



# China Education Expo 2018 Application & Contract

Your Best Option to Internationalize Campus

Please complete and email the copy to Show Management Office:  
Fairlink Exhibition Services Ltd.

Contact: Ms. Lily ZOU

Ms. Sophie ZHOU

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Tel: +86-10 8580 0790 / 91

Website: www.ChinaEducationExpo.com

## Exhibitor Information

Booth Name (English): \_\_\_\_\_ Country/Region: \_\_\_\_\_

(Chinese): \_\_\_\_\_

(Booth name will be shown both in exhibitor list and on the fascia board. Please write clearly and correctly.)

Please select which categories your institution can be indexed:

- University       College       High School       Vocational School       Language Training School  
 Embassy or Governmental Organization       Student services providers before and after studying abroad  
 (banking, accommodations, insurance, airlines, law office, internet plus & career development companies etc.)  
 Others (please specify): \_\_\_\_\_

Name of Organization: \_\_\_\_\_

(For contact and invoice, if different from the booth name.)

Contact Person: \_\_\_\_\_ Prof.  Assoc. Prof.  Dr.  Mr.  Mrs.  Ms.  Job Title: \_\_\_\_\_

Full Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_ Website: \_\_\_\_\_

## Booth & Requirements

Cities & Booth Sizes (W x D)	Dates & Times	Early Bird Prices in CNY before Aug. 20				Final Prices in CNY after Aug. 20			
		Standard Booth		Raw Space		Standard Booth		Raw Space	
		Regular	Corner	Regular	Corner	Regular	Corner	Regular	Corner
Beijing / 北京 3m x 2.5m	Oct. 20-21 Sat.-Sun. 09:30-16:00	¥ 25,000 <input type="checkbox"/>	¥ 27,500 <input type="checkbox"/>	¥ 22,500 <input type="checkbox"/>	¥ 24,750 <input type="checkbox"/>	¥ 26,000 <input type="checkbox"/>	¥ 28,600 <input type="checkbox"/>	¥ 23,500 <input type="checkbox"/>	¥ 25,850 <input type="checkbox"/>
Chengdu / 成都 3m x 2m	Oct. 23 Tue. 13:00-17:00	¥ 17,000 <input type="checkbox"/>	¥ 18,700 <input type="checkbox"/>	¥ 15,300 <input type="checkbox"/>	¥ 16,830 <input type="checkbox"/>	¥ 17,500 <input type="checkbox"/>	¥ 19,250 <input type="checkbox"/>	¥ 15,800 <input type="checkbox"/>	¥ 17,380 <input type="checkbox"/>
Guangzhou / 广州 3m x 2m	Oct. 25 Thu. 13:00-17:00	¥ 17,000 <input type="checkbox"/>	¥ 18,700 <input type="checkbox"/>	¥ 15,300 <input type="checkbox"/>	¥ 16,830 <input type="checkbox"/>	¥ 17,500 <input type="checkbox"/>	¥ 19,250 <input type="checkbox"/>	¥ 15,800 <input type="checkbox"/>	¥ 17,380 <input type="checkbox"/>
Shanghai / 上海 3m x 2.5m	Oct. 27-28 Sat.-Sun. 10:00-16:00	¥ 23,000 <input type="checkbox"/>	¥ 25,300 <input type="checkbox"/>	¥ 20,700 <input type="checkbox"/>	¥ 22,770 <input type="checkbox"/>	¥ 24,000 <input type="checkbox"/>	¥ 26,400 <input type="checkbox"/>	¥ 21,700 <input type="checkbox"/>	¥ 23,870 <input type="checkbox"/>

Total in CNY:

**NOTE:** • Standard booth fees include fascia board with institution's E/C names, aluminum frame system, white plywood panel walls on all closed sides of the booth, 2 information counters and 1 table with 5 chairs for Beijing and Shanghai each, 1 IBM table with 4 chairs for Chengdu and Guangzhou each, 2 lights, 1 waste basket, 1 single-phase socket (220V/5A) and booth fully carpeted. Corner booth is offered on 'first come, first served' basis and subject to availability.

• Raw space is available with minimum size of 4 booths. Exhibitors will design and build their own booths at their own cost.

• Co-exhibitor means two institutions share one booth, and booth fee is subject to 25% surcharge based on each booth. Co-exhibitor will be entitled to two exhibitor names in the fascia board and two descriptions at CEE website.

## Seminar

Price: CNY5,000/Session    Beijing \_\_\_\_\_ session(s)    Chengdu \_\_\_\_\_ session(s)    Guangzhou \_\_\_\_\_ session(s)    Shanghai \_\_\_\_\_ session(s)

Topic in Chinese & English: \_\_\_\_\_

Each session includes 30 minutes duration, 50-people capacity room, laptop, AV equipment and multi-media projector.



