



BEIJING

17 & 18 November 2009

Beijing International Convention Centre

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# PUBLICITY & TECHNICAL MANUAL

Created and produced by:

**dmg world media (Singapore) Pte Ltd**  
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*Important Note: This document forms part of your contract to exhibit. It must be read carefully and all forms must be duly completed and returned.*

Dear Exhibitor & Sponsor,

It is my pleasure to welcome you to the ad:tech event in Beijing, the truly regional event bringing together marketers, agencies, publishers, portals and solution providers in one venue – Beijing International Convention Centre.

This event will bring together many of the leading players in the market place not only on the expo floor or the sponsors for the entire event, but also at the full two day conference program. We will have an international attendance from as far away as the USA, UK and Europe as well as local and regional representation.

Enclosed is the Exhibitor & Sponsor Publicity & Technical Manual, which will help you prepare for your participation at the event.

The interest level for this event is incredibly high and we are looking forward to another exciting event. Please contact me or my team if you have any questions.

Thank you for your support and we wish you every success at this event.

Best regards,

Paul Beckley  
Vice President  
ad:tech Beijing  
dmg world media (Singapore) Pte Ltd  
[paul@ad-tech.com](mailto:paul@ad-tech.com)  
Mobile: +65 9852 0150  
Fax: +65 6736 0583

# Exhibition Manual – User’s Guide

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Dear Exhibitor,

This Exhibitor’s Manual will assist you in your preparation for the exhibition, and consists of the following sections:

- 1) **CONTACT LIST**  
This list contains full details of all show contractors and suppliers who will be able to assist your company for the exhibition.
- 2) **SITE OPERATION SCHEDULE**  
This schedule lists the different times at which essential activities are taking place. Refer to this schedule in planning your company’s build up schedule.
- 3) **VENUE SPECIFICATIONS**  
Specifications include location map, floorplan, current/power supply, etc.
- 4) **MARKETING & PROMOTION**  
This section describes how you can make the best use of ad:tech’s in-house marketing and promotion campaign.
- 5) **BOOTH DESIGN INFORMATION**  
This section provides detailed information of the Shell Scheme Stand and Raw Space.
- 6) **FREIGHT FORWARDING INFORMATION**  
Exhibitors are advised to read through this section carefully and take note of the shipping requirements. Other information includes details on unpacking, installation and packing of exhibits, storage services, video tapes censorship exemption, etc.
- 7) **RULES & REGULATIONS**  
Please read through these rules and regulations. The Organizers of ad:tech will enforce these rules for the duration of the show.
- 8) **ORDER FORMS**  
Place your additional requirements using these forms. These forms are for your company to order all necessary stand requirements, including telephone line(s), internet services, furniture, lighting & electrical requirements, compressed air & water, audio visual equipment, computer, etc. *The Organisers of ad:tech have been given a series of deadlines by the hall owners and contractors. It is therefore important that all the forms are returned by the given dates. **This is also to ensure that your company will not incur any late installation / order charges. Late order charges will be 30% – 50% of the original cost.***

Do not hesitate to contact us if we can assist you in any way. We look forward to working closely with you towards your successful participation in this exhibition!

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# Contact List

Services	Company's Name & Contact Person	Tel. No.	Fax No.
<b>Organiser</b>	<b>dmg world media (Singapore) Pte Ltd</b> 390 Havelock Road #08-01 King's Centre Singapore 169662	(65) 6513 0609	(65) 6736 0583
➤ Vice President	Contact: Paul Beckley Email: <a href="mailto:paul@ad-tech.com">paul@ad-tech.com</a>	(65) 6513 0610	(65) 6736 0583
➤ Project Manager	Contact: Julia Kwan Email: <a href="mailto:julia@ad-tech.com">julia@ad-tech.com</a>	(65) 6513 0600	(65) 6736 0583
➤ Sales Manager	Contact: Jennifer Gou Email: <a href="mailto:jennifer@ad-tech.com">jennifer@ad-tech.com</a>	(65) 6513 0602	(65) 6736 0583
➤ Sales Executive	Contact: Ng Ai Email: <a href="mailto:ngai@dmgworldmedia.com">ngai@dmgworldmedia.com</a>	(65) 6513 0194	(65) 6736 0583
➤ Content Manager	Contact: Jiang Na Email: <a href="mailto:jiangna@dmgworldmedia.com">jiangna@dmgworldmedia.com</a>	(65) 6513 0607	(65) 6736 0583
➤ Operations Manager	Contact: Wilson Wong Email: <a href="mailto:wilsonwong@dmgworldmedia.com">wilsonwong@dmgworldmedia.com</a>	(65) 6513 0606	(65) 6736 0583
➤ Marketing & PR Manager	Contact: Ruby Liu Email: <a href="mailto:rbyliu@dmgworldmedia.com">rbyliu@dmgworldmedia.com</a>	(65) 6513 0605	(65) 6736 0583
➤ Project Executive	Contact: Sarah Ang Email: <a href="mailto:sarahang@dmgworldmedia.com">sarahang@dmgworldmedia.com</a>	(65) 6513 0609	(65) 6736 0583
<b>Venue</b>	<b>Beijing International Convention Centre</b> No.8 Beichendong Rd, Chaoyang Dist, Beijing 100101, China Contact: He Jun Email: <a href="mailto:Hejun_323_3@hotmail.com">Hejun_323_3@hotmail.com</a> Website: <a href="http://www.bcghotel.com">www.bcghotel.com</a>	(86) 10 84985588	(86) 10 8498305
➤ Furniture rental ➤ Lightning & electrical ➤ Compressed air & water ➤ Carpeting ➤ Telecommunication/internet			
<b>Official freight forwarder</b>	<b>Schenker China Ltd. Beijing Branch</b> 5 Tianwei Sijie Tianzhu Airport Industrial Area A Beijing 101312, China Contact: Sammy Shi Email: <a href="mailto:Sammy.shi@schenker.com">Sammy.shi@schenker.com</a>	(86) 10 80480099	(86) 10 80480115
➤ Consignment details ➤ Video tapes/ discs censorship exemption			
<b>AV equipment rental</b>	<b>W-author International Integrated Communications Ltd</b> Rm 601 No.11 Building Hui Shi Xin Garden, GuangCai Road Beijing 100075, China Contact: David Mu Email: <a href="mailto:david-ht@vip.sina.com">david-ht@vip.sina.com</a>	(86) 10 8720 0289	(86) 010 87203828
➤ Computer & peripherals			

