

Application Form

Digital Hub - Connected Publishing Today

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..... Province/ City.....
Zip Code..... Country of headquarter..... Email address.....
Website..... Phone..... Fax.....

Company introduction in English (within 500 English Characters)

Nature of business (Multiple choice)

- Agent
- Broadcaster
- Developer
- NGO
- Packager
- Printer
- Producer
- Publisher
- Others, please specify

Contact Person (Mandatory)

Name..... Mr Ms Job Title..... E-mail.....
Mobile..... Tel..... /..... /..... /..... Fax..... /..... /.....

Copyright contact (Optional) CCBF will share the below contact information for copyright matchmaking

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 (ALL FIELDS ARE 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..... and 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) 3-6 (B) 6-12 (C) 12-16 (D) Over 16 (E)

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

- Apps (701)
- Audio books (703)
- Audiovisual products (702)
- Devices (707)
- Digital platform (708)
- ebooks (704)
- Educational Software (705)
- Games (709)
- Hardware (712)
- Multimedia (710)
- Services (706)
- Websites (711)

Please indicate one of the above categories as your main exhibit:.....

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

Application Form

Digital Hub - Connected Publishing Today

Booth Application (Mandatory)

Please select the Zone (Mandatory, Single choice)

- Digital Hub: This new lounge is a cost-effective shared space suitable for start-ups, digital led publishers and developers. Located at Copyright Zone**

Nov. 15-17 only for professional visitors

Participation Fee Description

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

Digital Hub	Price €	Quantity	Total amount
The Digital Hub package: <ul style="list-style-type: none"> • exclusive negotiation area (including 1 table and 3 chairs) • 1 charging point • 3 exhibitor badges (free admission to all professional conference) • Service desk assistant • Company name & logo on the signage in the Digital Hub • 1 social media post via CCBF WeChat account • 1 for CCBF Welcome Dinner (Nov. 15) 	€ 900		
Optional Additional Order			
Presentation slot (30 minutes)	€ 400		
42" TV screen	€ 280		
GRAND TOTAL			€ +VAT if due

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

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 6th September 2019.

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

Payment must be made in Euro by BANK TRANSFER only	Important instructions to your bank about the transfer charges:
Beneficiary: BolognaFiere S.p.A. – Ref. CCBF 2019	For NON EU Countries: "OUR"
Bank name: Intesa Sanpaolo S.p.A. Address: Viale Aldo Moro, 60 – 40127 Bologna (BO), Italy	For EU Countries: "SHA"
IBAN: IT 50 T 03069 03390 100000001015 - BIC/SWIFT Code: BCITITMM	

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)

AD, Sponsorship & Venue rental:

- Stage / Meeting room Advertising (Printing / Online / Venue / Materials) Sponsor for forum / seminar / activities Official Sponsor

Official Events:

- Chen Bochui International Children's Literature Awards Golden Pinwheel Young Illustrators Competition Authors Festival

Matchmaking Service:

- Copyright matchmaking Illustrator recommendation IP licensing matchmaking

Print Name

Title

Date

Company seal and representative signature

We hereby apply for exhibition and agree all regulations of CCBF 2019 and the Terms and Conditions attached to this application form (pag#3), 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

Terms and Conditions

Exhibition: Venue: 2019 China Shanghai International Children's Book Fair

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

Date: Nov. 15th (Friday) – 17th (Sunday) 2019
Nov. 15th – 16th, 09:00 – 17:00
Nov. 17th, 09:00 – 16:00

Approved by: Press and Publication Administration

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

Powered by: BolognaFiere S.p.A.

Contact: Greater China only:
Ms. Mariaelena Schiavo Ms. Vivian Jiang
+39 051 282298 +86 21 6190 7300*449
ccbf@bolognafiere.it ccbf@bfchina.net

1) ADMITTANCE TO THE EXHIBITION

The following may be admitted as Exhibitors:

- 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;
- Associations, public bodies and other institutions involved in the promotion, study, and dissemination of information in sectors relating to the Exhibition. Organising committee 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.
- Chinese and foreign companies that have had or still have pending lawsuits or outstanding debts towards Organising committee 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. Organising committee 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, Organising committee will issue a first Invoice or Debit Note for the amount of the advance payment received. The advance payment is 50% share of the whole participation fee. Organising committee will issue a second Invoice or Debit Note for the remaining balance due on the basis of the exhibition space allocated. The balance payment shall be made prior to 6th September, 2019. 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 Organising committee considering termination of the contract by non-compliance 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 -- Organising committee, 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 Organising committee the full amount for the participation fees. Organising committee 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, Organising committee 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 Organising committee. Any specific indications or requests made by Exhibitor shall be regarded as purely indicative; they may not restrict or influence the application. Furthermore, Organising committee 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. Organising committee 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 Organising committee 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 Organising committee'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 Organising committee. Organising committee may dispose of the stand and may even allocate it to other Exhibitors. Organising committee 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 Organising committee. Organising committee may dispose of the stand by allocating it to other Exhibitors. Organising committee 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 Organising committee 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 Organising committee no later than seven days after the conclusion of the event. Subsequent claims will not constitute a subject of dispute with Organising committee.

