

music

CHINA

Exhibitor Manual

11 - 14 October 2017

Shanghai New International Expo Centre
Pudong, Shanghai, China

Exhibitor Manual Online System is now available at www.musikmesse-china.com which can be accessed by assigned user name and password.

Important Information enclosed.
Please return forms by fax, email or online before the deadlines.



INTEX



Exhibitor Information

Dear Exhibitor,

This manual is designed to give you maximum information regarding your participation in Music China 2017 taking place in Shanghai New International Expo Centre (SNIEC) from 11 - 14 October 2017. It contains all the forms you need to order for the various related services you may require.

We kindly ask you to return the order forms before the deadlines (please go to Page 4) in order to enable us to fulfill your requirements. All forms should be filled clearly in block capitals.

Please note

Orders for additional equipment received after **8 September 2017** will be subject to **30%** surcharge.

On-site orders and orders received after **22 September 2017** will be subject to **50%** surcharge which services will be provided upon availability and on a cash basis in RMB or by credit card.

Should you have any further questions, please feel free to contact the Music China Team or come to Organiser office E1-M11 at Hall E1 during the show:

Messe Frankfurt

Hong Kong Office

Tel: +852 2238 9901 / 2238 9904 / 2230 9245

Fax: +852 2519 6079

Email: music@hongkong.messefrankfurt.com

Contact: Ms Phyllis Tsang / Ms Yin Yan Fan / Ms Virginia Ip

Shanghai Office

Tel: +86 21 6160 8521 / 6160 8510

Fax: +86 21 6168 0788

Email: music@china.messefrankfurt.com

Contact: Ms Melody Wang / Ms Vivian Lu

Contractor / Stand Builder

Tel: +86 21 6160 8509

Fax: +86 21 6168 0788

Email: mandy.chen@china.messefrankfurt.com

Contact: Ms Mandy Chen

We look forward to welcoming you to Music China 2017 and wish you successful and satisfying results at the fair!

Yours faithfully,

Music China Team
Messe Frankfurt

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Contact Addresses

Organisers

Messe Frankfurt (HK) Ltd
35/F, China Resources Building,
26 Harbour Road, Wanchai,
HongKong
Tel: +852 2238 9901 / +852 2238 9904 / +852 2230 9245
Fax: +852 2519 6079
Email: music@hongkong.messefrankfurt.com
Contact: Ms Phyllis Tsang / Ms Yin Yan Fan / Ms Virginia Ip

Messe Frankfurt (Shanghai) Co Ltd
11/F, Office Tower 1, Century Metropolis,
1229 Century Avenue, Pudong New Area
Shanghai 200122, PR China
Tel: +86 21 6160 8521 / 6160 8510 / 6010 8509
Fax: +86 21 6168 0788
Email: music@china.messefrankfurt.com
Contact: Ms Melody Wang / Ms Vivian Lu / Ms Mandy Chen

Official Contractor

Pico IES Group (China) Co Ltd
Pico Creative Centre, 99 Caoan Road,
Lane 4499, Anting Town, Jiading District,
Shanghai 201804, PR China
Fax: +86 21 6010 8601
For Hall E1 – E6
Tel: +86 21 6010 8786
Email: susan.zhang@cn.pico.com
Contact: Ms Susan Zhang
For Hall W1-W5
Tel: +86 21 6010 8782
Email: gina.guo@cn.pico.com
Contact: Ms Gina Guo

Official Forwarder

Kuehne & Nagel Limited
KN Expo Service
Life Hub at Daning 11-16F,
Office Tower, Block 1,
1868 Gong He Xin Road, Zhabei District
Shanghai 200072, PR China
Tel: +86 21 2602 8667
Fax: +86 21 3387 0206
Email: rainsun.cheng@kuehne-nagel.com
Contact: Mr Rainsun Cheng
Mobile: +86 139 1638 1656

Official Travel Agent

Shanghai Vision Expo & Meeting Solutions Co Ltd
Unit 703, New Caohejing Building,
509 Caobao Road,
Shanghai 200233, PR China
Tel: +86 21 5481 6051 / 5481 6052
Fax: +86 21 5481 6032
Email: music@shanghai-vision.com
Contact: Ms Jenny Zhang / Mr Billy Xu

Interpreter Service

Langsolutions Co Ltd
668 Shangda Road,
Baoshan District,
Shanghai 200444, PR China
Tel: +86 137 6112 3481
Email: yangrachel@hotmail.com
Contact: Ms Rachel Yang

Show Schedules / Deadlines

Show Schedule – Move-in, Show Period and Move-out

9 October 2017	8:30 am - 10:00 pm	Raw space exhibitors move-in (Overtime will be charged)
	3:30 pm - 10:00 pm	Package stand exhibitors move-in (Overtime will be charged)
10 October 2017	8:30 am - 10:00 pm	All exhibitors move-in (Overtime will be charged)
11 October 2017	9:30 am - 5:00 pm	Show opening hours (Trade visitors)
12 October 2017	9:30 am - 5:00 pm	Show opening hours (Trade visitors)
13 October 2017	9:30 am - 5:00 pm	Show opening hours (Trade & Public visitors)
14 October 2017	9:30 am - 3:30 pm	Show opening hours (Trade & Public visitors)
	4:00 pm - 10:00 pm	Exhibitors move-out

Please note:

1. During the show days, exhibitors will have access to the hall 60 mins before the opening hours and 30 mins after the closing hours to service their stands.
2. Visitor registration counter will be closed 30 mins before the show closing hours.
3. For **Pavilion exhibitors**, please check with your pavilion organiser for the above schedule.

Deadline for returning the following forms:

Deadline	Description	Form No	Page No	Remarks
21 Jul 2017	Show Preview Listing & Product Highlight	10	47	Optional
	Free Advertisement of Company or Brand logo	16	53	Optional
11 Aug 2017	Exhibitor Badge	3	35	Compulsory
	VIP Badge	3A	36	Optional
	Additional Exhibitor Badge	3B	37	Optional
	On-site Noise Control & Performance at Booth	13	49	Compulsory
	Time slot for performance at booth	13A	50	Optional
25 Aug 2017	Fascia Board	4	38	Compulsory for package stand exhibitors
	Raw Space Booth Design Approval Form	8A	44	Compulsory for raw space exhibitors
	Building Approval for Multi-story Stand and Indoor Special Stand Design	8B	45	Compulsory for double-storey & indoor special stand exhibitors
	Free On-site Demonstration	14	51	Optional
	Advertising and Sponsorship	15	52	Optional
8 Sep 2017	Additional Booth Equipment – Furniture	5	39 – 40	Optional
	Additional Booth Equipment – Electrical Items	6	41	Compulsory for raw space exhibitors
	Additional Booth Equipment – Other Items	7	42	Optional
	Booth Equipment Location	7A	43	Optional
	Interpreter & Temporary Staff	9	46	Optional
	Promotional Materials Display at Press Centre	12	48	Optional
11 Sep 2017	Hotel Booking Form	1	33	Optional
15 Sep 2017	Invitation Letter for Visa Application	2	34	Optional

Important Exhibition Rules & Regulations

1. Governing Law

Exhibitors are required to observe and comply with all the laws of PR China.

2. Visa Application

- a) **All** foreign visitors to PR China **must** apply for visa and comply with the health requirement on entering into China. Please ensure that all your colleagues have already obtained the relevant visa prior to departure.
- b) The Organisers will provide assistance but are not responsible for obtaining visa for exhibitors.
- c) Unsuccessful visa applications will not constitute a basis for cancellation of exhibitor contract.

3. Promotional Materials Censorship

All promotional materials (including presentation materials and samples), such as printed matters, slides to be shown to the visitors during the exhibition must be pre-censored by the Chinese authorities. Exhibitors may appoint the Official Forwarder to arrange the procedures on their behalf. All video products used for exhibition purpose must be provided to censorship authorities 45 days before show opening / display of material. The material will only be allowed for **temporary import** after receiving the censorship authority approval and permit. All video products (CD / DVD / USB, etc.) **CANNOT** be distributed to visitors during the show. Video products are only allowed to be displayed during the exhibition and have to be **returned** to the origin after the show.

4. Selling of Exhibits

All shipments will be Customs cleared on **temporary basis** only for showing in the exhibition and Exhibitors are **NOT allowed to on-spot sell or give away exhibits** subject to Chinese Customs Regulations. Exhibits should be sold under signing a general contract with the Chinese buyer. Before collecting the exhibits, the buyer should finalise Customs formalities and pay the duty / tax as well. If necessary, the Official Forwarder may give assistance to the buyer for processing the Customs formalities, or provide information to Exhibitors.

5. Hand Carried Goods / Giveaway / Souvenir

Exhibition hall is regarded as Bonded Area. All goods inside the exhibition halls are tax exempted for temporary import during the exhibition. No goods are allowed to be taken out of the halls without prior approval of the Customs. Exhibitors are requested to:

- a) Inform the Official Forwarder for customs clearance of exhibits by completing and returning the "Combined Commercial Invoice and Packing List" enclosed with the Official Forwarder Manual to be supplied by the Official Forwarder.
- b) For hand-carried goods, whether you are bringing in yourself from overseas or other parts of PR China, you **must** inform the Security Department at the entrance of the exhibition hall for the purpose of customs clearance / declaration before they can be moved in or out of the exhibition halls.
- c) According to new customs regulation, **NO** tax exempted for hand carried goods and exhibits.
- d) Giveaway & souvenir items are permitted but are subject to import duty. Exhibitors should submit the packing list with quantity and prices to customs office via the Official Forwarder before giving the souvenir away.

Important Exhibition Rules & Regulations

6. General Rules

- a) All exhibitors must abide by the site regulations including the closing hours of the building.
- b) No person under 18 years of age will be permitted to enter the hall during the first two days of show unless notified by Organisers. Please remind your buyers not to bring children or anybody under 18 years of age during trade days.
- c) During fair dates, exhibitors are allowed to enter the exhibition hall an hour before show opens, and must leave the exhibition hall on time as stated on Page 4. Electricity will be disconnected at that time. If 24 hours electricity supply at the booth is required, please contact and order from the Official Contractor.
- d) Exhibitors shall observe strictly the hours of the exhibition. No booth shall be left unattended at any time during these hours.

7. Fire & Safety Regulations

- a) Smoking is prohibited in the exhibition hall.
- b) No fire is allowed in the exhibition hall.
- c) Any flammable and explosive materials being brought into the exhibition hall should be applied to and approved by the Fire Protection Department beforehand.
- d) 50cm distance between lighting decoration and approved flammable exhibits are required.
- e) All materials for booth construction or decoration in exhibition hall should meet the non-flammability standard of grade B1 or above according to the regulation of the Fire Protection Department.
- f) The Organisers may, upon instruction from the fire authority, issue other guidelines.

8. Insurance

The Organisers are responsible for the general security of the entire venue but will not undertake any financial or legal responsibility for any type of risk concerning or affecting the exhibitors, their personal belongings and exhibits. Exhibitors are therefore responsible for effecting all necessary insurance which should include (but not limited to) their displays, exhibits, stand fittings and fixtures, and other third parties against loss or damage by theft, fire, public (including occupier's liability) and other natural causes.

9. Photographing, Video Taping and Sound Recording

No photographing, video shooting or sound recording is allowed in the exhibition hall unless approved in advance by the Organisers.

10. Delivery of Exhibits

The Organisers will not accept or sign for any goods, exhibits or other materials on behalf of any exhibitor. Exhibitors should make sure that a representative from their company will be at the stand to receive the goods.

Important Exhibition Rules & Regulations

11. Intellectual Property Rights / Copyright

The exhibitor warrants that the exhibits and packages thereof and the related publicity materials do not in any way whatsoever violate or infringe any third party's rights including trade marks, copyrights, designs, names and patents whether registered or otherwise, and agree to fully indemnify the Organisers and its agents and contractors against all costs, expenses and damages arising from any third party's claim of infringement by an exhibitor and / or the Organisers of such third party rights.

The Organisers have the right to require exhibitors to remove exhibits which are suspected to be violating intellectual property rights or copyright. The Organisers have the right to refuse participation of exhibitors found guilty of infringement of intellectual property rights from participating in future trade fairs. (Please refer to Appendix II for details)

12. Move-out of Exhibits

Removal of exhibits may commence only after 4:00pm on 14 October 2017. The Organisers are not liable for any loss or damage to the exhibits or booth materials left behind at the exhibition venue. All such materials shall be deemed abandoned and shall be disposed of at the expense of the exhibitor concerned.

13. Electricity Supply

For safety reasons, all electrical installation work connecting to the main electric network at the exhibition venue must be carried out solely by the Official Contractor. Exhibitors may order lighting and electrical items according to the order forms in this manual.

14. Noise Control

During the exhibition, the exhibitor should control the booth artificial sound below 70dB. Exhibitors should comply with the rules and regulations as set by the Organisers related to onsite noise control.

Exhibitors who are going to have onsite performance at their booth must notify the Organisers by **11 August 2017** to obtain prior approval from the Organisers and agree to play according to the schedule as approved or assigned by the Organisers. Any unauthorized performance will not be permitted. The Organisers reserve the right to impose a fine for any unauthorised performance by exhibitors. Uncooperative exhibitors may be banned from having performance at their booth. (Please refer to Form 13 for details)

15. Authority of Premises

In the event of any problems or disputes on-site, the decision of the Organisers, being leaseholder of the premises, will be final. The Organisers also reserve the right to amend any earlier decision made in order to meet and satisfy any unforeseen or prevailing circumstance for the benefit of the Exhibition and concerned parties.

16. Unforeseen Circumstances

In the event of any occurrence not foreseen in these "Rules and Regulations" and the terms stated in the contract, the decision of the Organisers shall be final.

17. 3C Certificate during exhibition

According to the China law and legislative regulation, the catalogue products either marketed by domestic manufacturers or imported which is under the Compulsory Certification system must obtain the certificate and mark of China Compulsory Certification mark before they are imported or marketed. (Please refer to Appendix III for details)

Exhibitor Badges * Visitor Admission * Visitor Tickets

Exhibitor Badges Exhibitor Badges will be provided to Exhibitors at the exhibitor registration counter during move-in period.

Please refer the following arrangement. Additional exhibitor badges order are available at service charge RMB20 each.

Booth size (sqm)	No. of badges provided (Maximum)	Booth size (sqm)	No. of badges provided (Maximum)
9-18 sqm	6 badges	55-100 sqm	20 badges
19-36 sqm	10 badges	101-200 sqm	25 badges
37-54 sqm	15 badges	200 sqm or above	35 badges

*Number of entry is limited to 6 times a day.

(Please submit names of all on-site staff in Form 3)

Visitors Trade visitors on trade days (11 & 12 October).
Admission is opened to trade visitors and public on public days (13 & 14 October).

Admission fee is RMB50. Advance ticket is available and Online pre-registration is FREE. Please email organiser for details music@hongkong.messefrankfurt.com

Exhibitors are welcomed to invite VIP guests by submitting the guest list to organisers. (Please submit names of guests in Form 3A)

Fair Catalogue The fair catalogue will be available at the visitor registration counter.

Visitor Tickets For your mailings or advertising campaigns before the fair, the Organisers will provide you with:

- i. Electronic copy of visitor invitation card / tickets
- ii. Hard copies of invitation cards / tickets are available upon request.

Please email your request to the Organiser at music@hongkong.messefrankfurt.com

General Information about Shanghai

We would like to provide you with some general information, which might be useful to you.

Weather

In October: mostly sunny and humid, around 18°C to 23°C during daytime, chances of rain.

Entry Requirement

All foreign visitors to PR China must apply for visa and comply with the health requirement on entering China. Please ensure that all your colleagues have already obtained the relevant visa prior to departure. The Official Travel Agent will provide assistance, but is not responsible for obtaining visa for exhibitors. Please refer to Form 2 for application information. (Unsuccessful visa applications will not constitute a basis for cancellation of exhibitor contract)

To and From the Airport

Transportations such as airport bus, hotel bus, maglev train and taxis are all available between airport and city of Shanghai. Details can be found on the official website of the airport under: www.shanghaiairport.com

Currency

The unit of currency is Chinese Yuan. Foreign currencies can be exchanged at hotels and moneychangers at the daily exchange rate. Cash withdrawal by credit card is possible at the Bank of China in China. (1 US\$ is approximately 6.7 RMB; 1 Euro is approximately 7.7 RMB)

Time

Shanghai is eight hours ahead of Greenwich Mean Time (+8 hours GMT)

Electricity

The voltage in China is 220 Volt / 50 Hertz.
The Chinese sockets look like this:

The socket inside the Package Stand looks like this:



3-phase, 5-line, 380V / 220V, 50Hz

Adapters for the 13 Amp / 220 Volt socket can be ordered as additional booth equipment – electrical items. (please refer to Form 6)

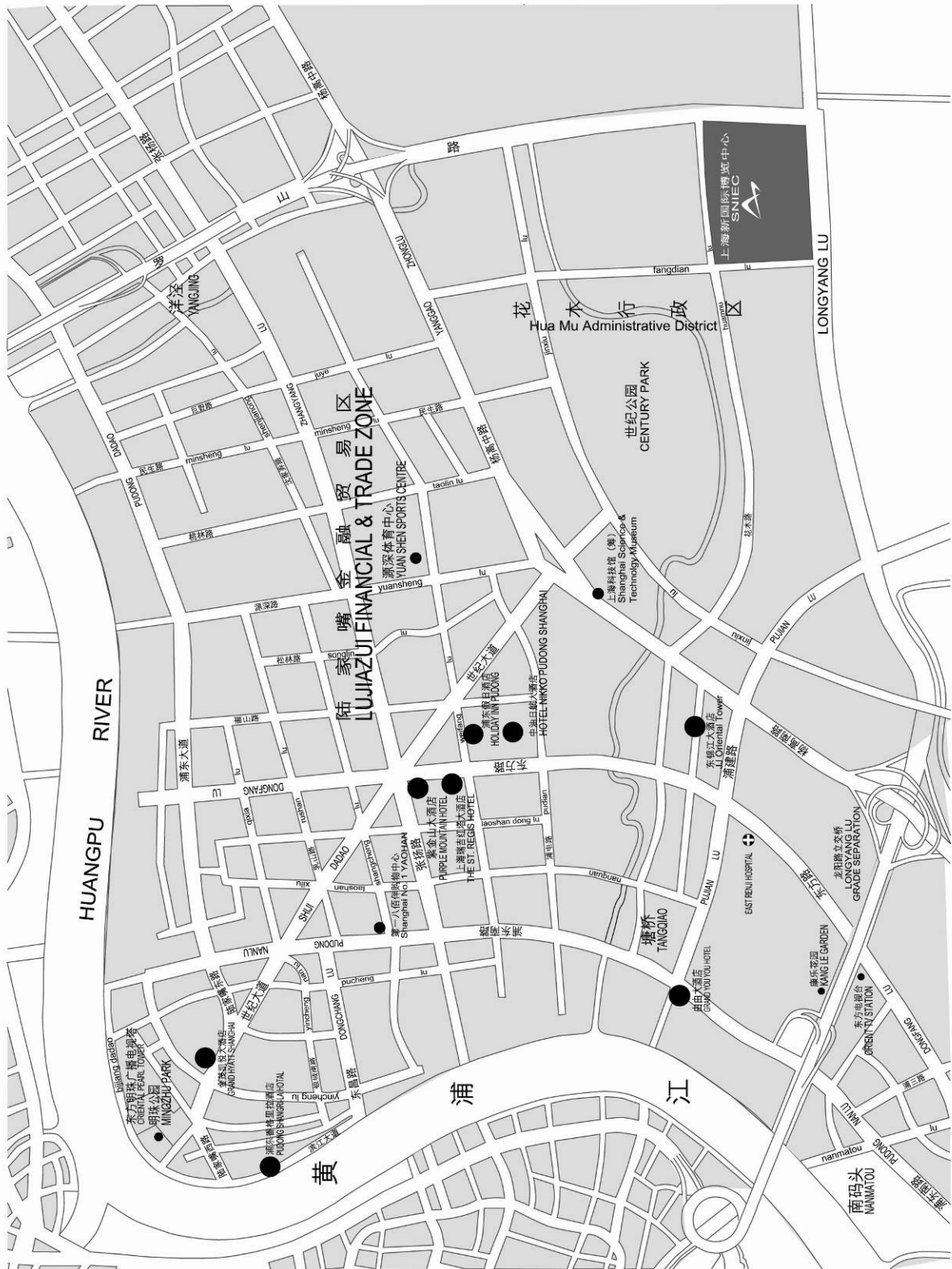
Communication

Interpreter and business cards - An interpreter is strongly recommended because not all Chinese business partners speak English. Furthermore, business cards are very important means of communication. It is very common for business associates to exchange business cards.

Cards are always offered and received with both hands after the initial greeting.

