 以用于提供合同服务、客户支持、数据分析、广告和市场营销。我司可随时通过向广州市伯林展览有限公司发送书面通知而撤销前述同意。

By signing this we accept the Exhibition Terms and Conditions of CE China and the General Terms of Business for Trade Fairs and Exhibitions by Berlin Exhibition (Guangzhou) Co., Ltd. Place of performance and jurisdiction: Guangzhou, People's Republic of China.

在此签署代表我接受CE China的参展条款和广州市伯林展览有限公司展览会条款。条款的履行地和管辖地: 中国广州。

Place and date / 申请地点和日期

Stamp and legally binding signature / 负责人签署及盖章

Please repeat in capital letters / 请用大写英文字母

Will be completed  
by Berlin Exhibition  
(Guangzhou) Co., Ltd.

此部分由广州市伯林展览有限公司填写

|                  |
|------------------|
| Receipt / 收据     |
| Hall / 展馆        |
| Stand No. / 展位号  |
| EB / 折扣          |
| Cust. No. / 客户号码 |

Delete

Print

## Stand Area Required / 光地展位

September 16-18, 2021  
Guangzhou Poly World  
Trade Center Expo

Deadline: June 30, 2021  
截止日期 2021年6月30日

Organizer:  
Berlin Exhibition  
(Guangzhou) Co., Ltd.  
2915 Metro Plaza,  
Tian He North Road,  
Guangzhou,  
510620, China  
Office Germany  
Phone +49 30 3038 2305  
cechina-ifa@messe-berlin.com

2021年9月16-18日

广州保利世贸博览馆

主办单位:

广州市伯林展览有限公司

柏林国际展览有限公司(Messe

Berlin GmbH)的全资子公司

广州天河区天河北路183号大都会

广场2915室

邮编: 510620

电话: 广州 86-20-3720 9192

香港 852-2526 5481

联系电邮:

cechina-ifa@messe-berlin.com

Name of exhibitor / 参展商名称

We hereby request the following stand area (18 sqm minimum)

我们申请以下光地展位 (光地面积必须不低于18平方米)

|               |               |                 |
|---------------|---------------|-----------------|
| Frontage / 长度 | Depth / 深度    | Total / 总面积     |
| _____ m / 米 × | _____ m / 米 = | _____ sqm / 平方米 |
|               | maximum / 最大  | _____ sqm / 平方米 |
|               | minimum / 最小  | _____ sqm / 平方米 |

**Early Bird offer:** Registrations received before November 30, 2020 are entitled to a 20% discount on stand rentals, and 10% discount on stand rentals for registrations received before April 30, 2021.

提前预定优惠: 于2020年11月30日前成功申请可享受有20%的展位租金折扣优惠, 于2021年4月30日前成功申请可享受有10%的展位租金折扣优惠。

Please note, exhibitors are obliged to use the official CE China stand construction contractor for all stands up to the size of 18 sqm. Please see our Shell Scheme Packages, page 3.

请注意,展商预订展位面积小于18平米时,必须使用CE China指定大会承建商搭建展台。标准展位价格请见第3页。

Stand rentals / 展位类别\*:

|   |              |   |              |
|---|--------------|---|--------------|
| <input type="checkbox"/> Row stand area 1 side open<br>单开光地价格 人民币1,780元/平方米     | 1780 RMB/sqm | <input type="checkbox"/> Peninsula stand area 3 sides open<br>三面开光地价格 人民币2,100元/平方米 | 2100 RMB/sqm |
| <input type="checkbox"/> Corner stand area 2 sides open<br>双开光地价格 人民币1,820元/平方米 | 1820 RMB/sqm | <input type="checkbox"/> Island stand area 4 sides open<br>四面开光地价格 人民币2,400元/平方米    | 2400 RMB/sqm |

\* The stand rentals include a one-off-fee for the **Promotion Package**. All area figures will be rounded to full sqm. All of the above charges include statutory value-added tax.

\* 展位租金包括会刊收费。所有展位面积将以整数平方米计算。上述所有价格为含税价格。

We would like to be located in the following section / 我们希冀于以下的区域参展

Consumer Electronics / 电子消费品区     Home Appliances / 家用电器区

New Energy Vehicles and Connected Driving / 新能源汽车及智能网联驾驶

First Steps Area / 首发品牌展区

By signing this we accept the Exhibition Terms and Conditions of CE China and the General Terms of Business for Trade Fairs and Exhibitions by Berlin Exhibition (Guangzhou) Co., Ltd. Place of performance and jurisdiction: Guangzhou, People's Republic of China.

在此签署代表我接受CE China的参展条款和广州市伯林展览有限公司展览会条款。条款的履行地和管辖地: 中国广州。

Place and date / 申请地点和日期

Stamp and legally binding signature / 负责人签署及盖章

Please repeat in capital letters / 请用大写英文字母

Delete

Print

# Shell Scheme / 标准展位

## Complete stand packages 9 sqm – 18 sqm

### 9至18平方米展位套餐

September 16-18, 2021  
Guangzhou Poly World  
Trade Center Expo

Deadline: June 30, 2021  
截止日期 2021年6月30日

Organizer:  
Berlin Exhibition  
(Guangzhou) Co., Ltd.  
2915 Metro Plaza,  
Tian He North Road,  
Guangzhou,  
510620, China  
Office Germany  
Phone +49 30 3038 2305  
cechina-ifa@messe-berlin.com

2021年9月16-18日  
广州保利世贸博览馆  
主办单位:  
广州市伯林展览有限公司  
柏林国际展览有限公司(Messe  
Berlin GmbH)的全资子公司  
广州天河区天河北路183号大都会  
广场2915室  
邮编: 510620  
电话: 广州 86-20-3720 9192  
香港 852-2526 5481  
联系电邮:  
cechina-ifa@messe-berlin.com