# Site Operation Schedule

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This schedule has been drawn up to avoid congestion and work hazards during the build-up period. Please adhere to the given timings to ensure smooth operations. The Organizers of ad:tech reserves the right to refuse entry to any exhibitor or contractor whose work is of disruption to the schedule below.

## 16 November 2009, Monday

7.00am – 9.00am	Floor marking by official stand builder
9.00am – 11.00am	Moving in of building materials by official stand builder
10.00am – 2.00pm	Arrival of freight / exhibits by Schenker
10.00am – 4.00pm	Construction of shell scheme stands
1.00pm – 8.00pm	Construction of space only / special design stands
1.00pm – 8.00pm	Installation of electrical, distribution of furniture
2.00pm – 4.00pm	Distribution of signages, AV equipment / telephone lines / computers
<b>3.00pm – 8.00pm</b>	<b>Exhibitors' access to dress-up stands and collection of exhibitors' badges</b>
4.00pm	Air conditioning turn on
7.00pm	Completion of all works/ Exhibition hall to be shut

## 17 November 2009, Tuesday

<b>8.00am – 10.00am</b>	<b>Exhibitors' access to dress-up stands</b>
09.30am – 09.45am	Keynote Opening
10.00am	Exhibition open
6.00pm	Exhibition closes
6.30pm	Disconnection of electrical power
6.30pm	Networking Party
7.00pm	Exhibition hall to be shut

## 18 November 2009, Wednesday

<b>9.00am – 10.00am</b>	<b>Exhibitors' access to dress-up stands</b>
10.00am	Exhibition open
6.00pm	Exhibition closes
7.00pm	Disconnection of electrical power
7.00pm – 10.00pm	Dismantling of shell scheme and space only / special design booths
8.00pm – 10.00pm	Moving out of building materials
10.00pm	Exhibition hall to be shut

**\*\* Items not cleared by 10.00pm, 18 November 2009 will be discarded. The Organizers of ad:tech and the official contractors will not be responsible for any items that are discarded.**

# Venue Specifications

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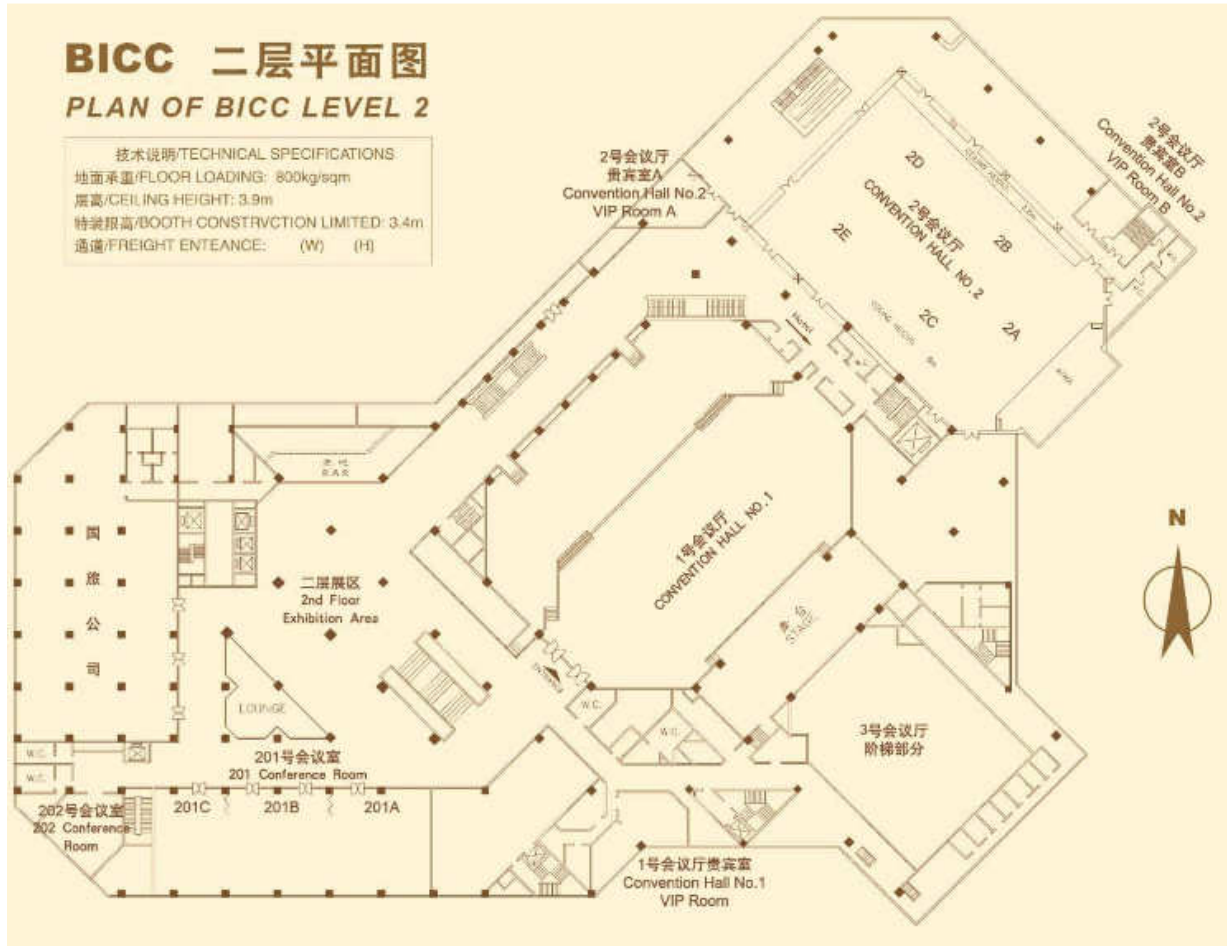


