

Application Form

NO HANDWRITING ACCEPTABLE

please type into the spaces and return the form to: ccbf@bolognafiere.it

Company Info The following data will be published in the directory, online, booth fascia and all official materials

Company name _____

Address _____

Website _____ Country / Territory _____ Post code and City _____ Country / Territory of headquarter _____

Email address _____ Phone _____ Fax _____

Exhibiting brand / Inprint: 1 _____ 2 _____ 3 _____ 4 _____

Nature of business (Multiple choice)

☐ Publishing Houses ☐ Digital Publishers ☐ Audio-visual Publishers ☐ Agents ☐ Content Developers
☐ Distributors ☐ Wholesalers and Retailers ☐ Printers and Packagers ☐ Professional Service Providers
☐ Education and Training Institutions ☐ Software and Game Enterprises ☐ Education and Culture Product Enterprises ☐ Intellectual Property related Enterprises Others, please specify _____

Contact Person (Mandatory)

Name _____ Mr Ms Job Title _____ E-mail _____

Mobile _____ Tel _____ / _____ / _____ Fax _____ / _____ / _____

Copyright contact (Optional) CCBF will keep you updated on match making opportunities for copyright trade

Name _____ Job Title _____ E-mail _____ Tel/Mobile _____

PR & Marketing contact (Optional) CCBF will keep you updated on promotion services for company/new product/event/collaboration

Name _____ Job Title _____ E-mail _____ Tel/Mobile _____

Distribution contact (Optional) CCBF will keep you updated on match making opportunities for distribution

Name _____ Job Title _____ E-mail _____ Tel/Mobile _____

Invoicing information (Mandatory for administration purposes).

The Exhibitor, acting on the basis of a mandate in the name and on behalf of the entity to which the relevant invoice is issued, shall remain liable.

Company Name _____ Address _____

City and Postcode _____ Country _____

Email to send the invoice (invoice will ONLY be sent by E-MAIL) _____

You are: a taxable entity / person or a private individual

If you are a taxable entity/person please indicate: VATcode _____ Tax Identification number _____

OR tick here: no VAT code in our country no Tax Identification number

If you are a professional/private individual, please indicate date and place of birth _____

Categories (Mandatory. Please type "x" before the corresponding category description)

Age groups (Please select) ☐ Under 3 (A) ☐ 4-6 (B) ☐ 6-12 (C) ☐ 12-16 (D) ☐ Over 16 (E)

Our products belong to the following fields (multiple choice):