Exhibitor name / 参展商名称 (中国企业请填写中文及英文名称)

We hereby request the following stand area at the CE China in accordance with the Exhibition Terms and Conditions / 我们申请CE China标准展位, 并遵循其参展条例及规则:

#### Basic stand packages / 基本展位套餐

┌ 9 sqm: 18,500 RMB / 9平方米: 人民币18,500 ┐ 18 sqm: 37,000 RMB / 18平方米: 人民币37,000

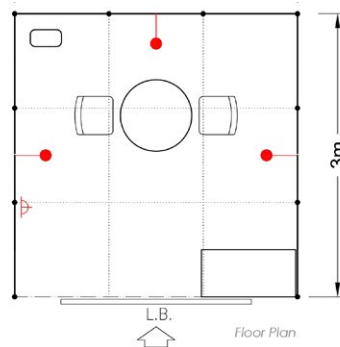
All of the above charges include statutory value-added tax.  
上述所有价格为含税价格。

The charges above include / 以上费用包括:

- stand area rental / 展位光地费
- stand construction / 展位搭建
- flat-rate utility charge / 统一服务收费
- promotional package (entries in every exhibitor directory – print version and online) 会刊套餐 (展商的公司信息列入印刷版和在线版会刊)
- free exhibitor passes (according to stand size) 免费展商证 (按展示面积决定)

Shell Scheme stands are equipped with (per 9 sqm) / 标准展位的配置包括 (每9平方米):

- 1 x Information counter / 咨询台 x 1
- 2 x black leather chair / 黑色皮椅 x 2
- 1 x white square table / 白色方桌 x 1
- 1 x trash can / 垃圾桶 x 1
- 1 x 500 W max power socket / 最大500W的电源插座 x 1
- 3 x 100 W longarm spotlights / 100W长臂射灯 x 3



| Items                  | Area (sqm) |
|------------------------|------------|
|                        | 9          |
| White Round Table      | 1          |
| Black Leather Chair    | 2          |
| Lockable Cabinet       | 1          |
| Socket                 | 1          |
| Waste Paper Basket     | 1          |
| 100W Longarm Spotlight | 3          |

By signing this we accept the Exhibition Terms and Conditions of CE China and the General Terms of Business for Trade Fairs and Exhibitions by Berlin Exhibition (Guangzhou) Co., Ltd. Place of performance and jurisdiction: Guangzhou, People's Republic of China.

在此签署代表我接受CE China的参展条款和广州市伯林展览有限公司展览会条款。条款的履行地和管辖地: 中国广州。

Place and date / 申请地点和日期

Stamp and legally binding signature / 负责人签署及盖章

Please repeat in capital letters / 请用大写英文字母

Delete

Print

Early Bird Discount until April 30, 2021  
提前报名优惠有效期至2021年4月30日

## First Steps Turn Key Solution / 首发品牌参展套餐

The perfect solution for companies new to the Chinese market and seeking to avoid organizational hassle.

We hereby request a Turn Key Solution at the CE China First Steps Area including:

我们申请CE China首发品牌参展套餐, 套餐包括:

- prime location / 最佳主通道位置
- stand area rental / 展位光地费
- stand construction / 展位搭建
- counter / 咨询台
- 2 bar stools / 2把吧椅
- carpet / 地毯
- graphic display | 图像显示
- internet and electricity access / 网络和用电
- promotional package (entries in every exhibitor directory – print version and online) / 会刊套餐 (参展商的公司信息列入印刷版和在线版会刊)
- four exhibitor passes / 4张展商证

for each exhibiting company. / 每一个展示公司

The stand area consists of the counter area (approx. 4 sqm) and a small adjacent area for product presentation (approx. 4 sqm), total 8 sqm.

展位包括咨询台区域 (约4平米) 和产品展示区域 (约4平米), 共8平方米。

All-inclusive package for the entire duration of CE China

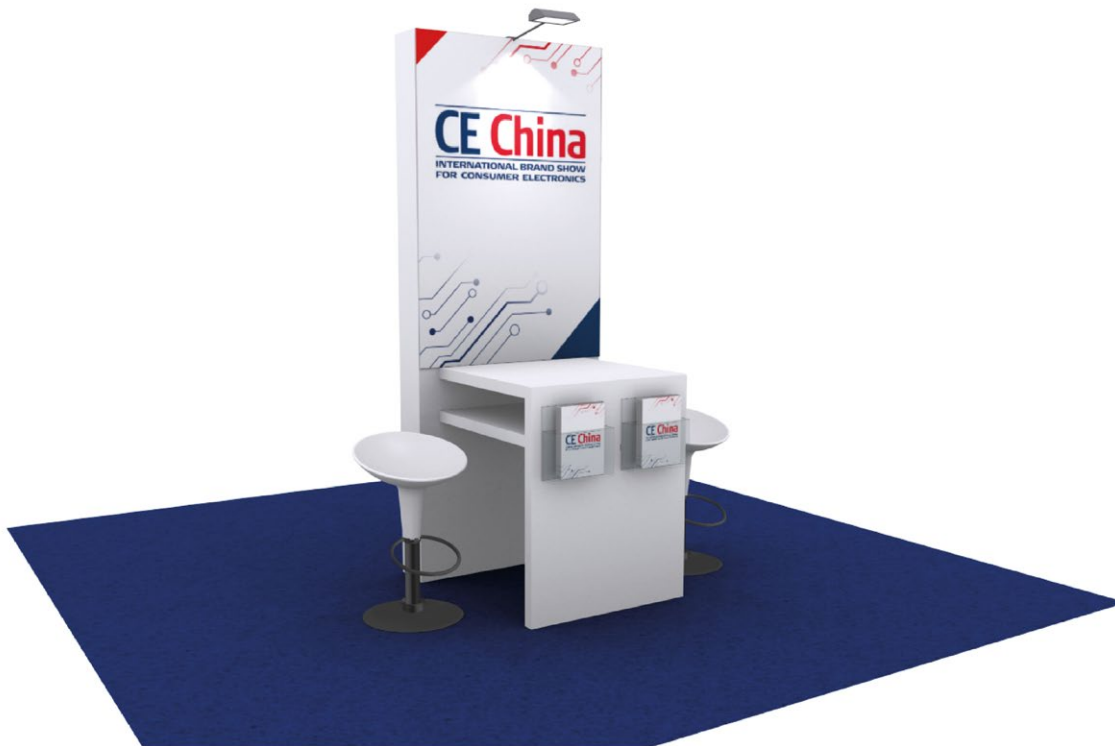
CE China 首发品牌参展套餐费用:

