



China Kids Expo 2018  
October 16 - 18, 2018  
Shanghai New International Expo Center,  
Shanghai, China



Please send the filled form back to:

Max Miao  
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**1. We wish to participate in China Kids Expo 2018:**

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. 48 sqm) EUR 190 / sqm Space requested: \_\_\_\_\_ sqm  
 Premium shell scheme (min. 12sqm) EUR 270 / sqm Space requested: \_\_\_\_\_ sqm  
 Catalogue Ad (1 Full page 4 C) EUR 280 per registered exhibitor (Required)

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)**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Baby strollers                    | <input type="checkbox"/> Bags                         | <input type="checkbox"/> Cradles                |
| <input type="checkbox"/> Baby walkers                      | <input type="checkbox"/> Baby feeding products        | <input type="checkbox"/> Baby gifts & souvenirs |
| <input type="checkbox"/> Children's car seats, baby chairs | <input type="checkbox"/> Home accessories             | <input type="checkbox"/> Children's clothing    |
| <input type="checkbox"/> Bicycles & tricycles              | <input type="checkbox"/> Children's furniture         | <input type="checkbox"/> Bedding                |
| <input type="checkbox"/> Infant ware & accessories         | <input type="checkbox"/> Maternity wear & accessories | <input type="checkbox"/> Security products      |
| <input type="checkbox"/> Skate Scooters                    | <input type="checkbox"/> Infant toys                  | <input type="checkbox"/> Educational products   |
| <input type="checkbox"/> Others _____                      |   |   |

Please sign your application on page 3.



**China Kids Expo 2018**  
**October 16 - 18, 2018**  
**Shanghai New International Expo Center, Shanghai,**  
**China**

## Conditions of Participation

### 1 General

China Kids Expo 2018  
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 0906 Landmark Tower II**  
**No. 8 Dongsanhuan N. Road**  
**Beijing 100004**  
**P.R. China**

- Hereinafter referred to as the organizer.

#### Venue

Shanghai New International Expo Center, Shanghai  
2345 Longyang Road, Pudong New Area Shanghai P.R.C. 201204  
Tel: +86 - 21 - 28906888/28906666  
Fax: +86 - 21 - 28906777  
Email: info@sniec.net  
www.sniec.net

(c)  
The exhibition will be held from October 16<sup>th</sup> till 18<sup>th</sup>, 2018 at the Shanghai New International Expo Center.

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

(e)  
The period for setting up is from October 14<sup>th</sup> to 15<sup>th</sup>, 2018. The period for dismantling starts October 18<sup>th</sup> 2018, 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").

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

### 3 Participation fees

(a)  
Stand fee

aa)  
In the halls per square meter excluding stand construction, stand partition walls and electrical connection (minimum size 48 sqm).

**190,--EUR/sqm**

ab)  
In the halls per square meter with premium stand construction

(minimum size 12 sqm)

**270,-- EUR/sqm**

ac)

Registration fee (incl. 1 full page 4c 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 build up 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 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-story stands are applicable for contracted ground area of 60 sqm and above (to be considered on a case-by-case basis).

#### The fee for premium 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

#### 4

##### 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 exhibitions 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.

## 6

### Rules of Sale, Sales Restrictions, Allocation, Penalties

(a)

In view of the special trade character of China Kids Expo 2018.

(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 China Kids Expo 2018 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 China Kids Expo 2018 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.

(d)

The applicant will be invoiced 50% of the projected participation fee shortly after its application, the applicant should remit the down payment according to notice in one (1) month. If the applicants have not been approved to participate in the exhibition, the down payment will be refunded. Only once confirmed the receipt of the down payment shall this contract deem to be effective.

(e)

Balance payment should be submitted three (3) months prior to the show opening. Applicants within three (3) months of the show opening date will be charged for the full amount within two (2) weeks of the application date.

(f)

The organizer will allocate the space in accordance with specific conditions of the exhibition and send a confirmation letter to the applicant. The applicant shall become a permitted exhibitor once it confirms the allocation space in written form and pays in full its booth fee. In case of disputes, the organizer

reserves the right of final decision. Even if the allocation of booth space comes into force, the organizer may change the allocations (including but not limited to making rearrangements to the area, location, dimensions and types of the booth, changing the location of the passage, the entrance and exit) for the following purposes: to maintain the exhibition's safety reasons or public order, to keep exhibition's overall lay-out and integrity, to use the venue space and facilities in a more effective way, to observe the laws and policies in the PRC and the orders of relevant administrations, and other purposes for which relocation is deemed reasonable and inevitable.

(g)

If the exhibitor hopes to cancel or deduct the confirmed exhibition space, it must submit a written notice to the organizer explicitly indicating its decision of cancellation or deduction. Such written notice shall be signed by the exhibitor's authorized representative and sealed with the exhibitor's company stamp. A certain portion of fee for the cancelled or deducted area of which the amount may vary according to the date of submission will be charged to the exhibitor, if the exhibitor's written notice of cancellation or reduction is submitted four (4) month prior to the exhibition's opening date, ten percent (10%) of the fee for the cancelled or deducted booth space has to be charged. If the notice is made three (3) months prior to the exhibition's opening date, thirty percent (30%) of the fee for the cancelled or deducted booth space has to be charged. If the notice is made one (1) month prior to the exhibition's opening date, the booth fee for the cancelled or deducted exhibition space in full amount will be charged. If the exhibitor cancels its booth space, the organizer has the right to reallocate the cancelled space and terminate the contract.

## 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.

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

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Date

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Name and title of signatory

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Company stamp and legally binding signature