| | | | | |
|---|--|--|--|---|
| 1. Illustrated Book <input type="checkbox"/> Activity books (101) <input type="checkbox"/> Board books (102) <input type="checkbox"/> Novelty books (103) <input type="checkbox"/> Painting and colouring books (105) <input type="checkbox"/> Picture books (104) <input type="checkbox"/> Pop-up books (106) 2. Children's and Juvenile Literature <input type="checkbox"/> Fairy tales (204) <input type="checkbox"/> Fiction (201) <input type="checkbox"/> Novels (202) <input type="checkbox"/> Poetry (203) 3. Educational <input type="checkbox"/> Dictionaries (301) <input type="checkbox"/> Education (302) <input type="checkbox"/> Geography (303) <input type="checkbox"/> History (304) | <input type="checkbox"/> Language courses (305) <input type="checkbox"/> Music (306) <input type="checkbox"/> Psychology (307) <input type="checkbox"/> Religion (308) <input type="checkbox"/> Science (309) <input type="checkbox"/> Teaching (310) <input type="checkbox"/> Technical studies (311) <input type="checkbox"/> Text books (312) 4. Non-Fiction <input type="checkbox"/> Art (401) <input type="checkbox"/> Biographies (402) <input type="checkbox"/> Cinema and TV tie-ins (403) <input type="checkbox"/> Encyclopaedias (404) <input type="checkbox"/> Non-fiction (405) <input type="checkbox"/> Reference books (406) 5. Sport and Hobbies <input type="checkbox"/> Cooking (507) <input type="checkbox"/> Entertainment (501) <input type="checkbox"/> Hobbies (502) | <input type="checkbox"/> How-to-books (503) <input type="checkbox"/> Leisure (504) <input type="checkbox"/> Nature and Environment (508) <input type="checkbox"/> Pets (505) <input type="checkbox"/> Sport (506) 6. Miscellaneous <input type="checkbox"/> Almanacs (601) <input type="checkbox"/> Animation Derivatives (613) <input type="checkbox"/> Calendars (602) <input type="checkbox"/> Children's Special Needs Books (611) <input type="checkbox"/> Comics (603) <input type="checkbox"/> Decal/Transfers (604) <input type="checkbox"/> Games (609) <input type="checkbox"/> Gift books (605) <input type="checkbox"/> Graphic Novels (612) <input type="checkbox"/> Original Books (610) <input type="checkbox"/> Periodicals (606) <input type="checkbox"/> Picture cards (607) | <input type="checkbox"/> Posters (608) <input type="checkbox"/> Stationery (614) 7. Digital and Multimedia <input type="checkbox"/> Apps (701) <input type="checkbox"/> Audio books (703) <input type="checkbox"/> Audiovisual products (702) <input type="checkbox"/> Devices (707) <input type="checkbox"/> Digital platform (708) <input type="checkbox"/> ebooks (704) <input type="checkbox"/> Educational Software (705) <input type="checkbox"/> Games (709) <input type="checkbox"/> Hardware (712) <input type="checkbox"/> Multimedia (710) <input type="checkbox"/> Services (706) <input type="checkbox"/> Websites (711) 8. Service <input type="checkbox"/> Education Training (801) <input type="checkbox"/> Logistics/Supply Chain Services (805) | <input type="checkbox"/> Offline Sales Channels (802) <input type="checkbox"/> Online Trading Platform (803) <input type="checkbox"/> Raw Materials/ Printing/ Packaging/ Design Services (804) 9. Entertainment <input type="checkbox"/> Animation (901) <input type="checkbox"/> Drama (902) <input type="checkbox"/> Other Derivative Activities (905) <input type="checkbox"/> Show (903) <input type="checkbox"/> Special exhibition/Carnival (904) 10. Media, Association and others <input type="checkbox"/> Industry Association (1001) <input type="checkbox"/> Professional Media (1002) <input type="checkbox"/> Research Institution (1003) <input type="checkbox"/> Trade Promotion Agency (1004) <input type="checkbox"/> Others (1005), Please specify : _____ |
|---|--|--|--|---|

Please select one of the above categories (eg 2 Children's and Juvenile Literature) as your main exhibit:

* The organiser will provide corresponding promotion and service according to the main exhibits you selected.

Application Form

2018 China Shanghai International
Children's Book Fair
Nov. 9-11, 2018 (Friday – Sunday)
Shanghai World Expo
Exhibition & Convention Centre, China



Booth Application (Mandatory)

Step 1: Please select the Zone (Mandatory, Single choice)

Copyright Zone: Copyright Trade, Copyright Cooperation
Nov. 9-11 only for professional visitors

**Hybrid Zone: Copyright, Distribution, Channel,
Partnership, Promotion, Retail**
November 9 for professional visitors / November 10-11 for all visitors

Step 2: Please select the exhibition zone and booth type | Participation Fee Description

(The price mentioned below is not inclusive of tax, VAT to be charged separately)

| Booth type | Area | Sqm/ | Copywright zone/Hybrid zone | | Total amount |
|---|--------------|-----------------|---|--|--------------|
| | | | Before May 31 st (Euro/sqm) | After May 31 st (Euro/sqm) | |
| Raw space | ≥ 36sqm | | | | |
| Standard booth (A)* | 9sqm | | | | |
| | 18/27/36 sqm | | | | |
| Upgrade booth (B)* | 9sqm | | | | |
| | 18/27/36 sqm | | | | |
| Premium booth (C)* | 18/27/36 sqm | | | | |
| Registration fee (each Exhibitor and each Joint Exhibitor) | | <u>Quantity</u> | | | |
| GRAND TOTAL | | | | | +VAT if d |

* Please refer to the follow-up "Booth Type and Specification".