All of the above charges include statutory value-added tax.

上述所有价格为含税价格。

22,500 RMB

人民币 22,500



**CE China**  
INTERNATIONAL BRAND SHOW  
FOR CONSUMER ELECTRONICS  
A GLOBAL IFA EVENT

**September 16-18, 2021**  
Guangzhou Poly World  
Trade Center Expo

Deadline: June 30, 2021  
截止日期 2021年6月30日

Organizer:  
Berlin Exhibition  
(Guangzhou) Co., Ltd.  
2915 Metro Plaza,  
Tian He North Road,  
Guangzhou,  
510620, China  
Office Germany  
Phone +49 30 3038 2305  
cechina-ifa@messe-berlin.com

2021年9月16-18日

广州保利世贸博览馆

主办单位:

广州市伯林展览有限公司

柏林国际展览有限公司(Messe

Berlin GmbH)的全资子公司

广州天河区天河北路183号大都会

广场2915室

邮编: 510620

电话: 广州 86-20-3720 9192

香港 852-2526 5481

联系电邮:

cechina-ifa@messe-berlin.com

By signing this we accept the Exhibition Terms and Conditions of CE China and the General Terms of Business for Trade Fairs and Exhibitions by Berlin Exhibition (Guangzhou) Co., Ltd. Place of performance and jurisdiction: Guangzhou, People's Republic of China.

在此签署代表我接受CE China的参展条款和广州市伯林展览有限公司展览会条款。条款的履行地和管辖地: 中国广州。

Place and date / 申请地点和日期

Stamp and legally binding signature / 负责人签署及盖章

Please repeat in capital letters / 请用大写英文字母

Delete

Print

Early Bird Discount until April 30, 2021  
提前报名优惠有效期至2021年4月30日

## Co-Exhibitor / 联合参展商

If necessary, please use a copy of this form.  
如有需要,请复印此表格



September 16-18, 2021  
Guangzhou Poly World  
Trade Center Expo

Deadline: June 30, 2021  
截止日期 2021年6月30日

Organizer:  
Berlin Exhibition  
(Guangzhou) Co., Ltd.  
2915 Metro Plaza,  
Tian He North Road,  
Guangzhou,  
510620, China  
Office Germany  
Phone +49 30 3038 2305  
cechina-ifa@messe-berlin.com

2021年9月16-18日  
广州保利世贸博览馆  
主办单位:  
广州市伯林展览有限公司  
柏林国际展览有限公司(Messe  
Berlin GmbH)的全资子公司  
广州天河区天河北路183号大都会  
广场2915室  
邮编: 510620  
电话: 广州 86-20-3720 9192  
香港 852-2526 5481  
联系电邮:  
cechina-ifa@messe-berlin.com

Name of primary exhibitor / 主要参展商 (中国企业请填写中文及英文名称)

We hereby apply for inclusion of the company listed below. The specified company wishes to appear as a co-exhibitor on our stand, using its own personnel to display its own exhibits. A charge of 715 RMB will be made for each co-exhibitor's promotional package. The main exhibitor will be invoiced for this amount following receipt of the co-exhibitor registration.

我们在此申请以下公司将成为我司的联合参展商。该公司以联合参展商的身份参加,其工作人员可在我们的展台上展示其展品。每位联合参展商需另交715元的会刊费。联合参展商的展位发票抬头显示主要参展商公司名称。

1. \_\_\_\_\_  
Co-exhibitor name / 联合参展商 (中国企业请填写中文及英文名称)

Address / 公司地址

Postal code / 邮政编码 City / 城市

Country / 国家

Web address / 网站

E-Mail / 电邮

Telephone / 电话

Mobile phone / 手机电话

Contact / 联系人

E-Mail / 电邮

Brand names / 品牌名称: \_\_\_\_\_

Please note: only officially registered co-exhibitors qualify for making use of CE China's additional services like the organization of a press conference, rental of meeting rooms or promotional activities.

请注意: 只有正式注册的联合参展商才合格享用CE China的增值服务,如组织新闻发布会,租用会议室和推广活动。

2. \_\_\_\_\_  
Co-exhibitor name / 联合参展商 (中国企业请填写中文及英文名称)

Address / 公司地址

Postal code / 邮政编码 City / 城市

Country / 国家

Web address / 网站

E-Mail / 电邮

Telephone / 电话

Mobile phone / 手机电话

Contact / 联系人

E-Mail / 电邮

Brand names / 品牌名称: \_\_\_\_\_

By signing this we accept the Exhibition Terms and Conditions of CE China and the General Terms of Business for Trade Fairs and Exhibitions by Berlin Exhibition (Guangzhou) Co., Ltd. Place of performance and jurisdiction: Guangzhou, People's Republic of China.

