



China Education Expo (CEE) 2021 Application & Contract

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

jack.lu@britishcouncil.org.cn

Contact: Mr. Jack Lu

Tel: +86 (0)20 8510 3024

Best Option to Internationalize Your Campus

Exhibitor Information

Booth Name (English): _____ Country/Region: _____

(Chinese): _____

(Booth name will be shown both in exhibitor list and on the fascia board. Please write clearly and correctly.)

Please select which categories your institution can be indexed:

- University College High School Vocational School Language Training School
 Embassy or Governmental Organization Accredited Chinese-foreign Joint Programs and Institutions Student services providers before and after studying abroad (study tour camp, banking, accommodations, insurance, airlines, law office, internet plus & career development companies etc.)
 Others (please specify): _____

Name of Organization: _____
(For contact and invoice, if different from the booth name.)

Contact Person: _____ Prof. Assoc. Prof. Dr. Mr. Mrs. Ms. Job Title: _____

Full Address: _____

Tel: _____ Email: _____ Website: _____

Booth & Requirements (10% off on all-3 cities)

Cities & Booth Sizes (W x D)	Dates & Times	Early Bird Prices in CNY before Sep. 20				Final Prices in CNY after Sep. 20			
		Standard Booth		Raw Space		Standard Booth		Raw Space	
		Regular	Corner	Regular	Corner	Regular	Corner	Regular	Corner
Beijing 3m x 2.5m	Oct. 23-24 Sat.-Sun. 09:30-16:00	¥ 25,000 <input type="checkbox"/>	¥ 27,500 <input type="checkbox"/>	¥ 22,500 <input type="checkbox"/>	¥ 24,750 <input type="checkbox"/>	¥ 26,000 <input type="checkbox"/>	¥ 28,600 <input type="checkbox"/>	¥ 23,500 <input type="checkbox"/>	¥ 25,850 <input type="checkbox"/>
Guangzhou 3m x 2m	Oct. 27 Wed. 13:00-17:00	¥ 17,000 <input type="checkbox"/>	¥ 18,700 <input type="checkbox"/>	¥ 15,300 <input type="checkbox"/>	¥ 16,830 <input type="checkbox"/>	¥ 17,500 <input type="checkbox"/>	¥ 19,250 <input type="checkbox"/>	¥ 15,800 <input type="checkbox"/>	¥ 17,380 <input type="checkbox"/>
Shanghai 3m x 2m	Oct. 30 Sat. 10:00-16:00	¥ 20,000 <input type="checkbox"/>	¥ 22,000 <input type="checkbox"/>	¥ 18,000 <input type="checkbox"/>	¥ 19,800 <input type="checkbox"/>	¥ 21,000 <input type="checkbox"/>	¥ 23,000 <input type="checkbox"/>	¥ 19,000 <input type="checkbox"/>	¥ 20,900 <input type="checkbox"/>
Distance Solutions	Mini Space Booth (2m x 2m)	Beijing ¥ 22,500 <input type="checkbox"/>		Guangzhou ¥ 15,300 <input type="checkbox"/>		Shanghai ¥ 18,000 <input type="checkbox"/>			
	Meeting Table (3 hours/city)	Beijing ¥ 12,000 <input type="checkbox"/>		Guangzhou ¥ 12,000 <input type="checkbox"/>		Shanghai ¥ 12,000 <input type="checkbox"/>			

Total in CNY:

NOTE:

- Standard booth fees include fascia board with institution's E/C names, aluminum frame system, white plywood panel walls on all closed sides of the booth, 2 information counters and 1 table with 5 chairs for Beijing, 1 IBM table with 4 chairs for Guangzhou and Shanghai each, 2 lights, 1 waste basket, 1 single-phase socket (220V/5A) and booth fully carpeted. Corner booth is offered on 'first come, first served' basis and subject to availability.
- Raw space is available with minimum size of 4 booths. Exhibitors will design and build their own booths at their own cost.
- Co-exhibitor means two institutions share one booth, and booth fee is subject to 25% surcharge based on each booth. Co-exhibitor will be entitled to two exhibitor names in the fascia board and two descriptions at CEE website.
- Mini space booth fee includes one open space with booth set-up, 1 table with 4 chairs, one interpreter, one monitor with free wireless internet connection for video meeting. Meeting Table fee includes 1 table with 4 chairs, one interpreter, one monitor with free wireless internet connection for video meeting, 3 hours for each city.

Seminar/Webinar

Price: CNY5,000/Session Beijing: Seminar ___ session(s) Guangzhou: Seminar ___ session(s) Shanghai: Seminar ___ session(s)
 Webinar ___ session(s) Webinar ___ session(s) Webinar ___ session(s)

Topic in Chinese & English: _____

Each session includes 30 minutes duration, 50-people capacity room, laptop, AV equipment and multi-media projector.
 For webinar, free wireless internet connection with video meeting room will be provided.



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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.

