


**WORLD
TRAVEL
FAIR**

上海世界旅游博览会

www.worldtravelfair.com.cn
**World Travel Fair 2015
2015 上海世界旅游博览会**

 May 7-10, 2015 Shanghai Exhibition Center
2015年5月7日至10日 上海展览中心

 Please fill in the form and fax to:
+86 21 6195 6099 / 5110 5006、5110 5007

EXHIBITOR DETAILS 展商详情

Country 参展国家:

Company Name 公司名称 (English):

Company Name 公司名称 (中文):

Address & Zip Code 公司地址及邮编:

Contact Person 展会负责人:

Job Title 职位:

Phone 电话:

Fax 传真:

Mobile Phone 移动电话:

E-mail 电子邮件:

Website 公司网址:

NATURE OF COMPANY 公司性质

- | | |
|---|---|
| <input type="checkbox"/> 国家 / 地区旅游局
National / Regional Tourism Boards | <input type="checkbox"/> 地接服务
Ground Handling Services |
| <input type="checkbox"/> 旅游组织
Tourism Organizations | <input type="checkbox"/> 水上旅游
Water Travel |
| <input type="checkbox"/> 航空公司
Airlines | <input type="checkbox"/> 陆上旅游
Land Travel |
| <input type="checkbox"/> 机场
Airports | <input type="checkbox"/> 房车 / 租车公司
RV / Car Rental Company |
| <input type="checkbox"/> 酒店 / 度假村
Hotels / Resorts | <input type="checkbox"/> 海外游学
Study Abroad |
| <input type="checkbox"/> 旅行社
Travel Agency & Tour Operators | <input type="checkbox"/> 旅游金融服务
Business & Finance Service |
| <input type="checkbox"/> 旅游景点
Tourist Attractions & Entertainments | <input type="checkbox"/> 票务代理
Ticketing Agency |
| <input type="checkbox"/> 目的地管理公司
Destination Management | <input type="checkbox"/> 媒体 / 新闻
Media / Press |
| <input type="checkbox"/> 会议管理公司
Event Management | <input type="checkbox"/> 协会
Association |
| <input type="checkbox"/> 邮轮 / 航运码头
Cruise / Terminal | <input type="checkbox"/> 其他
Others |

PARTICIPATION COSTS 参展费用
Booth Tariff / 展位费用

Booth Type 展位类型	Category 标准	Price 单价/m ²	Size 面积
Shell Scheme 标准展位	Min 12m ² (12m ² 起租)	RMB 2100	
Raw Space 光地展位 (Multi-step Quotation) (阶梯式价格)	Min 36m ² (36m ² 起租)	RMB 1900	
	The part above 50m ² (大于 50m ² 的部分)	RMB 1750	

Total Amount 金额总计:

Note 1: The deadline of registration is **April 15, 2015**报名截止日期**2015年4月15日**Note 2: A **5%** early bird discount is available if applied and paid **30%** deposit before **October 31, 2014**于**2014年10月31日**前申请并支付**30%**订金的展商可享有**5%**额度的优惠期价格。
CONTRACT CONFIRMED 合同确认

We would like to participate in **World Travel Fair 2015** and fully agree with the TERMS & CONDITIONS FOR PARTICIPATION, Please sign the forms. 本公司确认此参展申请表之所有内容, 并同意遵守“参展条款及条件”。

**CONFIRMED BY EXHIBITOR
展商确认**

 Signature:
负责人签名

 Company Stamp/Chop:
公司印章

 Date:
日期

**CONFIRMED BY ORGANIZER
主办方确认**

 Signature:
负责人签名

 Company Stamp/Chop:
公司印章

 Date:
日期

Volume Control:

To ensure a good exhibiting environment, electronic amplification is not allowed to be used in your booth. If you have special request, please contact the organizer to apply performance time slot at the stage. During the fair, there will be staffs checking the noise level from time to time, in the event of justifiable complaints from other exhibitors; the organizer reserves the right to ban the volume or even terminate the performance.

音量控制:

为保证展览会的顺利进行并不影响周边展商, 本次展会禁止展台现场使用电子扩音设备。若有特殊要求, 可向主办方申请舞台推广时段。主办方工作人员将在馆内不定时测量各展台噪音指数, 若接到其它展商的合理投诉, 主办方将保留断电及禁止音量的权利。

A. World Travel Fair Awards / 世界旅游行业大奖

Please fill in the form as below if you would like to apply for World Travel Fair Awards 2015.