在此签署代表我接受CE China的参展条款和广州市伯林展览有限公司展览会条款。条款的履行地和管辖地: 中国广州。

Place and date / 申请地点和日期

Stamp and legally binding signature / 负责人签署及盖章

Please repeat in capital letters / 请用大写英文字母

Delete

Print

# Exhibition Terms and Conditions

CE China 2021

## 1. Event and Organizer

CE China is organized by Berlin Exhibition (Guangzhou) Co., Ltd., 2915 Metro Plaza, Tian He North Road, Guangzhou, 510620, China, a company of Messe Berlin GmbH.

CE China 2021 will take place at the Guangzhou Poly World Trade Center Expo, Guangzhou, China.

## 2. Dates and Times

- a) Duration of CE China 2021:  
Thursday, 16 September –  
Saturday, 18 September, 2021
- b) Opening hours:  
Visitors:  
09:30 – 17:00 on 16 – 17 September  
and 09:30 – 15:30 on 18 September  
  
Exhibitors:  
8:30 – 17:30 on 16 – 17 September  
and 8:30 – 16:00 on 18 September
- c) Deadline for application:  
30 June, 2021
- d) Set-up:  
13 September 2021 – 8:30 – 17:30;  
14 and 15 September 2021 – 8:30 – 22:00
- e) Dismantling:  
18 September 2021 – 16:00 – 22:00

## 3. Application

Applications can only be made by using the official stand application forms. Applicants are requested to fill in the forms thoroughly, preferably typed in English language. Receipt of the application form does not imply any subsequent entitlement to participate in the exhibition. Applications received after the application deadline can only be considered upon availability of exhibition space. The application is binding. To permit automated processing of applications, the details submitted will be filed in a data storage system and may be passed on to third parties as required to fulfill the agreement.

## 4. Stand Rental

Minimum size for raw exhibition space is 19 square meters.

The prices include the rental fee for the exhibition space for the entire duration of the event; the registration fee; a specific number of exhibitor and construction/ dismantling passes; the use of all general technical and service facilities in the exhibition halls like hall lighting, ventilation, air conditioning and cleaning of the aisles.

## 4.1 Rental prices per square meter

|                      |               |
|----------------------|---------------|
| Row stand area       | 1.780 RMB/sqm |
| Corner stand area    | 1.820 RMB/sqm |
| Peninsula stand area | 2.100 RMB/sqm |
| Island stand area    | 2.400 RMB/sqm |

The price will be rounded up to full square meters.

## 4.2 Complete stand packages

All stands up to a size of 18 square meters must be built by CE China's official contractor.

Complete stand packages (Shell Scheme) can be ordered from the official contractor. Detailed information can be found in the application form.

## 5. Cancellation

The terms in Section 8 of the General Terms of Business for Trade Fairs and Exhibitions by Berlin Exhibition (Guangzhou) Co., Ltd. apply after successful registration. The same applies to order cancellations of complete stand packages. Exhibitors who withdraw from the contract must also pay the stand rental fee in full, if Berlin Exhibition (Guangzhou) Co., Ltd. is unable to rent out the booked exhibition space to a third party.

## 6. Terms of payment

After receipt of the exhibitor's application form the Organizer sends a placement proposal to the exhibitor for consideration. Upon acceptance by the exhibitor, the Organizer issues the Contract of Stand Rental including a payment schedule.

A down payment amounting to 30% of the prospective stand rental fee is required to be paid within 10 working days after the Contract of Stand Rental is signed and stamped. The remaining sum for stand rental fees and other services are due to be paid by 30 June, 2021. For all applications submitted after this date, full payment is due within 10 working days.

Please quote contract number and client number. All payments have to be transferred to one of the accounts indicated on the invoice. **Any money remittance charges have to be absorbed by the exhibitor. Exhibitors will not be permitted to erect a stand or occupy exhibition space unless participation costs were paid in full.**

## 7. Official Catalogue

The Organizer will issue an official exhibition catalogue; the Organizer does not accept any responsibilities for any omissions, misquotations or other errors, which may occur in the compilation of this catalogue.

## 8. Regulations Governing Halls and Indoor Places

- a) Direct sale is not permitted.
- b) Stands offering food samples must be applied to Poly World Trade Center Expo at additional costs or otherwise, must comply with all rules and regulations related to food, hygiene, health and safety and any other relevant laws in force in People's Republic of China.
- c) Product presentations and events during the trade show may not be so loud as to disturb other exhibitors. In order to allow for undisturbed meetings, the voice level resulting from acoustic presentations on the stand must remain **below 75 decibels**.
- d) Advertising of all kinds is only permitted within the exhibitor's official stand area.
- e) No information material of a political nature may be distributed in the form of posters, information material etc. Moreover, no political statement may be included in the design and decoration of the stands.
- f) It is forbidden to stick posters and other stickers on the wall and the floor outside the hired stand.
- g) No animals are admitted to the exhibition grounds.
- h) Exhibitors must comply with Berlin Exhibition (Guangzhou) Co., Ltd. and Guangzhou Poly World Trade Center Expo rules & regulations, technical guidelines including operation, fire safety and construction. For further details on the Rules & Regulations please refer to the Exhibitor Manual. Exhibitors must also comply with rules and regulations as specified by work and safety laws of the People's Republic of China.

## 9. Installations, partition walls

Electricity and water installations as well as partition walls must in all cases be ordered from the official contractor (see Exhibitor Manual).

## 10. Exhibitor Passes

Exhibitors receive two badges free for stands of 9 square meters and one for each additional 9 square meters or fraction thereof. Additional exhibitor passes may be ordered. All exhibitor passes have to be personalized and are not transferable.