➤ **Open side** (Please select)

1 side open
From 9 sqm

2 sides open
From 36 sqm

3 sides open
From 72 sqm

Island
From 108 sqm

Note: The Organiser reserves the ultimate right to allocate open side.

Terms of payment

A 50% deposit of the Grand-total is due with signed contract. The balance payment shall be made prior to 7th September 2018.

| Payment must be made by BANK TRANSFER only | Important instructions to your bank about the transfer charges: |
|---|--|
| Beneficiary: BolognaFiere S.p.A. – Ref. CCBF 2018 Bank name: CARISBO S.p.A. IBAN: IT 70 L 06385 02461 100000003941 - BIC/SWIFT Code: IBSPIT2B | For NON EU Countries: "OUR" For EU Countries: "SHA" |

Please attach the payment slip to your application form and return both to ccbf@bolognafiere.it

Promotional opportunities (Optional, details will be provided upon request)

- | | | | |
|---|---|--|---|
| <input type="checkbox"/> Stage / Meeting room | <input type="checkbox"/> Official sponsor | <input type="checkbox"/> Advertising (Printing / Online / Venue / Materials) | <input type="checkbox"/> Sponsor for forum / seminar / activities |
| <input type="checkbox"/> Various awards | <input type="checkbox"/> Golden Pinwheel International Young Illustrators Competition | <input type="checkbox"/> Business match making | <input type="checkbox"/> City Link / Off-site activities |

Print Name

Title

Date

Company seal and representative signature

We hereby apply for exhibition and agree all regulations of CCBF 2018 and the Terms and Conditions attached to this application form (pag#4), and on behalf of the vendors of our company to participate in the exhibition agree to abide by the rules and requirements of the organiser for this exhibition.

Print Name

Title

Date

Company seal and representative signature

Booth Type & Specification

2018 China Shanghai International
Children's Book Fair
Nov. 9-11, 2018 (Friday – Sunday)
Shanghai World Expo
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(A) Standard Booth

| Structure | 9M ² | 18M ² | 27 M ² | 36 M ² |
|--------------------------------------|-----------------|------------------|-------------------|-------------------|
| Max. stand height: 2.5M | √ | √ | √ | √ |
| Carpet (Grey) | √ | √ | √ | √ |
| Wall panel (white, aluminum frame) | √ | √ | √ | √ |
| Fascia board | √ | √ | √ | √ |
| Furniture | | | | |
| Reception desk (white, aluminum) | 1 | 2 | 3 | 4 |
| Round table (white, wooden top) | 1 | 2 | 3 | 4 |
| Arm chair (black, leathery) | 3 | 6 | 9 | 12 |
| Sloped shelf (white, aluminum frame) | 12 | 24 | 36 | 48 |
| Waste paper basket | 1 | 1 | 2 | 2 |
| LED spotlights (white, 9W) | 3 | 6 | 9 | 12 |
| Power socket (500W, 13A/220V) | 1 | 1 | 2 | 2 |



(B) Upgrade Booth

| Structure | 9M ² | 18M ² | 27 M ² | 36 M ² |
|--------------------------------------|-----------------|------------------|-------------------|-------------------|
| Max. stand height: 3.5M | √ | √ | √ | √ |
| Carpet (Grey) | √ | √ | √ | √ |
| Wall panel (white, aluminum frame) | √ | √ | √ | √ |
| Fascia board (KT board, logo) | √ | √ | √ | √ |
| Furniture | | | | |
| Reception desk (white, aluminum) | 1 | 1 | 2 | 2 |
| Stool (black, leather cushion) | 1 | 1 | 2 | 2 |
| Round table (white, wooden top) | 1 | 2 | 3 | 4 |
| Chair (white, wooden) | 3 | 6 | 9 | 12 |
| Sloped shelf (white, aluminum frame) | 12 | 24 | 36 | 48 |
| Waste paper basket | 1 | 1 | 2 | 2 |
| LED spotlights (white, 9W) | 3 | 6 | 9 | 12 |
| Power socket (500W, 13A/220V) | 1 | 1 | 2 | 2 |