Advertisement Opportunities

Booking & Artwork Deadline Sep. 30, 2021

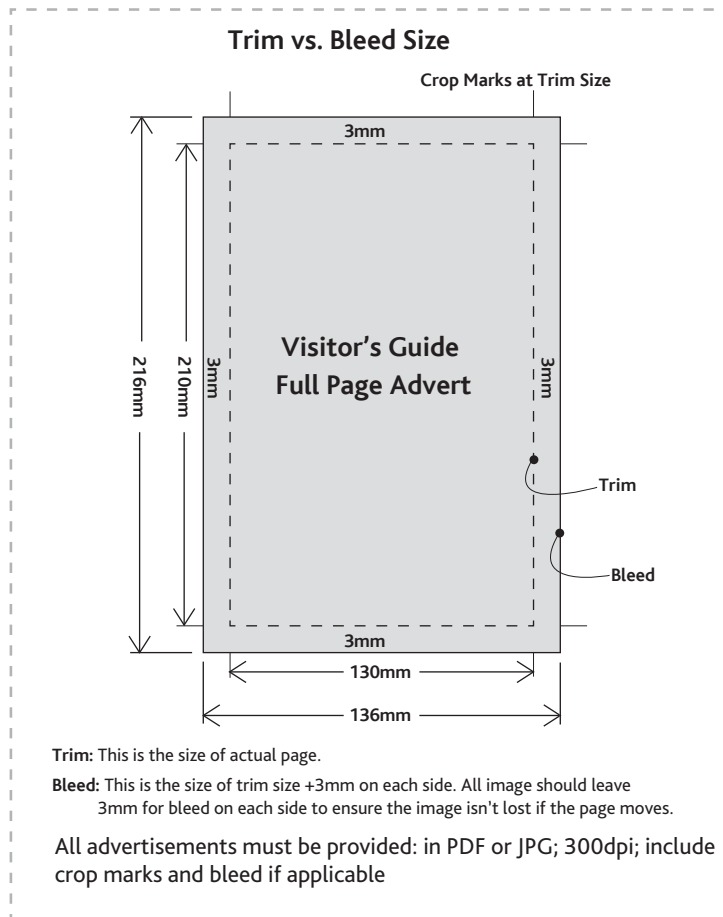
Visitor's Guide	Trim Size (W x H)	Bleed	Price in CNY	Please tick "✓"
Back Cover	130 x 210 mm	3mm	¥ 20,000	SOLD OUT
Center Spread	260 x 210 mm	3mm	¥ 19,000	SOLD OUT
Inside Front Cover	130 x 210 mm	3mm	¥ 11,000	
Inside First Page	130 x 210 mm	3mm	¥ 11,000	
Inside Back Cover	130 x 210 mm	3mm	¥ 9,600	SOLD OUT
Inside Full Page	130 x 210 mm	3mm	¥ 8,500	

Admission Ticket Back Cover *	Trim Size (W x H)	Bleed	Price in CNY	Please tick "✓"
Beijing	210 x 90 mm	3mm	¥ 30,000	
Shanghai	210 x 90 mm	3mm	¥ 20,000	
Guangzhou	210 x 90 mm	3mm	¥ 10,000	

Ads on Pillars	Beijing	¥ 15,000	
	Shanghai	¥ 12,000	

Carpet Advert on the main aisle	Beijing	1.5 x 1.5 m	¥ 5,000	
	Guangzhou	1.5 x 1.5 m	¥ 5,000	

NOTE: The above prices are net and do not include design and productions.



Sponsorship Opportunities

Booking & Artwork Deadline Sep. 30, 2021

Branded Item	Price in CNY	Please tick "✓"
Exhibitor Bag	¥ 50,000	
Exhibitor Badge Holder	¥ 50,000	SOLD OUT
Coffee Cup	¥ 25,000	
Learning Stage Wall	¥ 15,000	SOLD OUT

Branded Item	Price in CNY	Please tick "✓"
Visitor Bag	¥ 60,000	SOLD OUT
Visitor Bag Insert (flyer/USB/others)	¥ 12,000	
Visitor Pen	¥ 30,000	SOLD OUT
Mobile Page Sponsorship	¥ 15,000	

Learning Stage NEW! Free Value-added Opportunities

It's a free value-added service for exhibitors in Beijing and Shanghai (Saturday, 14:30 – 16:00 Sunday, 10:30 – 12:00). Beijing Shanghai

Exhibitors are encouraged to showcase your programs, curriculums and services to the target participants in Master Class format. All proposals will be accepted based on the quality and relevance of the content on CEE around internationalization of education before August 30, 2021. *Limited time slots, the sooner the better.*

If you wish to attend it, please tick the box above and submit your proposal through exhibitor online account.



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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. Exhibitor Online Profiles *FREE*

Exhibitor profiles could be filled up online for visitors to view by clicking the exhibitor list. It will help promote the institution before and after the exhibition.

All exhibitors are entitled to a free description of their organization (max 1500 letters in EN or 750 characters in CN). All exhibitors are kindly requested to submit their profile through exhibitor online account after June 20, 2021. The Organiser reserves the right to edit any submissions.

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 CNY100 each.

3. Invitation Letters for Visa (DEADLINE: Sep. 30, 2021) *FREE*

Invitation letter will be sent within 2 weeks after exhibitor's submission of application form and scanned passport pages through online account. This service will be open after June 20, 2021.

4. Interpreters (DEADLINE: Sep. 30, 2021) *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: CNY600/day/person Other languages: CNY700/day/person

Language	Beijing		Guangzhou		Shanghai	
	Day	Person	Day	Person	Day	Person
Total in CNY:						

Payment: To save the bank charges, we strongly recommend you to order the above service together with the Application & Contract in order to be included in one invoice.

5. Hotel Reservation (DEADLINE: Sep. 30, 2021) *Optional*

Hotels around the exhibition hall with favourable prices could be booked online. For room prices and detailed information, please refer to the website: www.ChinaEducationExpo.com after June 20, 2021.

6. Other Services

The organiser will provide the official booth contractor and freight forwarder for exhibitors. If you need assistance with any booth building or material shipping, please contact our appointed partners after June 20, 2021.

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 qualificatin 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

- The full payment should be made not later than 15 working days upon signing of the contract. After Sep. 20, 2021, the payment should be paid immediately.
- Failure to pay booth fee by the due date will be subject to cancellation of contract.

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(b) 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 veue 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 online account. 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, epidemic, 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 there of 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. 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: _____

Stamp: _____

Title: _____

Date: _____

CEE Signature: _____

Stamp: _____

Title: _____

Date: _____