

9-11 September 2021  
Shanghai Exhibition Center, Shanghai, China

**Please complete in block letters, sign & return to:**

Messe Frankfurt (Shanghai) Co Ltd  
11/F, Office Tower 1, Century Metropolis, 1229 Century Avenue, Pudong District, Shanghai 200122, P.R. China  
Tel: (86) 21 6160 8555 Fax: (86) 21 6168 0788 Email: interior@china.messefrankfurt.com

To be completed by the organiser:

Customer No: \_\_\_\_\_ Booth Area: \_\_\_\_\_sqm Booth No: \_\_\_\_\_

**Application Form (PLEASE PRINT CLEARLY)**

**1. Exhibiting Company Details (For issuing invoice, may also be used as catalogue entry)**

Company Name: \_\_\_\_\_

Company Name in Chinese (if any): \_\_\_\_\_

Contact person(s): \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Fax: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Country code area code Number Country code area code Number

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**2. Company Details (Please tick all that apply)**

Billing company (for issuing invoice, if different from above). Billing company stamp is also required to apply on section 7.

Principal company / Overseas headquarter

Co-exhibitor (include in exhibitor list and catalogue entry of the exhibiting company)

Company Name: \_\_\_\_\_

Company Name in Chinese (if any): \_\_\_\_\_

Contact person(s): \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Fax: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Country code area code Number Country code area code Number

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**3. Business nature (please tick all that apply):**

- |  |   |
|--|---|
| <input type="checkbox"/> 01 Brand owner        | <input type="checkbox"/> 04 Designer, Studio              |
| <input type="checkbox"/> 02 Manufacturer       | <input type="checkbox"/> 05 Publisher, media              |
| <input type="checkbox"/> 03 Agent, distributor | <input type="checkbox"/> 06 Others, please specify: _____ |

**4. Product groups (please tick all that apply, and indicate the percentage per each category):**

- |  |  |
|--|--|
| <b>01 Dining _____%</b>  | <input type="checkbox"/> 2.4 Room fragrances, candles      |
| <input type="checkbox"/> 1.1 Glass, crystal                            | <input type="checkbox"/> 2.5 Jewelry                       |
| <input type="checkbox"/> 1.2 Porcelain, ceramic                        | <input type="checkbox"/> 2.6 Trend oriented gift articles  |
| <input type="checkbox"/> 1.3 Silverware, silver plated                 | <input type="checkbox"/> 2.7 Beauty and bath products      |
| <input type="checkbox"/> 1.4 Plastic ware                              | <input type="checkbox"/> 2.8 Designer works                |
| <input type="checkbox"/> 1.5 Cutlery, knives, choppers and accessories |  |
| <input type="checkbox"/> 1.6 Cookware                                  | <b>03 Living _____%</b>                                    |
| <input type="checkbox"/> 1.7 Kitchen equipment and appliances          | <input type="checkbox"/> 3.1 Furniture and accessories     |
| <input type="checkbox"/> 1.8 Bar and drinks-related equipment          | <input type="checkbox"/> 3.2 Wall decorations              |
| <input type="checkbox"/> 1.9 Table equipment and decorations           | <input type="checkbox"/> 3.3 Lightings and accessories     |
| <input type="checkbox"/> 1.10 Small electrical appliances              | <input type="checkbox"/> 3.4 Mirrors, clocks, photo frames |
| <b>02 Giving _____%</b>  | <input type="checkbox"/> 3.5 Garden & accessories          |
| <input type="checkbox"/> 2.1 Arts & crafts                             | <input type="checkbox"/> 3.6 Furnishing / Home textiles    |
| <input type="checkbox"/> 2.2 Stationery                                | <b>04 Others, please specify: _____</b>                    |
| <input type="checkbox"/> 2.3 Florists' requisites                      |  |

**CHINA**

<b>5. Brand description</b>	Brand Name: _____	Brand Name: _____
	Brand origin: _____	Brand origin: _____
<b>Please describe your product range</b> (20 words max, this text may also be used as catalogue entry; see point 10)		

<b>6. Participation fee:</b>		
<b>Raw space</b>		
Zone A : RMB 2,160 / sqm		
Zone B : RMB 1,710/ sqm		
<i>Remark: Minimum 36sqm if taking raw space only and build self-design booth</i>		
<b>Standard booth package</b>		
<b>Raw space</b>		<b>Booth construction</b>
Zone A : RMB 2,160 / sqm		RMB 800 / sqm
Zone B : RMB 1,710/ sqm		<i>Each 9sqm booth includes booth construction, side &amp; rear partitions, wall-to-wall carpet, 3 Spot lights, 1 socket outlet, 1 information cabinet, 1 table &amp; 2 chairs, 3 shelves, 1 waste bin, daily booth cleaning</i>
<i>Minimum 9sqm</i>	+	

<b>Participation fee</b>			
<b>Zone A</b>		<b>Zone B</b>	
<input type="checkbox"/> Raw space	_____ sqm (RMB 2,160/sqm)	<input type="checkbox"/> Raw space	_____ sqm (RMB 1,710/sqm)
<input type="checkbox"/> Standard booth (Raw space + Booth construction)	_____ sqm (RMB 2,960/sqm)	<input type="checkbox"/> Standard booth (Raw space + Booth construction)	_____ sqm (RMB 2,510/sqm)
<i>Remark:</i>			
1. Additional Fees (occur upon your request) *2 sides open, 5% extra; 3 sides open, 10% extra; 4 sides open, 15% extra			
2. Payment: 50% deposit is required with application, 50% balance is due on 31 May 2021. For bank account details please see point 5 below.			
3. The organiser remains the right to shut the booth if the exhibits didn't answer for the materials submitted in advance, and the participation fee would be forfeited.			
4. 6% VAT included			
5. The assigned space is subject to organiser's final confirmation.			