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# Maximizing Your Visibility...

The following promotional services are for exhibitors reference. If you would like to make your booking, you will need to complete the details required below and return it to us by the deadline.

## Advertisement Opportunities

**Booking & Artwork Deadline Sep. 10, 2018**

Visitor's Guide	Trim Size (W x H)	Bleed	Price in CNY	Please tick "✓"
Back Cover	130 x 210 mm	3mm	¥ 20,000	
Center Spread	260 x 210 mm	3mm	¥ 19,000	
Inside Front Cover	130 x 210 mm	3mm	¥ 11,000	
Inside First Page	130 x 210 mm	3mm	¥ 11,000	
Inside Back Cover	130 x 210 mm	3mm	¥ 9,600	
Inside Full Page	130 x 210 mm	3mm	¥ 8,500	

Admission Ticket Back Cover *	Trim Size (W x H)	Bleed	Price in CNY	Please tick "✓"
Beijing	210 x 90 mm	3mm	¥ 30,000	
Shanghai	210 x 90 mm	3mm	¥ 30,000	
Chengdu	210 x 90 mm	3mm	¥ 10,000	
Guangzhou	210 x 90 mm	3mm	¥ 10,000	

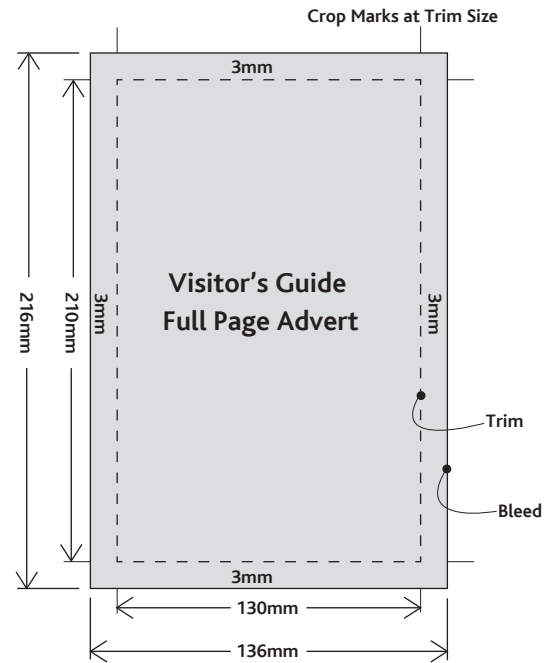
<b>Web Banner on home page</b>	260 x 80 pixel		¥ 15,000	
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<b>Ads on Pillars</b>	Beijing		¥ 15,000	
	Shanghai		¥ 12,000	

<b>Carpet Advert on the main aisle</b>	Beijing	1.5 x 1.5 m	¥ 5,000	
	Shanghai	1.5 x 1.5 m	¥ 5,000	

**NOTE:** The above prices are net and do not include design and productions.

### Trim vs. Bleed Size



**Trim:** This is the size of actual page.

**Bleed:** This is the size of trim size +3mm on each side. All image should leave 3mm for bleed on each side to ensure the image isn't lost if the page moves.

All advertisements must be provided:

- in PDF or JPG
- 300dpi
- include crop marks and bleed if applicable

## Sponsorship Opportunities

**Booking & Artwork Deadline Sep. 10, 2018**

Branded Item	Price in CNY	Please tick "✓"
Exhibitor Bag	¥ 50,000	
Exhibitor Badge Holder	¥ 50,000	
Sponsor Catering Area	¥ 50,000	

Branded Item	Price in CNY	Please tick "✓"
Visitor Bag	¥ 60,000	
Visitor Pen	¥ 30,000	
Mobile Page Sponsorship	¥ 25,000	

For specifications, please contact Lily ZOU at [lily@fairlink.com.cn](mailto:lily@fairlink.com.cn)

For enquiries, please contact the Show Management Office: Fairlink Exhibition Services Ltd.

Contact: Ms. Lily ZOU [Lily@fairlink.com.cn](mailto:Lily@fairlink.com.cn) / Ms. Sophie ZHOU [Sophie@fairlink.com.cn](mailto:Sophie@fairlink.com.cn) / Mr. Harden DANG [HD@fairlink.com.cn](mailto:HD@fairlink.com.cn)

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# The Services at your fingertips...

The following services applications should be submitted online. Please log on our website at [www.ChinaEducationExpo.com](http://www.ChinaEducationExpo.com) for more detailed information.

Exhibitors will have their user name and password for filling out and submitting the forms after participation.

## 1. Exhibitor Online Profiles *FREE*

Exhibitor profiles could be filled up online for visitors to view by clicking the exhibitor list. It will help promote the institution before and after the exhibition.