#### **11. Admission for exhibitors**

Exhibitor passes provide access to the exhibition grounds from 8:30 – 17:30 on 16 – 17 September and 8:30 – 16:00 on 18 September.

#### **12. Change of the form of company**

The exhibitor undertakes to notify the lessor immediately about any change in the form of the company (merger or transformation), even if the change only affects the legal form, with no devolution of property. The obligation to provide such information also applies to links between companies and structural changes to the company's legal form (changes in holdings resulting from the inclusion or withdrawal of shareholders and holdings by the lessee in other or previous companies which have or have had a contractual relationship with Berlin Exhibition (Guangzhou) Co., Ltd. etc. In the above cases the lessor is entitled to withdraw from the rental agreement with immediate effect. Any down payments made up to that time will be reimbursed. No claims for damages by the lessee will be entertained, regardless of their legal basis.

#### **13. Copyright Fees /Licenses & Permits**

Permission must be obtained for all public presentations by copyrighted music, either on records or other sound carriers or for musical presentations involving the reproduction of radio or television broadcasts. If music is intended to be played applications should be made to:

The Music Copyright Society of China  
5F, Jingfang Building,  
Dongdansantiao 33, 100005 Beijing, China  
Tel. +86 (010) 65232657

If musical work containing both, songs and pictures, is intended to be played applications should be made to:

China Audio-Video Copyright Association  
Room 401, Jinguang Center  
Commercial Building, Hujialou, Chaoyang District, 100020 Beijing, China  
Tel. +86 (010) 66086468

#### **14. Terms of Business**

The enclosed Regulations contained in the Exhibitor Manual apply to the Exhibition Terms and Conditions as well as the General Terms of Business for Trade Fairs and Exhibitions by Berlin Exhibition (Guangzhou) Co., Ltd.

#### **15. Local Data Protection Law**

Personal data – including electronically processed data – will be stored and processed in accordance with local data protection law within the terms of the contractual arrangement.

# General Terms of Business for Trade Fairs and Exhibitions organized by Berlin Exhibition (Guangzhou) Co., Ltd.

## General Regulations

1. Applications
2. Joint Exhibitors
3. Conclusion of the Agreement
4. Allocation of Stands
5. Exhibits
6. Terms of Payment
7. Liability, Insurance
8. Withdrawal from the Contract
9. Force Majeure
10. Workers and Exhibitors Passes
11. Photographs and Film, Video and Sound Recordings
12. Advertising
13. Official Approval, Legal Regulations, Technical Guidelines
14. Regulations for the Maintenance of Order

## Stand Construction

15. General Regulations, Deadlines
16. Stand Design

## Other Services

17. Exhibitor Service Manual
18. General Inspection, Cleaning
19. Technical Installations
20. Photography
21. Catering Services
22. Data Protection
23. Concluding Regulations

## 1. Applications

### 1.1 Stand Applications

Applications to participate in a trade fair or exhibition (event) must be submitted using the form marked "Application Form". This form should be completed thoroughly and should include a legally binding signature /company stamp. The application is an irrevocable offer to enter into a contractual agreement with Berlin Exhibition (Guangzhou) Co., Ltd., to which the exhibitor is committed until the commencement of the event.

### 1.2 Details of the Contract

The main sections of the contract are

- a) the Application Form,
- b) the Exhibition Terms and Conditions,
- c) the regulations as contained in the Exhibitor Manual,
- d) the General Terms of Business for Trade Fairs and Exhibitions organized by Berlin Exhibition (Guangzhou) Co., Ltd.
- e) the Contract of Stand Rental.

Where there is conflict between these various regulations they shall apply in the order listed above.

## 1.3 Conclusion of the Contractual Regulations

By signing the stand application the exhibitor recognizes as binding the Terms of Business and the Exhibition Terms and Conditions, as well as the regulations contained in the Exhibitor Manual. The exhibitor is responsible for ensuring that those persons employed by him during the event also comply with the terms of the contract in every respect.

## 2. Joint Exhibitors

If a number of exhibitors intend to rent exhibition space jointly, they must name one of them in their application who will be authorized to negotiate with Berlin Exhibition (Guangzhou) Co., Ltd. on their behalf. The authorized party bears the same liability for any faults or cases of negligence on the part of those whom he is authorized to represent as he does for his own faults and negligence. The participating exhibitors are liable jointly and severally to Berlin Exhibition (Guangzhou) Co., Ltd.

## 3. Conclusion of Contract

### 3.1 Contract of Stand Rental

According to § 4 Allocation of Exhibition Space Berlin Exhibition (Guangzhou) Co., Ltd. will provide a placement proposal for exhibition space to the exhibitor. Upon acceptance of the proposal, both parties will sign the Contract of Stand Rental, stating the exact stand rental fee. Berlin Exhibition (Guangzhou) Co., Ltd. thus also confirms acceptance of the exhibitor and the exhibits for which the application has been submitted.

### 3.2 Restrictions on the Exhibitor and Exhibits

Berlin Exhibition (Guangzhou) Co., Ltd. may exclude individual exhibitors from participating, and may also limit the event to specific groups of exhibitors, in case of insufficient exhibition space and/or other reasons, in order to meet the objectives of the event. This also applies to exhibits.

## 4. Allocation of Exhibition Space

### 4.1 Principle

During the allocation process Berlin Exhibition (Guangzhou) Co., Ltd. will take into account various factors (requested stand size, product category, arrangement of passage ways, etc.) and the way in which a particular event is subdivided, as well as the availability of exhibition space in general.

Berlin Exhibition (Guangzhou) Co., Ltd. will endeavor to meet specific requirements for stand locations wherever possible, and provide placement proposals (maximum three proposals) accordingly.