Some communication habits - Address Chinese officials as Mister, Miss or Madam - Chinese women do not use their husband's surname and therefore should not be addressed as Mrs. The Chinese surname comes first and the given names last, e.g. Mr Wang Zhongming should be addressed as Mr Wang.

City Map of Shanghai



Location & Services of Exhibition Hall

SNIEC – Shanghai New International Expo Centre

Hall Management Shanghai New International Expo Centre (SNIEC)
 2345 Longyang Road
 Pudong New Area, Shanghai 201204, PR China
 Tel: +86 21 2890 6666 / 2890 6888
 Fax: +86 21 2890 6777
 Email: info@sniec.net
 Website: www.sniec.net
 (Please refer to "Your Personal Checklist" for address written in Chinese)

How to Get There

By Bus	➤ No. 983 (Lu Jiazui - SNIEC)
	➤ Da Qiao No. 5 (Fudan University - Zhangjiang High - Tech Park)
	➤ Da Qiao No. 6 (Shanghai Jiaotong University / Xu Jia Hui Area - Zhangjiang High - Tech Park)
	➤ Fang Chuan Line (Fangxie Road - Pudong International Airport)
	➤ Shen Jiang Line (Qichangzhan Ferry - No.7 Hangcheng Road, No.3 Shiwan Road)
	➤ Airport Line No. 3 (Galaxy Shanghai Hotel - Pudong International Airport)
By Metro	➤ Metro Line 1 (Xin Zhuang - Gongfu Xincun): get off at People's Square Station, change to Metro Line 2 to get off at Longyang Road Station
	➤ Metro Line 2 (East Xujing - Pudong International Airpoart): get off at Longyang Road Station
	➤ Metro Line 3 (Shanghai South Railway Station - North Jiangyang Road): get off at Zhongshan Park Station, change to Metro Line 2 to get off at Longyang Road Station
	➤ Metro Line 7 (Meilan Lake – Huamu Road): get off at Huamu Road
On Foot	➤ 8 minutes walking distance from Longyang Road Station of Metro Line 2
By Taxi	➤ Please make sure that you have your destination written in Chinese with you and that the taximeter is switched on. The taxi fares are indicated on the door of the taxi.

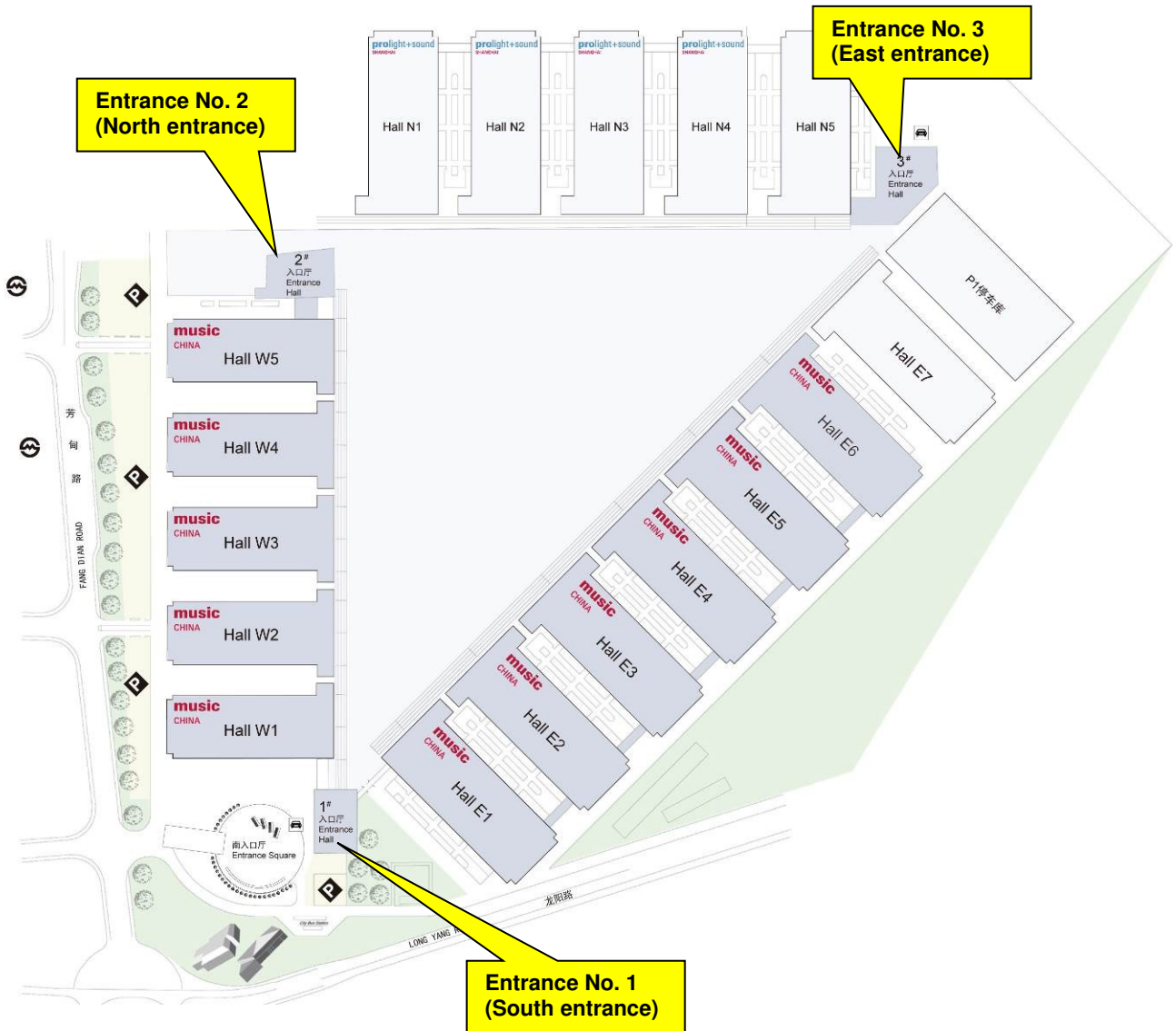
**please surf our website www.musikmesse-china.com for details.

The following facilities are available at SNIEC:

Technical Service	The Centre offers a wide range of essential services in the exhibition area, including power supply, water supply, communications (IDD, DDD, LDD, Internet, etc.), lifts for deliveries, etc.
Business Centre	Located in the Entrance No. 1, No.2, No.3, facilities include secretarial service, post office, hotel reservation, travel agency, ticket reservation to sophisticated telecommunication solutions.
Conference Rooms	For meetings, seminars, press conferences and offices.
Restaurants	Both Chinese and Western meals are available. There are convenience stores selling food, drinks and other small commodities.
Snack bar & cafe	On East and West sides inside each hall.
Convenience Stores	W1-B2, W3-B2, E3-B1a/b
Others	Pudong police administration office / SNIEC police station – East outside of Hall W4 On-site custom service – E6-2W2, 2F Fire controlling office – W2-B4

Floor Plan

Venue (SNIEC) Whole Layout Plan

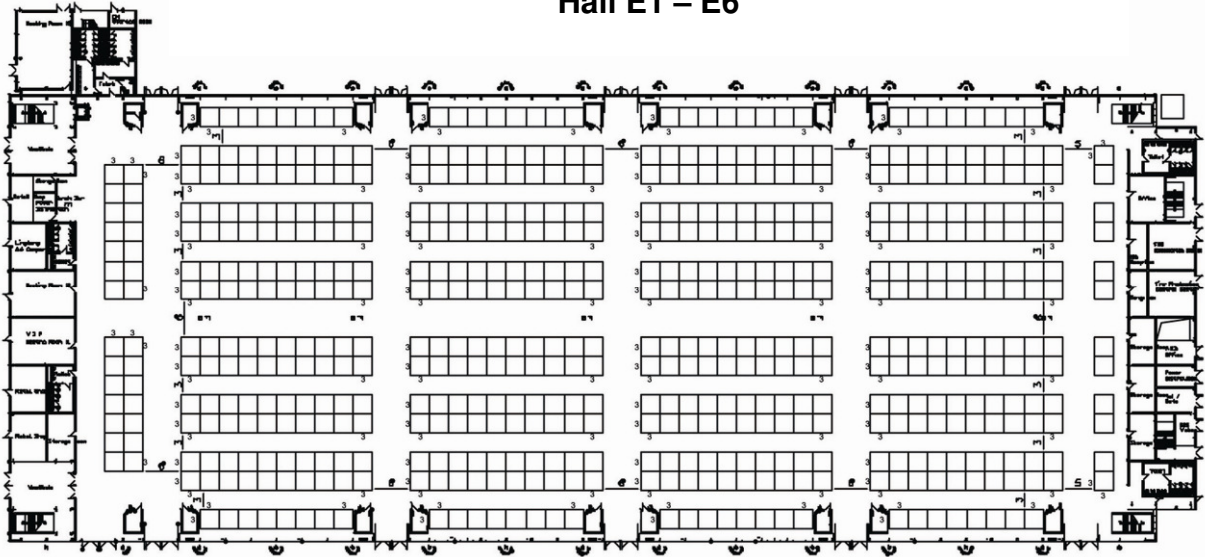


Floor Plan

Standard Hall Layout Plan

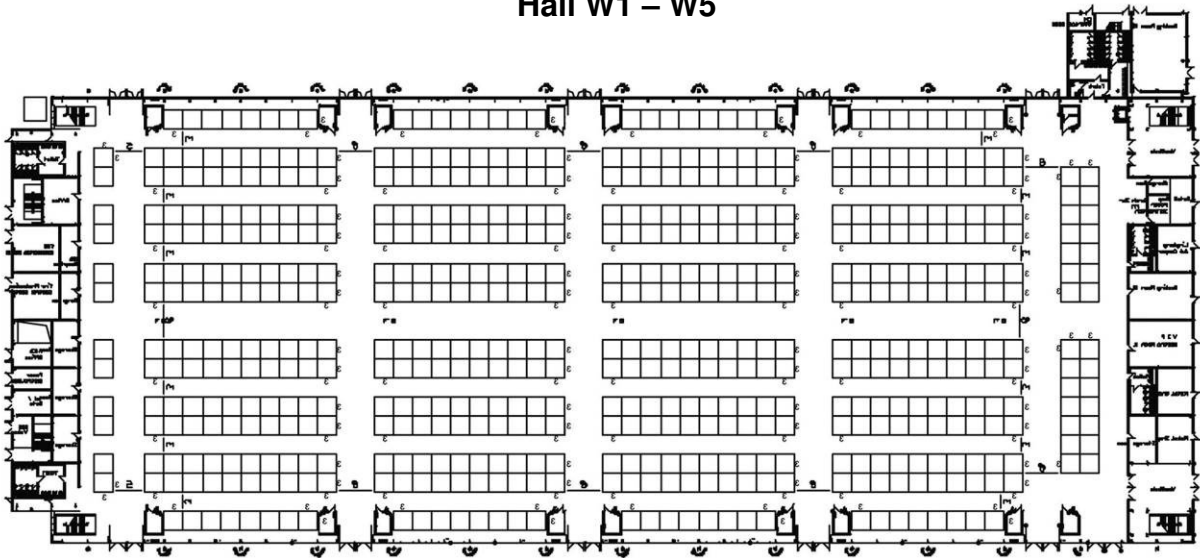
Halls E1 – E6

Shanghai New International Expo Center
Hall E1 – E6



Halls W1 – W5

Shanghai New International Expo Center
Hall W1 – W5



Travel Services

Special arrangement and information are exclusively provided to Music China exhibitors:

Official Carrier



Cathay Pacific, the home carrier of Hong Kong, together with Cathay Dragon, offer Music China 2017 registered exhibitors, buyers and travel companions an exclusive opportunity to enjoy great savings on flights to Shanghai, China via Hong Kong.

Event Code: MICE224

1. [Book online](#) via the MICE online offer page of [Cathay Pacific](#) and [Cathay Dragon](#)

Cathay Pacific: http://www.cathaypacific.com/cx/zh_HK/latest-offers/mice-offers/online-offers.html

Cathay Dragon: http://www.dragonair.com/ka/zh_HK/about-us/contact-us/worldwide-offices.html

2. Enter Event Code

You may contact your nearest Cathay Pacific and Cathay Dragon reservations office and quote the Event Code to enjoy special fares.



Air China offers special airfares to Music China 2017 exhibitors, buyers and guests. Please make the reservation and quote the promotion code to enjoy special fares now !

Promotion code: X9CVA008X

Travel period: 6 – 19 Oct 2017

Overseas enquiries: www.airchina.com

Local enquiries hotline: 95583x8

Hotels in Shanghai

Kerry Hotel Pudong Shanghai	5 minutes walk to SNIEC
Jumeirah Himalayas Hotel	5 minutes walk to SNIEC
Renaissance Shanghai Pudong	8 minutes by taxi to SNIEC
Grand Mercure Shanghai Century Park	8 minutes by taxi to SNIEC
DoubleTree by Hilton Shanghai Pudong	10 minutes by taxi to SNIEC
Holiday Inn Pudong Shanghai	15 minutes by taxi to SNIEC
Holiday Inn Shanghai Jinxiu	15 minutes by taxi to SNIEC
Parkview Hotel	10 minutes by taxi to SNIEC
Grand Metropark Jiayou Hotel	15 minutes by taxi to SNIEC
Days Hotel Frontier Pudong Shanghai	15 minutes by taxi to SNIEC
Hotel ibis Shanghai World Expo	15 minutes by taxi to SNIEC

Please refer to hotel information for details and hotel booking forms for hotel reservations.

Visa Formalities

Please fill in Form 2 to get an official invitation letter for visa application. You can apply for the visa in the Chinese consulate / embassy in your city by submitting the official invitation letter.

OFFICIAL HOTEL DESCRIPTION

1. Kerry Hotel Pudong Shanghai

☆☆☆☆☆

1388 Hua Mu Road, Pudong



Kerry Hotel Pudong, Shanghai flows seamlessly from the Kerry Parkside complex, integrating the hotel with lifestyle shopping, an office tower and serviced residences, situated opposite Century Park, the biggest eco-park in central Shanghai, and directly linked to the Shanghai New International Expo Center (SNIEC). The hotel's 574 rooms and suites are spacious and contemporary in design, with complimentary broadband and wireless internet access. The Business Centre and Office Suites offer state-of-the-art equipment and services are available 24 hours. It includes 16 fully-furnished serviced offices and four meeting rooms wired for audio-visual capability, and is operated by a professional and dedicated team.

It takes 5 minutes to the exhibition venue by walking.

30 minutes from Pudong Int'l Airport and 45 minutes from Hongqiao Airport by car.

2. Jumeirah Himalayas Hotel

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1108 Mei Hua Road, Pudong



The hotel room and suites combine the ancient Chinese Lu Ban system of Feng Shui with a contemporary edge. The 5,000 sqm landscaped Roof Garden has BBQ pits and a 300 sqm event space. The 495 sqm Himalayas Ballroom is adjacent and available as backup for all occasions. The Grand Ballroom has 12 m high ceiling, is 864 sqm and can be divided via soundproofed wall for multiple setups. Projectors and screens in ceiling, plus the latest AV and IT throughout. 405 modern room and suites, guests may access the internet wired or wirelessly on their computer, or via high definition internet protocol TV and a wireless keyboard. High-tech gym with kinesis exercise room, hot yoga studio and relaxation area with hot stone bath and steam rooms.

5-minutes walk away from the exhibition venue.

30 minutes from Pudong Int'l Airport and 45 minutes from Hongqiao Airport by car.

3. Renaissance Shanghai Pudong

☆☆☆☆☆

100 Changliu Road, Pudong



Located on the fringe of the dynamic new business district of Pudong, the Renaissance Shanghai Pudong Hotel is the ideal place to stay for business or pleasure. The hotel is a thoughtful blend of traditional Chinese decoration and contemporary Western ambience -- a truly modern hotel with a distinct flavor of old Shanghai. Hotel also boasts 369 guestrooms with the architectural style conveying the unique charm of Shanghai.

It takes 8 minutes to the exhibition venue by taxi. Taxi fare is around RMB 14.

45 minutes from Pudong Int'l Airport and 30 minutes from Hongqiao Airport by car.

4. Grand Mercure Shanghai Century Park

☆☆☆☆☆

1199 Ying Chun Road, Pudong



The Grand Mercure Shanghai Century Park is located in the heart of Pudong - site of Shanghai's newest buildings and its financial heart - near the Shanghai New International Expo Center. Redefining elegance with its chic, minimalist fashions, the hotel is an aesthetic study in bold colors and clean lines in both furnishings and in modern art pieces gracing hotel public areas. It is also within walking distance of Century Park and Shanghai Science and Technology Museum Metro Station. Guests have 362 rooms and suites to choose from, emphasizing light and function with floor-to-ceiling windows, modular furniture and large plasma televisions.

It takes 8 minutes to the exhibition venue by taxi. Taxi fare is around RMB 14.

45 minutes from Pudong Int'l Airport and 30 minutes from Hongqiao Airport by car

5. DoubleTree by Hilton Shanghai-Pudong



889 Yanggao Nan Road, Pudong



Close to Shanghai New International Exhibition Center, located in Lujiazui Business Center, the 47-story Hotel soars majestically over Pudong with convenient access to Shanghai CBD. The hotel features variously sized tastefully designed rooms in West Wing and East Wing, all of which are outfitted with international direct dial phones. Six on-site restaurants serve quality Chinese and Western delicacies. X-Sensation, the revolving restaurant and bar is a good venue to entertain friends, family and business associates.

It takes 10 minutes to the exhibition venue by taxi. Taxi fare is around RMB 14. 45 minutes from Pudong Int'l Airport and 30 minutes from Hongqiao Airport by car.

6. Holiday Inn Pudong Shanghai Pudong



899 Dongfang Road,



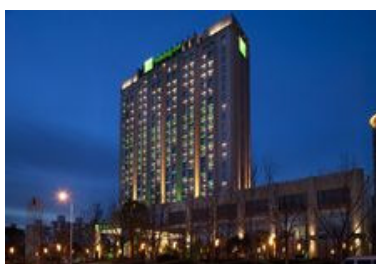
Strategically located in fast-developing commercial and financial district of Lujiazui, the most advanced part of Pudong, Shanghai, Holiday Inn Pudong boasts 320 well-appointed spacious rooms and suites. We have 3 Executive Club floors and a Presidential Suite. Non-smoking floors and inter-connecting room are also available. All rooms are equipped with Coffee/Tea making facilities, safety deposit boxes. With an extensive range of function and F&B facilities, Holiday Inn Pudong is the favoured choice for business and leisure travellers.

It takes 15 minutes to the exhibition venue by taxi. Taxi fare is around RMB 25. 45 minutes from Pudong Int'l Airport and 35 minutes from Hongqiao Airport by car.

7. Holiday Inn Shanghai JinXiu Pudong



399 Jinzun Road,



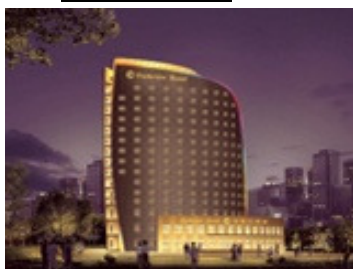
Enjoy easy access to Shanghai International Exhibition Centre and fine event facilities at the high-rise Holiday Inn Shanghai Jinxiu. An elegant grand staircase adorns our inviting Lobby, where you'll enjoy a warm welcome at Holiday Inn Shanghai Jinxiu. Just 10 minutes by high-speed Maglev train from Pudong International Airport, the hotel is set in the thriving Pudong district 10 minutes' drive from Shanghai International Exhibition Centre. Settle in to your spacious Guest room with wireless Internet and a 37-inch flat-screen TV.

It takes 15 minutes to the exhibition venue by taxi. Taxi fare is around RMB 25. 45 minutes from Pudong Int'l Airport and 45 minutes from Hongqiao Airport by car.

8. Parkview Hotel



555 Dingxiang Road, Pudong



Parkview Hotel, adjacent to Shanghai Oriental Art Centre, is strategically located in the heart of Pudong New Area. This luxurious hotel is designed by the renowned French architect Paul Andréa, who also designed the art centre. Here you can take a panoramic view of the city's land mark, Century Plaza. Our 209 guestrooms offer all the comforts of home and are ideal for business and leisure travelers. All rooms are accessible to broadband Internet and Video-On-Demand. At night, you could enjoy Paul Andréa's masterpiece, the art centre, and experience his concept of "Bright and Transparent as if by Magic".

It takes 10 minutes to the exhibition venue by taxi. Taxi fare is around RMB 16. 45 minutes from Pudong Int'l Airport and 45 minutes from Hongqiao Airport by car.