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 Organising committee. However, Organising committee 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 Organising committee from such claim or action. The Exhibitor shall indemnify Organising committee and its employees or workers arising from any intellectual property dispute involving its Exhibited Items or Stands.

The Organising committee 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 Organising committee 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

Organising committee 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 Organising committee 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 Organising committee'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 Organising committee 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 Organising committee or through the companies appointed for this purpose by Organising committee. 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 Organising committee'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, Organising committee 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 Organising committee 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 Organising committee domiciled. The losing party should compensate the winning party the litigation fee, attorney fee and any other related fee.

15) HANDLING OF PERSONAL DATA

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

Privacy Mandatory Form

Privacy Policy Statement Pursuant to Article 13 of Regulation (EU) No. 2016/679

Pursuant to and having the effects arising from Article 13 of EU Regulation No. 2016/679 of the European Parliament and Council of 27 April 2016 regarding the processing of the personal data of natural persons and the free circulation of such data, which repeals Directive 95/46/EC, and is also called the General Data Protection Regulation (hereinafter "GDPR"), we hereby inform you that the personal data voluntarily submitted by you to Fiere Internazionali di Bologna - BolognaFiere S.p.A. (hereinafter also called the "Company" or "BolognaFiere") will be processed in compliance with the current legal provisions governing the protection of personal data and in any event, in accordance with the confidentiality principles followed by the Company in its operations.

1. Categories of processed data

BolognaFiere shall process the following category of data submitted by you:

- Personal data (such as: first name, family name, age, gender), home or professional address and contact details (telephone number and email address);
- Data regarding your professional position;
- Bank and/or payment details.

2. Purposes of data processing

The personal data made available to BolognaFiere S.p.A. may be used for the following purposes:

- a) in order to enter into or perform a contractual undertaking regarding your participation in a trade show or event to be held on the premises of BolognaFiere (hereinafter called "Event"), and to comply with all statutory, tax, administrative and functional requirements related and/or in any event useful to entering into or performing a contractual undertaking (including all those activities involved in managing the Event);
- b) in order to comply with legal obligations incumbent upon the Company;
- c) in order to conduct statistical surveys and market research;
- d) in order to organize and manage events and meetings, including promotional initiatives;
- e) in order to publish your company data in the catalogue, on the website, on the show guide, on any press releases and communications by email and promotional emails regarding the Event (including the activity necessary to manage on- and off line publication);
- f) in order to send information and promotional communications, also of a commercial nature, as well as advertising material regarding editions of the Event in subsequent years, and the offer of goods and services to be delivered by means of the postal service, Internet, telephone, e-mail, MMS, SMS, from within or outside Italy (including non-European Community member states) by the Company or by natural or legal persons collaborating with the Company's commercial activities, telesales companies, parent companies, subsidiaries and/or associate companies of BolognaFiere Group

3. Processing methods

Personal data shall be processed using the appropriate hard-copy, computer and/or IT-enabled tools strictly for the purposes described above and, in any event, in a manner such as to ensure the security and confidentiality of any data.

4. Submission of personal data and the consequences of refusal to provide same

Provision of personal data for the purposes indicated under points a) and b) of Article 2 above is mandatory. Any refusal to submit and/or the submission of inaccurate and/or incomplete data may have the following consequences:

- (i) our inability to enter into and/or guarantee the regular and timely performance of any contractual obligations;
- (ii) our inability to comply with all statutory, tax, administrative and functional requirements related to and/or in any event useful to entering into or performing a contractual obligation (including all those activities involved in managing the Event). Provision of personal data for the purposes indicated under points c), d), e) and f) of Article 2 above is optional. However, refusal to provide and/or provision of incorrect and/or incomplete data may have the following consequences:
 - (i) our inability to conduct statistical surveys and market research;
 - (ii) our inability to organize, manage and/or allow you to participate in meeting and events even of a promotional nature;
 - (iii) our inability to publish your data in the catalogue, on the website, on the show guide, on any press releases and communications by email and promotional emails regarding the Event (including the activities necessary to manage on- and off-line publication).
 - (iv) our inability to contact you and/or send information and promotional communications, also of a commercial nature, advertising material also regarding subsequent editions of the Event in future years, and the offer of goods and/or services.