Application fee: RMB 1,000 per award.

欲报名参加2015年世界旅游行业大奖评选, 请填写并递交以下报名表, 报名费用: 人民币1,000元 / 奖项申请。

- ☐ Most Desirable Destination / 最令人向往旅游目的地
- ☐ Best Destination for M.I.C.E Tour / 最佳会展旅游目的地
- ☐ Most Desirable Island Tour Destination / 最令人向往海岛度假目的地
- ☐ Best Destination for Shopping Tour / 最佳购物旅游目的地
- ☐ Best Leisure Hotel / 最佳度假酒店
- ☐ Most Popular Airlines / 最受欢迎航空公司
- ☐ Most Popular Cruise Line / 最受欢迎邮轮公司
- ☐ Most Popular Outbound Travel Route (Asia, Europe, N. America, S. America, Africa, Oceania)
最受欢迎出境旅游线路奖 (亚洲、欧洲、北美洲、南美洲、非洲、大洋洲)

Route / 线路名称: _____

☐ Other / 其他: _____

The organizer will contact you for the required material after receiving application.

在收到您的申请表格后, 主办方会向您索取需递交的评选资料。

B. Outbound Tourism Forum / 出境旅游论坛

Please fill in the form as below if you would like to attend Outbound Tourism Forum 2015.

Registration fee: RMB 1,500 per person.

若欲报名参加2015出境旅游论坛, 请填写并递交以下报名表, 会议费用: 人民币1,500元 / 人。

Delegate Information / 参会代表信息

Company / 公司: _____

Name / 姓名: _____ Position / 职务: _____

Name / 姓名: _____ Position / 职务: _____

Phone / 电话: _____ Fax / 传真: _____

Mobile Phone / 手机: _____

Email / 电子邮件: _____

Address / 请柬递送地址: _____

C. Conferences & Seminars / 讲座、发布会或推介会

Please fill in the form as below if you would like to book your timeslot for conference or seminar.

Tariff: RMB 4,000 per 30 minutes.

若欲预定讲座、发布会或推介会场地, 请填写并递交以下表格, 费用: 人民币4,000元 / 30分钟。

- ☐ I would like to book 30 minutes / 我想预定30分钟会议场地。
- ☐ I would like to book 60 minutes / 我想预定60分钟会议场地。
- ☐ I would like to book 90 minutes / 我想预定90分钟会议场地。

The organizer will contact you for more details after receiving application.

在收到您的申请表格后, 主办方会与您联系具体细节。

TERMS & CONDITIONS FOR PARTICIPATION

1. Definitions

"Exhibition" shall mean the event, World Travel Fair which will take place May 7-10, 2015, at the Shanghai Exhibition Center, China.

"Organizer" shall mean VNU Exhibitions Europe in Joint Venture with Shanghai Municipal Tourism Administration.

"Exhibitor" shall mean any person, firm or organization allocated a space by the Organizer in the above-said exhibition.

"Co-exhibitor" shall mean any person, firm or organization exhibiting their own products or services on the stand space of an Exhibitor.

2. Application for participation & acceptance

All applications for participation shall be made on the prescribed form overleaf. The application shall be submitted to the Organizer accompanied by the required deposit equivalent to 50% of the total booth rental charges. The submission of the application form shall be deemed to be confirmation of participation and full acceptance of the 'Terms & Conditions for Participation' as stated herein. The application shall become a valid contract upon the Organizer accepting the application. The application and confirmation of its receipt do not constitute grounds for any claim to approval, or to any specific location or site of stand. In particular, the Organizer is entitled to implement reductions in the number of square meters applied for if the exhibition area available is oversubscribed.

3. Rental of stand fitting, design and signs

The individual design of the stand, if in excess of the services indicated in the offer, is the concern of each individual Exhibitor who shall apply with the official contractor for furniture, fittings, fixtures and utilities. The nature of the design shall, however, be subjected to the construction regulations applicable to the event venue and to the construction guidelines set by the Organizer.