Beijing International Convention Center is located in the leisure and meeting city of Asian Games Village, where you can have meetings, exhibitions, tours, offices, inhabitations, leisures, shopping, food, and security exchange services. The beautiful surroundings, perfect equipments, good service, high efficiency, and convenient transportation facilities make Beijing International Convention Center a well-known venue for meetings, business and leisure in Beijing.

## Scenery and Attractions

- \* Bird's Nest and Water Cube 1 Km/0.6 Mile
- \* Beihai Park 8 Km/5 Mile
- \* The National Museum of China
- \* Tian'anmen Square
- \* Forbidden City
- \* Summer Palace
- \* The Temple of Heaven
- \* Wangfujing Street
- \* Xiushui Street
- \* Hongqiao Street
- \* Panjiayuan Flea Market
- \* The Ming Tomb
- \* The Badaling Great Wall

# Venue Specifications



- **Exhibition Hall, Luncheon Area, Coffee Break Area & Networking party Area:**  
Convention Hall 1
- **Keynote Sessions:**  
Convention Hall 2A-2C
- **Breakout Sessions:**  
Convention Hall 2D-2E & Conference Room 201

# Marketing & Promotion

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## FREE MARKETING SERVICES AVAILABLE TO YOU

As part of your exhibition contract, the marketing tools we have at ad:tech are made available to you. These include:

- **A 100-word write-up** with your logo on the event website and in the event guide.
- **E-banner design services** for banners promoting your participation ad:tech.
- **Edm design services** for edms promoting your participation ad:tech.
- **Edm sending services** for edms promoting your participation ad:tech.
- **Leaflets promoting ad:tech** are available to you for distribution to your clients and associates.
- **Telemarketing** – Let us make the invitations on your behalf.
- **20% discount off conference price** for all your clients and associates. Obtain the relevant registration voucher code from the ad:tech team.
- **Media opportunities** for your CEO and top executives
- **Product information highlight/feature opportunities** via ad:tech's e-newsletters, press releases and media pitching

To make full use of these free marketing tools, complete Form 2 and return it to Ruby Liu. Each marketing campaign can be customized to suit your company's specific needs. Feel free to contact us to discuss your ad:tech marketing campaign.

Your event marketing contact is:  
Ruby Liu  
Marketing & PR Manager  
T: +65 6513 0605  
E: [rbyliu@dmgworldmedia.com](mailto:rbyliu@dmgworldmedia.com)

## MAXIMISE EXPOSURE AT AD:TECH WITH MINIMUM EFFORT

Leave all the hard work to us by making use of the abovementioned services. On your end, there are a few simple steps you can take to further complement the marketing campaign.

- Add the ad:tech URL and your booth information to your **email signature**. Here's an example:  
*ABC Company is exhibiting at ad:tech Beijing 2009! Visit us at booth X to find out about our latest product offerings!*  
[www.ad-tech.com/beijing](http://www.ad-tech.com/beijing)
- Add the ad:tech banner/logo (with hyperlinks) onto your **corporate website and intranet**.
- Include a writeup on ad:tech in **your company's newsletter**.
- Add a short ad:tech feature to any upcoming **print advertisements/communications** which your company has. You can obtain relevant materials such as the ad:tech logo and official writeup from Ruby Liu, Marketing & PR Manager of ad:tech.
- Send a **wishlist of companies you would like to meet** to the ad:tech team, so that we can make the invitations on your behalf.

