



CKE education & China Future Education Forum



18-20 October 2017 | Shanghai New International Expo Centre, Shanghai, China

CKE education 2017

October 18 - 20, 2017

Shanghai New International Expo Center, Shanghai, China

Please send the filled form back to:

Mr. Danny He Tel: +86 21 6390 6161-808 / Fax: +86 21 6390 6858 / danny.he@koelnmesse.cn	
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1. We wish to participate in CKE education 2017:

Name of Company (English): _____

Contact Name: _____ Title: _____

Address (English): _____

Postal Code / City: _____ Country: _____

Tel: _____ Fax: _____ Email: _____ Website: _____

2. I am a:

Manufacturer Service Provider Media

Agent / Distributor representing the brands: 1. _____ 2. _____

3. Invoice address: Only applicable if invoice address is different from address provided above!

Name of Company (English): _____

Address: _____ Postal Code / City: _____

Tel.: _____ Fax: _____ Email: _____

4. Space Requirement (please tick appropriate box):

Space only (min. 36 sqm) EUR 180 / sqm Space requested: _____ sqm

Shell scheme (min. 12sqm) EUR 260 / sqm Space requested: _____ sqm

Exhibitor Registration Fee EUR 280 / exhibitor

A **15%** surcharge is applicable on corner and head stands. Preference: Corner: _____ Head Stand: _____

5. We would like to exhibit in the following Main Product Categories (please tick appropriate box)

White and Interactive Board Pad, Computer and Mobiles

Kindergarten Systems and other Supplies Reading and Audio Material

Outdoor and Indoor Playground

In returning this space application the exhibitor agrees to abide to all points of the enclosed Conditions of Participation of Koelnmesse Co., Ltd

Name and title of signatory

CKE education 2017

October 18 - 20, 2017
Shanghai New International Expo Center, Shanghai, China

Conditions of Participation Special Section

1

The fair
The organizers
The venue
The dates

(a)
CKE Education 2017
is being organized by

China Toy and Juvenile Products Association
No. 101 Fu Xing Men Nei Street,
Beijing 100031
P. R. China

Koelnmesse Co., Ltd.
Unit 1018 Landmark Tower II
No. 8 Dongsanhuan N. Road
Beijing 100004
P.R. China

- Hereinafter referred to as the organizer.

(b)

Venue
Shanghai New International Expo Center, Shanghai
No.7 Tianchen East Road, Chaoyang District,
Beijing 100105 China
Tel: +86 - 21 - 28906888/28906666
Fax: +86 - 21 - 28906777
Email: info@sniec.net
www.sniec.net

(c)

The exhibition will be held from Wednesday 18th to Friday 20th October 2017 at the Shanghai New International Expo Center.

(d)

The exhibition is open to visitors from 9:00 a.m. to 5:00 p.m. (Wednesday), 9:00 a.m. to 5:00 p.m. (Thursday) and 9:00 a.m. to 3:30 p.m. (Friday) and for exhibitors from 8:30 a.m. to 5:30 p.m. (Wednesday), 8:30 a.m. to 5:30 p.m. (Thursday) and 8:30 a.m. to 5:30 p.m. (Friday).

(e)

The period for setting up is from Monday 16th October to Tuesday 17th October, 2017. The period for dismantling is on Friday 20th October 2017, from 3:30 p.m.

2

Eligibility to take part

(a)

Exhibitors should be manufacturers of goods that are included in the nomenclature of the exhibition (cf. No. 1 "Space Application Form") and if they are produced by the exhibitor at his own manufacturing plant or are offered as parts or accessories thereof.

(b)

Admission is also open to exhibitors displaying items which, in accordance with the list of goods are in keeping with the overall theme of the event and which the exhibitor has had manufactured under his own name, provided that the items in question are aimed at retailers and other marketing agents.

(c)

You can as well take part as a servicing company with your own products if your service activity is mentioned corresponding to the correct group of the list of goods (cf. No. 1 "Space Application Form").

Company stamp and legally binding signature

(d)

The organizer will decide upon the acceptance of firms or products.

3

Participation fees

Your participation will entail the following fee:

(a)

Stand fee

aa)

In the halls per square meter excluding stand construction, stand partition walls and electrical connection (minimum size 36 sqm) **180,-- EUR/sqm**

The construction of the stand shall be obligated to the exhibitor.

ab)

In the halls per square meter with shell scheme construction (minimum size 12 sqm)

260,-- EUR/sqm

ac)

Registration fee (incl. 1 Full page 4-c catalogue advertisement)

EUR 280 per registered exhibitor

ad)

A **15% surcharge** is applicable on corner and head stands.

The stand fee includes the rent for the exhibition space for the entire duration of the event including the buildup and dismantling periods, a specific number of exhibitor badges, the use of all general technical and service facilities in the fair halls like lighting, ventilation, air conditioning, use of electricity on the stand, general surveillance of the halls and cleaning of the aisles, consulting on organizational matters by the organizers employees, catalogue entry according to Item 7 and one free copy of the catalogue
The stand costs do not include the installation and use of compressed air, the installation of water connections and the use of water on the stand.

Double-storey stands are applicable for contracted ground area of 60 sqm and above (to be considered on a case-by-case basis).

