

# Joint Exhibition Application Form

Please fill in this application form, sign and email to: [ccbf@bolognafiere.it](mailto:ccbf@bolognafiere.it)

## Main Exhibitor

Company name.....

### We apply for the following companies as our joint exhibitors.

Joint participation must be submitted in writing. **Each joint exhibitor must pay a registration fee of 130 Euro.**

The joint exhibitors confirmed by the organising committee will have the same rights as the exhibitors.

## Joint Exhibitor 1

Company Name..... Company name in Chinese.....

Address..... Postcode.....

Website..... Country / Territory..... Country / Territory of headquarter.....

### Nature of business (Multiple choice)

- A)** Publishing Houses
- B)** Copyright/Literature/ Translation Agencies
- C)** Content Developers
- D)** Digital Publishing and Multimedia
- E)** Distributors
- F)** Wholesalers and Retailers
- G)** Printers and Packagers
- H)** Professional Service Providers
- I)** Education and Training Institutions
- J)** Film Production and Cultural Institutions
- K)** Programming, Software and Game Companies
- L)** Teaching Materials and Cultural Products
- M)** Intellectual Property Companies
- N)** Others, please specify \_\_\_\_\_

**Please select one of the above business (eg A) as your main exhibit:**

\* The organising committee will provide corresponding promotion and service according to the main exhibits you selected. \_\_\_\_\_

### Contact Person (Mandatory)

Name.....  Mr  Ms Job Title..... E-mail.....

Mobile..... Tel..... / ..... / ..... / ..... Fax..... / ..... / .....

## Joint Exhibitor 2

Company Name..... Company name in Chinese.....

Address..... Postcode.....

Website..... Country / Territory..... Country / Territory of headquarter.....

### Nature of business (Multiple choice)

- A)** Publishing Houses
- B)** Copyright/Literature/ Translation Agencies
- C)** Content Developers
- D)** Digital Publishing and Multimedia
- E)** Distributors
- F)** Wholesalers and Retailers
- G)** Printers and Packagers
- H)** Professional Service Providers
- I)** Education and Training Institutions
- J)** Film Production and Cultural Institutions
- K)** Programming, Software and Game Companies
- L)** Teaching Materials and Cultural Products
- M)** Intellectual Property Companies
- N)** Others, please specify \_\_\_\_\_

**Please select one of the above business (eg A) as your main exhibit:**

\* The organising committee will provide corresponding promotion and service according to the main exhibits you selected. \_\_\_\_\_

### Contact Person (Mandatory)

Name.....  Mr  Ms Job Title..... E-mail.....

Mobile..... Tel..... / ..... / ..... / ..... Fax..... / ..... / .....

We hereby apply for exhibition and agree all regulations of CCBF 2020 and the terms and conditions attached to the application form, and on behalf of the vendors of our company to participate in the exhibition agree to abide by the rules and requirements of the organising committee for this exhibition.

\_\_\_\_\_  
Main Exhibitor's Company seal and representative signature/Signature date

\_\_\_\_\_  
Joint Exhibitor's Company seal and representative signature/Signature date

**This application form is the participation contract, will come into effect after stamped, and has the legal effect**

# Terms and Conditions

**Exhibition: 2020 China Shanghai International Children's Book Fair**

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

**Date: Nov. 13<sup>th</sup> (Friday)-15<sup>th</sup> (Sunday) 2020**

**Nov. 13<sup>th</sup> – 14<sup>th</sup>, 09:00 – 17:00**

**Nov. 15<sup>th</sup>, 09:00 – 16:00**

**Approved by:** Shanghai Press & Publication Administration

**Organised by:** Shanghai Xinhua Distribution Group Co., Ltd.

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:**

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ccbf@bolognafiere.it

Greater China:

Ms. Vivian Jiang

+86 21 6190 300\*449

ccbf@bfchina.net

## 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.  
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.

c) 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 7th September, 2020. 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 disclose for any other purposes; however in the request of laws and regulation, judicial judgment and governmental agency is the exception.

## 16) SOUND LEVELS

Exhibitors should ensure that sound levels cause no interference with, nor annoyance to, visitors or other exhibitors. **Speakers and other sound devices should be positioned so as to direct sound into your booth and not into the aisles.** Where a high level of noise, or other objectionable factor, is involved, demonstrations may only take place at the times stipulated by the organisers, who reserve the right to reduce the sound level or switch off audiovisual displays causing problems if the sound level exceeds 70 decibels. The organisers' decision is finalized in any disputes that arise.

**I have read and fully understand and agree with all the above terms.**

January 2020

**Company seal and representative signature/signature date**

# 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;  
- Navigation data (IP address).

### 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, as well as personalized meetings with further trade professionals allowing them access to your data;  
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) the automatic participation/application for awards related to the Event ("Awards Initiatives"), which may also be provided for at different times from those of the Event itself (which do not fall within the scope of Presidential Decree no. 430 of 26 October 2001, as they are similar to artistic and literary competitions) where they meet the requirements for participation provided for under the individual regulations of the Awards Initiatives;  
g) 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), f) and g) 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, as well as personalized meetings with further trade professionals allowing them access to your data;
  - (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) the impossibility to automatically participate/candidate for Awards Initiatives connected to the Event, which may also be scheduled at different times from those of the Event itself;

(v) 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, members of the jury that will select the admitted participants, nominated by BolognaFiere, as well as the institutions in collaboration with BolognaFiere for the realization of the Awards Initiatives, 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, as well as personalized meetings with further trade professionals allowing them access to your data;
- (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 data may also be published, online and offline (for example: Facebook, Twitter, Instagram, LinkedIn, Event website, newsletter), as part of the organization and promotion of Awards Initiatives. 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](mailto: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](mailto:privacy@bolognafiere.it).

The Data Protection Officer may be contacted at the following email address: [dpo@bolognafiere.it](mailto: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 "Privacy Policy" section of the corporate website "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, as well as personalized meetings with further trade professionals enabling them access to your data;

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. allowing the automatic participation/application to the Awards Initiatives related to the Event, as well as the publication, online and offline (by way of example: Facebook, Twitter, Instagram, LinkedIn, Event website, newsletter), of their data within the organization and promotion of the Awards Initiatives.

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

x

### e. 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