



Sharing the Diversity of Global Education
 国际教育 • 多元共享

China Education Expo 2012

All bona fide UK institutions can apply through the British Council China.
 Please complete the form and email to:

qi.qi@britishcouncil.org.cn

Contact: Qi Qi

Tel: +86-(0)10-6590 6903 - 294

Booking Deadline: August 20, 2012

Booth Application Form

Institution (English): _____ Country: _____

(Chinese): _____

Please select which categories your institution can be indexed:

University College High School Vocational School Language Training School

Governmental Organization Embassy and Consulate Student Services Provider (banking, accommodation & airline)

Others(please identify): _____

NOTE: The above information will be shown either on the fascia or in exhibitor list. Please write clearly and correctly.

Full Address: _____

Contact: _____ Title: _____

Tel: _____ Fax: _____

Email: _____ Website: _____

Booth & Requirements

Cities	Dates	Times	Standard Booth				Raw Space (min. 30 m ²)	
			Size (W X D)	Rate (RMB/booth)	Booth(s)	Corner Booth (+10%)	Rate (RMB/m ²)	Space (m ²)
Beijing / 北京	Oct. 20-21	09:00-16:00	3m X 2.5m	23,000		<input type="checkbox"/>	2,800	
Xi'an / 西安	Oct. 23	13:00-17:00	3m X 2m	16,000		<input type="checkbox"/>	2,400	
Chengdu / 成都	Oct. 25	13:00-17:00	3m X 2m	16,000		<input type="checkbox"/>	2,400	
Shanghai / 上海	Oct. 27-28	10:00-16:00	3m X 2.5m	21,000		<input type="checkbox"/>	2,600	
Wuhan / 武汉	Oct. 30	13:00-17:00	3m X 2m	16,000		<input type="checkbox"/>	2,400	
Changsha / 长沙	Nov. 1	13:00-17:00	3m X 2m	16,000		<input type="checkbox"/>	2,400	
Guangzhou / 广州	Nov. 3	11:00-17:00	3m X 2.5m	20,000		<input type="checkbox"/>	2,400	

Note: Co-exhibitor is subject to 25% surcharge for each city.

Total: RMB _____

Basic fittings for standard booth: Fascia board with institution's E/C names, aluminum frame system, white plywood panel walls on all closed sides of the booth, information counters (2 for Beijing, Shanghai each, 1 for other cities each), 4 chairs, 2 lights, 1 waste basket, 1 single-phase socket(220V/5A) and booth fully carpeted.

We accept the TERMS OF CONTRACT as printed overleaf and we undertake to pay the costs in accordance with the said terms of contract. Failure to pay booth fee by the due date will be subject to cancellation of contract.

Signature / Stamp _____ **Date** _____



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Maximizing Your Visibility...

The following promotional services are for exhibitors reference. If you would like to make your booking, you will need to complete the details required below and return it to us by the deadline.

1. Advertisement Opportunity (DEADLINE: September 3, 2012)

Exhibitors are invited and encouraged to place adverts in the Visitor's Guide. It will be distributed free to all visitors in all the 7 tour cities. What's more, a complimentary copy of the advert will be provided in the e-Catalogue. **So buy one get one free!**

Items	Placements	Dimensions (mm)	Colors	Costs (RMB)	Please tick "✓"
Visitor's Guide	Back Cover / 封底	130W x 210H	4-C	18,000	
	Inside Front Cover / 封二	130W x 210H	4-C	10,500	
	Inside Back Cover / 封三	130W x 210H	4-C	9,200	
	Inside Full Page / 内页	130W x 210H	4-C	8,000	
	Inside First Page / 内页首页 NEW	130W x 210H	4-C	10,000	
	Center Spread / 中间跨页 NEW	260W x 210H	4-C	19,000	
	Center Spread Back / 跨页背页 NEW	130W x 210H	4-C	8,500	
Admission Ticket	Back Cover (<input type="checkbox"/> Beijing <input type="checkbox"/> Shanghai)	210W x 90H	4-C	30,000	
	Back Cover (<input type="checkbox"/> Xi'an <input type="checkbox"/> Chengdu <input type="checkbox"/> Wuhan <input type="checkbox"/> Changsha <input type="checkbox"/> Guangzhou)	210W x 90H	4-C	10,000	
e-Catalogue	Logo on USB Key Back Cover	-	-	20,000	
Total Cost:					