The fee for shell scheme construction includes:

General setting up and dismantling of the stand, incl. all additional costs consisting of:

- Cleaning of the booth areas
- Laying carpet over the entire booth area
- Booth partition walls (rear and side walls) as per stand space
- Fascia Board with Company Name in English and Chinese
- Booth furniture per booth (12 sqm): 1 Reception Desk, 1 Table, 2 Chairs, Spotlights (1 per 3sqm), 1 Power Socket, 1 Waste Paper Basket, 3 Flat Shelves

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Fitting and arrangement of the stands

(a)

Please take into account that where necessary hall pillars and other permanent construction features are contained in the rented stand spaces, the participation fee is calculated on the basis of the exact measurements of the stand space allocated.

(b)

Stand construction will only then commence if the exhibitor orders stand construction.

(c)

Any planned structure must be approved in advance by the organizers and the hall proprietor in writing. The stand must be constructed to comply with the dimension of the space allocated. Plans for non-standard structures or designs for stands with meeting rooms or where technical calculations are required, as well as plans for technical fittings should be submitted to the organizer and the hall proprietor in duplicate for perusal not later than 6 weeks prior to the beginning of the event.

In the event of these plans having to be scrutinized by the proprietor of the halls, the organizer shall assume responsibility for forwarding them as commissioned by and for the account of the exhibitor and shall notify the exhibitor of the outcome. The organizer will not release the exhibitions space in question for construction work until the results of the inspection have been received.

Any other fitting and arrangement of the stand is left to the exhibitor but

should be appropriate for the event in question. The exhibitors company's name must be clearly visible on each stand.

Each Shell Scheme exhibitor will receive a stand sign with number of the booth according to the stand confirmation. The stand sign has to be clearly visible during all the exhibition time.

5

Exhibitor badges and badges for stand construction staff

(a) 7

As an exhibitor you will receive:

Size of booth	Quantity of badges (max.)
Up to 12 sqm	5
13 – 24 sqm	8
25 – 36 sqm	12
37 – 48 sqm	18
More than 48 sqm	24

The badges will be valid from the first day of the setting up until the last day of the dismantling of the stand.

Used exhibitor badges, i.e. those with the names of stand personnel printed on them, may be exchanged once for new badges free-of-charge in case the stand personnel will be replaced during the exhibition. The new badges can be obtained at the exhibitors' service office.

You can order additional passes with the correct order form in the Exhibitor Manual.

(b)

All on site personnel of individual stand contractors for raw space exhibitors are required to apply contractor passes for move-in and move-out period. For security reasons, all workmen onsite must wear contractor passes for identification purposes.

These passes are only valid up to the beginning and after the end of the exhibition. They do not entitle the holder to enter the complex during the exhibition. Exhibitors or their stand contractor can order these passes directly with the hall owner prior to or on the first move-in day. These passes are subject to an administration charge.

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Rules of Sale Sales Restrictions Penalties

(a)

In view of the special trade character of CKE Education 2017

(1) It is not permissible to openly mark prices on exhibited products

(2) It is not permissible to offer, sell or otherwise transfer articles which are related to the theme of this fair (cf. No. 1 "Space Application Form") to the final consumer.

Such transactions are prohibited throughout the entire fair, including the initial set-up and the final dismantling phases.

(b)

In view of these special trade character and prestige of CKE Education 2017 and rules governing equality of opportunity, it is essential that the regulations stated in subsection 6a are observed strictly and without exception.

(c)

The organizer has the right to

(1) Immediately close the stand of an exhibitor who violates (has violated) the sales restriction stated in subsection 6a. The stand will be closed while CKE Education 2017 will still be in progress and without a court order. The exhibitor in question is responsible for any costs or consequences resulting from the stand closure

and/or

(2) The organizer has the right to deny admission to any exhibitor who has violated the sales restriction in subsection 6a.

Compensation or claims for reimbursement by the exhibitor are ruled out in the case of the afore-mentioned measures.

7

Catalogue

The organizer issues for their fairs and exhibitions a catalogue which includes a booth number list of firms and advertisements. The space application includes free basic entry in the Trade Fair Directory, including name and address of exhibitor, telephone and fax. The reproductions of logos and texts as well as advertisements are offered separately and are subject to an extra charge.

All entries in the catalogue must be submitted to the organizer or to the company commissioned by the organizer 6 weeks prior to the first day of the event. The organizer of the fair reserve the right to commission a third company with the production of the catalogue.

The organizer does not accept any liability for printing errors, incorrect placing, mistakes and other gaps or faults in printing. The advertiser shall be responsible for the subject matter of advertisements and entries and for any omission or mistake resulting from them.

8

Verbal Agreements

Any verbal agreements, individual permissions and exceptions outside the framework of this contract are not valid until confirmed in writing by the organizer.

9

Exhibitor Manual

After signing the Space Application Form and the formal admission of the exhibitor by the organizer, the exhibitor will receive ID name and password of the Online Exhibitor Manual System. In this manual the exhibitor can order the different free-of-charge and chargeable services (such as additional furniture, additional stand cleaning, extra stand security, etc.) that the organizer offers.

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General Conditions of Participation

We would like to draw your attention to the provisions contained in the General Section of the Conditions of Participation.