9. Grand Metropark Jiayou Hotel



159 New Golden-Bridge Road, Pudong



Shanghai Grand Metropark Jiayou Hotel is a Baroque style building designed according to the standard of a five-star business hotel. The hotel boasts of 327 deluxe guest rooms, several restaurants serving varied cuisines, a multifunctional banqueting hall with a capacity of over 300 guests, meeting rooms of different styles, Riverside Lounge and many other first – class facilities. The hotel will be an ideal place for you to hold business conferences and besides, our entertainment facilities will help to ease all your weariness after a day's work.

It takes 15 minutes to the exhibition venue by taxi. Taxi fare is around RMB 25. 20 minutes from Pudong Int'l Airport and 45 minutes from Hongqiao Airport by car.

10. Days Hotel Frontier Pudong Shanghai



800 Cheng Shan Road, Pudong



Days Hotel Frontier Pudong Shanghai(Jingyuan Guoji Jiudian) is a business hotel located in Shanghai's Lujiazui New Area. It is an ideal place for the reception of international guests, group travel, business travel and leisure travel, and provides easy access to both the center of Shanghai and the Pudong International Airport

It takes 15 minutes to the exhibition venue by taxi. Taxi fare is around RMB 25. 40 minutes from Pudong Int'l Airport and 60 minutes from Hongqiao Airport by car.

11. Hotel Ibis Shanghai World Expo



800 Cheng Shan Road, Pudong



Located in Pudong New District, the Ibis Shanghai World Expo 165 room is near several Shanghai attractions including New International Expo Centre, The Oriental Pearl TV Tower, Science and Technology Museum, Century Park and Oriental Art Center. All guestrooms feature free high speed Internet, flat screen television with international satellite channels, air conditioning, coffee/tea maker, and in-room safe. Non-smoking and handicap accessible rooms are available. On site parking is free. Located in the Pudong District, Ibis Shanghai World Expo is just 2-min walking distance from Metro station. The hotel provided complimentary parking and an 8 hours breakfast.

It takes 15 minutes to the exhibition venue by taxi. Taxi fare is around RMB 25. 40 minutes from Pudong Int'l Airport and 40 minutes from Hongqiao Airport by car.

Please email to music@shanghai-vision.com for more hotel information in Pudong and Puxi area.

Forwarding

The following forwarder has been appointed as the Official Forwarder for transport of exhibits.

Appointed Forwarder

Kuehne & Nagel Limited
KN Expo Service
Life Hub at Daning
Office Tower, Block 1, 11-16F
1868 Gong He Xin Road, Zhabei District
Shanghai 200072, PR China
Tel: +86 21 2602 8667
Fax: +86 21 3387 0206
Email: rainsun.cheng@kuehne-nagel.com
Contact: Mr Rainsun Cheng
Mobile Phone: +86 139 1638 1656

By Freight and by Sea

For detailed shipping information, please refer to the corresponding Shipping Manual for reference which can be downloaded from the Online Exhibitor Manual (www.musikmesse-china.com) or email to music@hongkong.messefrankfurt.com for assistance.

By Courier

Please DO NOT send any of your exhibits or materials by courier to the venue directly. Detailed customs clearance and delivery procedures of courier service, please contact the Official Forwarder for consignee address.

Hand Carried

According to new customs regulation, NO tax exempted for hand carried goods and exhibits. Please contact official forwarder for shipping and logistic services.

Official Contractor

The following contractor has been appointed as the official contractor to provide additional services and equipment according to the attached order forms (Form 5 – Form 7).

Appointed Contractor Pico IES Group (China) Co Ltd
Pico Creative Centre, 99 Caoan Road,
Lane 4499, Anting Town, Jiading District,
Shanghai 201804, PR China
Website: www.pico.com

Hall E1 – E6 Contact: Ms Susan Zhang
Tel: + 86 21 6010 8786
Fax: + 86 21 6010 8601
Email: susan.zhang@cn.pico.com

Hall W1 – W5 Contact: Ms Gina Guo
Tel: + 86 21 6010 8782
Fax: + 86 21 6010 8601
Email: gina.guo@cn.pico.com

Additional facilities may be ordered by sending the order forms directly to the appointed official contractor on or **before 8 September 2017**. The fax number is printed on the top of each order form.

Payment Terms:

1. All orders must be accompanied with full payment either of the following methods; otherwise, orders without remittance **WILL NOT** be entertained.

- **Telegraph Transfer**

Account No: 409474014301
Account Name: Pico IES Group (China) Co Ltd
Bank Name: Standard Chartered Bank Shanghai Branch
Bank Address: 26th Floor Standard Chartered Tower,
201 Century Avenue Pudong, Shanghai 200120, China
Swift Code: SCBLCNSXSHA

- **Cash** (accepted during move in period only)

- **Credit card** (Visa, Master, UnionPay or AE are accepted during move in period only)

2. As soon as the exhibitors have faxed the order forms to official contractor, order confirmation or Debit Note will be issued and provided. Once the exhibitors have settled the payments of Debit Notes by the deadline stipulated, the orders are considered as confirmed.

3. Late orders and Cancellation:

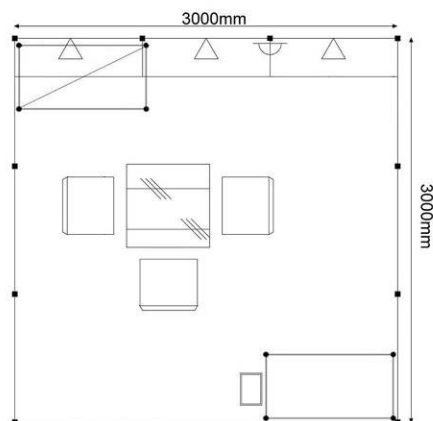
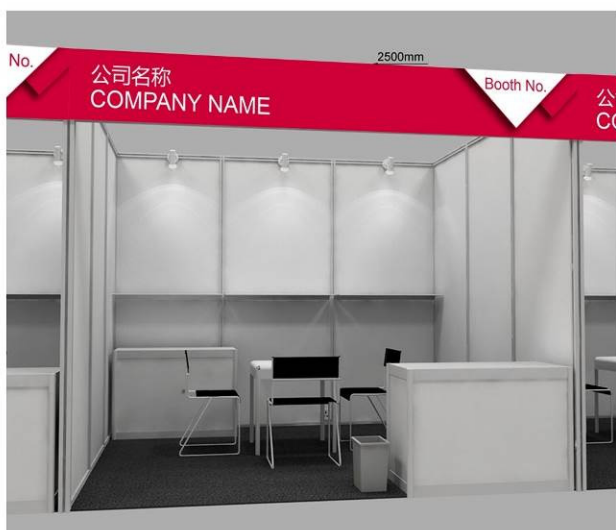
30% surcharge will be charged for any late orders received after **8 September 2017**.
50% surcharge will be charged for any late orders received after **22 September 2017**.
50% payment will be refund for any cancellation of order.

4. Where it is not otherwise stated, the prices are for the duration of the exhibition days.

Package Stand in Zone A – Design & Furniture Entitlement

Booth design diagram of a Package Stand in Zone A (3m x 3m = 9 sqm)

* The Organisers reserve the right to change the layout if necessary.



Sample:



询问桌

Information Counter



平层板

Flat Shelf



插座

Power Socket



射灯

100W Spotlight



方桌

Square Table



皮椅

Black Leather Without Arm Chair



锁柜

Lockable Cupboard



废纸篓

Wastepaper Basket

Layout

Furniture Entitlement of Package Stand in Zone A:

Item	Description	Qty								
		9	12	15	18	21	24	27	30	36
	Stands are in sqm	9	12	15	18	21	24	27	30	36
1	Information counter (PF-01)	1	1	1	2	2	2	3	3	4
2	Lockable cupboard (PF-03)	1	1	1	2	2	2	3	3	4
3	Square table (PF-12)	1	1	1	2	2	2	3	3	4
4	Black leather without arm chair (CC-06)	3	3	4	5	6	6	7	8	9
5	Flat or slope shelves *	6	6	7	8	9	10	11	13	14
6	Waste paper basket (EW-01)	1	1	1	2	2	2	3	3	3
7	100W spotlight (SL-004, white light or yellow light)*	3	4	5	6	7	8	9	10	12
8	13A/220V socket (British type with 5A fuse, max. 500W)	1	1	1	1	1	2	2	2	3
9	Curtain	1	1	1	2	2	2	3	3	3

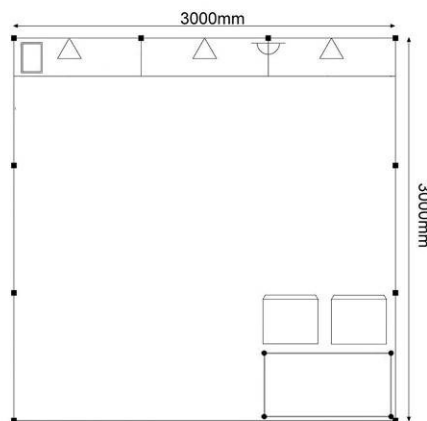
* Note: Exhibitors taking package stand may choose flat shelves vs slope shelves and white spotlight vs yellow spotlight. Please highlight your preference on Form 4. Assume we do not hear any preference from exhibitor, the default option is flat shelves and white spotlight. The package stand also includes carpet and 2.5m height white wall partition.

Items and quantities provided in package booths are fixed and non-interchangeable unless specified.

Package Stand in Zone B / Zone C – Design & Furniture Entitlement

Booth design diagram of a Package Stand in Zone B / Zone C (3m x 3m = 9 sqm)

* The Organisers reserve the right to change the layout if necessary.



Sample:



Layout



Furniture Entitlement of Package Stand in Zone B / Zone C:

Item	Description	Qty								
		9	12	15	18	21	24	27	30	36
	Stands are in sqm	9	12	15	18	21	24	27	30	36
1	Information counter (PF-01)	1	1	1	2	2	2	3	3	4
2	Black leather without arm chair (CC-06)	2	3	4	4	5	6	6	7	8
3	Flat or slope shelves*	3	4	5	6	7	8	9	10	12
4	Waste paper basket (EW-01)	1	1	1	2	2	2	3	3	3
5	100W spotlight (SL-004, white light or yellow light)*	3	3	5	6	7	8	9	10	12
6	13A/220V socket (British type with 5A fuse, max. 500W)	1	1	1	1	1	2	2	2	3
7	Curtain	1	1	1	2	2	2	3	3	3

* Note: Exhibitors taking package stand may choose flat shelves vs slope shelves and white spotlight vs yellow spotlight. Please highlight your preference on Form 4. Assume we do not hear any preference from exhibitor, the default option is flat shelves and white spotlight. The package stand also includes carpet and 2.5m height white wall partition.

Items and quantities provided in package booths are fixed and non-interchangeable unless specified.

Important Notes for Package Booth Exhibitors

Please refer to Page 20 & 21 for the basic equipment & booth design of the standard furnished booth. All package booths shall be designed and built by the Official Contractor.

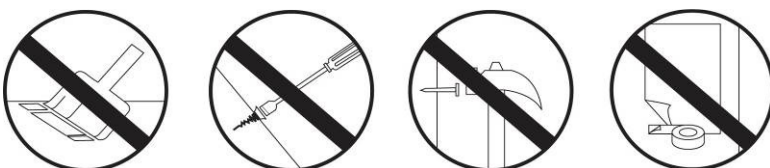
1. Exhibitors shall observe strictly the hours of the exhibition. No booth shall be left unattended at any time during these hours.
2. No exhibit shall be allowed to be removed from the booth or exhibition venue once the exhibition has been officially opened unless the Organisers have given special permission. And no booth or exhibit shall be dismantled before the official closing time on the last day of the exhibition.
3. All furnished booths are on rental basis. Exhibitors are NOT allowed to make any alterations to the structure of the booths or remove any parts from the booths. Exhibitors wishing to remove or change the location of any standard equipment (e.g. spotlights) within the booth should indicate clearly on a diagram of Form 7(A) and fax it together with clear instructions to the Official Contractor **before 8 September 2017**. Notification of booth equipment alteration / removal received after the deadline will not be considered.
4. No additional booth-fitting or display may be attached to the shell booth structure. Top of the booth should be open and not covered by any structures or decorations. **NO ceiling is allowed.**
5. No free standing booth-fitting or display may exceed a height of 2.5 metres or extend beyond the boundaries of the site allocated. This includes company names, advertising materials and logos provided by the exhibitor.
6. No tape, nail or fixture of any kind is allowed to be affixed on the partitions or floor. Exhibitors are liable to any damage caused to their booth fixtures, panel walls or fittings at the fair.
7. An exhibitor occupying a booth at the corner has the choice to open it on the additional side(s) with a fascia including name and booth number. Unless informed by the exhibitor in writing **before 8 September 2017**, the Organisers will assume that exhibitors occupying corner booths would like to open the additional side(s).
8. Unless requested by the exhibitor, the Organisers shall assume that exhibitors occupying two or more adjoining standard booths will choose to delete the partitioning panels in between. Exhibitors should notify the Organisers in writing **before 8 September 2017** if they want to retain the partitioning panels.
9. Package booth exhibitors requiring additional equipment such as telephone, furniture, power and water supply, etc. should submit **Forms 5 - 7** for placing the orders on or **before 8 September 2017**. Full payment in advance is required to guarantee your order.

Rules and Regulations for Furniture Rental & Electrical Installation

The condition for rental of furniture and electrical installation are:

1. Additional stand facilities
Exhibitors please FAX and return the order forms including additional furniture and electrical equipment on or before the deadline: **8 September 2017**.
All items ordered are on rental basis and exhibitors will therefore have to be responsible for any damages or losses.
2. Surcharge will incur for Late order and On-site order
 - Any late order received after **8 September 2017** will be subjected to **30%** surcharge.
 - Any late order received after **22 September 2017** or on-site will be subjected to **50%** surcharge.
3. Cancellation of order
 - **50%** payment will be refund for any cancellation of order.
4. Location plan
 - For **package booth exhibitors** who wish to remove or change the location of any standard equipment (e.g. spotlights) within the booth should indicate clearly on a diagram of Form 7(A) and fax it together with clear instructions to the Official Contractor **before 8 September 2017**.
 - All **raw space exhibitors** are requested to submit the location plan indicating the position of power supply, water supply and telephone / fax connection points on the separate drawings.
 - If the location plan of any order is not submitted, orderings will be placed according to the standard stand layout plan and additional orderings will be installed at the discretion of the Official Contractor.
 - Requests for re-positioning will be subjected to relocation service charge.

NOTE: Request of deletion / relocation of standard or additional facilities **MUST** be submitted **before 8 September 2017**. Requests of booth equipment alteration / removal received after the deadline will not be considered.
5. No exchange / refund on all items
 - All items provided are not interchangeable unless specified. Exhibitors may opt for all or part of the items listed.
 - No refund for all cancellation items. Any complaint regarding rental furniture / installation must be lodged the day before the exhibition commences; otherwise, all items are deemed to be received in good order.
6. Sockets are for exhibits only
 - Any power point and sockets are for exhibits only. Exhibitors are **NOT** allowed to connect or to fix their own spotlight or fluorescent light. Special lighting supplies by exhibitors should be installed by the Official Contractor.
7. No fixtures or nails may be made to the wall panels. Brackets are suggested for the hanging of signs. Velcro or double tape may be used for lighter items only. Screwing, drilling or nailing on any of the aluminum frame or wall panel is **NOT** permitted. Exhibitors will be liable for any damages to the stand / fixture and **full price** of the unit price will be charged for compensation.
8. Roof beams
 - Aluminum beams and post may run from the front to the back of the stand if necessary.
9. Power supply, water supply and telecommunication facilities for all the exhibitors must be contracted through the Official Contractor. For water supply and air compressor, exhibitors are required to bring along their adaptor for connection to their equipment. Exhibitors have to bring their own special regulating units if they require very specific water temperature or water pressure. Exhibitors with very sensitive equipment are advised to bring their own stabiliser to cater for voltage fluctuation.



Important Notes for Raw Space Exhibitors

1. All raw space exhibitors and stand contractors should comply with the Rules and Regulations of the venue, fire control authorities as well as any regulations that the Organisers may specify before, or during the Exhibition.
2. Please inform the Organisers the contact details of your stand contractor by completing Form 8(A) by **25 August 2017**.
3. **Booth plans and design proposals** must be submitted in triplicate (elevation view, side view and 3D view) and reach Messe Frankfurt (HK) Ltd for approval on or before **25 August 2017**. Drawings submitted must be fully dimensioned and must include all fittings and materials to be used, moving exhibits, electrical installation plan, weights and point loading of exhibits. Booth design without the Organisers' approval will NOT be permitted in the exhibition. The Organisers reserve the right to request the exhibitors to alter their booth design if their booth construction and / or design causes obstruction to other exhibitors.
4. Exhibitors, upon arrival and before commencing construction work, are required to check if the site is set out as per the floor plan issued by the Organisers, and to report any errors to the Organisers immediately. The Organisers will NOT be liable for any errors that are not reported before construction begins.
5. The following points should be observed when preparing booth design:
 - i. No part of any structure may extend beyond the boundaries of the site allocated. This includes spotlights and exhibitor's name or logo. No stand decoration, stand fittings or exhibit shall exceed the **4.5m** for one-storey booth and **6m** for double-storey booth unless prior approval in writing has been obtained from the Organisers.
 - ii. No suspensions are to be made from the ceiling of the exhibition hall except by the Official Contractor, nor may any fixing be made to the floor, walls or any other parts of the building. Top of the booth should be open and not covered by any structures or decorations. **NO ceiling is allowed.**
 - iii. It is the responsibility of raw space exhibitor and stand contractor to order sufficient hanging points with the Official Contractor. Loading capacity for each hanging point is 200kg / point, unit weight for structure is less than one ton. Final numbers of hanging point should be complied with the safety rules on-site. 50% surcharge will be imposed for on-site orders.
 - iv. No partition wall or structure directly facing adjacent booth(s) may contain any company name or company logo. Any construction containing company name or company logo directly facing adjacent booths must have at least 0.5m set back from the adjacent booth(s).
 - v. Exhibitors and stand contractor will be responsible for laying their own floor covering. All carpets and floor coverings can be affixed with double-sided tapes. The use of paint or glue on the floor of the exhibition hall is strictly forbidden. No damage on the floor of the exhibition hall is allowed.
 - vi. All surfaces of booth construction facing to the public view shall be decorated to a finish approved by the Organisers (inclusive of backside panels / parts of booth adjoining other booths or aisles).
 - vii. If the booth is taller than the neighbours, the back of the panel wall must be covered by nice white (or other appropriate color advised by Organisers) finishing, either by paint or a nice cloth; **use of inflammable materials are strictly prohibited**. No logo or decoration is permitted. Assume the finishing does not look satisfactory onsite, the Organisers reserve the right to ask the Official Contractor to cover this up, and charge back the exhibitor for any additional cost incurred.
 - viii. Exhibitors and stand contractor must provide approved protection between carpet and any raised platform. The anti-flaming level of construction materials in booth should meet the standard of grade B1 or above. Part of the flammable materials could not be used until at level B1 after being fireproofed. Exhibitors should also conform to the rules and regulations of the Exhibition Venue and those from any public authority or Department of the Chinese Government.
 - ix. The transportation, assembly, dismantle and removal of stands of raw space exhibitors are the responsibility of the exhibitor and stand contractor. All such work must be carried out according to arrangements and within the time limits specified by the Organisers.
 - x. Exhibitors are responsible for insurance, which indemnifies the Organisers from all claims caused by on-site operatives working directly or indirectly for the exhibitors.

Important Notes for Raw Space Exhibitors

- xi. The exhibitor and stand contractor must clear construction waste and surplus materials of raw space stand from the exhibition site.
6. No multi-plugs or adapters are permitted.
7. Fire & Safety Regulations
- i. Smoking is prohibited in the exhibition hall
 - ii. No fire is allowed in the exhibition hall
 - iii. Lycra is one kind of material which is not the fireproof material, so it is prohibited.
 - iv. Any flammable and explosive material being brought into the exhibition hall should be applied to and approved by the Fire Protection Department beforehand.
8. Electricity is not included in raw space package. Raw space exhibitors or stand contractor **MUST** order the individual power point (minimum 15 Amp / 380V) from the Official Contractor, and all the exhibitors should ask their booth contractor to make the connection between their machine and power point by themselves. All raw space exhibitors or stand contractor are requested to submit the location plan indicating the position of power supply, water supply and telephone / fax connection points on separate drawings to the Official Contractor. Please refer to Form 6 for details.
- ** Due to fire and safety regulations, raw space exhibitors **MUST SWITCH OFF** the power every day before leaving the booth.
9. Before the stand build-up time, raw space exhibitor(s) or stand contractor(s) have to settle:
- i. The Hall Management fee of **RMB 24/sqm** levied by the venue (SNIEC) to the official contractor on or before **8 September 2017**.
 - ii. Stand construction cash deposit to the official contractor. **RMB 5,000 for booth size below 50sqm; and RMB10,000 for booth size over 50sqm**. The deposit will be returned upon full dismantling of booth structure and no damage done to hall facility during move-out.
 - iii. Stand contractors have to submit Real-name Authentication application at SNIEC at least 15 days before move-in period; and apply working pass during the first day of move-in period. Application fee is **RMB 50/pass** for each working pass for contractor.