# Marketing & Promotion

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## **THE AD:TECH PROMOTIONAL AND PUBLICITY CAMPAIGN**

Here is a brief outline of the extensive promotional campaign that we are embarking on for this exhibition:

### **Editorial Coverage in Magazines and Newspapers**

Arrangements have been made with several industry magazines to cover the exhibition with editorials, previews and reviews.

There may also be editorial coverage in regional newspapers through overseas visits and press conferences.

### **Email broadcast**

Email broadcasts will be sent to whet the appetite of potential visitors. Closer to the show, email and telemarketing campaigns are executed to remind Asian professionals of the event.

### **Event Guide**

The Event Guide is a comprehensive catalogue of the exhibition and conference. It serves not only as an exhibition & conference reference for trade visitors and delegates during the show but is also a useful post-show buyers' guide, and is therefore an excellent publicity tool for you. You will be able to derive greater exposure by placing an advertisement in the directory. Refer to Form 5 in this manual for advertising details.

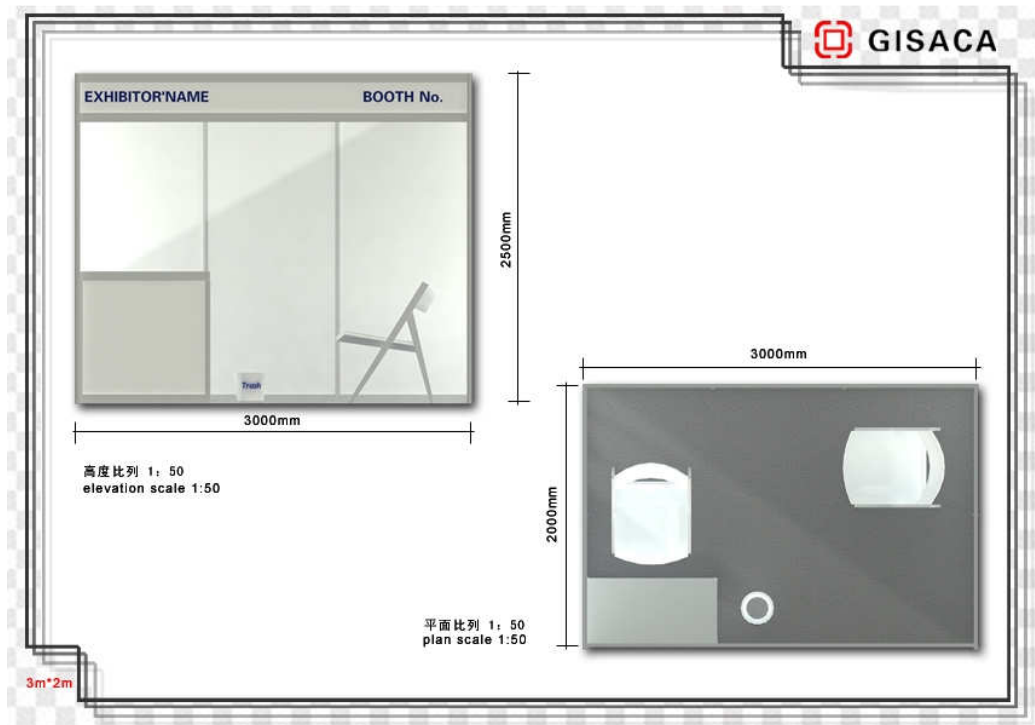
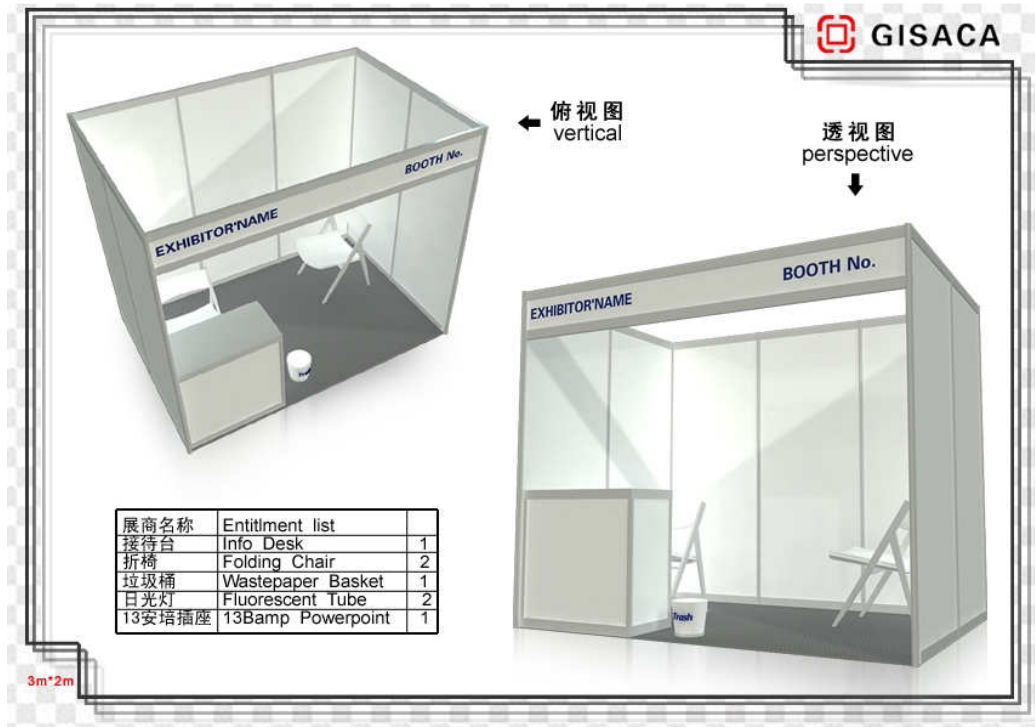
### **Event Website**

Exhibitors and sponsors will have the company's profile write-up and logo listed under the list of participating companies. It will serve to inform visitors of your presence at the event and promote your company's participation.

