

**Deadline：July 31, 2018**

China International Preschool Education Expo 2018

Exhibition Contract

October 16-18, 2018

New International Expo Centre, Shanghai, China

**Organizer:**China Toy & Juvenile Products Association (CTJPA)

Add: Room 1501, Block C2, Jinmao Tower, No.18, Xi Zhi Men Wai Street, Xicheng District, Beijing 100044, China

Tel: +86-10-66038881-225/207

Fax: +86-10-66033964

Website: [www.wjyt-china.org](http://www.wjyt-china.org) (CTJPA) www.chinapreschoolexpo.com(CPE)

**Part 1 Exhibitor Information**

Company Name:

Address:

Website: Country/Region:

CTJPA Membership: [ ] Member [ ] Non-member

Contact Person: [ ] Ms. [ ] Mrs. [ ] Mr.

Job Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Cell Phone:

Telephone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ E-mail:

Market Positioning:

[ ] Find Kindergarten Distributors [ ] Sell Directly to Kindergartens [ ] Other Channels

Brands:

**Part 2 Business Nature(Multiple Ticks)**

**Type of Business：**

[ ] Manufacturer [ ] Service Provider [ ] Agent [ ] Others

**Exhibit Categories:**

[ ]  Toys for Education

[ ] STEM [ ] Education Robots [ ] Montessori [ ] Reading Games &Puzzles

[ ] Jigsaw Puzzles [ ] Science Toys [ ] Construction Toys [ ] Arts & DIY [ ] Role Playing

[ ]  Curriculum Materials/Picture Books

[ ] Picture Books [ ] Bongo Drum [ ] Music( Bongo Drum Exc.） [ ] English Learning

[ ] Sports [ ] Chinese Culture

[ ]  Kindergarten Management

[ ] Teacher Training [ ] Software [ ] Franchising [ ] Security Facilities

[ ] Design& Decoration

[ ]  Kindergarten Supplies

[ ] Preschool Education Service and Product Package Supplier [ ] Playground Equipment

[ ] Furniture & Decoration [ ] Artificial Turf/Mat [ ] Kindergarten Bedding& Clothing &Bags [ ] Water /Air Purification System [ ] Gardening &Landscaping

**Part 3 Options of Participation**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Options** | **Unit Price** |  | **Booth Area** |  | **Fee** |
| Standard Booth  | USD250/m2 | × |  m2 | = |  |
| Raw Space (≥18 m2) | USD210/m2 | × |  m2 | = |  |
| Extra fee for Corner Location | USD290/corner | × |  | = |  |
| Discount rate  |  % off |  |  |  |  |
| Registration Fee | USD360 | × |  | = |  |
| **Total Participation Fee**  |  |
| **Special Notice:**1. Deadline of full payment for the exhibitors is 31st July, 2018, and the reserved booths will not be guaranteed and no refund for the deposit.
2. 5% additional discount regarding to the agreement if full payment received before 31st Jan, 2018.
3. Registration fee includes one page of free advertisement in catalogue.
4. All discounts must be based on the date of payment.
5. Each 9m2 or 16m2 booth includes 2 folding chairs, 1 information desk, 1 garbage can, 1 power socket (220V/5A), 5 spotlights, 9 flat Shelves or 3 cupboards
 |
| **Discount Rates** |
| Booth Area | Deposit paid before Dec. 31, 2017 | Deposit paid before Jan.31, 2018 | Deposit paid before May 31, 2018 |
| CTJPA Member | Non-Member | CTJPA Member | Non-Member | CTJPA Member | Non-Member |
| 9-53 m2 | 15% off | 10% off | 12% off | 5% off | 10% off | 2% off |
| 54-89 m2 | 20% off | 15% off | 15% off | 12% off | 12% off | 10% off |
| ≥90 m2  | 25% off | 20% off | 20% off | 15% off | 15% off | 12% off |

**Part 4 Payment Methods**

|  |  |
| --- | --- |
| **The Beneficiary** | ZHONGWANHENGDA EXHIBITION SERVICE(BEIJING) LTD. |
| **Beneficiaries’ Bank in China** | Bank of Communications Beijing  |
| **Bank Account** | 110060149018170083404 |
| **Swift Code** | COMMCNSHBJG |

**Organizer Signature: Exhibitor Signature:**

**Date: Date:**

Fax copy with signature of the contract is valid. Submission of this application contract means the applicant’s explicit acceptance of the attached Rules for Exhibitors issued by the fair organizer.

**Conditions of Participation**

**1**

**The expo**

**The organizers**

**The venue**

**The dates**

(a)

China International Preschool Education Expo 2018 is organized by

China Toy and Juvenile Products Association, of which the address is

Room 1501, Block C2, Jinmao Tower, No.18, Xi Zhi Men Wai Street, Xicheng District, Beijing 100044, P. R. China

(b)

Venue

Shanghai New International Expo Center, Shanghai

No.2345 Longyang Road, Pudong New District, Shanghai, China

Tel: +86 - 21 - 28906888/28906666

Fax: +86 - 21 - 28906777

Email: info@sniec.net

www.sniec.net

(c)

The exhibition will be held from Tuesday 16th to Thursday 18th October 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, 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, Wednesday) and 8:30 a.m. to 5:30 p.m. (Thursday).

(e)

The period for setting up is from Sunday 14th October to Monday 16th October, 2018. The period for dismantling is on Thursday 18th October 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 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.

(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 metre excluding stand construction, stand partition walls and electrical connection (minimum size 18 sqm): USD 220/sqm

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

ab)

In the halls per square metre with Standard stand construction

(minimum size 9 sqm) USD 280/sqm

ad)

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

USD 400 per registered exhibitor

ae)

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 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 Standard 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 (9 sqm): 1 Reception Desk, 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 9 sqm 5

Up to 18 sqm 10

Up to 27 sqm 15

Up to 36 sqm 20

Up to 45 sqm 25

More than 54 sqm 30

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**

**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.

**7**

**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.

**8**

**Exhibitor Manual**

After signing the 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 translation service, additional furniture, additional stand cleaning, extra stand security, etc.) that the organizer offers.

**9**

**General Conditions of Participation**

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