A flow chart will be sent separately to indicate the whole process. Please contact the official contractor for details.

Please refer the Real-name Authentication Procedures at http://www.sniec.net/organize_contractor.php

10. The exhibition venue, fire control authorities and the Organisers may announce new rules when necessary.

Important Notes for Raw Space Exhibitors with booth height 4.5m or above and Double-Storey

In order to avoid possible physical and property damage caused by the use and construction of the booth and to guarantee a successful exhibition, the hall management, Shanghai New International Expo Centre ("SNIEC" thereafter), has carried out a set of **rules for drawing review and construction on exhibition stand with booth height 4.5m or above as well as double or multiple-storey**. Main ideas listed below:

1. All indoor booths with height 4.5m or above, as well as two-storey or multiple-storey and outdoor stands' drawings should be inspected by National Grade A Registered Structural Engineer. An exhibition company called HAH Consulting & Exhibition Co Ltd. Shanghai ("HAH" thereafter) has been appointed by SNIEC for the review.
2. Drawings in specific format will be required to submit to SNIEC / HAH by **25 August 2017**. Or else 30% late surcharge will be incurred.
3. **Booth or stands structure are 4.5m or above**
All indoor booths with height 4.5m or above MUST be reviewed. The inspection fee is set at rate of RMB25 per sqm; Re-inspection fee is set at rate of RMB18 per sqm.
4. **Two-storey or multiple-storey**
The inspection fee will be based on 2nd floor sqm and ground floor sqm at rate of RMB50 per sqm; Re-inspection fee is set at rate of RMB25 per sqm.
5. The fee is to be paid directly to HAH together with the drawings for inspection.
6. If the drawing is neither reviewed by Grade A registered structural engineer nor re-inspected by HAH Consulting & Exhibition Co Ltd. Shanghai, the Organisers, the exhibition centre and HAH Consulting & Exhibition Co Ltd. Shanghai are authorised to prevent the construction by such exhibitor in the scope of the exhibition centre.
7. Exhibitors who have indication to build the booth with height 4.5m or above as well as two-storey booth MUST notify the Organisers on Form 8(A) when returning the contact details of the appointed contractor for the booth by **25 August 2017**. The Organisers will forward a detailed set of rules and regulations & drawing specification for exhibitors & their contractors' perusal.
8. If there is no information submitted from exhibitors by **25 August 2017**, the Organisers will assume there will be NO booth height of 4.5m or above or double storey to be built for booth.

Important Notes for Raw Space Exhibitors with booth height 4.5m or above and Double-Storey

Regulations on Booth Construction & Design Drawing Review:

The design of booths with 4.5m height or above, double-storey, multi-storey booths and outdoor booths must be reviewed and approved by National Grade A Registered structural Engineer. The Organisers, SNIEC and HAH reserve the right to reject the construction of any non-approved design.

For exhibitors employing HAH for inspection, please submit the following documents (4 sets):

Inspection fee: One-storey booth – RMB25 / sqm

Two-storey booth – RMB50 / sqm x (total booth size of ground floor + 2nd floor)

- | | |
|--|---|
| a. Booth perspective drawing
(1 front-side and 2 sides) | e. Elevation and section (side elevation) |
| b. Floor plan | f. Cutaway view |
| c. Drawing of main component's connected point | g. Structural drawing |
| d. Detailed booth material checklist | h. Ground floor plan and 2 nd floor plan for two –storey booth |

For exhibitors employing other National Grade A Registered Structural Engineer, please submit the following documents (4 sets for one-storey booth; 2 sets for two-storey booth) and inspection fee:

One-storey booth – RMB18 / sqm;

Two-storey booth – RMB25 / sqm x (total booth size of ground floor + 2nd floor):

- | | |
|---|---|
| a. Booth perspective drawing (1 front-side and 2 sides) | g. Detailed booth material checklist |
| b. Floor plan | h. Static test report or static load calculation (stamped by Grade A registered National structural engineer) |
| c. Elevation and section (side elevation) | i. Ground floor plan and 2 nd floor plan for two-storey booth |
| d. Cutaway view | |
| e. Structural calculation drawing
(stamped by Grade A registered National structural engineer) | |
| f. Certification of Grade A National registered structural engineer | |

Note All drawings submitted to the assigned Inspection Company for review shall be dimensioned in Arabic numbers. *DO NOT only specify by grid, in which case, the drawings may be returned without approval.* The builder shall be responsible for any delay thus caused. All drawings must be specified in detailed dimensions (m).

For construction and design drawings, if neither reviewed by registered structural engineer nor re-inspected by HAH Consulting & Exhibition Co Ltd. Shanghai, the organiser, the exhibition center and HAH Consulting & Exhibition Co Ltd. Shanghai are authorised to prevent the construction by such exhibitor in the scope of the exhibition center.

Payment:

Please T/T the inspection charge to the following bank account, and fax the T/T voucher to HAH (the inspection fee is based on the total booth size including both ground floor and 2nd floor)

Account Name: HAH Consulting & Exhibition Co Ltd Shanghai

Bank Name: Huaihai Office, Shanghai Branch, China Merchants Bank

Account No.: 212081817110001

HAH will start inspection upon receipt of both T/T voucher and drawings.

Declaration by the Project Manager, Foreman or Site Manager responsible for implement of the special stand design

I, the responsible Project Manager Site Manager (tick as application)

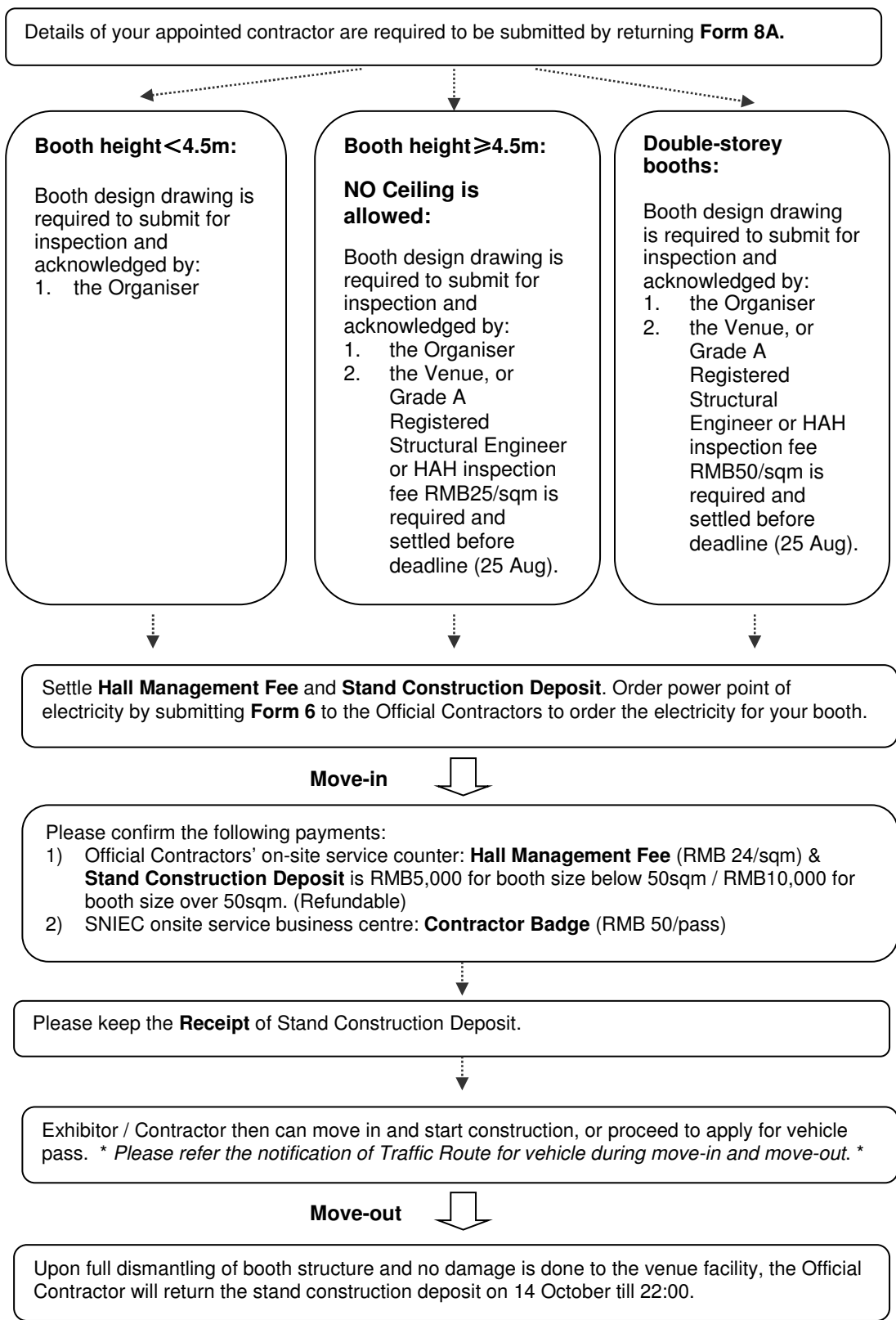
Name:

Address:

Tel:

Hereby declare that the above exhibition stand complies with the statutory regulation and the terms of participation.

Important Notes for Raw Space Exhibitors – Flow Chart



* Subject to final announcement onsite.

Publicity

The publicity program has been carefully selected to maximise exhibitors' exposure in the exhibition. Exhibitors are strongly recommended to make full use of the following opportunities to further generate awareness of and to sell their products and services.

1. Official Fair Catalogue Listing and Advertising

The official Fair Catalogue is distributed to all trade buyers. All exhibitors will be entitled to a FREE listing of their company name, address, contact numbers, stand number and a short description of their exhibits. Exhibitors are encouraged to submit their details by the given deadline to avoid omission in the main catalogue.

The official Fair Catalogue will be used extensively by buyers as a valuable point of reference throughout and after the exhibition and exhibitors can consider taking up advertisement space in the fair catalogue to draw more attention to your products and services.

2. Official Fair Dailies Advertising

The official Fair Dailies will be produced and distributed extensively to visitors throughout the exhibition. If you are interested in learning more on advertising details, please contact with Organisers for more details.

3. Visitor Tickets / Postcard / Show preview / E-flyers / Official website

Advertising through print media and online channels can gain higher exposure to visitors as to promote your company and help you stand out from exhibitors by displaying your product and company message.

4. Advertising at the exhibition ground

Various options are available to maximise your exposure in the fairground.

5. Show Bags / Attendees badge / T-shirt / Visitor lanyard / VIP lounge

Sponsorship opportunities for these items are available. Please feel free to contact the Organisers if you have any new ideas!

6. Media Information

To assist exhibitors in obtaining media coverage, exhibitors should provide the Organisers with newsworthy information such as new product releases, company expansion or investment plans. Please email your news to the Organisers at music@hongkong.messefrankfurt.com

7. Digital expertise for your success

The name dexperty stands for a wide portfolio of digital products and services, with which you as a Messe Frankfurt exhibitor are presented in the best possible way online as well. What's more, you can achieve this without wastage! Among other things, we make your presentations available round the clock on the event website and in the B2B portal productpilot.com and offer you a wide range of valuable options to add on to the media package services as well as video production.

Discover Messe Frankfurt's online portfolio and use maximised services to your advantage.

Please email to sponsorship@hongkong.messefrankfurt.com for more details about Sponsorship and Advertising for Music China.

music

CHINA

Order Forms

Please complete and return the order forms before deadlines.

HOTEL INFORMATION
Deadline: September 11, 2017

Category	Name of Hotel	Type of Room	Daily Room Rate	Breakfast	Distance from Hotel to Venue
5 Star	Kerry Hotel Pudong Shanghai	Deluxe Single Room	RMB 1,500+16.6% (Free Internet)	One	5 minutes walk
		Deluxe Twin Room	RMB 1,700+16.6% (Free Internet)	Two	
5 Star	Jumeirah Himalayas Hotel	Deluxe Single Room	RMB 1,300+16.6% (Free Internet)	One	5 minutes walk
		Deluxe Twin Room	RMB 1,450+16.6% (Free Internet)	Two	
5 Star	Renaissance Shanghai Pudong	Deluxe Single / Twin Room	RMB 850+16.6% (Free Internet)	One / Two	8 minutes By taxi
5 Star	Grand Mercure Shanghai Century Park	Deluxe Single Room	RMB 950+16.6% (Free Internet)	One	8 minutes By taxi
		Deluxe Twin Room	RMB 1,050+16.6% (Free Internet)	Two	
5 Star	DoubleTree by Hilton Shanghai Pudong	Superior Single / Twin Room	RMB 800+16.6% (Free Internet)	One / Two	10 minutes by taxi
4 Star	Holiday Inn Pudong Shanghai	Superior Single / Twin Room	RMB 780net (Free Internet)	One / Two	15 minutes By taxi
4 Star	Holiday Inn Shanghai Jinxiu	Superior Single / Twin Room	RMB 750 net (Free Internet)	One / Two	15 minutes By taxi
4 Star	Parkview Hotel	Superior Single Room	RMB 650 net (Free Internet)	One	10 minutes By taxi
		Superior Twin Room	RMB 700 net (Free Internet)	Two	
4 Star	Grand Metropark Jiayou Hotel	Business Single / Twin Room	RMB 420 net (Free Internet)	One / Two	15 minutes By taxi
3 Star	Days Hotel Frontier Pudong Shanghai	Standard Single / Twin Room	RMB 370 net (Free Internet)	One / Two	15 minutes By taxi
3 Star	Hotel ibis Shanghai World Expo	Standard Single / Twin Room	RMB 399 net (Free Internet)	One / Two	15 minutes by taxi

Remark:

- All hotel bookings are subject to availability. Please submit your Reservation Form to **Shanghai Vision Expo & Meetings Solutions Co., Ltd.** on or before **Sep 11, 2017** should you wish to make your hotel reservation. Reservation made after the deadline can not be guaranteed.
- Cancellation must be made in writing and **7 days** prior to arrival. **3 days** advance notice is required to modify a

confirmed reservation. Late cancellations will cause a penalty of one night of room charge.

- If the guest is a “no show” on the arrival day, the hotel will charge one night of room charge as the “no show” penalty.
- Cancellation for **Kerry Hotel Pudong Shanghai** must be made in writing and **30 days** prior to arrival. **21 days** advance notice is required to modify a confirmed reservation. Late cancellations for **Kerry Hotel Pudong Shanghai** will cause a penalty of 2 night of room charge.
- If the guest is a “no show” on the arrival day, **Kerry Hotel Pudong Shanghai** will charge two nights of room charge as the “no show” penalty.
- Cancellation for **Jumeirah Himalayas Hotel** must be made in writing and **21 days** prior to arrival. **14 days** advance notice is required to modify a confirmed reservation. Late cancellations for **Jumeirah Himalayas Hotel** will cause a penalty of one night of room charge.
- If the guest is a “no show” on the arrival day, **Jumeirah Himalayas Hotel** will charge one night of room charge as the “no show” penalty.
- Once you have submitted your hotel reservation form to **Shanghai Vision Expo & Meetings Solutions Co., Ltd.** a hotel booking confirmation will be sent to you either by fax or email. Credit card is required to guarantee the booking. On the arrival day, guests should proceed to the hotel reception counter to check in. All room rental charges plus all incidental charges must be settled upon check out at the hotel cashier counter.

HOTEL BOOKING FORM
Deadline: September 11, 2017

*Title:	<input type="checkbox"/> Mr. <input type="checkbox"/> Ms. <input type="checkbox"/> Mrs. Others _____
*Company Name:	_____
*Guest Name:	Surname: _____ First Name: _____
*OFFICIAL HOTEL:	<input type="checkbox"/> Kerry Hotel Pudong Shanghai
	<input type="checkbox"/> Jumeirah Himalayas Hotel
	<input type="checkbox"/> Renaissance Shanghai Pudong
	<input type="checkbox"/> Grand Mercure Shanghai Century Park
	<input type="checkbox"/> DoubleTree by Hilton Shanghai-Pudong
	<input type="checkbox"/> Holiday Inn Pudong Shanghai
	<input type="checkbox"/> Holiday Inn Shanghai Jinxiu
	<input type="checkbox"/> Parkview Hotel
	<input type="checkbox"/> Grand Metropark Jiayou Hotel
	<input type="checkbox"/> Days Hotel Frontier Pudong Shanghai
<input type="checkbox"/> Hotel Ibis Shanghai World Expo	
*Room Type:	_____
*Daily Room Rate (RMB):	_____
*Breakfast:	<input type="checkbox"/> One <input type="checkbox"/> Two
*Arrival Date:	_____
*Departure Date:	_____
Special Requirements:	_____
Hotel Limo Airport Pickup Service:	<input type="checkbox"/> No <input type="checkbox"/> Yes. Arrival Flight / Time: _____
*Type of Credit Card:	<input type="checkbox"/> Visa <input type="checkbox"/> Master <input type="checkbox"/> Amex <input type="checkbox"/> JCB Others _____
*Credit Card Number:	_____
*Expiry Date:	_____

◇ Please read the hotel information and notice carefully when fill in this reservation form. * is compulsory fields.

Please return form to: Shanghai Vision Expo & Meeting Solutions Co., Ltd. Phone: +86 21 5481 6051 +86 21 5481 6052 Fax: +86 21 5481 6032 Contact Person: Ms. Jenny Zhang / Mr. Billy Xu E-mail: music@shanghai-vision.com	*Contact Person:
	*Title:
	*Email:
	*Tel: Country Code – Area Code – Tel No.
	*Fax: Country Code – Area Code – Fax No.
	Company:
	Address:
	Booth No.:
	*Signature: _____ Date: _____

Shanghai Vision Expo & Meeting Solutions Co Ltd
 Tel: +86 21 5481 6051 ext 802
 Fax: +86 21 5481 6032
 Email: Lucien.chen@shanghai-vision.com
 Contact: Mr Lucien Chen

This form must be returned by
15 September 2017
 Fax: +86 21 5481 6032

Please supply information as listed below for Exhibitors who need an invitation letter for a visa application. Accurate information is essential. Full details must be clearly typed.

Company Name:			
Address:			
Telephone:		Fax:	
Surname:		First Name:	
Gender:	Nationality:	Date of Birth:	
Passport No.:		Job Title:	
Date of Arrival:		Date of Departure:	
Will you apply Chinese visa in your state of nationality? If not, please specify in which country you will submit your visa application.			

APPLICATION FEE: USD 25 PER PERSON

Payment Method (By Credit Card):		<input type="checkbox"/> Visa	<input type="checkbox"/> Master
Credit Card No.:	Expiry Date:	(MM/YY)	
Security Code:	Printed on the signature side of the credit card, the last 3 digits after the credit card number		
Name of Card Holder:	Amount:	USD	

Cardholder's Signature: _____ Date: _____

NORMAL APPLICATION:

From August 16th to September 15th, the normal application takes 5 working days and USD 25 per person.

URGENT APPLICATION:

From September 16th to September 27th, the urgent application takes 3 working days and USD 40 per person.

*All the visa invitation letter will only be processed with full prepayment of the application fee.

Remarks:

1. Please make photocopies of this Form if more than one applicant requires visa invitation letter.
2. Please fill in the application form in capital letters or type and return it to us as soon as possible, and we will precede your visa invitation letter immediately.
3. Once approved, we will send you an invitation letter by fax or email and debit your credit card accordingly.
4. Within one month, please take this invitation letter together with your passport to your embassy or consulate to apply visa.
5. Your embassy or consulate may have an additional charge for their paperwork.

Attention:

Please be reminded that all applicants' passports must be valid for at least **SIX MONTHS** beyond the intended date to enter China or any other destination.

Company Name: _____	Booth No: _____
Contact Person: _____	Job Title: _____
Tel: _____ Fax: _____	Email: _____
Authorized Signature: _____	Date: _____

PLEASE SEND THE APPLICATION FORM TOGETHER WITH YOUR PASSPORT COPY

Messe Frankfurt Shanghai

Tel: +86 21 6160 8510
 Fax: +86 21 6168 0788
 Email: vivian.lu@china.messefrankfurt.com
 Contact: Ms Vivian Lu

This form must be returned by
11 August 2017
Fax: +86 21 6168 0788

Exhibitor badges will be provided to exhibitors at the exhibitor registration counter at entrance of the exhibition hall during move-in period.

For security reasons, please provide below details of all personnel from your company & co-exhibiting companies and official agents / representatives who will be on-site during the exhibition.

Please refer the following arrangement. Additional exhibitor badges order are available at service charge RMB20 each. For the additional exhibitor badge, please refer to Form 3B.