### 4.2. Changes to Adjoining Stands

Exhibitors acknowledge that changes and alterations to adjoining and surrounding stands, exhibition spaces, and passage ways may occur after acceptance of his/her respective placement proposal. No claims for damages by either party can be entertained.

### 4.3. Exchanging Stands or Transferring them to Third Persons

The allocated stand may not be exchanged for that of another exhibitor, nor may it be transferred either partially or completely to a third person unless agreement has been reached with Berlin Exhibition (Guangzhou) Co., Ltd.

## 5. Exhibits

### 5.1 Removal, Exchange

Only the agreed exhibits may be displayed. Furthermore they may only be removed after prior approval by Berlin Exhibition (Guangzhou) Co., Ltd. Exhibits may only be replaced by other items if written agreement has been obtained from Berlin Exhibition (Guangzhou) Co., Ltd., and replacement must take place at least one hour before the official daily opening time, or within thirty minutes after the official closing time.

### 5.2 Exclusions

Berlin Exhibition (Guangzhou) Co., Ltd. is entitled to demand that exhibits should be removed if these were not included in the application form, or if they subsequently prove to cause annoyance or danger, or are incompatible with the objectives of the event. In the event of non-compliance, Berlin Exhibition (Guangzhou) Co., Ltd. is entitled to have recourse to law in removing the exhibits at the exhibitor's expense.

### 5.3 Direct Sales

Unless expressly permitted, no items may be sold directly. If such approval is given by Berlin Exhibition (Guangzhou) Co., Ltd. the exhibits must be marked with clearly legible price tickets. It is the exhibitor's responsibility to obtain necessary approval from the relevant authorities, and to observe these regulations. The Exhibitor Manual contains further details.

### 5.4 Protection of Copyrights and Patents

It is the responsibility of the exhibitor to ensure compliance with copyrights and other laws of



the People's Republic of China (PRC) governing industrial patents.

## 6. Payment Conditions

### 6.1. Payment due date

Berlin Exhibition (Guangzhou) Co., Ltd. will issue the Contract of Stand Rental and the invoice, stating the stand rental fee and additional charges as well as bank details. The payment shall be transferred to the payee's accounts within the time period specified in the Contract of Stand Rental and include the contract and customer number.

The amounts are due for payment at the time the invoice is issued.

### 6.2. Transfer of Claims, Offsetting Claims

Claims against Berlin Exhibition (Guangzhou) Co., Ltd. are not transferable. Claims by Berlin Exhibition (Guangzhou) Co., Ltd. shall not be offset.

### 6.3. Objections

Objections to invoices will only be considered if submitted to Berlin Exhibition (Guangzhou) Co., Ltd. in writing within 14 days following the invoice issue date.

### 6.4. Hirer's Rights of Lien

In order to secure any claims it may have, Berlin Exhibition (Guangzhou) Co., Ltd. shall be entitled to exercise its rights of lien as hirer, and to sell the items thus withheld as it wishes, following notification in writing. Berlin Exhibition (Guangzhou) Co., Ltd. is only liable for any damage to the items held in lien if such damage was caused maliciously or by gross negligence.

## 7. Liability, Insurance

**7.1** Berlin Exhibition (Guangzhou) Co., Ltd. is only liable in case of (1) personal injuries sustained by the other party or (2) property losses caused by Berlin Exhibition (Guangzhou) Co., Ltd.'s deliberate acts or its gross negligence or (3) damages under the applicable laws for product defects (especially under the product quality law).

**7.2** The exhibitor is liable in accordance with legal regulations. It is recommended that exhibitors carry sufficient insurance. For further details, see the Exhibitor Manual.

## 8. Cancellation, Non-participation on the Part of the Exhibitor; Withdrawal from the Contract by Berlin Exhibition (Guangzhou) Co., Ltd.

### 8.1. Cancellation, Non-participation on the Part of the Exhibitor

Cancellation must be made in writing. The full stand rental fee shall still be payable if the exhibitor cancels or fails to take part in the event. If the exhibitor cancels after having confirmed a placement proposal in writing and another lessee can be found for the stand, Berlin Exhibition (Guangzhou) Co., Ltd. retains the right to demand 25% of the invoiced stand rental fee from the original lessee. The full stand rental fee must be paid by the exhibitor if the overall exhibition area is reduced as a result of the cancellation/non-participation.

The lessee retains the right to submit evidence to prove that no such costs were incurred by Berlin Exhibition (Guangzhou) Co., Ltd., or that they were lower than stated. The right to assert additional claims remains unaffected.

### 8.2. Withdrawal by Berlin Exhibition (Guangzhou) Co., Ltd.

Berlin Exhibition (Guangzhou) Co., Ltd. is entitled to withdraw under the following circumstances:

- if the rental fee is not received in full by the date stated in the invoice for participation costs and if the exhibitor does not pay before the expiry of any extension period that may be granted;
- if the stand is not occupied in time, i.e. if it is not obviously occupied within 24 hours of the official opening;
- if the exhibitor infringes domiciliary rights, and does not refrain from such actions even after being advised to do so;
- if the registered exhibitor, as a private or corporate entity, no longer conforms to the requirements for granting acceptance, or if Berlin Exhibition (Guangzhou) Co., Ltd. subsequently becomes aware of any reasons which, had they been known before, would have excluded that person from participation. This applies in particular in case of bankruptcy or if insolvency proceedings have been instituted, or if the exhibitor becomes insolvent. Exhibitors are required to inform Berlin Exhibition (Guangzhou) Co., Ltd. immediately in such circumstances.

In above mentioned cases, Berlin Exhibition (Guangzhou) Co., Ltd. is entitled to claim damages. No. 8.1 may be applied accordingly.