(C) Premium Booth

| Structure | 18 M ² | 27 M ² | 36 M ² |
|--|-------------------|-------------------|-------------------|
| Max. stand height: 3M | √ | √ | √ |
| Carpet (Grey) | √ | √ | √ |
| Wall panel (white, wooden panel, 2.5M H) | √ | √ | √ |
| Entrance frame (blue, wooden) | √ | √ | √ |
| Fascia board (light box) | √ | √ | √ |
| Furniture | | | |
| Reception desk (blue top, white structure) | 1 | 2 | 2 |
| Stool (black, leather cushion) | 1 | 2 | 2 |
| Round table (white, wooden top) | 2 | 3 | 4 |
| Chair (white, wooden) | 6 | 9 | 12 |
| Sloped shelf (white, aluminum frame) | 15 | 22 | 30 |
| Cupboard (white, aluminum frame, lockable) | 5 | 7 | 10 |
| Waste paper basket | 1 | 2 | 2 |
| LED spotlights (white, 9W) | 6 | 9 | 12 |
| Power socket (500W, 13A/220V) | 1 | 2 | 2 |



Note: it is allowed to order additional furniture, please refer to exhibitors manual.

Terms and Conditions

2018 China Shanghai International
Children's Book Fair
Nov. 9-11, 2018 (Friday – Sunday)
Shanghai World Expo
Exhibition & Convention Centre, China



Exhibition: 2018 China Shanghai International Children's Book Fair

Venue: Shanghai World Expo Exhibition & Convention Centre, China
No. 1099, Guozhan Road, Pudong, Shanghai

Date: Nov. 9th (Friday) – 11th (Sunday) 2018
Nov. 9th – 10th, 09:00 - 17:00
Nov. 11th, 09:00 - 16:00

Approved by: State Administration of Press, Publication, Radio, Film and Television

Organised by: Shanghai Press & Publication Administration, China Education Publishing & Media Group Ltd., China Universal Press & Publication Co., Ltd.

Co-organised by: Ronbo BolognaFiere (Shanghai) Ltd.*

**the joint venture among:* Shanghai XinHua Distribution Group Co., Ltd, China Education Publishing & Media Group Ltd., China Universal Press & Publication Co., Ltd. and BolognaFiere S.p.A.

Powered by: BolognaFiere S.p.A.

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TERMS AND CONDITIONS

1) ADMITTANCE TO THE EXHIBITION

The following may be admitted as Exhibitors:

a) Chinese and foreign companies wishing to exhibit their own products or services falling under the commercial categories included in the Exhibition. In cases where the companies themselves do not take part in the Exhibition, their dealers, agents or representatives, exclusive and general, may be admitted;

b) Associations, public bodies and other institutions involved in the promotion, study, and dissemination of information in sectors relating to the Exhibition.

Organiser reserves the right to exclude certain services, products or samples, and to prohibit the presentation of products, samples or services in more than one stand in the same product sector.

c) Chinese and foreign companies that have had or still have pending lawsuits or outstanding debts towards Organiser cannot be admitted as Exhibitors.

2) PARTICIPATION IN THE EXHIBITION

Applications must be sent on the relevant form which must be filled in, signed and countersigned; the form shall constitute an irrevocable submission by the applicant and implies his or her acceptance of these "Terms and Conditions" (as well as the "Exhibitor Manual", and all the rules pertaining to the organization and staging of the exhibition in the Exhibition Centre).

Sole and general dealers, agents or representatives are required to enclose with their application a list of the companies they represent and whose products they intend to display. The applicant is required to supply any and all other documentation he may be asked for in order to accept or reject the application and to establish at any time compliance with the terms and conditions for participation at the Exhibition. Organiser has the sole right of interpretation to admit or deny the application of exhibitor.

3) TERMS OF PAYMENT

The participation rates and the registration fee are indicated on the application form. The fee includes rental for the exhibition space, including the services expressly indicated in the General Condition of Participation. In case the exhibitor requires billing with a different subject, under mandate with representation to be documented, the exhibitor will still be liable for all the obligations under this contract. If the participation application is accepted, a first Invoice or Debit Note will be issued for the amount of the advance payment received. The advance payment is 50% share of the whole participation fee. A second Invoice or Debit Note will be issued for the remaining balance due on the basis of the exhibition space allocated. The balance payment shall be made prior to 7th September, 2018. Upon receipt of the acceptance letter, the applicant must pay the amount by the term indicated in Invoice or Debit Note itself. Failure to comply may result in the event organiser considering termination of the contract by noncompliance without warning or decision by a judge. In such a case, formal notice will be provided to the interested party, and –apart from being released from any commitment and to be able to have a stand at one's disposal and assign it to other applicants --will be entitled to full payment --as a penalty --of the advance payment and participation fee, as well as any other contractual amounts due, less any monies possibly already received for said securities and reserving the right to compensation for any potential damages.