### **Press Conferences**

Press conferences will be held to generate visitor's interest.

# Booth Design Information



# Freight Forwarding Information

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## IMPORTANT INFORMATION

The following information is for your guidance only. The Official Freight Forwarder will send a detailed shipping manual to you upon your request. Please read through the manual carefully and take note of the shipping requirements and deadlines. In the event that you decide not to use the Official Freight Forwarder and their recommended agents (for non-local exhibitors only), please hand the shipping manual to your appointed freight forwarder for their compliance so that your exhibits can be correctly dispatched and consigned to the Official Freight Forwarder. Failure to comply with the deadlines and instructions will cause unnecessary delays in clearance, and may lead to additional expenses being incurred.

All heavy or large exhibits that require the use of a forklift or pallet truck **MUST** be handled by the exhibition Official Freight Forwarder within the exhibition hall. Movement of freight from the second day of the build-up onwards is subject to size and equipment required and they may not be permitted entry into the exhibition hall. Exhibitors with such requirements are requested to return **FORM 14** before the deadline with their item description, dimensions, weight and date of arrival.

**Schenker China Ltd. Beijing Branch – Fairs Dept**  
5 Tianwei Sijie  
Tianzhu Airport Industrial Area A, Beijing 101312  
Tel: (86)10 80480099 6406  
Fax: (86)10 80480115  
Website: [www.dbschenker.com.cn](http://www.dbschenker.com.cn)

Contact: Sammy Shi  
Email: [sammy.shi@schenker.com](mailto:sammy.shi@schenker.com)

## OFFICIAL FREIGHT FORWARDER

Schenker China Ltd has been appointed by the organiser as the Official Freight Forwarder for the exhibition.

# Freight Forwarding Information

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## CONSIGNMENT INSTRUCTIONS

### SHIPPING DEADLINES

- Receipt of documents for sea freight 26<sup>th</sup> October 2009
- Arrival of exhibits shipped by sea freight 1<sup>st</sup> November 2009
- Receipt of documents for air freight 1<sup>st</sup> November 2009
- Arrival of films and video tapes/discs by courier 3<sup>rd</sup> November 2009
- Arrival of exhibits shipped by air freight 8<sup>th</sup> November 2009

All exhibition goods dispatched either by seafreight or airfreight must be consigned to the Official Freight Forwarder, regardless of the freight forwarder you may be using. They must be consigned "Freight Prepaid".

**DO NOT consign your cargo to dmg world media (Singapore) Pte Ltd or to the Exhibition Centre.**  
**Please consult the Official Freight Forwarder for more details.**

### HAND CARRIED ITEMS

Exhibitors or their appointed forwarder can move in the exhibits if the exhibits are small enough to be hand-carried by one person, to be moved in by an office trolley or exhibit that has its own wheels.

### GIVEAWAY / CONSUMABLE ITEMS

Give-aways and souvenirs are permitted entry into China but are subject to duty and tax based on their CIF value.

# Freight Forwarding Information

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## **STAND LAYOUT PLANS**

Please provide the Official Freight Forwarder with scale layout drawing so that positioning of heavy exhibits can be carried out early during the build-up period. Please fax the final layout of your stand to the Official Freight Forwarder latest one week before the build-up of the show.

## **PACKING AND UNPACKING**

Please ensure that your equipment is packed in a strong, waterproof packing case, which lends itself to be re-packed after the exhibition. Bolted returnable types of cases are suggested for main exhibits. All packing cases, cartons, etc., to be sent to the exhibition must display the following information:

### **ad:tech Beijing 2009**

c/o

Name of Exhibitor:

Stand Number:

Case Number(s):

Gross Weight/Net Weight:

Dimensions:

The Official Freight Forwarder will assist with the physical unpacking and installation of exhibits. However, exhibitors must supervise and be responsible for these operations. Similarly, exhibitors must supervise the dismantling and re-packing of exhibits, especially for delicate and heavy equipment.

If exhibitors arrive on-site late or instruct the Official Freight Forwarder to arrange the positioning and/or repacking on their behalf, then it shall be done handled at the exhibitors' own risk.

## **ON-SITE STORAGE**

No storage space will be provided on-site. Direct arrangement should be made with the Official Freight Forwarder. Otherwise, exhibitors must arrange for their empty and non-usable cartons and cases to be transported back to their premises. Exhibitors are not to store such items within the exhibition halls. dmg world media (Singapore) Pte Ltd reserves the right to remove/dispose of any carton, cases and/or packing materials left in the exhibition halls. Any cost incurred will be borne by the exhibitor.