- NOTE:**
1. Full-bleed format size should be + 3mm on all four sides (e.g. the ad with size of 130x210, then the size with bleeds will be 136x216).
 2. The necessary printing documentation: offset, positive, 300(dpi) should be submitted by September 3, 2012 at the latest.
 3. If you are interested in more advert items, call us about more advert opportunities which will help maximize your exposure to thousands of visitors and exhibitors throughout the whole exhibition.

2. Seminar Reservation (DEADLINE: September 10, 2012) Cost: RMB4,000/session

Inclusive of 30 minutes duration, 50-people capacity seminar room, laptop, AV equipment, multi-media projector and audience promotion.

Beijing		Xi'an		Chengdu		Shanghai		Wuhan		Changsha		Guangzhou	
Date	Session(s)	Date	Session(s)	Date	Session(s)	Date	Session(s)	Date	Session(s)	Date	Session(s)	Date	Session(s)
Topics in English & Chinese:													
Total Cost:													

NEW 3. Workshop on Cooperative Programs (WCP) in Beijing - A Free Value-Added Service for Exhibitors only

WCP is going to be organized as a school-to-school workshop for exhibitors keen on cooperative programs between Chinese and foreign institutions. The target programs will involve higher education, vocational education, continuing education, training programs, high school programs etc.

Due to the limited seats, maximum two delegates only from one institution will be accepted after the receipt of the booth application form and the booth rental fee, thus the "first come, first pay and first served" policy will be applied. Please fill in the following should you be interested in the Workshop, and more details will be announced via www.ChinaEducationExpo.com

Yes, we'd like to book: one seat two seats

Institution: _____ Contact: _____

Tel: _____ Fax: _____ Email: _____



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The Services at your fingertips...

The following services applications should be submitted online. Please log on our website at www.ChinaEducationExpo.com for more detailed information. Exhibitors will have their user name and password for filling out and submitting the forms after participation.

1. e-Catalogue on the USB key and its entry **FREE**

All exhibitors are entitled to a free description of their organization in the e-Catalogue on USB key. The description should be limited to 1090 letters in English or 400 characters in Chinese. All exhibitors are kindly requested to submit their description upon applying for booth. More updates can be done by exhibitor user name and password later on.

Each booth will be entitled to one free USB key of the e-Catalogue. Additional USB keys will be charged at RMB50 each.

2. Exhibitors Badges **FREE**

Each exhibitor will have 4 free exhibitor badges for the whole tour to gain admission into the exhibition hall. Additional badges will be charged at RMB100 each.

3. Additional Furniture **Optional**

Additional requirement such as special decoration, extra lighting, furniture, plants, AV, Internet etc. could be ordered online. For quotations & photos, please refer to the website: www.ChinaEducationExpo.com --> Exhibitor Login.

4. Interpreters Services **Optional**

Temporary staff to serve as interpreters can be engaged from the Organiser. Unless exhibitors have their own Chinese-speaking staff, the Organiser highly recommend the employment of interpreters.

English: RMB600/day/person Other languages: RMB700/day/person

Language	Beijing		Xi'an		Chengdu		Shanghai		Wuhan		Changsha		Guangzhou	
	Day	Person	Day	Person	Day	Person	Day	Person	Day	Person	Day	Person	Day	Person
Total Cost														

5. Invitation Letter for Visa **Optional**

If you need invitation letter to apply for visa, RMB200/person will be billed by the Organiser for issuing the invitation letter. The invitation letter could be issued within 14 working days from the date of applying. To save the bank charge, you're kindly recommended to apply for visa together with the Booth Application Form. The details of applicant can be provided later on by exhibitor login on the website.