All exhibitors are entitled to a free description of their organization (max 1500 letters in EN or 750 characters in CN). All exhibitors are kindly requested to submit their profile through exhibitor online account after June 20, 2018. The Organiser reserves the right to edit any submissions.

## 2. Exhibitors Badges *FREE*

Each exhibitor will have 4 free exhibitor badges for the whole tour to gain admission into the exhibition hall. Additional badges will be charged at CNY100 each.

## 3. Invitation Letters for Visa (DEADLINE: Sep. 10, 2018) *FREE*

Invitation letter will be sent within 1 week after exhibitor's submission of application form and scanned passport pages through online account. This service will be open after June 20, 2018.

## 4. Interpreters (DEADLINE: Sep. 10, 2018) *Optional*

Temporary staff to serve as interpreters can be engaged from the Organiser. Unless exhibitors have their own Chinese-speaking staff, the Organiser highly recommend the employment of interpreters.

English: CNY600/day/person      Other languages: CNY700/day/person

Language	Beijing		Chengdu		Guangzhou		Shanghai	
	Day	Person	Day	Person	Day	Person	Day	Person
<b>Total in CNY:</b>								

**Payment:** To save the bank charges, we strongly recommend you to order the above service together with the Application & Contract in order to be included in one invoice.

## 5. Additional Furniture (DEADLINE: Sep. 10, 2018) *Optional*

Additional requirement such as special decoration, extra lighting, furniture, plants, AV etc. could be ordered online. For quotations & photos, please refer to the exhibitor online account after June 20, 2018.

## 6. Hotel Reservation (DEADLINE: Sep. 10, 2018) *Optional*

Hotels around the exhibition hall with favourable prices could be booked online. For room prices and detailed information, please refer to the website: [www.ChinaEducationExpo.com](http://www.ChinaEducationExpo.com) after June 20, 2018.

For enquiries, please contact the Show Management Office: Fairlink Exhibition Services Ltd.

Contact: Ms. Lily ZOU Lily@fairlink.com.cn / Ms. Sophie ZHOU Sophie@fairlink.com.cn / Mr. Harden DANG HD@fairlink.com.cn

Tel: +86-10 8580 0790 / 91      Website: [www.ChinaEducationExpo.com](http://www.ChinaEducationExpo.com)

# TERMS OF CONTRACT

## 1. Terms of Reference

Under these rules and regulations the term "exhibitor" shall include all employees, servants and agents of any company partnership, firm or individual to whom space has been allocated for the purposes of exhibiting. The term "exhibition" shall mean the exhibition referred to on the application and contract form. The term "contract" means the contract for exhibition space at the Exhibition entered into between the Organisers and the Exhibitor which incorporates the rules and regulations.

## 2. Application For Participation

All applications for participation shall be made on the prescribed application form. The application form shall be submitted to the Organisers. The submission of the form shall deem to be confirmation of participation and acceptance by the Exhibitor of the Terms of Contract. The Organisers shall reserve the right to accept or refuse any application without disclosing to the Exhibitor any reasons thereof. The organisers shall reserve the right to verify the exhibitors qualification in order to guarantee the credibility of the exhibition.

## 3. Allocation of Exhibition Space

The Organisers shall allocate the space in accordance with "first come, first served" basis or in any manner they may deem fit. The Organiser shall reserve the right to change the space allocated to the Exhibitor at any time prior to the commencement of the erection of the booth of the Exhibitor should exceptional circumstances demand and, to alter the space to transfer or close entrances and exits to the Exhibition facilities and to undertake other structural alterations as they may deem fit. Such changes shall be at the discretion of the Organisers and the Exhibitor shall have no claim for compensation as a result of such changes.

## 4. Use of Exhibition Space

Exhibitors are only entitled to exhibit the announced products and to man the exhibits with competent personnel during the opening hours of the Exhibition. The Organisers reserve the rights to refuse admittance to any visitor to the Exhibition or to have access to any stand. Exhibitors are not allowed to sub-let or assign the stand/s allotted to them to other parties either wholly or in part without the written consent of the Organisers. Exhibitors will be liable for any damage to the walls or to any part of the Exhibition hall in which their exhibits are placed and shall not paint or otherwise alter the floors, ceilings, pillars, or walls without the prior consent of the Organisers.

## 5. Terms of Payment

- The full payment should be made not later than 15 working days upon signing of the contract. After Sep. 10, 2018, the payment should be paid immediately.
- Failure to pay booth fee by the due date will be subject to cancellation of contract.