<b>7. Name of legally responsible person</b> (Please print last name, first name and sign below):
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- We hereby accept the Specific Terms & Condition on Page 2 of this application form and General Terms & Conditions of the Show on website:  
<https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html>

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Company stamp: \_\_\_\_\_

### Specific Terms & Conditions of Participation (as of July 2020)

- |  |   |   |
|--|---|---|
| <p><b>1. Organiser</b><br/>                 Messe Frankfurt (Shanghai) Co Ltd<br/>                 11/F, Office Tower 1, Century Metropolis<br/>                 1229 Century Avenue, Pudong New Area<br/>                 Shanghai 200122, P.R. China</p>   | <p><b>6. Cancellation</b><br/>                 If an applicant withdraws his application, for whatever reason, before he receives either a rejection or confirmation of his application, any participation fee paid will be forfeited.</p>  | <p>according to product criteria, or other criteria set by the organiser. No change of booth location is allowed once it has been assigned and the exhibitor informed.</p>  |
| <p><b>2. Event location</b><br/>                 Shanghai Exhibition Center<br/>                 No. 1000 Middle Yanan Road<br/>                 Shanghai, 200000<br/>                 PR China</p>  | <p>If the exhibitor notifies the organiser of his withdrawal within three months of the start date of the event, he is liable for the total participation fee.</p>  | <p>Additionally represented companies (co-exhibitors) must arrange their participation through the main exhibitor.</p>  |
| <p><b>3. Date of Event</b><br/>                 9-11 September 2021</p>  | <p>Should the exhibitor under contract (i.e. in receipt of confirmation) inform the organiser that he will not participate in the event, providing the organiser is able to resell the stand without loss the payment to be made by the exhibitor will be reduced to a handling fee of US\$1,000 irrespective of the exhibitor's full liability for additional costs, catalogue fees etc.</p>   | <p><b>10. Catalogue entry / fair guide</b><br/>                 If the organiser does not receive the catalogue entry form (from the exhibitor manual) from the exhibitor, information from the application form will be used to prepare the exhibitor's entry in the catalogue or fair guide.</p>  |
| <p><b>4. Registration and Confirmation</b><br/>                 Application to exhibit is made by submitting a completed and signed application form to the organiser. The organiser will confirm successful applications in writing by fax and original mail.</p>   | <p><b>7. Additionally represented companies (co-exhibitors)</b><br/>                 Applications made for additionally represented companies (co-exhibitors) will be accepted with 10% surcharge to the participation fee per co-exhibitor.</p>  | <p><b>11. Intellectual property rights / copyright</b><br/>                 The exhibitor warrants that his 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. The organiser has the right to refuse participation of any exhibitor found guilty of infringement of intellectual property rights at any future trade fairs.</p> |
| <p><b>5. Terms of payment</b><br/>                 A deposit of 50% is required upon application. Applicants should remit the appropriate amount directly to the organiser. Final balance of 50% is due on or before <b>31 May 2021</b>. All bank charges are to be borne by applicant.<br/>                 Payment should be made to:<br/>                 A/C Name:<br/>                 Messe Frankfurt (Shanghai) Co Ltd<br/>                 A/C No: 044337-448159241206<br/>                 Bank: Bank of China, Shanghai Branch<br/>                 Nanjing Road (W) Third Sub-branch<br/>                 Address: 1221 Nanjing Road West, Shanghai 200040, PRC<br/>                 A/C - Type: USD<br/>                 Swift Code: BKCHCNBJ300</p> | <p><b>8. General terms and conditions of Participation</b><br/>                 The detailed General Terms &amp; Conditions of Participation are given on the organisers website<br/> <a href="https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html">https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html</a><br/>                 It can be requested in printed form if required.</p> | <p><b>12. Correspondence address for enquiries</b><br/>                 Messe Frankfurt (Shanghai) Co Ltd<br/>                 11/F, Office Tower 1, Century Metropolis,<br/>                 1229 Century Avenue, Pudong District,<br/>                 Shanghai 200122, P.R. China<br/>                 Tel: 86 21 6160 8555<br/>                 Fax: 86 21 6168 0788<br/>                 Email: <a href="mailto:interior@china.messefrankfurt.com">interior@china.messefrankfurt.com</a></p>                       |
| <p><b>9. Booth allocation</b><br/>                 Exhibitor booth location will be allocated</p>  |   |   |