## **INSURANCE**

Insurance is not provided. It is your responsibility to arrange all risk insurance covering the transport to the exhibition centre, during the exhibition and return of the exhibits, including the period when the Official Freight Forwarder handles exhibits. Please ensure that transport insurance is also arranged for exhibits to be sold locally.

## **REMOVAL OF EXHIBITS**

Should exhibitors and their contractors / agents / suppliers wish to remove any items from the hall, an **EXHIBITS REMOVAL FORM** must be obtained from the Organiser's office. This is applicable only during exhibition show hours.

# Rules & Regulations

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## 1. **ADMISSION**

Admission to the show is complimentary for professionals, trade and business visitors only. Minors and members of the general public will not be admitted. The Organiser reserves the right to refuse admission or remove any person without giving a reason. This also applies to build-up and dismantling periods. For safety reasons, minors below the age of 18 will not be allowed into the exhibition hall at any time from build-up to teardown periods.

## 2. **BUILDING MATERIALS**

Materials for the construction of exhibition booths must have a minimum flame spread rating of Class 2.

## 3. **DAMAGE TO STAND STRUCTURES AND EXHIBITION PREMISES**

No person under any circumstances shall cut into or through any floor covering or wall nor alter stand service structure except when authorized in writing by the Organiser. Any such damage to stand service structures will be invoiced to the Exhibitor.

## 4. **DANGEROUS MATERIALS**

- a) No temporary gas (LPG) or naked live electrical fittings are to be used in the exhibition halls at any time.
- b) No explosives, petrol, dangerous gases or highly inflammable substances are allowed in the halls.
- c) No radioactive substances are allowed unless prior approval in writing is obtained from the Organiser.

Any radioactive substances being used must strictly comply with the rules and regulations stipulated by the relevant regulatory body.

## 5. **DOUBLE STOREY STANDS**

NO double storey stands are allowed as comply with the rules and regulations laid down by the relevant authorities including that of the Fire Safety Bureau and the venue owner.

## 6. **FOOD & BEVERAGES**

According to the regulations of Venue, no food and beverages are allowed to be taken into the exhibition venue. Exhibitors may have food and drinks at the cafeteria inside the Exhibition Hall or at any other restaurants within the exhibition centre.

## 7. **INSURANCE**

Exhibitors are advised to insure their exhibits, property or articles of any kind against all risks and have third party insurance taken out to cover their representatives or agents on duty. The exhibitor shall insure against, indemnity and hold the Organiser harmless in respect of all costs, claims demands and expenses to which the Organiser may be in any way be subject as a result of any loss or injury arising to any person (including members of the public, the Organiser's staff, agents or contractors), or property howsoever caused as a result of any act or default of the exhibitor, his servants, agents or contractors or invitees. If the Organiser so demands, the exhibitor shall provide proof to the Organiser that the exhibitor has adequate insurance cover.

# Rules & Regulations

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## 8. OFFICIAL CONTRACTORS

- a) The Organiser has appointed Official Stand Contractor for various services to ensure a more efficient and regulated build-up and dismantling. Please refer to **CONTACT LIST** for details. The services of the Official Stand Contractor are for the convenience of exhibitors, and the Organiser will accept no liability in respect of any contract between exhibitors and such contractors for negligence or default of any such persons, their servants and agents.
- b) All electrical, water and compressed air link-ups must be contracted through the Official Stand Contractor. Only the Official Freight Forwarder can be employed whenever mechanical handling of exhibits (i.e. the use of forklift or pallet truck) within the exhibition hall is required.
- c) Exhibitors may appoint their own contractor for stand design and construction subject to them being approved by the Organiser. All approved contractors must lodge a non refundable 3<sup>rd</sup> party management fees RMB 50 per sqm to Beijing International Convention Centre (Subject to a minimum of RMB 2,400.00 per stand).

## 9. OPEN FRONTAGES

All stands in the exhibition, irrespective of height, must have at least half of any frontage facing an aisle left open or fitted with transparent (clear, see-through) material. This area must be left visibly free of obstruction.

## 10. PARKING WITHIN THE VENUE

The Venue has a public carpark at the front of the building. Spaces are available on first-come-first-served basis at prevailing published rates and operational hours.

## 11. POWER SUPPLY AND LIGHTING

- a) All electrical installation work from source of supply at the exhibition must be carried out solely by the Organiser's official contractor.
- b) Exhibitors requiring different voltages, stabilizers, frequency or special connections to equipment should arrange for their own transformers, converters, boosters, etc and keep the Organiser informed.
- c) All electrical equipment should be tested and approved by the Organiser's appointed licensed engineers prior to turning on the electrical supply.
- d) All electricity supplied to the stand will be switched off from source 30 minutes after the exhibition closes daily.
- e) 24 hours electricity supply is available by prior arrangement with the Official Stand Contractor at least 2 weeks before the show. **SUCH SUPPLIES CANNOT BE ARRANGED AT SHORT NOTICE.** The Organiser reserves the right to disconnect the electrical supply to any installation, which in the opinion of the electrician, is dangerous or likely to cause annoyance to visitors or other exhibitors.