4. Co-exhibitors and firms indirectly represented

Stand areas are in principle made available solely as whole entries and only to one contracting party, the 'main Exhibitor'. The use of the stand area by another company represented by its own exhibition goods (co-exhibitor), shall require a special application and written approval from the Organizer. Approval of co-exhibitors is likewise based on the criteria listed under paragraph 2 above, apart from this. Such companies shall also be subject to the terms & conditions for participation, which are to be acknowledged by those companies in writing. The assignment of the rights and obligations to other parties, even if only in part, is not permissible except with the written approval of the Organizer in advance. The Main Exhibitor shall be liable for any fault on the part of his co-exhibitor or indirectly represented company and their agents, in the same manner as his own faults and for the faults of his own agents. The same shall apply to auxiliary staff. If paragraph 4 above applies, the main Exhibitor and all co-exhibitors shall be jointly and severally liable to the Organizer for the obligation arising from this rental contract.

5. Terms of payment

- A non-refundable deposit of 30% of total rental charges.
- The balance shall be paid within 1 month before the commencement of the exhibition.
- For other additional services, payments must be made in full, in advance, when placing orders for services.
- Payment by the stipulated date is a prerequisite condition for the Exhibitor's participation in the exhibition and use of the booth.

In the event of default of payment by the stipulated date in (a), the Exhibitor's application shall be deemed to be cancelled and the 50% deposit forfeited; and (b), the Organizer shall reserve the right to claim all payment due from the defaulting Exhibitor. The Exhibitor shall not be entitled to any form of compensation whatsoever, whether for loss of profits or otherwise.

6. Withdrawals

The Exhibitor will not be permitted to withdraw from, cancel, alter or reduce in any way their booking of the exhibition. However, the Organizer may consider special cases and in their sole discretion grant partial refunds according to how many months/weeks prior to the start of the exhibition that the proposed withdrawal or charge is made known to the Organizer in writing.

Months prior to start of exhibition	cancellation fee
a) More than 3 months	30%
b) Within 3 months	100%

7. Movement of exhibits

- The Exhibitor shall bear the responsibility and expenses for transport of exhibits to the exhibition venue.
- The Exhibitor shall make their own arrangements for the storage and warehousing of the exhibits, subject to the approval of the Organizer.
- The Exhibitor shall submit a list of exhibits to the Organizer at least ten days prior to the start of the exhibition.
- No exhibits or other goods will be permitted to leave the exhibition venue. The Exhibitor shall indemnify the Organizer against any loss or damages due to delay or damage to the exhibition venue.

8. Security & insurance

The Organizer, its directors, trustees, offices, employees, agents and representations, will not be responsible for the safety of articles of any kind brought into the exhibition by the Exhibitor, their employees, agents or contractors, members of the public or any person whatsoever. Exhibitors shall ensure that they are fully covered by insurance and take out public liability and comprehensive protection. The period of insurance shall be from the time the Exhibitor first enters the exhibition hall until all his exhibits have been properly removed to the satisfaction of the Organizer.

The Exhibitor shall indemnify and hold the Organizer, its directors, trustees, offices, employees, agents and representations, harmless with respect to all costs, claims, liabilities, losses, demands, proceedings and expenses to which the Organizer, its directors, trustees, offices, employees, agents and representations may in any way be subject (including but not limited to members of the public, the staff of the local authorities, or the Organizer of Exhibitors' staff, agents or contractors) caused as a result of any act of omission of the Exhibitor, co-exhibitor, representatives, employees, agents, contractors or invitees. If the Organizer so demands, the Exhibitor shall provide proof to the Organizer that the Exhibitor has adequate insurance coverage.

The Organizer shall not in any event be held responsible for any loss or damages whatsoever (including loss of profits suffered by the exhibitor) as a result of any restrictions or conditions which prevent construction, erection, completion, alteration or dismantling, or for the failure of any service normally provided at the listed exhibition ground, for the cancellation or part-time opening of the exhibition either as a whole or in part, or for amendments or alterations to all or any of the 'Terms & Conditions for Participation' caused by any circumstance not within their control. Exhibitors shall comply with all the rules and regulations imposed or laid down by the exhibition venue for all purpose concerned with operation and usage. Exhibitors shall in deference to the inspection by the staffs of the exhibition venue during the construction period. Exhibitors, their agents or contractors shall comply with all the rules and regulations in terms of security and fire controlling of the exhibition venue. The exhibitors shall bear the responsibility and consequence resulted from his violation.