Booth size (sqm)	No. of badges provided (Maximum)	Booth size (sqm)	No. of badges provided (Maximum)
9-18 sqm	6 badges	55-100 sqm	20 badges
19-36 sqm	10 badges	101-200 sqm	25 badges
37-54 sqm	15 badges	200 sqm or above	35 badges

*Number of entry is limited to 6 times a day.

Please note that we will issue badges to your associated companies only if you have registered them with us.
Please print or write clearly!

Alternatively you may submit the details online or via email to vivian.lu@china.messefrankfurt.com

Company Name	Name of Personnel	Job Title

* Please attach a separate sheet to this form if the given space is insufficient.

Company Name: _____ **Booth No:** _____

Contact Person: _____ **Job Title:** _____

Tel: _____ **Fax:** _____ **Email:** _____

Authorized Signature: _____ **Date:** _____

Messe Frankfurt Shanghai

Tel: +86 21 6160 8510
Fax: +86 21 6168 0788
Email: vivian.lu@china.messefrankfurt.com
Contact: Ms Vivian Lu

This form must be returned by
11 August 2017
Fax: +86 21 6168 0788

Exhibitors are welcomed to apply VIP badges for their special guests. VIP badges will be provided together with Exhibitor badges at the exhibitor registration counter. Please note that we will issue VIP badges to your guests only if you have registered them with us. **Please print or write clearly!**

Alternatively you may submit the details online or via email to vivian.lu@china.messefrankfurt.com

Company Name of VIP	VIP Name	Tel	Email

** Please attach a separate sheet to this form if the given space is insufficient.*

Company Name: _____ **Booth No:** _____

Contact Person: _____ **Job Title:** _____

Tel: _____ **Fax:** _____ **Email:** _____

Authorized Signature: _____ **Date:** _____

Messe Frankfurt Shanghai

Tel: +86 21 6160 8510
Fax: +86 21 6168 0788
Email: vivian.lu@china.messefrankfurt.com
Contact: Ms Vivian Lu

This form must be returned by
11 August 2017
Fax: +86 21 6168 0788

All additional exhibitor badges applied will subject to handling charge **RMB20** each onsite. Cash payment in RMB is accepted. Badges will be ready at service counter.

Please note that we will issue badges to your associated companies only if you have registered them with us.
Please print or write clearly!

Alternatively you may submit the details online or via email to vivian.lu@china.messefrankfurt.com

Total no. of additional exhibitor badge: _____

Total amount: _____

Company Name	Name of Personnel	Job Title

* Please attach a separate sheet to this form if the given space is insufficient.

Company Name: _____ Booth No: _____

Contact Person: _____ Job Title: _____

Tel: _____ Fax: _____ Email: _____

Authorized Signature: _____ Date: _____

The Organisers have appointed **PICO IES GROUP (CHINA) CO LTD** to be the Official Contractor of Music China 2017 for the construction of package stands and booth equipment.

This form must be returned by
8 September 2017
Fax: +86 21 6010 8601

3. FURNITURE RENTAL (Furniture catalogue can be found on Appendix I)*

Code	Description	Size	Unit Price (RMB)	Quantity	Amount (RMB)
CC-05	Black leather arm chair	560W x 550D x 820Hmm	90.00		
CC-06	Black leather without arm chair	400W x 600D x 770Hmm	90.00		
CC-07	Office Chair (black)	500W x 560D x 870-970Hmm	200.00		
CC-08	Meeting Chair (beech)	560L x 500W x 920Hmm	200.00		
CC-09	Meeting Chair (white)	420L x 500W x 930Hmm	240.00		
CC-10	Meeting Chair (white)	600L x 600W x 780Hmm	240.00		
CC-11a	Meeting Chair (red)	480L x 550W x 800Hmm	160.00		
CC-11b	Meeting Chair (white)	480L x 550W x 800Hmm	160.00		
EC-08	Folding Chair	450W x 400D x 455Hmm	40.00		
EC-09	Aluminum Chair	460L x 550W x 800Hmm	120.00		
EC-11	Conference Chair	580L x 600D x 900Hmm	220.00		
EC-12a	Bar Stool (black)	370Φ x 850Hmm	120.00		
EC-12b	Bar Stool (white)	370Φ x 850Hmm	120.00		
EC-12c	Bar Stool (red)	370Φ x 850Hmm	120.00		
EC-14a	Bar Stool (black)	360L x 400W x 760-860Hmm	240.00		
EC-14b	Bar Stool (white)	360L x 400W x 760-860Hmm	240.00		
EC-14c	Bar Stool (red)	360L x 400W x 760-860Hmm	240.00		
EC-15	Executive Chair	600W x 560D x 900-1000Hmm	220.00		
AU-02	Sofa	800L x 730W x 790Hmm	550.00		
AU-03	Sofa	1300L x 730W x 790Hmm	850.00		
AU-04	Sofa	1800L x 730W x 790Hmm	950.00		
AU-05	Sofa	800L x 770W x 850Hmm	650.00		
AU-06	Sofa	1470L x 770W x 850Hmm	900.00		
AU-07a	Sofa (black)	600L x 570W x 730Hmm	320.00		
AU-07b	Sofa (red)	600L x 570W x 730Hmm	320.00		
ET-03	Long glass coffee table	1100L x 550W x 450Hmm	150.00		
ET-04	Glass Coffee Table	550L x 550W x 450Hmm	150.00		
ET-05	Glass Round Table	800Φ x 750Hmm	180.00		
ET-06	Round Table (white)	800Φ x 750Hmm	120.00		
ET-07	Round Table (beech)	800Φ x 750Hmm	160.00		
ET-08	Round Table (black)	800Φ x 750Hmm	160.00		
ET-10	Bar Table (beech)	600Φ x 1100Hmm	220.00		
ET-11	Bar Table (black)	600Φ x 1100Hmm	220.00		
ET-19	Meeting Table (beech)	1400L x 700W x 750Hmm	220.00		
ET-20	Meeting Table (black)	1400L x 700W x 750Hmm	220.00		
PF-01	Information Counter	1030L x 535W x 750Hmm	100.00		

3. FURNITURE RENTAL (Cont'd)

Code	Description	Size	Unit Price (RMB)	Quantity	Amount (RMB)
PF-02	Low Glass Showcase	1030L x 535W x 1000Hmm	300.00		
PF-03	Lockable Cupboard	1030L x 535W x 750Hmm	120.00		
PF-04	Tall glass showcase	1030L x 535W x 2000Hmm	500.00		
PF-05	Wash basin	1030L x 535W x 1000Hmm	300.00		
PF-07	Tall display cube	535L x 535W x 750Hmm	90.00		
PF-08	Low display cube	535L x 535W x 500Hmm	70.00		
PF-12	Square table	650L x 650W x 750Hmm	120.00		
PF-13	TV stand	740L x 535W x 1000Hmm	100.00		
FS-01	Flat shelf (weight capacity:5kg)	1000L x 300Wmm	60.00		
SS-01a	Slope shelf (weight capacity:5kg)	1000L x 300Wmm	60.00		
SS-01b	Slope shelf (weight capacity:10kg)	1000L x 300Wmm	80.00		
SS-01c	Slope shelf (weight capacity:20kg)	1000L x 300Wmm	150.00		
ED-01	Lockable door	950W x 1910Hmm	250.00		
ED-02	Folding door	950W x 2000Hmm	150.00		
CH-01	A4 catalogue holder (acrylic)	235L x 55D x 280Hmm	140.00		
CH-02	Catalogue holder (metal)	970L x 50D x 280Hmm	160.00		
CH-03	Magazine rack	380 x 1500Hmm	180.00		
CH-04	Magazine rack	270L x 250D x 1200Hmm	150.00		
CH-05	Magazine rack	380 x 1500Hmm	300.00		
ES-06	Easel	1500Hmm	160.00		
ES-07	Coat hanger	320 x 1700Hmm	150.00		
ES-09	R8 coat hanger		60.00		
ES-11	Belt barricade		80.00		
ES-12	Long table w/ apron	1800L x 600W x 750Hmm	480.00		
EW-01	Wastepaper basket		10.00		
EE-02	90L refrigerator	550L x 550W x 860Hmm	450.00		
EE-03	140L refrigerator	550L x 550W x 1350Hmm	650.00		
EE-04	Water Dispenser (incl. 1bottle/day during show)		350.00		
EE-05	Distilled coffee maker		180.00		
EE-06	Coffee Machine		2400.00		
Total:					

Remarks:

- Not all furniture is listed in the furniture catalogue. Please contact official contractor directly for further details.
For Hall E1-E6: Ms Susan Zhang, Tel: +86 21 6010 8786, Email: susan.zhang@cn.pico.com or Hall W1-W5: Ms Gina Guo, Tel: + 86 21 6010 8782, Email: gina.guo@cn.pico.com
- Payment must be made upon presentation of order confirmation / invoice from official contractor. All payment for site orders must be received directly by official contractor from exhibitors in cash basis in RMB or credit card.
- Additional order received after the deadline 8 September 2017 is subject to 30% surcharge; after 22 September 2017 is subject to 50% surcharge for late orders; and 50% payment will be refund for any cancellation of orders.

Company Name: _____ **Booth No:** _____

Contact Person: _____ **Job Title:** _____

Tel: _____ **Fax:** _____ **Email:** _____

Authorized Signature: _____ **Date:** _____

4. ELECTRICAL ITEMS

This form must be returned by
8 September 2017
Fax: +86 21 6010 8601

A. Lightings*

Code	Description	Unit Price (RMB)	Quantity	Amount (RMB)
SL-001	40W fluorescent tube	120.00		
SL-004	100W spotlight (white / yellow)	120.00		
SL-006	100W longarm spotlight	140.00		
SL-020	50W halogen longarm spotlight	180.00		
SL-021	300W floodlight	280.00		
SL-023	150W halogen floodlight	280.00		
SL-024	150W HQI floodlight	280.00		
Total:				

B. Power Points (including consumption fee & DB box)

Description	Unit Price (RMB)	Quantity	Amount (RMB)
13A/220V single phase socket (max. 500W, only for shell scheme)	150.00		
15A/380V three phase power point (for light only)	1120.00		
30A/380V three phase power point (for light only)	1680.00		
60A/380V three phase power point (for light only)	2800.00		
15A/380V three phase power point (for machine only)	1120.00		
30A/380V three phase power point (for machine only)	1680.00		
60A/380V three phase power point (for machine only)	2800.00		
Lighting connection, max 100W (with wiring)	120.00		
Single phase adapter	150.00		
Total:			

Remarks:

- 1) Not all furniture is listed in the furniture catalogue. Please contact official contractor directly for further details:
For Hall E1-E6: Ms Susan Zhang, Tel: +86 21 6010 8786, Email: susan.zhang@cn.pico.com
For Hall W1-W5: Ms Gina Guo, Tel: + 86 21 6010 8782, Email: gina.guo@cn.pico.com
- 2) 220V socket supplied is **NOT** to be used for lighting connection purpose.
- 3) Exhibitors who are taking raw space only should order a three phase outlet for lighting purpose. A separate power outlet should be ordered, if there is a machine to be demonstrated.
- 4) Regarding three phase power point, please fax the **location of the power point** to official contractor before 8 September 2017; otherwise, 50% surcharge is required for any on-site changing.
- 5) Payment must be made upon presentation of order confirmation / invoice from official contractor. All payment for site orders must be received directly by official contractor from exhibitors in cash basis in RMB or credit card.
- 6) Additional order received after the deadline 8 September 2017 is subject to 30% surcharge; after 22 September 2017 is subject to 50% surcharge for late orders; and 50% payment will be refund for any cancellation of orders.

Company Name: _____ **Booth No:** _____

Contact Person: _____ **Job Title:** _____

Tel: _____ **Fax:** _____ **Email:** _____

Authorized Signature: _____ **Date:** _____

This form must be returned by
8 September 2017
Fax: +86 21 6010 8601

5. WATER SUPPLY & DRAINAGE & COMPRESSED AIR

Description	Unit Price (RMB)	Quantity	Amount (RMB)
Water supply to booth with 10m pipe up & down. Φ15mm	2600.00		
Water supply to machine with 10m pipe up & down. Φ20mm	3900.00		
Total:			

6. COMMUNICATION FACILITIES, INTERNET ACCESS

Description	Unit Price (RMB)	Quantity	Amount (RMB)
Local telephone line (direct)	840.00		
DDD line (excl. deposit RMB1000.00, refundable)	1120.00		
IDD line (excl. deposit RMB4000.00, refundable)	3220.00		
Fax machine (excl. line)	850.00		
10M Fiber-based broadband, 1 Public static IP address	5600.00		
10M Fiber-based broadband, 1 Public dedicated IP address	8400.00		
Total:			

7. AUDIO VISUAL EQUIPMENT

Description	Unit Price (RMB)	Quantity	Amount (RMB)
17" LCD monitor	800.00		
22" LCD monitor	1000.00		
DVD player	400.00		
42" plasma	2000.00		
50" plasma	3000.00		
Total:			

8. HANGING POINTS

Description	Unit Price (RMB)	Quantity	Amount (RMB)
Hanging point fee for construction on each point, include the genie lift, excluding all the accessories (max. loading 200kg per point)	2400.00		
Hanging point fee for banner/sqm (minimum volume 5sqm) include the genie life, exclude all accessories	420.00		
Total:			

9. Others

Description	Unit Price (RMB)	Quantity	Amount (RMB)
Pegboard including 10 hooks (900L x 1800Hmm)	180.00		
Hook	8.00		
Relocation of panel	150.00		
Carpet per sqm	35.00		
Total:			

Remarks:

- 1) The above prices exclude electrical consumption fee and all connection to equipment and machines.
- 2) The prices quoted above are subjected to the final price list from the hall owner.
- 3) Payment must be made upon presentation of order confirmation / invoice from official contractor. All payment for site orders must be received directly by official contractor from exhibitors in cash basis in RMB or credit card.
- 4) Additional order received after the deadline 8 September 2017 is subject to 30% surcharge; after 22 September 2017 is subject to 50% surcharge for late orders; and 50% payment will be refund for any cancellation of orders.

Company Name: _____ **Booth No:** _____

Contact Person: _____ **Job Title:** _____

Tel: _____ **Fax:** _____ **Email:** _____

Authorized Signature: _____ **Date:** _____

Pico IES Group (China) Co Ltd

Contact: Ms Susan Zhang (Hall E1 – E6) /

Ms Gina Guo (Hall W1-W5)

Tel: +86 21 6010 8786 / 6010 8782

Fax: +86 21 6010 8601

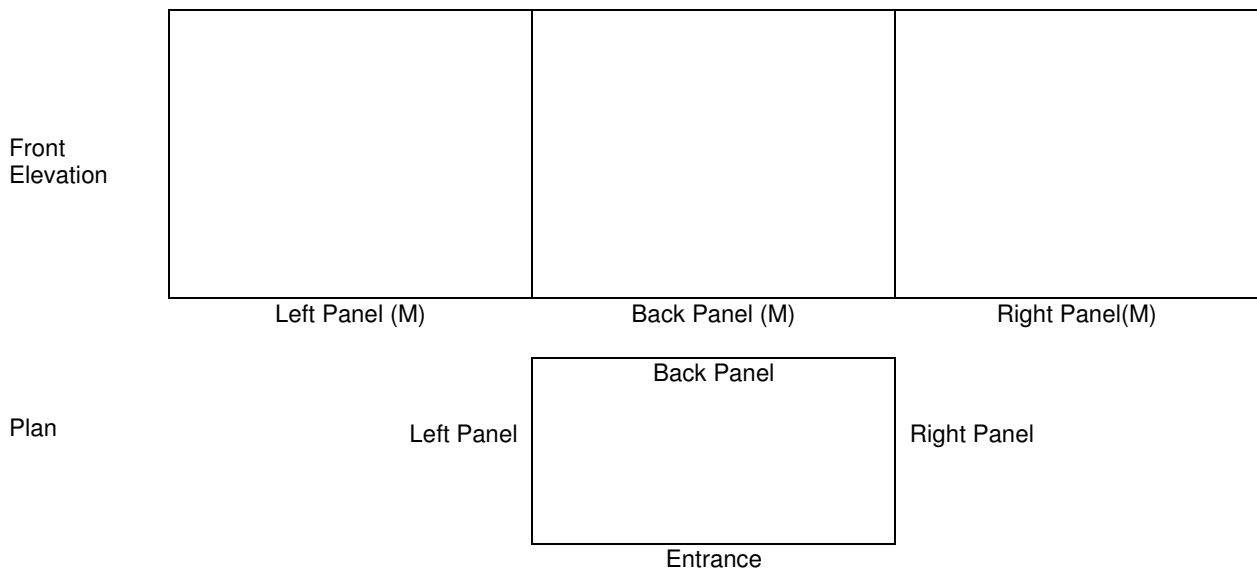
Email: susan.zhang@cn.pico.com / gina.guo@cn.pico.com

This form must be returned by

8 September 2017

Fax: +86 21 6010 8601

Please indicate the position of spotlights and shelves (with height) on the plan below including both the standard provision and any extra items you have ordered. Detailed furniture entitlement please refer to Page 20-21.



Fluorescent light		Telephone	
Spotlight		Water point	
3 phase power		Compressed air	
Slope shelf		Flat shelf	

Remarks:

- 1) Exhibitors are not permitted to fix their own spotlight or fluorescent light. Special lighting supplies by exhibitors can be handed over to Official Contractor for installation at a nominal price.
- 2) Exhibitors are required to mark on the location plan position of their electrical requirements. We will install at our discretion if we do not receive any instruction before move in. Requests for re-positioning will be subject to relocation charge.

Company Name: _____ **Booth No:** _____

Contact Person: _____ **Job Title:** _____

Tel: _____ **Fax:** _____ **Email:** _____

Authorized Signature: _____ **Date:** _____

Messe Frankfurt (HK) Ltd

Tel: +852 2238 9904
Fax: +852 2519 6079
Email: yinyan.fan@hongkong.messefrankfurt.com
Contact: Ms Yin Yan Fan

This form must be returned by
25 August 20167
Fax: +852 2519 6079

Before the stand build-up time, raw space exhibitor(s) or stand contractor(s) have to settle: The Organisers will update raw space exhibitors on the latest arrangement in a timely manner.

- i. The Hall Management fee of **RMB 24/sqm** to official contractor, PICO on or before **8 September 2017**. Stand construction deposit to the official contractor. **RMB 5,000 for booth size below 50sqm; and RMB10,000 for booth size over 50sqm**. The deposit will be returned upon full dismantling of booth structure and no damage done to hall facility during move-out.
- ii. Working passes will be issued only when these payments are collected at the show venue and **RMB 50 per pass** will be charged.

Raw space exhibitors will be responsible to appoint their own contractors for stand design and construction. Please observe all rules and regulations for raw space construction of this manual on Page 24-28. (Chinese version is available and will be sent to your contractor after receiving this form.)

Please inform the Organisers the contact details of your stand constructor by submitting the form on or before 25 August 2017 and **submit the layout of your booth design** by email to yinyan.fan@hongkong.messefrankfurt.com on or before **25 August 2017** for approval. Booth design without the Organisers' approval will NOT be permitted in the exhibition. The Organisers reserve the right to request the exhibitors to alter their booth design if their booth construction and / or design causes obstruction to other exhibitors.

Details of the appointed contractor:

Contractor Co Name: _____

Address: _____

Telephone: _____ **Fax:** _____ **Mobile:** _____

Email: _____ **Contact Person:** _____

Onsite contact person: _____ **Mobile:** _____

In view of the rules and regulations set by the venue (SNIEC) on booth with height 4.5m or above, as well as double-storey, please indicate if there is any intention to build booth with double deck:

- Yes, we plan to build booth with height 4.5m or above**
- Yes, we plan to build booth with double-storey**
- No, we don't have such plan**

Power Supply, Water supply and Hanging Points

Please order your power supply, water supply and hanging points (if necessary) with the Official Contractor according to your needs because this is not included in the participation fee. Please fill-in Order Form 5-7 to order the above services.

I accept and agree the terms and regulation stated in important notes for raw space exhibitors.

Company Name: _____ **Booth No:** _____

Contact Person: _____ **Job Title:** _____

Tel: _____ **Fax:** _____ **Email:** _____

Authorized Signature: _____ **Date:** _____

Building Approval for Multi-storey Stand and Indoor Special Stand Design

Deadline: Aug. 25th 2017

-Submit in duplicate-

Please return form to: HAH Consulting & Exhibition Co Ltd Shanghai E2-2E1, 2345 Longyang Road Pudong New Area Shanghai 201404 P.R.C Tel.: +86 (0)21 28906633/34/35 Fax: +86 (0)21 28906000 Contact Person: Ms Lya Huang Email: hah@hahchina.com	Company:
	Address:
	Booth type:
	Tel:
	Fax:
	Email:
	Authorised by:
	Signature:
	Date:
	Exhibition Name:
	Hall / Booth No.:

According to the listed conditions enclosed in the form, we hereby apply for building the following facility during the exhibition (brief description on construction materials).