4) NON-COMPLIANCE AND NON-FULFILLMENT

Failure to comply with the requirements of this regulation and non-compliance with obligations under this contract --also including the case of nonpayment -- Organiser, taking into account the seriousness of the matter, may impose the following sanctions on Exhibitors:

- Not activate ancillary services including all utilities required for the smooth functioning of the allocated exhibition space;

- Prohibit the supply of exhibitor badges; provided visitors' tickets; catalogs and any other material related to participation;

- Order the immediate removal of non-admissible products --with the authority to intervene directly and immediately should the Exhibitor not comply forthwith --; reserve the right to impose additional penalties;

- Order the immediate closure of the stand --with the authority to intervene directly and immediately should the Exhibitor not comply forthwith --; reserve the right to impose additional penalties;

- Order the exclusion of the Exhibitor from successive editions of the event.

In no event shall the Exhibitor be entitled to reimbursement or compensation of any kind and will remain obligated to pay Organiser the full amount for the participation fees. Organiser also will in any case entitled to claim damages and costs incurred for the publication of material supplied to the Exhibitor potentially not delivered and for the removal of the products displayed and/or closure of the stand and/or the possible preparation of the exhibit space, including assignment to different exhibitors. By virtue of the delinquencies referred to above, Organiser will require full compensation for damages, which include both the actual damages as well as those stemming from a loss of profits.

5) STAND ALLOCATION

Stand allocation is the sole responsibility and competence of Organiser.

Any specific indications or requests made by Exhibitor shall be regarded as purely indicative; they may not restrict or influence the application.

Furthermore, Organiser has the right to move or reduce a stand already allocated or to transfer it to

another exhibition area; this does not entitle the participant to any form of indemnity or compensation. Organiser is obliged to inform the Exhibitor of the above said measures at the latest twenty days prior to the start of the Exhibition, by means of registered letter or any other means, including email.

6) RIGHT OF WITHDRAWAL

Any participant who, through proven lawful impossibility, is unable to take part in the Exhibition, may withdraw from the contract, documenting the reasons therefore and advising Organiser to this effect in written notification made by registered letter, telex, facsimile, telegram or email no later than 60 days prior to the Exhibition opening date, without prejudice to Organiser's right to withhold advance of payment and the advance of payment as conventional penalty and any other rights to compensation for additional damages, as appropriate.

Should said notice be tendered less than 60 days before the Exhibition opening date, the participant shall be required to pay the whole of the participation fee, plus any other direct or indirect damages accruing to Organiser. Organiser may dispose of the stand and may even allocate it to other Exhibitors. Organiser will decide on the legitimacy of the causes preventing the firm from taking part.

If notice of cancellation is not given and the Exhibitor fails to prepare his own stand, he shall be deemed in default to all intents and purposes and shall be required to pay not only the whole participation fee, but also the direct and indirect damages incurred by Organiser. Organiser may dispose of the stand by allocating it to other Exhibitors.

Organiser may at its discretion withdraw from the participation agreement up to 14 days before the Exhibition opening date, and - for reasons relating to the organization of the Exhibition and its proper functioning - up to the day of opening. In this eventuality Organiser will not be obliged to provide indemnity or compensation of any kind, but shall return the participation fee where these have already been received.

7) Exhibits

All exhibits shall conform to the laws and regulations of the People's Republic of China and show full respect for the country's sovereignty and territorial integrity. Exhibitors are prohibited from exhibiting, distributing, playing and screening any content irrelevant to cultural exchange, book trading or promotion of their own brand image at any location of the venue.