9. Security Responsibility

During all periods, security of exhibits, stands and furniture is wholly the responsibility of the Exhibitor, his agent or contractor and the Organizer, its directors, trustees, offices, employees, agents and representations shall not be responsible for any losses, damages to property or injuries to person incurred.

10. Damage to venue

The exhibitor shall take good care of and shall not cause any damage or permit or suffer any damage to be done to the exhibition venue or to any part or parts thereof or to any fittings, equipment or other property therein, and shall make good and pay for damages thereto (including accident damage and damage by fire) caused by act or omission of himself, employees, co-exhibitors, agents, representatives, contractors or persons by reason of the use of the exhibition venue by the Exhibitor. If the Organizer so demands, the Exhibitor shall insure the venue for any damage and send the insurance documents to the Organizer.

11. Indemnity of the Organizer/ show manager

Under no circumstances shall the Organizer make good or accept any responsibility or liability however arising with respect to damage, theft or loss of any property, goods, articles or things however placed, deposited, brought into or left upon the premise either by the Exhibitor for his use or purpose or by any other person, and the Exhibitor must indemnify the Organizer, its employees, agents and offices in respect thereof.

12. Compliance with laws

Exhibitors shall comply with all the rules, regulations and laws imposed or laid down or prescribed in the future by the government, public authorities and owners or managers of the exhibition venue for all purposes concerned with the implementation of the regulations and stipulations laid down or prescribed in the future by the Organizer by virtue thereof, and of all other contracts relating to the exhibition the Exhibitor shall be deemed to be domiciled at the office of the Organizer in Shanghai. Without prejudice to the powers of the parties to enter into a general or limited arbitration agreement, all disputes arising from the Exhibitor's participation, from the enforcement of these regulations, or from any other contracts relating to the exhibition, including the 'Terms & Conditions for Participation' stated herein, or by virtue of regulations or stipulations laid down or prescribed by the Organizer, shall be governed and construed accordingly and the Exhibitor hereby submits to the non-exclusive jurisdiction of the courts. Where disputes arise concerning interpretation, the English text of these 'Terms & Conditions for Participation' shall be deemed to be final. Once the exhibitor signs this contract is the expression pledged all his exhibits, wrappings, etc. has not encroached upon other intellectual property rights.

13. Intellectual Property rights

Exhibitors are not allowed to knowingly infringe the Intellectual Property Rights of another and they shall comply with the rules and regulations on IPR. In case exhibitors violate these laws, they will be removed from the show and banned from future WTF editions.

14. Supplementary clauses

Whenever necessary to ensure the smooth management of the exhibition, the Organizer shall have the right to issue supplementary regulations and instructions in addition to those in the 'Terms & Conditions for Participation'. All such additional written instructions form a part of the 'Terms & Conditions for Participation' and are binding on all Exhibitors.

15. Infringement of 'Terms & Conditions for Participation'

The infringement of the above-mentioned 'Terms & Conditions for Participation', and any other future rules and regulations determined by the Organizer, will result in the exclusion of the Exhibitor from the event, and the Exhibitor shall have no right to claim compensation or demand refund on any payments already processed, losses or expenses, nor shall the Exhibitor be released from their contractual obligation to pay.

16. Management fee and overtime fee

The management of the expo-center charges a management fee for stand constructions within the expo-center. This management fee shall be paid by the contracted stand constructors. The basic daily hour for exhibitors to use the leased area shall be from 9 am to 6 pm. In case exhibitors wish to use the leased area beyond the specific time for use, exhibitors must inform the expo-center in advance. Overtime use expenses may be charged by the expo-center in accordance with the price list of the center.

17. Cancellation, Postponement and Other Changes of Exhibition

Any rules and regulations of the host country or of the local contractual partner which differ from these conditions of participation or which impose additional restrictions shall prevail. The organizer reserve the right in the case of Force Majeure, orders/directives imposed by any Government authority or any other unforeseen circumstances to cancel, postpone, alter in character, reduce in scale, shorten or extend the duration of the Exhibition at any time without incurring any liability whatsoever to the Exhibitor.