Total Booth Area:	Primary Material:	Material Model:
<i>Double-story booth:</i>		
2 nd Floor Area:	Primary Material:	Material Model:
Ground Floor Area:	Primary Material:	Material Model:

Other Material Details:

Applicable Area:					
Name/Model:					
Applicable Area:					
Name/Model:					

Accessible 2nd floor area: ___SQM Estimated maximum load capacity of 2nd floor: _____ persons

Booth Builder:

Company:					
Address:					
Tel:		Fax:			
Contact:					
Name of Grade A Registered National Structural Engineer:		No.:			
Tel:		Mailing Add.:			
Remark:	If the exhibitor/builder submits the drawings to re-inspection, please clearly fill in the field of "Name of Grade A National Registered Structural Engineer". The above step can be ignored if the drawings are submitted to the HAH directly for inspection.				

Messe Frankfurt Shanghai

Tel: +86 21 6160 8510
 Fax: +86 21 6168 0788
 Email: vivian.lu@china.messefrankfurt.com
 Contact: Ms Vivian Lu

This form must be returned by
21 July 2017
 Fax: +86 21 6168 0788

FREE Advertising in our promotion campaigns featuring **selected exhibitors' products**, which will be viewed by thousands of potential buyers around the world before the fair opens and during the show period.

Please mark **x** the promotion channels and **ONE product photo by email to**
vivian.lu@china.messefrankfurt.com:

Channels	Features	ONE Product photo in JPG	Product Descriptions
<input type="checkbox"/> E-newsletter	fair information, hottest news and product highlight which are sent by electronic channels	JPG in 300dpi or above; width is less than 20cmH x 20cmW	within 300 words for each English and Chinese
<input type="checkbox"/> Show Daily	fair information and product highlight which are free distributed to all attendees during show period		
<input type="checkbox"/> Product Preview	selected exhibitors' products which are sent by electronic channels	JPG in 300dpi or above; Max. 5cmH x 5cmW	within 50 words for each English and Chinese

***Please fill up the product description with 50 words below or send 300 words version by email.**

Title or caption: maximum 10 words

English: _____

Chinese: _____

Product description: maximum 50 words

English: _____

Chinese: _____

The product is: new product launch first launch in Asia Website: _____

Product groups: (please x your options)

- Pianos & keyboards Bowed instruments Traditional Chinese instruments
 Percussion instruments Woodwind & Brass instruments Fretted & stringed instruments
 Electronic & electric instruments Accessories Music Education Others _____ (please specify)

Others: (please x your options)

We are looking for: Agents Dealers / Distributors Joint Venture Retailers
 Teachers & Musicians

Note:

- Exhibitors are responsible for providing product descriptions both in English and Chinese as well as pictures. If not, we will translate it into Chinese and please be informed that we are not responsible for any error.
- As space of the above items is limited, the selection of products is subject to the discretion of Organisers and on a first-come-first-serve basis. The content and the distribution channel of the above items are subject to Organisers' discretion.
- Exhibitors are responsible for providing Organisers with appropriate materials without any infringement of legal legislation and all materials are subject to Organisers' approval.
- Organisers are not responsible for any error or claim resulting from failure of any advertisement. Organisers reserve the right to decline the advertisement and the decision of Organisers will be final in case of dispute.

Company Name: _____ **Booth No:** _____

Tel: _____ **Fax:** _____ **Email:** _____

Contact Person: _____ **Title:** _____

Authorized Signature: _____ **Date:** _____

Messe Frankfurt (HK) Ltd

Tel: +852 2238 9904

Fax: +852 2519 6079

Email: yinyan.fan@hongkong.messefrankfurt.com

Contact: Ms Yin Yan Fan

This form must be returned by
8 September 2017
Fax: +852 2519 6079

For greater exposure, exhibitors may display their printed promotional materials in the Press Centre at the fairground. The Press Centre is open to attending journalists throughout the fair.

The printed promotional materials for display should be brought to the Press Centre in the afternoon of 10 October 2017 or at any time during the first day of the fair.

The Organisers reserve the right to determine whether materials are suitable for display or not.

Space is limited, 'first-come-first-served' policy will be adopted. Please complete the form below to reserve display space in advance.

Please print or type clearly!

Company Name: _____

Address: _____

_____ Country: _____

Tel: _____ / _____ / _____ Fax: _____ / _____ / _____
Country code Area code Number Country code Area code Number

Email: _____

Type of Material for Display:

Quantity of Material for Display: _____ copies (Maximum: 50 copies)

Company Name: _____ Booth No: _____

Contact Person: _____ Job Title: _____

Tel: _____ Fax: _____ Email: _____

Authorized Signature: _____ Date: _____

Messe Frankfurt Shanghai

Tel: +86 21 6160 8521
Fax: +86 21 6168 0788
Email: music@china.messefrankfurt.com
Contact: Ms Melody Wang

This form must be returned by
11 August 2017
Fax: +86 21 6168 0788

To ensure a nice environment for business discussions in the exhibition halls, the Organisers will implement the following rules and regulations related to onsite sound control strictly and would appreciate to have your kind compliance and cooperation on this matter:

Hall Arrangement & Regulations**For Exhibitors in the halls E1, E2, E3, E4, E6, W1, W2 and W3****11 – 14 October 2017 (Throughout the Fair)**

1. NO live performances or demonstration with speakers are allowed.
2. Playing loud music is prohibited.
3. The maximum noise level allowed at booth for instrument / product testing / presentations or all promotion activities with AV equipment is 70dB.

For Exhibitors in the halls E5, W4 and W5**11 – 12 October 2017 from 9:30am to 12:00pm**

1. NO live performances nor loud music are allowed

11 – 12 October 2017 from 12:00pm to 5:00pm**13 – 14 October 2017 from 9:30am to 5:00pm**

1. The maximum noise level allowed at booth with onsite performance or live demonstration is 100dB.
2. Exhibitors with performance or live demonstration at the booth must notify the Organisers by **11 August 2017** for further coordination and settle RMB5,000 deposit. If there is no information submitted from exhibitors by deadline, the Organisers will assume there will be NO performance at booth.
3. Exhibitors with performance or live demonstration at the booth would need to fill up **Form13A** and return to us by **11 August 2017**.
4. The Organisers will then coordinate the performance schedules to ensure the sessions of nearby booths will not directly overlap. The Organisers will get back to the exhibitors on the approved schedule by 15 September 2017 the latest. Deposit will be returned after the show.
5. Any unauthorized performance will NOT be permitted.
6. Playing loud music is prohibited. The maximum noise level allowed at booth for instrument / product testing / presentations or all promotion activities with AV equipment is 70dB.
7. All amplifiers and speakers towards aisles or other exhibitors are NOT allowed.
8. For exhibitors in the Percussions hall E5 are kindly asked NOT to provide drum sticks to the visitors. If visitors bring their own drum sticks, please remind them to limit the time of playing to 5 minutes.
9. Exhibitors agree to be cooperative in lowering the sound volume upon request by the Organisers if the noise level exceeds 70dB.
10. The decision by the Organisers shall be final and exhibitors agree to play according to the stated noise level and the approved schedule by the Organisers.

Warning & Penalty

1. If the noise level exceeds 70dB without the prior approval from the Organisers, the exhibitor will receive a verbal warning and will be requested to lower the volume.
2. If the exhibitor did not comply after the verbal warning, the Organisers will issue an official written warning. If the exhibitor did not comply after receiving the written warning, the Organisers will cut the electricity supply to the exhibitors' stand for 2 hours as penalty.
3. The Organisers reserve the right to impose a fine for any unauthorized performance.
4. Uncooperative exhibitors may be banned from having performance at their booth in Music China in future.

----- ✂ ----- **please sign back with company chop and fax return** -----

I accept and agree to follow the above rules and regulations related to onsite noise level control, and will play according to the performance schedule approved by the Organisers.

Company Name: _____ **Booth No:** _____

Contact Person for Onsite Performance: _____

Job Title: _____ **Tel:** _____ **Email:** _____

Authorized Signature with company chop: _____ **Date:** _____

Messe Frankfurt Shanghai

Tel: +86 21 6160 8521
 Fax: +86 21 6168 0788
 Email: music@china.messefrankfurt.com
 Contact: Ms Melody Wang

This form must be returned by
11 August 2017
 Fax: +86 21 6168 0788

Please refer the regulation stated on Form 13. Then, tick ONE preferred schedule from the three options below and mark the location of the stage at your booth in the floor plan. In order to provide the best environment for all exhibitors, the organizers reserve the right to make adjustments on the applied timeslots. **This form must be returned by 11 Aug 2017.**

 Option 1

Date	No.	Time	Date	No.	Time
October 11	1	12:00 - 12:20	October 12	1	12:00 - 12:20
	2	13:30 - 13:50		2	13:30 - 13:50
	3	15:00 - 15:20		3	15:00 - 15:20
October 13	1	10:30 - 10:50	October 14	1	10:30 - 10:50
	2	12:00 - 12:20		2	12:00 - 12:20
	3	13:30 - 13:50			
	4	15:00 - 15:20			

 Option 2

Date	No.	Time	Date	No.	Time
October 11	1	12:30 - 12:50	October 12	1	12:30 - 12:50
	2	14:00 - 14:20		2	14:00 - 14:20
	3	15:30 - 15:50		3	15:30 - 15:50
October 13	1	11:00 - 11:20	October 14	1	11:00 - 11:20
	2	12:30 - 12:50		2	12:30 - 12:50
	3	14:00 - 14:20			
	4	15:30 - 15:50			

 Option 3

Date	No.	Time	Date	No.	Time
October 11	1	13:00 - 13:20	October 12	1	13:00 - 13:20
	2	14:30 - 14:50		2	14:30 - 14:50
	3	16:00 - 16:20		3	16:00 - 16:20
October 13	1	10:00 - 10:20	October 14	1	10:00 - 10:20
	2	11:30 - 11:50		2	11:30 - 11:50
	3	13:00 - 13:20			
	4	14:30 - 14:50			
	5	16:00 - 16:20			

Company Name: _____ **Booth No:** _____

Contact Person: _____ **Job Title:** _____

Tel: _____ **Fax:** _____ **Email:** _____

Authorized Signature: _____ **Date:** _____

Messe Frankfurt Shanghai

Tel: +86 21 6160 8510
 Fax: +86 21 6168 0788
 Email: vivian.lu@china.messefrankfurt.com
 Contact: Ms Vivian Lu

This form must be returned by
25 August 2017
 Fax: +86 21 6168 0788

The Organisers will likely build up outdoor stages with 30 min session provided to exhibitors free-of-charge. Basic lighting & audio equipment will be provided.

Interested exhibitors please describe your plan and include all relevant information, and email your **artist CV & photo** to vivian.lu@china.messefrankfurt.com.

Title of the performance: _____ (Eng) _____ (Chn, if any)

Name of Artist(s): _____

Number of people appearing: _____

Type / style of presentation: _____

Instruments: _____

For demonstration schedule, one or two time slots are available for reservation and subject to final decision of the Organisers. Please indicate your preferred schedule:

Acoustic music stage

October 11	<input type="checkbox"/> before noon	<input type="checkbox"/> afternoon
October 12	<input type="checkbox"/> before noon	<input type="checkbox"/> afternoon
October 13	<input type="checkbox"/> before noon	<input type="checkbox"/> afternoon
October 14	<input type="checkbox"/> before noon	<input type="checkbox"/> afternoon

Electronic and Electronic music stage

October 11	<input type="checkbox"/> before noon	<input type="checkbox"/> afternoon
October 12	<input type="checkbox"/> before noon	<input type="checkbox"/> afternoon
October 13	<input type="checkbox"/> before noon	<input type="checkbox"/> afternoon
October 14	<input type="checkbox"/> before noon	<input type="checkbox"/> afternoon

Note: We will draw up very strict plans to ensure no overlapping of performances between stages and noise level is under regulations. It will only be possible for us to meet request for special days or times to a limited extent. Session availability subject to first-come-first-served basis.

The Organisers will confirm the performance sessions with exhibitors by separate email.

Company Name: _____ **Booth No:** _____

Contact Person: _____ **Job Title:** _____

Tel: _____ **Fax:** _____ **Email:** _____

Authorized Signature: _____ **Date:** _____

Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd

Tel: +86 755 8299 4989 ext. 537 / 551
Fax: +86 755 8299 2015
Email: sponsorship@hongkong.messefrankfurt.com
Contact: Mr. Lance Liu / Ms. Christy Huang

This form must be returned by
28 August 2016
Email / Fax

To take advantage of advertising and sponsorship, we offer you a range of opportunities for presenting your company in various media to support your trade fair appearance. Please contact us today!

Shanghai Show Daily	Shanghai show Daily is the official daily newspaper and will be distributed to all visitors for free during the fair.	Please refer Appendix V for rate card.
Fair Catalogue	Music China fair catalogue, containing comprehensive details of exhibitors and products, is available during the fair.	Please refer Appendix IV for advertising fee and details.
Onsite advertising	During the fair dates, promotional banners and billboards can be placed around the entrances of fairgrounds. As an exhibitor at the fair, you may take advantage of these banners and billboards to advertise your company, brand or product.	
Online advertising	With targeted advertising measures on the internet you will reach fair visitors and buyers before, during and after the actual event; and maximise your trade fair success!	

Company Name: _____ **Booth Number:** _____
Contact Person: _____ **Title:** _____
Tel: _____ **Fax:** _____
Email: _____ **Website:** _____
Signature: _____ **Company Stamp:** _____

Messe Frankfurt (HK) Ltd

Tel: +852 2230 9245

Fax: +852 2519 6079

Email: virginia.ip@hongkong.messefrankfurt.com

Contact: Ms Virginia Ip

This form must be submitted by
online system
21 July 2017

FREE Advertisement of Company or Brand logo

ONE logo of your company or brand will be posted in exhibitor list online under Music China website.

Exhibitor List Layout:

Logo	Company name	Booth no.
-------------	--------------	-----------

Terms & Conditions:

- 1) ONE logo will be posted
- 2) JPEG format in 300dpi or above
- 3) Logo size or file size over 1.5MB will not be accepted
- 4) The logo must be submitted by exhibitor manual online system.

Company Name: _____ Booth No: _____

Contact Person: _____ Job Title: _____

Tel: _____ Fax: _____ Email: _____

Authorized Signature: _____ Date: _____

Your Personal Check list

The most important things to do!

- Do you have a valid passport?
- Have you applied for a visa?
- Have you registered all on-site staff for exhibitor badges?
- Have you made your travel arrangements?
- Have you checked all the forms and regulations?
- Have you arranged the shipment of your goods / exhibits?
- Have you handed in the special design layout to organiser?
- Have you got the approval for double-deck booth from HAH?
- Have you checked / ordered your booth equipment?
- Have you ordered an interpreter or booth assistant?
- Have you sent the catalogue entry with your agent detail?
- Have you thought about advertising opportunities?
- Have you settled all the payments?

Note: Any inconvenience caused by not adhering to deadlines and / or not following the rules and regulations will not be the responsibility of the Organisers.

-----✂-----Exhibition venue address in Chinese-----

Please take me to 请带我到
上海新国际博览中心
上海市浦东龙阳路 2345 号
邮编: 201204

SNIEC – Shanghai New International Expo Centre
2345 Longyang Road, Pudong, Shanghai
Postal code: 201204

Tel: +86 21 2890 6666

Fax: +86 21 2890 6777



Furniture & Fittings Catalogue 家具安装目录



CC-05
黑色皮扶手椅
Black leather arm chair
560*550*820H



CC-07
办公椅(黑)
Office chair (black)
500*560*870-970H



CC-08
会议椅(木纹)
Meeting chair
560*500*920H



CC-09
会议椅(白)
Meeting chair (white)
420*500*930H



CC-10
贝壳椅(白)
Meeting chair (white)
600*600*780H



CC-11a
葫芦椅(红)
Meeting chair (red)
480*550*800H



CC-11b
葫芦椅(白)
Meeting chair (white)
480*550*800H



EC-08
折椅
Folding chair
450*400*455H



EC-09
铝休闲椅
Aluminium chair
460*550*800H



EC-11
洽谈椅
Conference chair
580*600*900H



EC-12a
S型吧椅(黑)
Bar stool (black)
370*850H



EC-12b
S型吧椅(白)
Bar stool (white)
370*850H



EC-12c
S型吧椅(红)
Bar stool (red)
370*850H



EC-13a
太空吧椅(黑)
Bar stool (black)
440*650-870H



EC-13b
太空吧椅(白)
Bar stool (white)
440*650-870H



EC-13c
太空吧椅(红)
Bar stool (red)
440*650-870H



Furniture & Fittings Catalogue 家具安装目录



EC-14a
L型吧椅(黑)
Bar stool (black)
360*400*760-860H



EC-14b
L型吧椅(白)
Bar stool (white)
360*400*760-860H



EC-14c
L型吧椅(红)
Bar stool (red)
360*400*760-860H



EC-15
行政椅
Executive chair
600*560*900-1000H



AU-02
单人沙发
Sofa
800*730*790H



AU-03
双人沙发
Sofa
1300*730*790H



AU-04
三人沙发
Sofa
1800*730*790H



AU-05
单人休闲沙发
Sofa
800*770*850H



AU-06
双人休闲沙发
Sofa
1470*770*850H



AU-07a
单人休闲沙发(黑)
Sofa (black)
600*570*730H



AU-07b
单人休闲沙发(红)
Sofa (red)
600*570*730H



ET-01
玻璃茶几
Long glass coffee table
1200*600*430H



ET-02
玻璃茶几
Glass coffee table
600*600*430H



ET-03
玻璃茶几
Long glass coffee table
1100*550*450H



ET-04
玻璃茶几
Glass coffee table
550*550*450H



ET-05
玻璃圆桌
Glass round table
800*750H



Furniture & Fittings Catalogue 家具安装目录



ET-06
白圆桌
Round table
800*750H



ET-07
木纹圆桌
Round table
800*750H



ET-08
黑木纹圆桌
Round table
800*750H



ET-10
木纹圆吧台
Bar table
600*1100H



ET-11
黑木纹圆吧台
Bar table
600*1100H



ET-19
会议桌
Meeting table
1400*700*750H



ET-20
会议桌
Meeting table
1400*700*750H



PF-01
问询台
Info counter
1030*535*750H



PF-02
低玻璃展示柜
Low glass showcase
1030*535*1000H



PF-03
锁柜
Lockable cupboard
1030*535*750H



PF-04
高玻璃展示柜
Tall glass showcase
1030*535*2000H



PF-05
水盆锁柜
Wash basin
1030*535*1000H



PF-07/PF-08
展示柜
Tall/Low display cube
535*535*750H/535*535*500H



PF-12
方桌
Square table
650*650*750H



PF-13
电视机架
TV stand
740*535*1000H



FS-01/SS-01
斜/平层板
Sloped/Flat shelf
1000*300



Furniture & Fittings Catalogue 家具安装目录



ED-01
锁门
Lockable door
950*1910H



ED-02
折门
Folding door
950*2000H



CH-01
A4资料盒
A4 catalogue holder (acrylic)
235*55*280H



CH-02
1米信箱
Catalogue holder (metal)
970*50*280H



CH-03
立式资料架
Magazine holder
380*1500H



CH-04
立式资料架
Magazine holder
270*250*1200H



CH-05
立式资料架
Magazine holder
380*1500H



ES-06
画架
Easel
1500H



ES-07
立式衣架
Coat hanger
320*1700H



ES-08
轮式衣架
Wheeled coat hanger
1200*500*1600H



ES-09
R8衣架
R8 coat hanger



ES-11
拉带围栏
Belt barricade
1000-1200*900H



ES-12
长桌
Long table w/ apron
1800*600*750H



SL-001
40W日光灯
40W fluorescent tube



SL-004/006
100W射灯/长臂射灯
100W spotlight/longarm spotlight



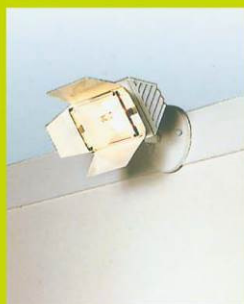
SL-020
50W石英长臂射灯
50W halogen longarm spotlight



Furniture & Fittings Catalogue 家具安装目录



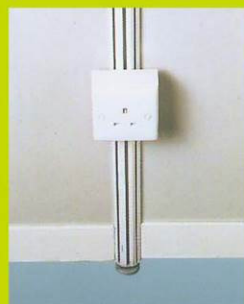
SL-021
300W小太阳灯
300W floodlight



SL-023
150W石英小太阳灯
150W halogen floodlight



SL-024
150W镝灯
150W HQI floodlight



插座
Power socket



EW-01
废纸篓
Wastepaper basket



EE-02
90L冰箱
90L refrigerator
550*550*860H



EE-03
140L冰箱
140L refrigerator
550*550*1350H



EE-04
立式饮水机
Water dispenser
300*300*960H



EE-05
蒸馏咖啡机
Distilled coffee maker
140*280*280H



EE-06
磨豆咖啡机
Coffee machine
300*400*400H



42英寸等离子电视机及DVD播放器
42" plasma TV w/ DVD player



盆栽植物
Potted plant

如需查询, 请致电
For enquiry, please contact:

Pico IES Group (China) Co., Ltd.
No.188, XinChen Road.,
Shanghai, 201204, China

笔克主理(上海)展览服务有限公司
上海市新陈路188号
邮编: 201204

Tel: 86-21-51960990
Fax: 86-21-51908290
Email: ies.sh@cn.pico.com

Pico. Total Brand Activation.

www.pico.com

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Hong Kong • Kuala Lumpur • Kuwait • London • Los Angeles • Macau • Melbourne • New Delhi • Noida • Seoul • Shanghai • Shenzhen • Singapore • Sydney • Taipei • Tokyo

REGULATION FOR PROTECTION OF INTELLECTUAL PROPERTY RIGHTS

DURING EXHIBITION

Aiming at protecting the intellectual property rights (the "IPR") including patent, trademark, copyright etc. during Exhibition, this regulation (the "Regulation") is formulated in accordance with the Measures for Protection of Intellectual Property Rights jointly promulgated by Ministry of Commerce, State Administration of Industry and Commerce, State Copyright Bureau and State Intellectual Property Office on March 1, 2006.