# Rules & Regulations

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## 12. PRODUCT DEMONSTRATIONS AND PRESENTATIONS

- a) The Organiser appreciates that demonstrations and presentations form an integral part of exhibitions. Exhibitors, however, should exercise discretion to other exhibitors when carrying out demonstrations and presentations.
- b) Loud speakers/sound devices and/or image projection equipment are to be placed in such a way that sound/image is directed downwards and into the stand, and not towards or across the aisles. The operation of any sound device or image projector must not interfere with, or be an annoyance to neighbouring stands. Sound levels recorded at adjacent or opposite stands should not exceed 70dB for all speech, music and sound effects.
- c) The Organiser may also require such demonstrations or presentations to be carried out in accordance to a timetable as laid down after the consultations with the exhibitors involved.
- d) Exhibitors planning to stage demonstrations or presentations must provide a reasonable space for the audience within the confines of the stand.

## 13. PROMOTION(S) DURING THE SHOW

- a) Exhibitors are not allowed to place stickers, signs or posters anywhere in the exhibition hall other than within their own stand and on paid advertising poster sites and billboards.
- b) Exhibitor's representatives are not permitted to distribute any publicity materials, souvenirs and the likes along gangways, near the entrance/exits and other public areas of the exhibition venue.
- c) Non-exhibitors are prohibited from displaying or promoting their activities anywhere in the exhibition and may be asked to leave.

## 14. SECURITY

- a) The Organiser will arrange for general security in the hall during the build-up, teardown, and show hours. The exhibition hall will be locked after show hours. Exhibitors are requested to leave the hall within 30\ minutes of the closing time.
- b) Exhibits movement in and out of the hall during show hours is not permitted. Should there be a need to remove an exhibit from the hall during the show hours, exhibitors are required to obtain an Exhibits Removal Form from the organiser's office.
- c) All personnel in the exhibition hall must wear identification badges. Badges for exhibitors and contractors are available from the Registration Counter.
- d) If your displays are very valuable or sensitive and you wish to hire security personnel to attend to your stand exclusively for the exhibition, please contact the Organiser for security services. Please note that you are not allowed to use your own staff or personnel from any other security agency.

# Rules & Regulations

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## 15. STAND BOUNDARIES AND DESIGN RESTRICTION

- a) All stands must be carpeted or laid with some form of flooring as clear demarcation of contracted space.
- b) All carpet and floor covering must be affixed with double-sided tapes. These tapes are to be removed during the dismantling period. The use of paint or other adhesives on the floor of the exhibition hall is strictly forbidden.
- c) Except for "island" booths (4-side open), a backwall must be installed for every stand. Stands with immediate neighbour(s) should also be provided with the necessary sidewall(s).
- d) Please note that your neighbouring stands may not have dividing walls. In such cases, you will have to provide your own dividing wall(s). On dividing sites, exhibitors are responsible for cladding and decorating both sides of their wall above a height of 2.5m. Walls overlooking adjoining stands must be finished in plain colours only.
- e) Exhibitors may not place any display material or exhibit, nor extend their stand structures and fittings, beyond their contracted boundary. The Exhibitor will be charged for any infringement of this rule, and the Organisers reserve the right to remove the infringement.
- f) Any display of programmable moving lights (cyber lights) is restricted within the perimeter of the exhibitor's stand. The prevailing rate for space rental on per square metre basis will be charged to exhibitors who fail to comply to the above.

## 16. STAND CLEANING

- a) During the build-up and teardown periods, exhibitors and/or their appointed contractors will be responsible for removal of stand construction debris (i.e. empty paint cans, lumber scraps, etc.) and rubbish. Failure to do so will result in the exhibitors being liable for the service fees involved in removing the debris. All aisles must be left clear.
- b) During the exhibition days, the Organiser will provide general cleaning of the stand carpets and aisles daily. It is the exhibitors' responsibility to maintain the cleanliness of their stands at all times.

## 17. STRUCTURAL HEIGHT RESTRICTION

- a) Within the exhibition hall, the permitted stand height is **2.44m** and the maximum stand height allowed is **5m**.
- b) At the foyer area, the permitted stand height is **2.44m** and the maximum stand height allowed is the **SAME** height as well.
- c) Any design for a structure exceeding 4m or stands with covered ceiling must be submitted for approval to the Organiser by **30 October 2009** together with **FORM 9**. Drawings submitted must contain information such as floor plan, dimensions, stand elevation, plan layout, electrical fittings, materials to be used, fire-proof certificate (if applicable) and equipment to be displayed.
- d) If approved, this structure will be restricted to a distance of 1m away from the dividing walls of the adjoining stands. This restriction also applies to overhead structures suspended from the existing hall ceiling. Stands located underneath the hall fire curtain must not exceed 2.5m height below the fire curtain.
- e) All covered stands must be fitted with portable sprinkler balls (12sqm per ball).

## 18. STORAGE

Direct arrangements should be made with an appointed official freight forwarder. Otherwise, exhibitors must arrange for their cartons and cases to be transported back to their own premises. Exhibitors are not to store such items within the exhibition halls. The Organiser reserves the right to remove/dispose of any carton, cases and/or packing materials left in the exhibition halls. Any cost incurred will be borne by the exhibitor.