Number of Applicant: _____ Total Cost: _____

6. Hotel Reservation **Optional**

Hotels around the exhibition hall with favourable rates could be booked online. For room rates and detailed information, please refer to the website: www.ChinaEducationExpo.com --> Exhibitor Login.

Institution: _____ Contact: _____

Tel: _____ Fax: _____ Email: _____

TERMS OF CONTRACT

1. Terms of Reference

Under these rules and regulations the term "exhibitor" shall include all employees, servants and agents of any company partnership, firm or individual to whom space has been allocated for the purposes of exhibiting. The term "exhibition" shall mean the exhibition referred to on the application and contract form. The term "contract" means the contract for exhibition space at the Exhibition entered into between the Organisers and the Exhibitor which incorporates the rules and regulations.

2. Application For Participation

All applications for participation shall be made on the prescribed application form. The application form shall be submitted to the Organisers. The submission of the form shall deem to be confirmation of participation and acceptance by the Exhibitor of the Terms of Contract. The Organisers shall reserve the right to accept or refuse any application without disclosing to the Exhibitor any reasons thereof. The organisers shall reserve the right to verify the exhibitors qualification in order to guarantee the credibility of the exhibition.

3. Allocation of Exhibition Space

The Organisers shall allocate the space in accordance with "first come, first served" basis or in any manner they may deem fit. The Organiser shall reserve the right to change the space allocated to the Exhibitor at any time prior to the commencement of the erection of the booth of the Exhibitor should exceptional circumstances demand and, to alter the space to transfer or close entrances and exits to the Exhibition facilities and to undertake other structural alterations as they may deem fit. Such changes shall be at the discretion of the Organisers and the Exhibitor shall have no claim for compensation as a result of such changes.

4. Use of Exhibition Space

Exhibitors are only entitled to exhibit the announced products and to man the exhibits with competent personnel during the opening hours of the Exhibition. The Organisers reserve the rights to refuse admittance to any visitor to the Exhibition or to have access to any stand. Exhibitors are not allowed to sub-let or assign the stand/s allotted to them to other parties either wholly or in part without the written consent of the Organisers. Exhibitors will be liable for any damage to the walls or to any part of the Exhibition hall in which their exhibits are placed and shall not paint or otherwise alter the floors, ceilings, pillars, or walls without the prior consent of the Organisers.

5. Terms of Payment

- 50% of the charges payable by the Exhibitor under the Contract Form to be paid upon signing of the contract form.
- The balance shall be paid not later than 60 days prior to the opening date of the exhibition.

6. Breach of Contract and Withdrawal by Exhibitor

Without prejudice to the rights and remedies of the Organisers in respect of any breach of the Contract on the part of the Exhibitor the Organisers may at their discretion allow the Exhibitor to withdraw from the Exhibition subject to the following conditions:

- The application is considered as binding and the contract becomes effective with the dispatch of the confirmation. Cancellation Policy:
 - 60+ days before exhibition opens: 70% refund
 - 30-59 days before exhibition opens: 50% refund
 - 0-29 days before exhibition opens: No refund
- Should the Exhibitor fail to observe or comply with any of the terms and conditions contained herein or if the Exhibitor shall fail to pay any of the unit costs at the time and in the manner aforesaid, then the Organisers may thereupon by written notices given to the Exhibitor rescind the contract.
- Upon the Organisers exercising their right to rescind the contract under subclause(c) of this clause, they may but are not obliged to relet or otherwise deal with the Exhibition space contracted by the Exhibitor in default on such conditions as the Organisers shall deem fit. In the event the Organisers having elected to but not able to relet the said Exhibition space, the Exhibitor in default shall be liable to pay the entire unit costs to the Organisers as liquidated damages for the loss of rental.