In order to protect the IPR and to promote the healthy development of Music China (the "**Exhibition**"), the Organisers of the Exhibition (the "**Organisers**") will invite the officers from Shanghai Bureau of Intellectual Property (for infringement of patent and copyright) and Shanghai Administration of Industry and Commerce (for infringement of trademark) and lawyers specialized in IPR protection to compose the Complaint Review Panel (the "**CRP**"). The CRP will be responsible for consultancy service related to IPR, and reviewing the IPR disputes happened during the Exhibition in accordance with the IPR disputes handling rule stipulated below and the laws and regulations in respect of IPR.

Acceptance of Complaint

If the exhibitor deems that the products exhibited (the "**Exhibits**") by any other exhibitor infringe its patent, trademark or copyrights, he / she may file complaint with the CRP and shall submit to CRP and be liable for the following materials:

1. Legitimate and effective certificate or title in respect of the IPR, including but not limited to,
 - i) Patent infringement - the certificate of patent, the copy of public notice of patent, the certification on the legal status of the patent and the Identity certification of patentee;

(Documents evidencing patent-related rights, including patent specification of invention and utility model, or pictures and photographs of design, which are made public by State Intellectual Property Office of P.R.C; search reports of existing patent law or the counterpart of patent registry etc.)
 - ii) Trademark infringement - the trademark registration documents which is confirmed by the signature of complainant and the identity certification of the trademark holder; or
 - iii) Copyright infringement - the certificate of copyrights, identity certification of copyright holder.
2. The name of Exhibits in question, name and booth number of respondent;
3. Copy of business license of complainant, if the complainant is not the IPR holder, the complainant shall provide a copy of license agreement in respect of such IPR;
4. Evidence and cause against the infringement;
5. If the complaint is raised by attorney of exhibitor, the Power of Attorney shall be submitted; and
6. Any other materials the CRP may require.

The complainant shall warrant that all the materials are authentic and effective, and shall indemnify the respondent, and be liable for any loss and damage resulting from the unauthentic complaint materials or any other unfaithful complaint.

If any of the following occurs, the CRP shall not accept the complaint:

1. The materials submitted by the complainant do not meet the CRP's requirement and the complainant does not supplement the relevant materials required after notified by the CRP.
2. The complainant or claimant has filed litigation in connection therewith in a court.
3. The proceeding to declare the invalidity of patent is pending.
4. There is any dispute in respect of the patent, which is in court session or the proceeding by patent administration;
5. The patent has expired and the patentee is resuming the patent.
6. The trademark is invalid or has been revoked.
7. Any other circumstances that CRP deems inappropriate to accept a complaint.

Subsequent to the receipt of complaint materials required, the CRP shall notify the respondent and request it to response within 24 hours. The respondent declining the complaint shall submit the relevant evidence; otherwise, it shall promptly withdraw the Exhibits in question and never re-exhibit the same.

If the respondent does not submit the relevant evidences, or the materials submitted can not prove that it does not infringe any IPR, nor does the respondent withdraw the Exhibits in question, the CRP shall have the right to request the respondent to: i) suspend the display of such Exhibits; ii) destroy and suspend distribution of advertising material of such Exhibits; and iii) to remove the exhibiting board of such Exhibits. If the respondent objects to the aforementioned measures, the CRP may send complaint materials and relevant information to the competent administration of IPR for handling in accordance with the law.

Subsequent to the end of exhibition, the complainant shall resolve such IPR dispute through the court or administration of IPR; otherwise, the CRP will not accept the complaint with respect to the same Exhibits in the Exhibition thereafter.

The Organisers shall have the right to revoke the exhibiting qualification of the exhibitor that displayed the Exhibits in question for times and adversely affects the reputation of Exhibition.

The CRP shall coordinate and cooperate with the administration of IPR and reserve the rights to take necessary actions in accordance with the actual situation.

If any queries, please contact Ms Vivian Lu from Music China Team before the show or meet us at Organiser office:

Tel: +86 21 6160 8510

Fax: +86 21 6168 0788

Email: vivian.lu@china.messefrankfurt.com

Website: www.musikmesse-china.com





Dear Exhibitors

RULES AND REGULATIONS ON 3C CERTIFICATE DURING EXHIBITION

According to the China law and legislative regulation, the catalogue products either marketed by domestic manufacturers or imported which is under the Compulsory Certification system must obtain the certificate and mark of China Compulsory Certification mark before they are imported or marketed.

The Organisers will accompany with the Shanghai Authority of Quality Supervision and Inspection to inspect the following exhibits and implement the rules and regulations related to 3C Certificate during the exhibition period. Exhibitors are requested to prepare the certificate copies for all the related exhibits during the exhibition upon request. Exhibitors who are unable to present supporting documents may be at a risk of violating local law. Your kind compliance and cooperation on this matter would be appreciated.

Audio and Video Products Subject to China Compulsory Certification

1. Electronic organs, electrical keyboard, digital keyboard;
2. Electrical piano and digital piano;
3. Low-voltage Electrical Apparatus;
4. Active loud speaker system having single or multiple speaker with the max. output sound power under 500W (R.M.S.);
5. Audio power amplifiers;
6. Equipment and components for cable distribution systems of sound signals.

For details of 3C regulation, please visit China Compulsory Certification official website www.ccc-cn.org

If any queries, please contact Ms Vivian Lu from Music China Team:

Tel: +86 21 6160 8510

Fax: +86 21 6168 0788

Email: vivian.lu@china.messefrankfurt.com

Website: www.musikmesse-china.com

music

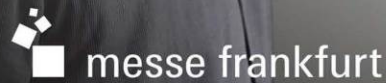
CHINA

11 – 14.10.2017

Shanghai New International Expo Centre

Sponsorship and advertising

It's my tune



music

CHINA

(A) Sponsorship option

A01 Visitor lanyard

Visitor lanyards will be distributed at the registration counters.

- Sponsor's logo or product logo and the show's logo (1-colour) will appear on one side of the lanyard
- The design must be approved by the organisers in advance

Price:

- (a) Joint sponsor: RMB 22,000
(b) Exclusive sponsor : RMB 80,000



A02 Internet / Rest area

Visitors would love to congregate here for free internet and Wi-Fi service.

- Sponsor's name and/or logo to be displayed on all relevant on-site signage
- Sponsor's flyers will be displayed at the internet area

Price:

- (a) Title sponsor : RMB 15,000
(b) Logo only : RMB 5,000



A03 Wi-Fi billboard



Sponsor's logo or product logo will appear on the board
At 2# entrance

Price: RMB 15,000

A05 Welcome dinner

Sponsor for this key industry networking event attended by key industry players and exhibitors.

- Sponsor's name and/or logo to be displayed on invitation materials and all relevant on-site signage
- Sponsor's flyers to be distributed at the event reception table
- Sponsor to be thanked by the Master of Ceremony on stage

Price: RMB 50,000 (exclusive sponsor)

A04 Visitor badge

All visitors are required to wear the visitor badge when entering the exhibition halls.

- Sponsor's logo and/or product advertisement will appear at the top of the badge
- The design must be approved by the organisers in advance

Price:

- (a) Joint sponsor: RMB 22,000
(b) Exclusive sponsor : RMB 80,000

A06 Show bag

Turn the visitors into walking adverts for your company! Show bags will be distributed on-site to all visitors and printed with sponsor's logo and/or product advertisement and show's logo.

- The design must be approved by the organisers in advance

Price:

- (a) Joint sponsor: RMB 40,000
(b) Exclusive sponsor : RMB 80,000

music

CHINA

(A) Sponsorship option (Cont'd)

A07 Pre-registration gift for visitor

Pre-registered visitors will receive a gift at the registration counters.

- Sponsor's logo will be printed on gifts
- The design must be approved by the organisers in advance

Price: RMB 30,000

A08 Visitor souvenir

Gifts will be distributed to all visitors inside the venue.

- Sponsor's logo and/or product logo together with show's logo will be printed on gifts
- The design must be approved by the organisers in advance

Price: RMB 30,000

A09 T-shirt

T-shirts with sponsor's presence will be worn by supporting staff throughout the show period.

- Sponsor's logo and/or product advertisement, together with the show's logo will be printed on T-shirts
- The design must be approved by the organisers in advance

Price: RMB 5,000



music

CHINA

(B) Printed material

B01 Visitor ticket advertising

Visitor ticket will be sent to potential visitors in China and abroad. Advertising on the back of the ticket or logo insertion are possible.

Ticket trim size: 216mm (W) x 96mm (H)

Price: 10,000 units RMB 8,000

B02 Postcard

Advertise on the visitor postcard by showing your company logo. (Printed on one side of postcard)
The postcard will be sent to more than 100,000 potential visitors before the show opens.

Price: one logo RMB 3,000

B03 Show preview

Advertise in the show preview which features selected exhibitor products and profiles. This will be circulated to more than 100,000 buyers around the world before the fair opens. E-version is also available.

Price:

(a) : one logo RMB 500

(b) : run-of page ads RMB 5,000

Publication trim size: 216mm (W) x 99mm (H)

B04 Advertisement in visitor guide

Draw the attentiveness of all buyers by highlighting your presence with your ad. (4-colour)

Publication trim size: 210mm (W) x 142mm (H)

Price: Inside regular (Full page, 4-colour) RMB 5,000

B05 Official fair catalogue

Item no.	Item	Specification (W x H, mm)	Unit Price (RMB)
(a)	Company logo at exhibitor profile (1-colour)	10mm (W) x 10mm (H)	800
(b)	Front / Back cover gate fold (4-colour)	420mm (W) x 285mm (H) with 3mm bleed	20,000
(c)	Catalogue back cover (FP, 4-colour)	210mm (W) x 285mm (H) with 3mm bleed	25,000
(d)	Inside front cover (FP, 4-colour)	210mm (W) x 285mm (H) with 3mm bleed	15,000
(e)	Inside back cover (FP, 4-colour)	210mm (W) x 285mm (H) with 3mm bleed	9,000
(f)	Fly page (FP, 4-colour)	210mm (W) x 285mm (H) with 3mm bleed	15,000
(g)	2-Page spread (4-colour)	420mm (W) x 285mm (H) with 3mm bleed	12,000
(h)	Inside regular (FP, 4-colour)	210mm (W) x 285mm (H) with 3mm bleed	5,000
(i)	CD back cover (4-colour)	125mm (W) x 125mm (H) with 3mm bleed	15,000
(j)	Bookmark (4-colour)	45mm (W) x 155mm (H)	15,000

4

music
CHINA

(C) On-site advertising option



C01 Large outdoor billboard
Specification: 8m (W) x 5m (H)
Location: East and North side of East and South square
Description: Outdoor billboard (large)
Price: (a) RMB 15,000 (Prime location)
(b) RMB 11,000 (Non - Prime location)



C02 (a) Small outdoor billboard
Specification: 4m (W) x 5m (H)
Location: East and North side of East and South square
Description: Outdoor billboard (small)
Price: RMB 6,000



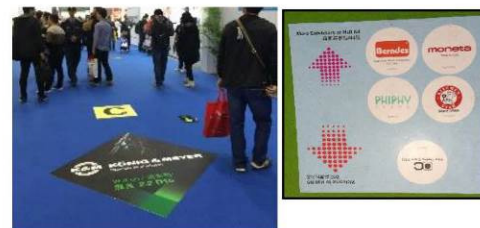
C02 (b) Corridor ad on the ground
Specification: 3m (W) x 2.5m (H)
Location: The corridor between each exhibition halls / Outside corridor
Description: Moveable corridor ad on the ground
Price: RMB 8,000



C03 Corridor ad on the ceiling
Specification: 5m (W) x 0.7m (H)
Location: The corridor between each exhibition halls
Description: Corridor ad on the ceiling
Price: (a) RMB 650 / side (Ad release charge only)
(b) RMB 1,800 / side (Ad release charge + production included)



C04 Outside square ad-board
Specification: 3m (W) x 4m (H)
Location: Outside square
Description: Ad board
Price: RMB 10,000



C05 Floor graphics
Specification: 100cm (W) x 100cm (L) (full size)
20cm (W) x 20cm (L) (logo only)
Location: Outside halls or corridor between exhibition halls
Description: Floor graphics (full size) / Logo signage
Exhibitor's advertising message will be displayed on floor graphics
Price: (a) RMB 5,000 (full size)
(b) RMB 1,500 (logo only)

music
CHINA

(C) On-site advertising option (Cont'd)



C06 Inter-hall shuttle bus ad
Specification: 70cm (H) x 240cm (L)
Location: Outside exhibition halls
Description: Exhibitor's advertising message will be displayed on inter-hall shuttle (Triangular roof)
Price: RMB 15,000 / shuttle



C07 Inter-hall shuttle bus station ad
Specification: 200cm (W) x 100cm (H)
Location: Outside exhibition halls
Description: Inter-hall shuttle stand (2 sides)
Exhibitor's advertising message will be displayed on the stand
Price: RMB 25,000 / stand



C08 Flag ad
Specification: 60cm (W) x 160cm (H)
Location: Surround the exhibition center
Description: Two flags on each side of the lighting pole.
30 poles / set
Combination of half exhibitor's ad. and half organiser's ad. (15 poles : 15 poles)
Price: RMB 20,000 / 30 poles



C09 Movable outdoor board ad
Specification: 4m(W) x 5m(H)
Location: Outside exhibition halls
Description: Movable ad outdoor board on main passageway (2 faces)
Price: RMB 16,000



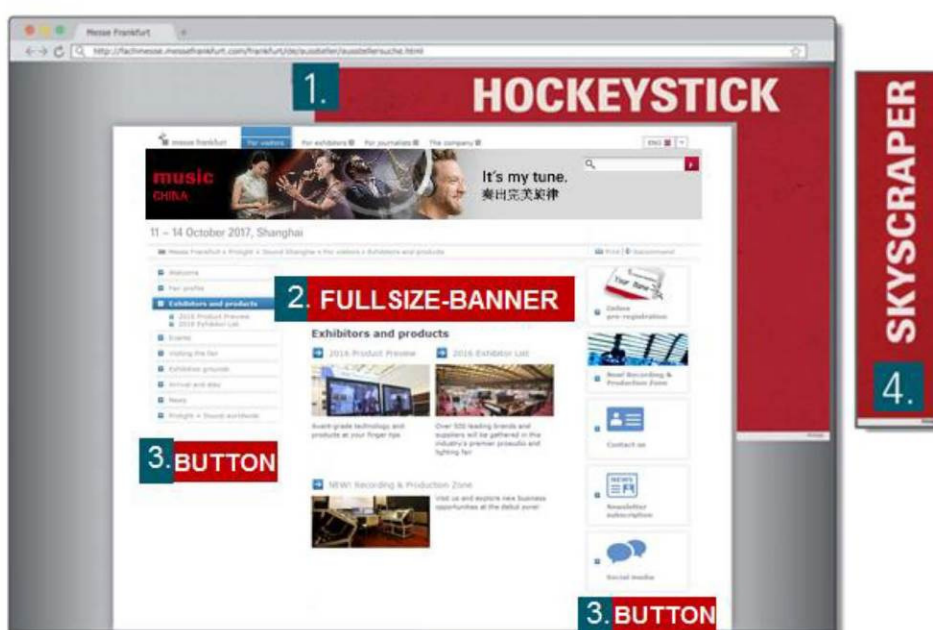
C10 Exhibition guide system ad
Description: 3 seconds exposure of the exhibitor's advertising when click the exhibition hall plan
Price: RMB 8,000

music CHINA

(D) Online promotion option

D01-D05 Online banner

Music China 2017, organised by Messe Frankfurt, dedicates to stakeholders of the technology industry. Its official website www.music-china.hk.messefrankfurt.com offers an exclusive spot to draw the attention from all attendees. Grab this 4-month golden advertising opportunity in no time!



www.music-china.hk.messefrankfurt.com	Banner Location	Dimension	Price (RMB)
	D01 Hockeystick	728 x 90 + 160 x 600 px	20,000
Exhibitors and product page (5 rotations)	D02 Full size	468 x 60 px	12,000
	D03 Button (Left)	175 x 69 px	5,800
	D04 Button (Right)	175 x 69 px	5,800
	D05 Skyscraper	160 x 600 px	10,000

Notes:

1. The general activation period for a digital banner is 3 months prior to the trade fair and 1 month after closing.
2. All applicants are on a first-come-first-served basis.
3. All materials must be submitted to the organiser on or before 15 Sep 2017. Messe Frankfurt (HK) Co Ltd does not warrant the timely start of the advertising banner if the material is not submitted compliant to the requested format, is delayed, has technical flaws or includes compromising content.
4. Messe Frankfurt (HK) Co Ltd reserves the right to make the final decision in the event of any dispute.

music CHINA

(D) online promotion option

D06. E-newsletter

Advertise in E-newsletter by showing your company logo (4-colour) with your web link. More than three E-newsletter will be emailed to over 100,000 potential visitors before the show opens.

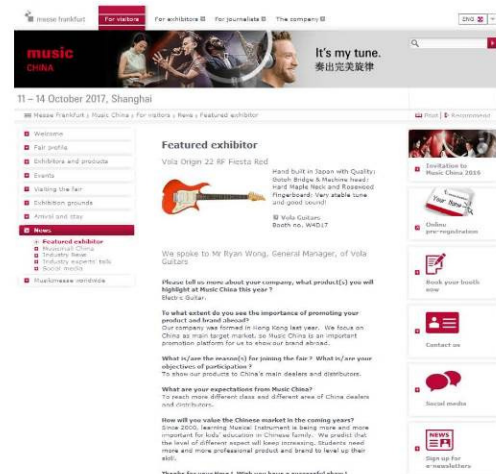
Price: RMB 1,000



D07. Official website – News and update

Announce your updated company news in the “News and Update” section of the official show website.