## 9. Force Majeure

### 9.1 Cancellation of the Event

If Berlin Exhibition (Guangzhou) Co., Ltd. is prevented from holding the event for reasons outside its own control or that of the exhibitor, all claims to the stand rental fee become void. However, Berlin Exhibition (Guangzhou) Co., Ltd. may still invoice the exhibitor for work carried out in the latter's instructions, to cover any expenses already incurred, if the exhibitor is unable to furnish evidence that the results of this work are of no interest to him.

## 9.2. Rescheduling of the Event

If Berlin Exhibition (Guangzhou) Co., Ltd. is in a position to hold the event at a later date it must notify exhibitors immediately. Exhibitors are entitled to cancel their participation in the event if it is rescheduled, provided such cancellation is given within one week following receipt of this notification. In such cases claims for payment of stand rental no longer apply.

### 9.3 For Events that have already commenced

If Berlin Exhibition (Guangzhou) Co., Ltd. is obliged to shorten or cancel an event that has already begun, as a result of force majeure, exhibitors are not entitled to assert claims for repayment or for exemption from the stand rental fee.

## 10. Exhibitor Passes

Exhibitors will receive a limited number of special passes valid for the duration of the exhibition or fair, for use by themselves and their employees, and entitling them to admission free of charge. Additional details can be found in the conditions of participation.

### 10.1 Regulations applying to both types of passes

Passes are issued in the holder's name, or must be filled in correctly by the holder. They are not transferable and are only valid in conjunction with an official ID document. In cases of misuse the passes will be withdrawn without compensation. In the case of joint participation by a number of exhibitors, only the authorized exhibitor will receive the required passes.

## 11. Photographs and Film, Video and Sound Recordings

Berlin Exhibition (Guangzhou) Co., Ltd. is entitled to take photographs, make drawings, or to make films or video recordings of events taking place at the fair, of structures and stands, or of exhibits, and to use these for advertising purposes or for publication in the media. No objections for whatever reason by exhibitors will be entertained. This also applies to photographs or recordings made directly by the press or television with the approval of Berlin Exhibition (Guangzhou) Co., Ltd.

## 12. Advertising

### 12.1 Scope

Advertising of all kinds is permitted but only within the stand hired by the exhibitor, on behalf of the exhibitor's own company, and only for exhibits manufactured or distributed by the exhibiting firm.

## 12.2 Approval

Advertising by means of loudspeakers, the display of slides or films, or the inclusion of performances or shows require the written approval of Berlin Exhibition (Guangzhou) Co., Ltd. Written approval must also be obtained for the use of other equipment and installations intended to enhance the impact of advertising either optically or acoustically. Advertising of a political nature is strictly prohibited.

## 13. Official Approval, Legal Regulations, Technical Guidelines

In all cases it is the responsibility of the exhibitor to obtain official approval. Exhibitors are responsible for ensuring the compliance with performing rights regulations, as well as with regulations pertaining to trading and industrial law, police regulations, health regulations and other legal requirements. Moreover, exhibitors must observe the "Technical Guidelines" as specified in the Exhibitor Manual, in particular with regard to stand construction and design, and the extensive safety regulations also specified in this folder.

## 14. Regulations for the Maintenance of Order

### 14.1 Domiciliary Rights

During the event exhibitors are subject to the domiciliary rights of Berlin Exhibition (Guangzhou) Co., Ltd. and Guangzhou Poly World Trade Center Expo applying to the exhibition grounds. Exhibitors must comply with instructions given by employees of the organizer and Guangzhou Poly World Trade Center Expo, Guangzhou, China, who will prove their identity by means of an appropriate identification document.

### 14.2 Parking Spaces

The parking spaces offered through Guangzhou Poly World Trade Center Expo are available to exhibitors and need to be paid individually. Efforts will be made to meet exhibitors' requirements regarding parking on the exhibition grounds. However, no automatic rights exist for parking space.

### 14.3 Access to the Exhibition Grounds

Vehicles which do not have correct authorization or a document entitling them to park within the Exhibition Grounds will not be allowed access to the grounds during the event. Regulations pertaining to the delivery of goods and other items are covered by the conditions of participation.

## 14.4 Leaving the Grounds

Exhibitors and accompanying persons must leave the halls within 30 minutes following the official closing time each day. Any persons wishing to leave the exhibition with packages must furnish proof that they are entitled to do so to the security staff at the exits.

## 14.5 Miscellaneous

No animals are permitted on the Exhibition Grounds. Water required for use in connection with foodstuffs or for the cleaning of utensils coming into immediate contact with foodstuffs may only be obtained from taps supplying hygienic water. Water for such purposes may not be obtained from toilet facilities.

## 14.6 Environmental Protection

Exhibitors are required to make every effort to protect the environment. In this respect they should also observe the Environmental Guidelines of Berlin Exhibition (Guangzhou) Co., Ltd., which are enclosed to the Exhibitor Manual.

## 15. General Regulations, Deadlines

### 15.1 Deadlines

The construction and dismantling periods will be specified in the Exhibition Terms and Conditions.

### 15.2 Construction, Services for Exhibitors

The Exhibitor Manual contains a list of services available from companies authorized by Berlin Exhibition (Guangzhou) Co., Ltd., regarding planning, construction and design of standard and individual stands.

### 15.3 Dismantling Period

Stands may not be cleared before the end of the event. Dismantling must be completed by the end of the allotted dismantling period. On expiry of this period Berlin Exhibition (Guangzhou) Co., Ltd. is entitled to undertake dismantling, removal of exhibits and their storage at the exhibitor's expense, or to order such arrangements to be made at the exhibitors' expense. Berlin Exhibition (Guangzhou) Co., Ltd. will only be liable for losses or damage to exhibits when such losses or damages are due to deliberate action or gross negligence. Berlin Exhibition (Guangzhou) Co., Ltd. is entitled to impose liens to cover any expenses thus incurred.