## 6. Breach of Contract and Withdrawal by Exhibitor

Without prejudice to the rights and remedies of the Organisers in respect of any breach of the Contract on the part of the Exhibitor the Organisers may at their discretion allow the Exhibitor to withdraw from the Exhibition subject to the following conditions:

- The application is considered as binding and the contract becomes effective with the dispatch of the confirmation. Cancellation Policy:
  - 60+ days before exhibition opens: 70% refund
  - 30-59 days before exhibition opens: 50% refund
  - 0-29 days before exhibition opens: No refund
- Should the Exhibitor fail to observe or comply with any of the terms and conditions contained herein or if the Exhibitor shall fail to pay any of the unit costs at the time and in the manner aforesaid, then the Organisers may thereupon by written notices given to the Exhibitor rescind the contract.
- Upon the Organisers exercising their right to rescind the contract under subclause(b) of this clause, they may but are not obliged to relet or otherwise deal with the Exhibition space contracted by the Exhibitor in default on such conditions as the Organisers shall deem fit. In the event the Organisers having elected to but not able to relet the said Exhibition space, the Exhibitor in default shall be liable to pay the entire unit costs to the Organisers as liquidated damages for the loss of rental.

## 7. Changes

The Organisers reserve the right to change the venue and duration of the Exhibition if exceptional circumstances so demand. In the event of change of venue and/or duration, the agreement to participate shall remain in force so long as the Exhibitor is informed at least a month before such changes will take place. In the event of a change of venue and/or duration or cancellation of the Exhibition, the Exhibitors shall not be entitled to any claim for compensation in connection with their reservation for participation.

## 8. Construction and Decoration of Stand

Exhibitors will be allowed to decorate their booth as per schedule in Exhibitor's online account. Any damages caused by the Exhibitor or his/its contractors to other Exhibitors or common property shall be the responsibility of the Exhibitor. All Exhibitors must complete their construction and decoration by the date and time stipulated by the Organisers.

## 9. Movement of Exhibits

- Exhibitors shall bear the responsibility and expenses for the transport of exhibits to the Exhibition venue.
- Exhibitors shall make their own arrangement for storage and warehousing of their exhibits.
- Exhibitors shall remove all exhibits from the Exhibition hall within the period stipulated by the Organisers and shall indemnify the Organisers against any loss by reason of the delay or damage to the Exhibition hall.

## 10. Failure of Services

The Organisers shall not be liable for any loss sustained by the Exhibitor directly or indirectly attributable to the cancellation, suspension or reduction of duration of the scheduled Exhibition from the period advertised or specified due to:

- Force Majeure.
- Acts of War, Military Activity, Municipal Statutory or Civil Authority requisition.
- Fire, flood, typhoon, excessively inclement of weather, earthquake, or a combination of the same.
- Damage caused by an aerial object or aircraft.
- Strikes or lockouts by workmen.

If the Exhibition is cancelled, reduced or postponed then and in such event the unit costs paid to the Organisers, or any part thereof may be refunded at the sole discretion of the Organisers to the Exhibitors but without prejudice to the Organisers' right to appropriate the entire sum or any part thereof for expenses they have already incurred for the Exhibition.

## 11. Security

The Organisers shall take all security precautions in the interest of the Exhibitors and visitors. However, the Organisers shall not be held responsible for any loss or theft of exhibits at the Exhibition hall during the build-up, exhibition and dismantling period. The Organisers shall also not be held responsible for any loss or damage to exhibits or any articles belonging to the Exhibitors.

## 12. Fire Regulations

All materials used in stands and exhibition constructions must be properly fire-proofed in accordance with local regulations. Fire marshals will patrol the Exhibition facilities and will be authorised to stop any demonstration that are potential fire hazards.

## 13. Insurance, Liability and Risks

All Exhibitors shall insure, indemnify and hold the Organisers and the venue owners harmless in respect of all costs, claims, demands and expenses to which they may be subject as a result of loss or injury arising to any persons howsoever caused while the said persons are upon or examining or passing the Exhibition stands, during the tenancy of the Exhibition. The liability or risks of the employees, agents or exhibits shall be the responsibilities of the Exhibitors.

## 14. Supplementary Clauses

Whenever necessary, the Organisers shall have the right to issue supplementary regulations in addition to those in the Terms of Contract to ensure the smooth management of the Exhibition. Any additional written regulations and/or instructions shall form part of these Terms of Contract and they shall be binding on the Exhibitors.

## 15. Conditions

By signing this application/contract, the above named exhibiting organization agrees to abide by all rules, regulations, terms and conditions as outline on both the front and the back of this application/contract in its entirety. This application becomes a contract and is binding on both parties on the date last written below when accepted and signed by Organizer. The document contains the entire Agreement between the parties and supersedes any prior agreement. The terms of this document may not be changed except in writing and signed by the parties.

Exhibitor Signature: \_\_\_\_\_

Stamp: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

CEE Signature: \_\_\_\_\_

Stamp: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_