

China (Shenzhen) Cross Border E-Commerce Fair – Spring Edition
22- 24 February 2023
1 Zhancheng Road, Fuhai street, Bao'an District, Shenzhen, China

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. Business nature (please tick all that apply):

- | | |
|---|---|
| <input type="checkbox"/> 01 Manufacturers / Suppliers | <input type="checkbox"/> 04 Cross Border Service Providers / Products |
| <input type="checkbox"/> 02 Brand owner | <input type="checkbox"/> 05 E-commerce Platform / Media |
| <input type="checkbox"/> 03 Agent, distributor | <input type="checkbox"/> 06 Others, please specify: _____ |

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

- | | |
|--|--|
| 01 Manufacturers / Suppliers | <input type="checkbox"/> 2.9 talent acquisition |
| <input type="checkbox"/> 1.1 Household consumer goods | <input type="checkbox"/> 2.10 insurance |
| <input type="checkbox"/> 1.2 festival / Christmas products | <input type="checkbox"/> 2.11 intellectual property |
| <input type="checkbox"/> 1.3 consumer electronics and household appliances | <input type="checkbox"/> 2.12 legal consultation |
| <input type="checkbox"/> 1.4 fashion & accessories | <input type="checkbox"/> 2.13 trademark registration |
| <input type="checkbox"/> 1.5 sporting goods | |
| <input type="checkbox"/> 1.6 hardware / outdoor gardening | 03 E-commerce Platforms / Media |
| <input type="checkbox"/> 1.7 medical care products | <input type="checkbox"/> 3.1 B2B / B2C cross-border e-commerce platforms |
| <input type="checkbox"/> 1.8 pet products | <input type="checkbox"/> 3.2 domestic and overseas e-tailors |
| <input type="checkbox"/> 1.9 building materials and home decoration | <input type="checkbox"/> 3.3 cross-border e-commerce industrial park/
comprehensive experimental zone |
| <input type="checkbox"/> 1.10 beauty, personal care | <input type="checkbox"/> 3.4 investment policy / project referral |
| <input type="checkbox"/> 1.11 jewelry & accessories | <input type="checkbox"/> 3.5 investment environment display |
| <input type="checkbox"/> 1.12 stationery & beyond | <input type="checkbox"/> 3.6 live broadcasting platforms / equipment /
supporting technologies |
| 02 Cross Border Service Providers / Products | <input type="checkbox"/> 3.7 big data |
| <input type="checkbox"/> 2.1 Consultation services | <input type="checkbox"/> 3.8 artificial intelligence and cloud computing |
| <input type="checkbox"/> 2.2 logistics & warehouse | <input type="checkbox"/> 3.9 cross-border E-Commerce Associations |
| <input type="checkbox"/> 2.3 supply chain | <input type="checkbox"/> 3.10 independent broadcasters |
| <input type="checkbox"/> 2.4 e-commerce operators | <input type="checkbox"/> 3.11 industry media |
| <input type="checkbox"/> 2.5 cross-border marketing | 04 Others, please specify: _____ |
| <input type="checkbox"/> 2.6 operation management systems | |
| <input type="checkbox"/> 2.7 payment platforms | |
| <input type="checkbox"/> 2.8 education and training | |

4. Brand description

Brand Name: _____ Brand Name: _____ Brand Name: _____

Brand origin: _____ Brand origin: _____ Brand origin: _____

Please describe your product range:

5. Participation fees:

Standard booth (Minimum 9sqm)	
Manufacturers / Suppliers zone: RMB 13,800 / 9sqm	Cross Border Service Providers / Products, E-commerce Platforms / Media zone: RMB 15,800 / 9sqm
Each 9sqm booth includes: Booth construction, 3 wall partitions, 6 shelves, wall to wall carpet, 3 spot lights, 1 socket outlet, 1 table & 2 chairs, 1 Fascia Board, 1 waste bin, daily booth cleaning *Additional 10% surcharge for 2 or more open sides booth (only for the booth over 18m²)	
Raw space (Minimum 36sqm)	
Manufacturers / Suppliers zone: RMB 1,380 / sqm	Cross Border Service Providers / Products, E-commerce Platforms / Media zone:

		RMB 1,580 / sqm
*Additional 10% surcharge for corner booth (2 or more open sides)		
*VAT included in price		
Participation fee		
<input type="checkbox"/> Standard booth (Raw space + Booth construction)	_____ sqm (please select the requirement)	<input type="checkbox"/> Manufacturers / Suppliers <input type="checkbox"/> Cross Border Service Providers / Products, E-commerce Platform / Media <input type="checkbox"/> 2-side opened; <input type="checkbox"/> 3-side opened; <input type="checkbox"/> 4-side opened;
<input type="checkbox"/> Raw space	_____ sqm (please select the requirement)	<input type="checkbox"/> Manufacturers / Suppliers <input type="checkbox"/> Cross Border Service Providers / Products, E-commerce Platform / Media <input type="checkbox"/> 2-side opened; <input type="checkbox"/> 3-side opened; <input type="checkbox"/> 4-side opened;
<p><i>Remark:</i></p> <p>1. Payment: 50% deposit is required with application, 50% balance should be paid within 5 working days after receiving the booth confirmation letter. For bank account details please see point 5 below.</p> <p>2. 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.</p> <p>3. The assigned space is subject to organiser's final confirmation.</p>		

6. Name of legally responsible person (Please print last name, first name and sign below):

- 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 February 2023)

- | | | |
|--|--|---|
| <p>1. Organisers
China Chamber of International Commerce
China Merchants Exhibition Management
(Shenzhen) Co Ltd
Messe Frankfurt (Shenzhen) Co Ltd
Beijing Talent-Expo Co Ltd
Shenzhen OCT Exhibition & Convention
management Co Ltd</p> | <p>Shenzhen, P.R.China
Address:
China Merchants Bank Tower No.7088, Shennan
Boulevard, Shenzhen, China
Swift Code: CMBCCNBS</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>2. Event location
1 Zhancheng Road, Fuhai street, Bao'an District,
Shenzhen, China</p> | <p>6. Cancellation
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>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>3. Date of Event
22-24 February 2023</p> | <p>7. Additionally represented companies
(co-exhibitors)
Applications made for additionally represented
companies (co-exhibitors) will be accepted with
10% surcharge to the participation fee per
co-exhibitor.</p> | <p>10. Intellectual property rights / copyright
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.
The organizer has the right to ask the exhibitor to
compensate all the losses if it's caused by the
exhibitor.</p> |
| <p>4. Registration and Confirmation
Application to exhibit is made by submitting a
completed and signed application form to the
organiser. The organiser will confirm successful
applications in sending confirmation letter by fax
or original mail.</p> | <p>8. General terms and conditions of
Participation
The detailed General Terms & Conditions of
Participation are given on the organisers website
https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html
It can be requested in printed form if required.</p> | <p>11. Correspondence address for enquiries
Messe Frankfurt (Shenzhen) Co Ltd
609, Building C, Dongfang Xin Tiandi, Caitian
Road, Futian Street, Futian District
Shenzhen 518026, P.R. China
Tel: +86 755 8299 4989
+86 21 6160 8507
E-mail: ccbec@china.messefrankfurt.com
Website: www.ccbec-shenzhen.com</p> |
| <p>5. Terms of payment
A deposit of 50% is required upon application.
Applicants should remit the appropriate amount
directly to the organiser. Final balance of 50%
should be paid within 5 working days after
receiving the booth confirmation letter. All bank
charges are to be borne by applicant.
Payment should be made to:
A/C Name: Messe Frankfurt (Shenzhen) Co., Ltd
A/C No: 755919692810505
Bank: China Merchants Bank, Head Office,</p> | <p>9. Booth allocation
Exhibitor booth location will be allocated</p> | |