## 16. Stand Design

### 16.1 Authorization Certificate

Exhibitors with ground-level, single-story stands

without roofs are not required to submit plans for approval, providing the stand is in compliance with all other technical guidelines. Any other type of stand, mobile stand, or special constructions require approval. Construction plans (floor plan and front view) must be submitted in duplicate to Berlin Exhibition (Guangzhou) Co., Ltd. for approval. Complete details can be found in the Exhibitor Manual.

## 16.2 General Appearance

The exhibition stand must comply with the overall plan for the exhibition. Berlin Exhibition (Guangzhou) Co., Ltd. reserves the right to prohibit construction of unsuitable or inadequately designed stands.

## 16.3 Stand Equipment and Fittings during the Opening Hours

The stand must be correctly equipped and furnished, and staffed by competent personnel throughout the duration of the fair or exhibition and the opening hours stated in the Exhibition Terms and Conditions.

## 16.4 Penalty Clause

If the exhibitor fails to comply with the regulations as stated above (No. 16, Item 2, 3), Berlin Exhibition (Guangzhou) Co., Ltd. is entitled to impose a penalty of RMB 7.000,00 per day if its instructions and warnings are not heeded.

## 17. Exhibitor Manual

The Exhibitor Manual will be made available to the exhibitor either by email or as downloadable file on the event website, containing information about the following: Technical guidelines, technical equipment standards in the halls, installations, stand constructions, design and furnishing, as well as about other services at fairs and exhibitions held by Berlin Exhibition (Guangzhou) Co., Ltd. It also contains the necessary order and application forms.

## 18. General Inspection, Cleaning

- a) Berlin Exhibition (Guangzhou) Co., Ltd. will provide security cover for the halls. However, it will only be liable for damages in the case of deliberate acts or gross negligence. The exhibitor is responsible for his/her own exhibition stand's security cover. They are advised to take out appropriate insurance cover against such risks. During the night valuables and easily removed items should be securely locked up.
- b) Berlin Exhibition (Guangzhou) Co., Ltd. will provide general cleaning on the exhibition grounds and in the aisles. Exhibitors are responsible for cleaning their own stands.

Such cleaning work must be completed each day prior to the opening of the event.

- c) If the exhibitors do not employ their own personnel, stand cleaning and security must be arranged through the company appointed by Berlin Exhibition (Guangzhou) Co., Ltd.
- d) The exhibitor or his appointed contractor is responsible for disposal of any waste materials resulting from their work. In this respect the rules laid down in the environmental guidelines in the Exhibitor Manual must be observed.

## 19. Technical Installations

Regular supplies of electricity, water, gas and telephone services, along with other services in the halls, will be provided by companies authorized by Berlin Exhibition (Guangzhou) Co., Ltd. Further details are contained in the conditions of participation.

## 20. Photography

The taking of photographs, films or videos on behalf of exhibitors during the daily opening hours of the event may only be carried out by photographers, film or video production companies authorized by Berlin Exhibition (Guangzhou) Co., Ltd. and in possession of the appropriate pass. Such authorization also applies prior to and after the daily opening hours of the event. No other photographers or production companies will be permitted access to the exhibition grounds.

Information on this matter can be obtained from the Berlin Exhibition (Guangzhou) Co., Ltd.

## 21. Catering Services

Please refer to the rules and regulations of the venue.

## 22. Data Protection

The exhibitor explicitly agrees that Berlin Exhibition (Guangzhou) Co., Ltd. may store, process, or disseminate personal information – including electronically processed data – for business purposes in accordance with People's Republic of China data protection laws. The exhibitor explicitly agrees that Berlin Exhibition (Guangzhou)

Co., Ltd. may store, process or disseminate business information – including electronically processed data – as long as necessary to achieve the objectives of Berlin Exhibition (Guangzhou) Co., Ltd. or its affiliates, or to fulfill any other justifiable needs.

## 23. Concluding Regulations

### 23.1 Changes and Amendments in Writing

Any changes to the contents of this agreement (No. 1 Item 2), and ancillary agreements, are legally binding only if they have been confirmed in writing by Berlin Exhibition (Guangzhou) Co., Ltd.

### 23.2 Law

The mutual rights and obligations deriving from this contractual arrangement and resulting from this contract are subject to the law of the People's Republic of China.

### 23.3 Place of Performance and Venue

Place of fulfillment is Guangzhou. Any dispute arising from or in connection with the contract, including any question regarding its conclusion, implementation, existence, validity or termination etc., shall be submitted to GZAC – Guangzhou Arbitration Commission for arbitration. The arbitral award shall be final and binding upon both parties. The arbitration shall be conducted in accordance with the GZAC arbitration rules issued by GZAC as in force at the date of submitting the dispute. The place of arbitration shall be Guangzhou and the arbitration language shall be English. The arbitrators shall refer to the English language version of the contract.

### 23.4 Statute of Limitations

Any complaints or claims by exhibitors against Berlin Exhibition (Guangzhou) Co., Ltd. with respect to the contract shall be raised in writing without undue delay upon detection of the performance defects or circumstances that give rise to the complaints or claims, at latest within six (6) weeks of the end of the relevant event, trade fair or exhibition; otherwise, the provided services shall be deemed as approved and/or upon the complaints or claims shall be waived.

## 23.5. Redemptory Clause

If any individual provisions in these conditions of participation become void, this shall not affect the validity of the other regulations. The void provision should be altered in such a way as to fulfil the intended purpose.

Place and date / 申请地点和日期

Stamp and legally binding signature / 负责人签署及盖章

Please repeat in capital letters / 请用大写英文字母