8) INSURANCE

The Exhibitor must have adequate insurance coverage against any, and all, eventualities throughout the entire exhibition for their personnel, equipment, third party liability claims and movement of equipment into and out of the exhibition hall.

9) CLAIMS

Any claims relative to the organization and the production of the event must be immediately made in writing to the organiser no later than seven days after the conclusion of the event.

Subsequent claims will not constitute a subject of dispute with Organiser.

10) INTELLECTUAL PROPERTY

The products and goods on display, as well as the stands housing them, may not be photographed, drawn or in any way reproduced without the authorization of the Exhibitor and Organiser. However, Organiser reserves the right to film, reproduce, advertise and authorize the filming, reproduction and advertising of general and detailed outside and inside views, and may permit their sale or even sell them directly.

Exhibitor hereby represents and warrants that the Exhibited Items and Stands do not infringe upon the intellectual property rights of any third party, including without limitation, any invention patent, any utility patent, design patent, trade secret or other intellectual or proprietary rights. The Exhibitor shall handle any disputes related to the intellectual property rights arising from the intellectual property rights of its Exhibited Items and Stands and be liable for the damages thereof and hereby release Organiser from such claim or action. The Exhibitor shall indemnify Organiser and its employees or workers arising from any intellectual property dispute involving its Exhibited Items or Stands.

The organiser is entitled but not obliged to set up an Intellectual Property Right Complaint Office (IPR Office) for each trade fair, whose purpose shall be to support exhibitors in cases of infringement of their IP rights by other exhibitors. The exhibitors or agents should provide active cooperation for the investigation for obtaining the evidence, inspection and enquiry work conducted by the IPR Administration and the judicial department. Any exhibit or material suspected of infringement should be removed from the exhibition. The organiser has the right to refuse participation of any exhibitor found guilty of infringement of intellectual property rights at any future trade fairs. If the exhibitor has complained about another exhibitor or its exhibits in the previous shows and complain this time again, the certifications of the previous complaints should be presented. Otherwise, the IPR Office has the right to refuse its complaint request.

11) PRINTED LITERATURE AND ON-LINE INFORMATION

Organiser reserves the right to gather, print and release the Catalogue and all related information contained in the application form concerning the exhibitors, their products and services in addition to whatever else they showcase or present in any manner that Organiser deems appropriate without any responsibility for omissions, mistakes or malfunctioning, using for this purpose various communication tools (printouts, CD ROM, Internet and/or other).

All provided data refer to applications received up to 45 days prior to the Exhibition's opening date. This in no way affects Organiser's right to change the allocation of stands. What is described above also applies to the content of all informational forms subscribed by the Exhibitor or one of his associates and made available by Organiser even through electronic/ IT media.

12) PAID ADVERTISING

Outside the exhibition area assigned to the Exhibitor, any and every form of publicity or advertising must be carried out through Organiser or through the companies appointed for this purpose by Organiser. Such advertising shall be liable to the payment of a fee and associated tax charges.

13) POSTPONEMENT, REDUCTION OR CANCELLATION OF THE EXHIBITION

It is Organiser's irrevocable and discretionary right to change the dates of the Exhibition, nor does this entitle the Exhibitor to withdraw or in any way annul the contract and gain release from his obligations. Furthermore, Organiser may reduce the Exhibition or even cancel all or certain sectors of it, without being required to pay compensation, fines or damages of any sort. In this eventuality Organiser shall give written notification of the changes made by registered letter, telex, facsimile, telegram or email to be sent no later than 30 days before the start of the Exhibition.

14) GOVERNING LAW AND JURISDICTION

The concluding, execution, explanation and dispute resolution of Terms and Conditions shall be governed by present PRC laws and regulations.

In case any dispute in the execution of Terms and Conditions, each party should settle by amicably. If settlement cannot be reached, any party has the right to file litigation to the court where Organiser domiciled. The losing party should compensate the winning party the litigation fee, attorney fee and any other related fee.

15) HANDLING OF PERSONAL DATA

Organiser and affiliates only use personal data and information of Exhibitors for the purpose of Exhibition and related matters, will not use and not disclose for any other purposes; however in the request of laws and regulation, judicial judgment and governmental agency is the exception.