7. Changes

The Organisers reserve the right to change the venue and duration of the Exhibition if exceptional circumstances so demand. In the event of change of venue and/or duration, the agreement to participate shall remain in force so long as the Exhibitor is informed at least a month before such changes will take place. In the event of a change of venue and/or duration or cancellation of the Exhibition, the Exhibitors shall not be entitled to any claim for compensation in connection with their reservation for participation.

8. Construction and Decoration of Stand

Exhibitors will be allowed to decorate their booth as per schedule in Exhibitor's Manual. Any damages caused by the Exhibitor or his/its contractors to other Exhibitors or common property shall be the responsibility of the Exhibitor. All Exhibitors must complete their construction and decoration by the date and time stipulated by the Organisers.

9. Movement of Exhibits

- Exhibitors shall bear the responsibility and expenses for the transport of exhibits to the Exhibition venue.
- Exhibitors shall make their own arrangement for storage and warehousing of their exhibits.
- Exhibitors shall remove all exhibits from the Exhibition hall within the period stipulated by the Organisers and shall indemnify the Organisers against any loss by reason of the delay or damage to the Exhibition hall.

10. Failure of Services

The Organisers shall not be liable for any loss sustained by the Exhibitor directly or indirectly attributable to the cancellation, suspension or reduction of duration of the scheduled Exhibition from the period advertised or specified due to:

- Force Majeure.
- Acts of War, Military Activity, Municipal Statutory or Civil Authority requisition.
- Fire, flood, typhoon, excessively inclement of weather, earthquake, or a combination of the same.
- Damage caused by an aerial object or aircraft.
- Strikes or lockouts by workmen.

If the Exhibition is cancelled, reduced or postponed then and in such event the unit costs paid to the Organisers, or any part thereof may be refunded at the sole discretion of the Organisers to the Exhibitors but without prejudice to the Organisers' right to appropriate the entire sum or any part thereof for expenses they have already incurred for the Exhibition.

11. Security

The Organisers shall take all security precautions in the interest of the Exhibitors and visitors. However, the Organisers shall not be held responsible for any loss or theft of exhibits at the Exhibition hall during the build-up, exhibition and dismantling period. The Organisers shall also not be held responsible for any loss or damage to exhibits or any articles belonging to the Exhibitors.

12. Fire Regulations

All materials used in stands and exhibition constructions must be properly fire-proofed in accordance with local regulations. Fire marshals will patrol the Exhibition facilities and will be authorised to stop any demonstration that are potential fire hazards.

13. Insurance, Liability and Risks

All Exhibitors shall insure, indemnify and hold the Organisers and the venue owners harmless in respect of all costs, claims, demands and expenses to which they may be subject as a result of loss or injury arising to any persons howsoever caused while the said persons are upon or examining or passing the Exhibition stands, during the tenancy of the Exhibition. The liability or risks of the employees, agents or exhibits shall be the responsibilities of the Exhibitors.

14. Supplementary Clauses

Whenever necessary, the Organisers shall have the right to issue supplementary regulations in addition to those in the Terms of Contract to ensure the smooth management of the Exhibition. Any additional written regulations and/or instructions shall form part of these Terms of Contract and they shall be binding on the Exhibitors.

15.

The failure to object to any breach of any clause here in by the Organisers shall not constitute agreement to modification of this agreement or a waiver of any subsequent breach of such clause.

16. Conditions

By signing this application/contract, the above named exhibiting organization agrees to abide by all rules, regulations, terms and conditions as outline on both the front and the back of this application/contract in its entirety. This application becomes a contract and is binding on both parties on the date last written below when accepted and signed by Organizer. The document contains the entire Agreement between the parties and supersedes any prior agreement. The terms of this document may not be changed except in writing and signed by the parties.

Exhibitor Signature: _____

Print Name: _____

Title: _____

Date: _____

China Education Expo 2012:

Print Name: _____

Title: _____

Date: _____