5. Personal data recipients or categories of recipients

The following persons within the Company may become cognisant of your personal data: Company shareholders, members of the Board of Directors or other administrative bodies, members of the Statutory Board of Auditors, Company personnel, the Data Protection Officer, and in any event, external the Data Protection Officers, those persons serving as Data Processors or handlers of personal data appointed by the Company in the exercise of their functions.

Personal data may be communicated to qualified persons providing the Company with services necessary to meet the purposes described in Article 2 above, such as, by way of example but not limited to these, parent companies, subsidiaries, associate and/or related companies, suppliers, contractors, sub-contractors, banking and/or insurance companies or other persons and/or bodies providing the Company with services, including ancillary services, linked to the establishment and/or performance of contractual obligations with the Company, (such as, by way of example but not limited to these, banks and/or persons charged with receiving or paying monies, undertakings and insurance companies), and/or all those which, on the Company's behalf or independently, provide the following services to the Company:

- (i) managing and/or updating Internet website and computer and/or IT-enabled tools used by the Company;
- (ii) entering into and/or performing contractual obligations with the Company;
- (iii) conducting statistical surveys and market research;
- (iv) organizing and managing events and meetings, including promotional initiatives;
- (v) sending information and promotional communications, also of a commercial nature, and/or advertising material and/or the offer of goods and services as indicated under Article 2 above;
- (vi) providing legal, tax, social security, accounting, organizational and commercial consultancy;
- (vii) conducting auditing activities.

Your personal data may be transferred outside Italy in compliance with statutory norms currently in force, including to non-European Union countries where the Company has business interests. The transfer of personal data to non-EU countries shall be subject to European Commission Adequacy Decisions and shall also be carried out in a manner such as to provide the appropriate guarantees pursuant to Articles 46 or 47 or 49 of the GDPR. In any event, your personal data shall not be disseminated.

6. Period of the processing

Your personal data shall be processed only for the time necessary to achieve the purposes of the processing operation.

7. Rights of the data subject

We hereby confirm that you are entitled at any time to exercise the rights regarding your personal data within the limits and in accordance with the conditions indicated in Articles 7 and 15-22 of the GDPR.

Should you wish to exercise any of the rights listed below, please contact the Data Controller by sending an e-mail to: privacy@bolognafiere.it. Your request will be answered no later than 30 (thirty) days following receipt by us.

- More specifically, data subjects have the right to:
- withdraw the consent previously given, without, however, said withdrawal in any way calling into question the lawfulness of any consent-based processing carried out prior to withdrawal of consent;
 - request the Data Controller to access, rectify or erase (the so-called "right to be forgotten") personal data, or to restrict processing of personal data regarding them, or to object to processing;
 - obtain the portability of their data;
 - lodge a complaint with the Personal Data Protection Supervisory Authority in the event they believe their rights have been infringed.

8. Data Controller, Data Processor and Data Protection Officer

The Personal Data Controller is Fiere Internazionali di Bologna - BolognaFiere S.p.A., in the person of its pro tempore President, with headquarters in Bologna, Italy, Viale della Fiera No. 20. The updated list of Data Processors is available at the Data Controller's headquarters, or may be requested by email at: privacy@bolognafiere.it.

The Data Protection Officer may be contacted at the following email address: dpo@bolognafiere.it. This Privacy Policy Statement will be subject to updates. BolognaFiere therefore invites data subjects seeking details regarding the processing of their personal data to check periodically the "Legal Notice" section of the corporate website ["www.bolognafiere.it"](http://www.bolognafiere.it).

CONSENT TO THE PROCESSING OF PERSONAL DATA

Having read the above Statement, I hereby consent to my personal data being processed with the methods indicated above, as well as to their communication to the persons or bodies mentioned above and/or to the transfer of my personal data outside Italy for the purposes of:

a. conducting statistical surveys and market research;

I consent I do not consent Date and place..... Signature

X

b. allowing my participation in Events and meetings, also of a promotional nature;

I consent I do not consent Date and place..... Signature

X

c. enabling publication of data in the catalogue, on the website, on the show guide, on any press releases and communications by email and promotional emails regarding the Event, (including the activities necessary to manage on- and off line publication);

I consent I do not consent Date and place..... Signature

X

d. receiving information and promotional communications, also of a commercial nature, as well as advertising material regarding editions of the Event in subsequent years, and the offer of goods and services to be delivered by means of the postal service, Internet, telephone, e-mail, MMS, SMS, from within or outside Italy (including non-European Union member states) by the Company or by natural or legal persons collaborating with the Company's commercial activities, telesales companies, parent companies, subsidiaries and/or associate companies of BolognaFiere Group.

I consent I do not consent Date and place..... Signature

X

To be returned to BolognaFiere together with the "APPLICATION FORM"