Should it become necessary to postpone, curtail, extend, cancel or otherwise change the Exhibition, the Exhibitor shall not be entitled to withdraw from the contract or to claim against the Organizers or their agents or representatives, whether for loss or damages, or return of all or part of any money paid by the Exhibitor even if waives his right to the stand area allocated to him. The Organizers shall not be liable for any losses sustained or disadvantages suffered by the Exhibitor as a result of postponement, curtailment, extension, cancellation or other changes to the event. In such case Exhibitors shall be given space in the alternative exhibition, if any, on a proportional basis. However the allocation shall be made as deemed appropriate by the Organizers in their absolute discretion and they shall not be liable for any further compensation to the Exhibitor. Rather, the Exhibitor shall in such case be required to bear a reasonable share of the costs incurred by the Organizers in preparing for such event. Where the Exhibitor has placed orders with the Organizers for services supplementary to those covered by the participation fee, he shall be billed for the costs incurred until this point in time.

18. Unforeseen Occurrences

In the event of any occurrence not foreseen in these 'Terms & Conditions for Participation', the decision of the Organizer shall be final.

Advertising & Promotional Opportunities 广告和推广机会

Show Catalogue Advertisement 展会会刊彩页广告

The show directory issued to exhibitors, professional buyers, embassies and trade associations, is the only official publication distributed onsite. It provides buyers with a quick and comprehensive reference guide for sourcing in the tourism industry. Advertise on the show directory to explore more business opportunities!

会刊是展览会成功举办的重要组成部分之一，在展会期间及会后成为专业买家最具价值的采购指南，各行业组织与协会最新行情的信息来源、各国驻华使馆最具影响的贸易参考；因此，从长远利益出发，充分利用会刊的长期宣传作用，投放广告，您的产品营销及企业形象将会收到超乎想象的良好效果！

Please choose the page you like 请选择适合您的广告宣传形式

Show Directory Advertisement 会刊广告

- | | |
|---|-----------|
| <input type="checkbox"/> Inside Front Page
封二 | RMB23,000 |
| <input type="checkbox"/> Inside Front Page Spread
封面拉页 | RMB35,000 |
| <input type="checkbox"/> Head Page
扉页广告 | RMB18,000 |
| <input type="checkbox"/> Double Page
跨页广告 | RMB23,000 |
| <input type="checkbox"/> Book Mark
书签广告 | RMB20,000 |
| <input type="checkbox"/> Inside Back Cover
封三 | RMB18,000 |
| <input type="checkbox"/> Back Cover
封底 | RMB25,000 |
| <input type="checkbox"/> Back Cover Spread
封底拉页 | RMB31,000 |
| <input type="checkbox"/> Full Page
内页整版 | RMB10,000 |

Other Advertisements in Printed Media 其他印刷广告

- | | |
|---|-----------|
| <input type="checkbox"/> Invitation, Inside (10,000 pieces)
商务邀请函内页广告(1万张) | RMB15,000 |
| <input type="checkbox"/> Visitors' Badge Rear Side (10,000 pieces)
观众胸卡背面广告(1万张) | RMB15,000 |
| <input type="checkbox"/> Visitors' Badge Strap (5,000 pieces)
观众胸卡吊带广告(5千根) | RMB25,000 |
| <input type="checkbox"/> Exhibition Bag Advertisement (10,000 pieces)
资料袋整版(1万个) | RMB30,000 |

**For more advertising opportunities,
please contact organizer.**

**想了解 and 加入展会官方宣传计划,
选择更多广告机会,请洽主办单位.**

Contact 联系信息:

VNU Exhibitions Asia Ltd. 上海万耀企龙展览有限公司

Add/地址: 2F, Business Mansion, Shanghai Exhibition Center

No.1333 Nanjing Road (W), Shanghai 200040

上海市南京西路1333号, 上海展览中心商务楼2楼 (200040)

Contact/联系人: Mr. Vincent Zha 查国定 先生

Tel/电话: +86 21 6195 6088 ext 565

Fax/传真: +86 21 6195 6099

Email/电邮: vincent.zha@vnuexhibitions.com.cn

Shanghai International Conference Management Organization 上海旅游会展推广中心

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No. 2368 Zhongshan Road (W), Shanghai 200235

上海市中山西路2368号华鼎大厦26楼 (200235)

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