Price: RMB 4,000



Notes:

1. The general activation period for a digital banner is 3 months prior to the trade fair and 1 month after closing.
2. All applicants are on a first-come-first-served basis.
3. All materials must be submitted to the organiser on or before 15 Sep 2017. Messe Frankfurt (HK) Co Ltd does not warrant the timely start of the advertising banner if the material is not submitted compliant to the requested format, is delayed, has technical flaws or includes compromising content.
4. Messe Frankfurt (HK) Co Ltd reserves the right to make the final decision in the event of any dispute.

music**CHINA**

11 – 14 October 2017
The Shanghai New International Expo Centre

Please return to:
Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd
Attn: Mr. Lance Liu / Ms. Christy Huang
Tel: +86 755 8299 4989 ext. 537 / 551
Fax: +86 755 8299 2015
Email: sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship and Advertising

Quantity	Items / Specifications		Unit Price (RMB)
A) Sponsorship option			
A01	Visitor lanyard	(a) Joint sponsor	22,000
		(b) Exclusive sponsor	80,000
A02	Internet / Rest area	(a) Title sponsor	15,000
		(b) Logo only	5,000
A03	Wi-Fi billboard		15,000
A04	Visitor badge	(a) Joint sponsor	22,000
		(b) Exclusive sponsor	80,000
A05	Welcome dinner		50,000
A06	Show bag	(a) Joint sponsor	40,000
		(b) Exclusive sponsor	80,000
A07	Pre-registration gift for visitor		30,000
A08	Visitor souvenir		30,000
A09	T-shirt		5,000
B) Printed material			
B01	Visitor ticket		8,000
B02	Postcard		3,000
B03	Show preview	(a) One logo	500
		(b) Run - of page ads	99mm (H) x 216mm (W) 5,000
B04	Visitor guide inside regular		142mm (H) x 210mm (W) 5,000
		(a) Company logo at exhibitor profile (1-colour)	10mm (H) x 10mm (W) 800
		(b) (Front / Back cover gate fold (4-colour)	285mm (H) x 420mm (W) 20,000
		(c) Catalogue back cover (FP, 4-colour)	285mm (H) x 210mm (W) 25,000
B05	Official fair catalogue	(d) Inside front cover (FP, 4-colour)	285mm (H) x 210mm (W) 15,000
		(e) Inside back cover (FP, 4-colour)	285mm (H) x 210mm (W) 9,000
		(f) First page (FP, 4-colour)	285mm (H) x 210mm (W) 15,000
		(g) 2-Page spread (4-colour)	285mm (H) x 420mm (W) 12,000
		(h) Inside regular (FP, 4-colour)	285mm (H) x 210mm (W) 5,000
		(i) CD back cover (4-colour)	125mm (H) x 125mm (W) 15,000
		(j) Bookmark (4-colour)	155mm (H) x 45mm (W) 15,000

Company Name: _____

Booth number: _____

Signature: _____

Date: _____

music

CHINA

11 – 14 October 2017

The Shanghai New International Expo Centre

Please return to:

Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd

Attn: Mr. Lance Liu / Ms. Christy Huang

Tel: +86 755 8299 4989 ext. 537 / 551

Fax: +86 755 8299 2015

Email: sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship and Advertising

Quantity	Items / Specifications	Unit Price (RMB)	
C) On-site advertising option			
C01	Large outdoor billboard	(a) 8m (W) x 5m (H) - Prime location	15,000
		(b) 8m (W) x 5m (H) - Non - Prime location	11,000
C02	(a) Small outdoor billboard	4m (W) x 5m (H)	6,000
	(b) Corridor ad on the ground	3m (W) x 2.5m (H)	8,000
C03	Corridor ad on the ceiling	(a) 5m (W) x 0.7m (H) (Ad release charge only)	650
		(b) 5m (W) x 0.7m (H) (Ad release charge + production included)	1,800
C04	Outside square ad-board	3m (W) x 4m (H)	10,000
C05	Floor graphics	(a) 100cm (W) x 100cm (L) - full size	5,000
		(b) 20cm (W) x 20cm (L) - logo only	1,500
C06	Inter-hall shuttle bus ad	70cm (H) x 240cm (L)	15,000
C07	Inter-hall shuttle bus station ad	200cm (W) x 100cm (H)	25,000
C08	Flag ad	60cm (W) x 160cm (H)	20,000
C09	Movable outdoor board ad	4m (W) x 5cm (H)	16,000
C10	Exhibition guide system ad		8,000

D) Online advertising			
D01	Hockystick	728 x 90 + 160 x 600 px	20,000
D02	Fullsize	468 x 60 px	12,000
D03	Skyscraper	160 x 600 px	10,000
D04	Left button	175 x 69 px	5,800
D05	Right button	175 x 69 px	5,800
D06	E-newsletter	Logo	1,000
D07	Official website	News and update	4,000
Grand Total :			

Terms & Conditions:

- Full payment should be rendered upon receipt of the invoice, the remittance should be faxed / e-mailed to the organisers.
- Orders without payment or have not submitted remittance will not be processed.
- Reservation of advertisement space will be arranged on a "first-come-first-served" basis.
- The organisers is not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
- Late arrival will be liable for omission of the advertisement and the cost paid will not be refunded.
- Advertising rates do not include colour separation films. Typesetting, artwork and filmmaking will be charged at RMB 1,500 if no such colour separation films are provided.
- Advertising layout must be in JPG, TIF, AI, CDR or PDF format, with minimum 300dpi. Advertisers are advised to provide a thumbnail in JPG format for verification purposes. Advertising file in AI format needs outlines.
- Advertisers need to submit the application form by **28 August 2017** and supply the appropriate production file by **11 September 2017** to sponsorship@hongkong.messefrankfurt.com and that all company logos and materials are subject to approval by the organisers. Details of specification of advertisement or all required materials will be notified to exhibitor once organisers accepted the application.
- The above order form must be accompanied by full payment to Messe Frankfurt (HK) Ltd
 - Bank Name: The Hongkong and Shanghai Banking Corp Ltd
 - Bank Address: No.1 Queen's Road Central, Central, HK
 - USD A/C No.: 511-017758-274
 - RMB A/C No.: 511-017758-285
 - A/C Holder: Messe Frankfurt (HK) Ltd
 - Swift code: hsbckhkhkh
- All bank charges are borne by the exhibitors / sponsors.
- All designs must be approved by the show organisers in advance and the organisers reserve the right to decline any advertisement.
- Organisers reserve the right to vary, decline or terminate the above programme and services. The decision of organisers will be final.
- Please contact us for more details at sponsorship@hongkong.messefrankfurt.com.

We agreed to abide by the terms & conditions outlined in the Music China 2017 Sponsorship & Advertising agreement.

Company name: _____ Contact person: _____

Company address: _____

Tel/cell phone: _____ Fax: _____ E-mail: _____

Signature (with company stamp): _____ Date: _____

Shanghai Show daily

展会日报

Shanghai 11.10. - 14.10.2017

music
CHINA 2017 中国 (上海) 国际乐器展
prolight+sound
SHANGHAI 2017 上海国际专业灯光音响展



INTEX

messe frankfurt

Shanghai Show daily

Shanghai Show daily

展会日报

Thursday, October 27, 2016

舒伯乐登上上海乐展 追求极致好声音
引领耳机新热潮
Superlux landed Music China, and lead the new wave of headsets.

Roland 与皇族信昌科技共同发布合作开发电钢琴
Roland and FinePiano on piano development

今日主要活动索引
2016年10月27日 星期四

今日主要活动索引
2016年10月27日 星期四

今日主要活动索引
2016年10月27日 星期四

今日主要活动索引

Rate Card 2017

2017年10月29日 星期六

Music China
Prolight + Sound Shanghai
11.10. - 14.10.2017

- 2 The Medium
- 3 Contacts and Deadlines
- 4 Formats and Prices
- 5 Copy and Films
- 6 General Terms and Conditions

THE MEDIUM

2

The official daily newspaper of the Music China/ Prolight+Sound Shanghai

With daily bulletins from the show itself, the Shanghai Show Daily is the preferred medium of communication for those participating in the Music China/Prolight+Sound in Shanghai.

It is aimed at trade visitors and consumers as well as all exhibitors. The Shanghai Show Daily appears with a different issue on each day of the show. It's bilingual in chinese and english.

All news on all days

Many visitors spend more than one day at the Music China/ Prolight+Sound Shanghai, on average. For this reason, the product reports appear in all four issues of the Shanghai Show Daily thus ensuring that reach all visitors.

Concise and clearly arranged by topic, the product information is designed to be sifted, read and assimilated in the shortest possible time.

Daily news produced overnight

Besides the business informations, the Shanghai Show Daily offers a selection of highlights that happens at the show – up to date, every day:

- performances by international stars
- business news
- bulletins on the latest developments in the sector
- background information and analysis of trends
- comments and opinions of key players in the industry

The Team

The proven, reliable and professional team of the Frankfurt Daily, the journal of the Musikmesse/Prolight+Sound, is going to produce the Shanghai Show Daily in 2017.

Distribution

The Shanghai Show Daily 2017 is handed out to visitors free of charge at the entrances to the trade fair. Prior to that, a copy is delivered hot off the presses to each booth before the fair opens. Visitors and exhibitors can even collect their Shanghai Show Daily 2017 on the transfer-busses from the hotels to the fair centre in the morning.

Shanghai Show Daily E-Paper

The Shanghai Show Daily will be additionally published in a digital version. The e-paper is going to be send out to 10.000 readers worldwide via email and people can download it from the magazine website. A version compatible for smartphone will also be available there.

Shanghai Show Daily is a cooperation of:

music
CHINA

prolight+sound
SHANGHAI



INTEX messe frankfurt



PPVMEDIEN
We communicate music

Publishers**PPVMEDIEN GmbH**

PObox 57, D-85230 Bergkirchen, Germany
 Phone: +49 8131 56 55-0
 Fax +49 8131 56 55-10

in cooperation with:

MICE Cultural Diffusion (Shanghai) Co., Ltd.

12L, No.15, Lane 258, Yongtai Rd.,
 Pudong New Area, Shanghai, China

Overnight deliveries**PPVMEDIEN GmbH**

Dachauer Straße 37b, D-85232 Bergkirchen, Germany

Bank account

Commerzbank, Promenadeplatz, 80273 München
 Konto-Nr. 38 505 11 00, BLZ 700 800 00
 IBAN: DE1470080000385051100, BIC: DRES DE FF 700

Contacts**Editorial****Jia Xu**

Phone: +86 18121212826

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 Pudong New Area, Shanghai, China
 Phone: +86 18121212826

Project Manager China: Jia Xu

Advertising sales Europe

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Advertising sales North America

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 603 Haven Lane, Clarks Summit, PA 18411

Production

Christopher Przybilla
 Phone: +49 8131 56 55-13, christopher.przybilla@ppvmedien.de



Jia Xu



David Kramny



Joe Statuto

Deadlines 2017

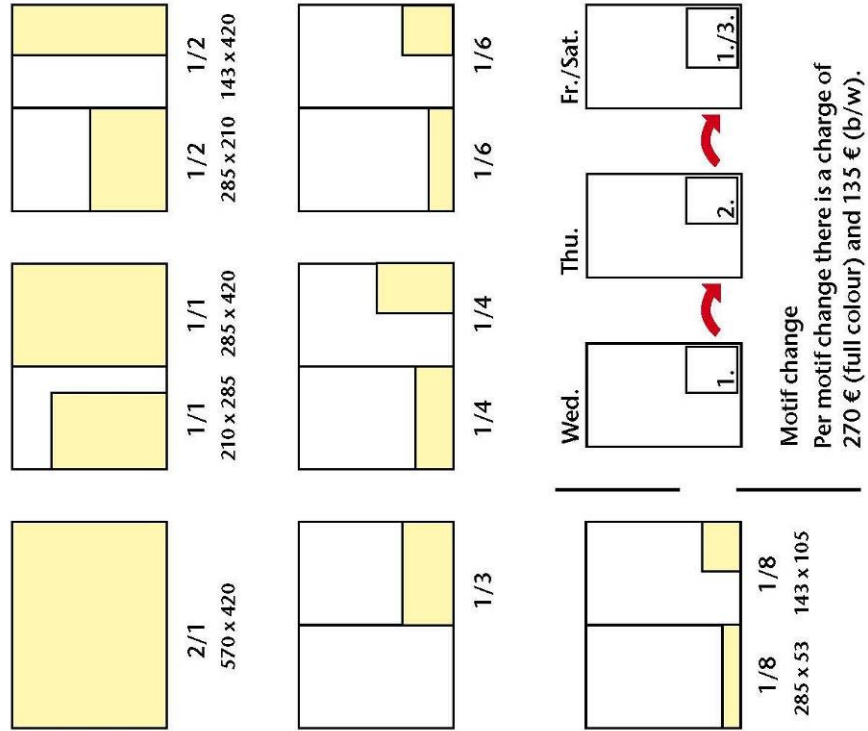
Editorial Mo. 28. August 2017
 Advertisements (booking) Fri. 15. September 2017
 Advertising (copy) Wed. 20. September 2017

ADVERTISEMENT FORMATS AND PRICES 2017

All-In-One-Package
(all issues)

Maximum media coverage at an optimal price — Your ad appears in all issues.

Size	Trim (Bleed 3-5 mm)	W x H in mm	b/w	4-colour
In fractions of a page				
1/1 full size	285 x 420	285 x 420	3.630 €	4.820 €
1/1 regular	210 x 285	210 x 285	3.050 €	3.950 €
1/2 vertical	143 x 420	143 x 420	2.080 €	2.700 €
1/2 horizontal	285 x 210	285 x 210	2.080 €	2.700 €
1/3 horizontal	285 x 140	285 x 140	1.440 €	1.890 €
1/4 portrait	143 x 210	143 x 210	1.210 €	1.500 €
1/4 horizontal	285 x 105	285 x 105	1.210 €	1.500 €
1/6 horizontal	285 x 70	285 x 70	860 €	1.100 €
1/6 portrait	143 x 140	143 x 140	860 €	1.100 €
1/8 horizontal	285 x 53	285 x 53	690 €	870 €
1/8 portrait	143 x 105	143 x 105	690 €	870 €
2/1-page	570 x 420	570 x 420	6.725 €	9.100 €
Motif change			135 €	270 €



Motif change
Per motif change there is a charge of
270 € (full colour) and 135 € (b/w).

COPY AND FILMS

5

CTP Process

The Shanghai Show Daily is produced using the Computer-To-Plate (CTP) process throughout, so please send us your data in the appropriate format. Please note that films must be digitalized; an additional charge is made for this.

When files reach us before the advertising copy deadline, upon request we will produce a proof for clearance; this is also chargeable. We'll respectfully ask you to use our detailed instructions for pdf-formats that you will receive when placing your order.

Data transmission

Data transfer is of crucial importance to the smooth flow of production.

Please note the following points when creating your documents:

- all image data should be in CMYK format with a resolution of 300 dpi (1:1 representation) and should be stored in TIFF or EPS formats.
- overfill and overprint settings should be checked paying particular attention to the correct overprinting of black.
- special colours should be deleted or replaced by CMYK colours
- a trim allowance of 3mm is required.
- whether copying your files to a disc or transmitting them by some other means, please be sure to include all the requisite images and fonts (Type 1 Postscript fonts only).
- please screen your data for viruses prior to transmission. We will delete virus-infected files immediately and these will not be processed.

Delivery as files

We can directly process advertising files produced by the following applications on the Macintosh OS and Windows PC: QuarkXPress (up to v.6.5), InDesign (up to v.CS2), Freehand (up to v.MX), Illustrator (up to v.12.0), Photoshop (up to v.9.0), hiRes pdf-files.

Images and fonts

When sending us your data, please be sure to enclose all the requisite images and fonts.

Data transfer

Discs: CD-ROM or DVD-R are fine. Please do not send rewritable mediums (e.g. DVD-RW).

Data transfer by FTP

Ask Christopher Przybilla for the access information
Phone: +49 (0) 8131-56 55-13, christopher.przybilla@ppvmedien.de

E-mail: Send your documents to: christopher.przybilla@ppvmedien.de

Printing process

Offset, 4-colour according to DIN ISO 12647, raster width 54 to 60

GENERAL TERMS AND CONDITIONS

1. The term "advertising order" in the General Terms of Trade that follow refers to the contract for the publishing of one or several advertisements of an advertiser in a publication with the aim of dispersal.
2. In case of doubt, the delivery of advertisements for publication can be called for within a year of the conclusion of the contract. If in the context of an agreement the right to call for delivery of individual advertisements is granted, the order is to lapse within a year of the appearance of the first advertisement, in as far as delivery of the first has been called for and it has been published within the period named in the first sentence. In the case of terminations, the Customer is entitled, within the agreed limit or that stipulated in clause 2, to call for delivery of further advertisements over and above the quantity stipulated in the contract.
3. If the contract is not fulfilled as a result of circumstances for which the Publisher is not responsible, the Customer, regardless of any other legal obligations, must refund to the Publisher the difference between the discount granted and that which would correspond with the actual purchase. The refund does not apply if the non-fulfilment results from force majeure where the risk falls to the Publisher. In commercial practice, responsibility for the premeditated acts or gross negligence of simple agents for whom a party is vicariously liable is limited to foreseeable damage.
4. No guarantee is offered that advertisements and inserts will be placed in particular numbers of, particular issues of, or particular locations within, a publication, unless it has been expressly agreed that the advertisement or insert will appear in particular numbers of, particular issues of, or in particular locations within, the publication.
5. Advertisements which, due to their editorial presentation are not recognisable as advertisements, will be clearly labelled by the Publisher with the word "Anzeige" to make clear that they are in fact advertisements.
6. The Publisher reserves the right to reject orders for advertisements – even legally binding confirmed orders and individual requests for delivery within an agreement – as well as orders for inserts or supplements on account of the content, origin or technical form in accordance with uniform, objectively justifiable fundamental principles of the Publisher if their content in the considered opinion of the Publisher offends against the law, official regulations or standards of decency or it would be unreasonable to expect the Publisher to publish them. Orders for inserts or supplements only become binding upon the Publisher once a sample has been presented to, and approved by, the Publisher. Inserts or supplements whose format or presentation is such as to give readers the impression that they are part of the magazine or newspaper or which contain third-party advertisements are not accepted. The Customer will be notified immediately in such cases that the order has been rejected.
7. The Customer is responsible for the punctual delivery of the text of the advertisement as well as of faultless print documents, supplements or inserts. The Publisher has the right to demand that noticeably unsuitable or damaged print materials should be replaced immediately, if these are not delivered on time or before the agreed printing deadline, the Contractor is entitled, in as far as this is possible, to bring such materials as are unsuitable for printing into a printworthy condition at the Customer's expense (new layout, smooth films, copies of colour sets etc.). The Publisher guarantees the usual quality of printing for the relevant publication within the limitations imposed by the print materials. The colours used are according to the Euroscale, special colours will be as close to the model as it is possible to come using Euroscale colours, the charges for which depend upon the number of scale colours required. Special colours not created using scale colours will, like print perforations, only be used upon request.
8. The Customer has a claim in the case of fully or partly illegible, incorrect or incomplete printing of the advertisement to a reduction of the price or else to a faultless replacement advertisement, but only to the extent that the effectiveness of the advertisement has been impaired. If the Publisher allows a reasonable period of grace for doing this to expire, the Customer has the right to withdraw from the contract. Claims for compensation based on impossibility of performance, delay, positive claim violation, indebtedness at the conclusion of the contract and tort are excluded, unless they are based on premeditation or gross negligence on the part of the Publisher, its legal representatives or an agent for which it is vicariously liable. Further liability of the Publisher is excluded unless damage has resulted directly as a result of the violation of warranted characteristics. Complaints must be made within four weeks of the appearance of the publication. The Publisher accepts no liabilities for deficiencies resulting from telephone, telex or faxed transmissions of any kind nor for the accuracy of translations.
9. Proofs are delivered only if expressly requested. The Customer bears the responsibility for the accuracy of the delivered proofs. If two days before printing is due to begin, the Customer has still not returned a proof that was delivered to him on time, this will be construed as approval of the proof by the Customer.
10. In the case of delays in payment, the Publisher can postpone further performance of the current contract until payment is made and demand prepayment in respect of performance of the rest of the contract. If reasonable doubts exist as to the ability of the Customer to pay, the Publisher is entitled, even during the running period of an advertising agreement to make the appearance of further advertisements conditional on prepayment of the full amount and the settlement of other invoices awaiting payment even if a credit period has been previously agreed.
11. If desired, the Publisher will deliver in return for a fee documentary proof that an advertisement has appeared; depending upon the type and extent of the advertising contract, this may take the form of a clipping, a page or an entire issue of the magazine. In cases where such evidence can no longer be obtained, the Publisher will supply instead a legally binding written confirmation that the advertisement has been published and of its circulation.
12. The insertion of advertisements proceeds continuously from the next available issues in the absence of an agreement to the contrary. The Publisher reserves the right to delay the date of publication for technical or other reasons. No responsibility is accepted for the insertion of advertisements in particular locations or particular issues. If advertising contracts do nonetheless contain stipulations as to placement, the other conditions of the contract will continue to be valid in all circumstances even if the stipulations as to placement cannot be complied with. Stipulations as to placement will be surcharged at the agreed unit rate. The exclusion of competitors is not possible.
13. Costs for the making up of ordered relief plates, stencils and drawings as well as for significant alterations requested by the Customer or for which the Customer is responsible to the performance originally agreed will be borne by the Customer.
14. In the case of digital displays, the Publisher undertakes to use the care of a proper merchant for the custody and transmission of the supplied material. Registered letters and express letters containing digital displays will be forwarded by normal post. The responsibility to forward ends eight weeks after the appearance of the digital displays.
15. Stencils will only be returned if this is expressly requested by the Customer. The duty to store them ends three months after the appearance of the last advertisement.
16. The place of performance is the head office of the Publisher. The place of jurisdiction, in so far as the law does not provide otherwise, is that of the head office of the Publisher. In the case that the head office or the usual place of residence of the Customer at the time of the institution of proceedings is unknown or else in the case where the Customer after conclusion of the contract moves his head office or usual place of residence beyond the scope of the law, it will be agreed that the place of jurisdiction is that of the head office of the Publisher.