# Rules & Regulations

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## 19. **WORKING EXHIBITS**

- a) Moving machinery must be fitted with safety devices when the machines are in operation. These safety devices may be removed only when the machines are disconnected from the source of power.
- b) Working machines must be placed at a relatively safe distance from the audience. We strongly recommend the use of safety guards.
- c) All pressure vessels or equipment under pressure must conform to the safety standards & regulations. Prior approval must be sought from the Organiser before operating such equipment.
- d) No motors, engines, contrivances or power-driven machinery may be used without adequate protection against risk of fire.
- e) No naked or open flame equipment is to be used in the exhibition hall at any time.

# Forms Checklist

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Order Form	Item	Page no.	Deadline	Action taken?
Form 1	EVENT GUIDE AND WEBSITE ENTRY	21	30 Sep 2009	
Form 2	MARKETING & PROMOTION	22	9 Oct 2009	
Form 3	PURCHASE OF CONFERENCE PASSES	23	9 Oct 2009	
Form 4	MEDIA & PUBLICITY OPPORTUNITIES	24	9 Oct 2009	
Form 5	EVENT GUIDE ADVERTISEMENT	25	9 Oct 2009	
Form 6	OTHER ADVERTISING OPPORTUNITIES	26	9 Oct 2009	
Form 7	EXHIBITOR/SPONSORS BADGES	27	30 Oct 2009	
Form 8	LETTER OF INTRODUCTION	28	23 Oct 2009	
Form 9	EXHIBITOR NOMINATED STAND BUILDER	29	30 Oct 2009	
Form 10	FASCIA BOARD, STAND OPENINGS & CARPET	30	30 Oct 2009	
Form 11	INTERNET RENTAL	31	30 Oct 2009	
Form 12	FURNITURE, AV, PHONE LINE & ELECTRICAL RENTAL	32	30 Oct 2009	
Form 13	SERVICES LOCATION PLAN	33	30 Oct 2009	
Form 14	FREIGHT FORWARDING SERVICES	34	14 Oct 2009	
Form 15	VIDEO TAPES/DISC CENSORSHIP EXEMPTION	35	14 Oct 2009	
Form 16A	HOTEL ROOM RESERVATION: CROWNE PLAZA	36	N/A	
Form 16B	HOTEL ROOM RESERVATION: BEIJING CONTINENTAL	37	N/A	
Form 17	TEMPORARY STAFF	38	31 Oct 2009	

	<b>FORM 1 – EVENT GUIDE AND WEBSITE ENTRY</b>	<b>Deadline 30 Sep 2009</b>
Attn: Sarah Ang, dmg world media (Singapore) Pte Ltd		Email: <a href="mailto:sarahang@dmgworldmedia.com">sarahang@dmgworldmedia.com</a> or Fax no: (65) 6736 0583

Each participating company (exhibitor/sponsor) at the event is entitled to a free insertion in the Event Guide describing the company's products / services, together with the company's contact information. Every exhibitor and sponsor will also be featured on the Event's Website, including the write-up, a hyperlink to company's website and the company's logo.

- Complete all sections.
- Please type entry using upper & lower cases for clarity.
- Text should not be in the form of advertising copy, ie, no paragraph headings, capital letters at random, italics, bold prints, underlining, exclamation marks etc.
- Text should be in prose form and written in the third person i.e. do not use I, We, Our etc.
- The organizer reserves the right to edit text given without further consultation with the exhibitor/sponsor.
- **Both English and Chinese language write-ups are to be provided. The word limit for each write-up is 100 words.**

<b>Name of exhibiting/sponsoring company (EXACTLY as how you want it to appear in the directory) :</b>  <i>*You will be listed under the first alphabet of your company's name as stated above</i>		<b>Stand No.:</b> (if applicable)
<b>Address:</b>  <b>Country:</b>		
<b>Web site:</b>	<b>Email:</b>	
<b>Tel no.:</b> [   ] [   ] [   ] <small>Country Code   Area Code   Number</small>	<b>Fax no.:</b> [   ] [   ] [   ] <small>Country Code   Area Code   Number</small>	
<b>Corporate Profile (Maximum of 100 words):</b>  <div style="border: 1px solid black; height: 100px;"></div>		
<b>Contact Person:</b>		<b>Designation:</b>
<b>Direct Tel no.:</b>	<b>Direct Fax no.:</b>	
<b>Direct Email:</b>		

**Please complete and return this form by fax or email:**

Attn: Sarah Ang, Project Executive, dmg world media Email: <a href="mailto:sarahang@dmgworldmedia.com">sarahang@dmgworldmedia.com</a> Fax no: (65) +65 6736 0583
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	<b>FORM 2 – MARKETING &amp; PROMOTION</b>	<b>Deadline 9 Oct 2009</b>
Attn: Ruby Liu, dmg world media (Singapore) Pte Ltd	<b>Email: <a href="mailto:rbyliu@dmgworldmedia.com">rbyliu@dmgworldmedia.com</a></b> <b>Tel no: (65) 6513 0605</b> <b>Fax no: (65) 6736 0583</b>	

### E-BANNER DESIGN

- Yes, an e-banner promoting my company's participation at ad:tech is required.  
*(Note that all banners provided will include ad:tech logo and promotional information.)*

Banner width: \_\_\_\_\_

Banner format: GIF / JPEG / SWF

Banner height: \_\_\_\_\_

Animation: Yes / No

### EDM DESIGN

- Yes, an edm promoting my company's participation at ad:tech is required.  
*(Note that all edms provided will include ad:tech logo and promotional information.)*

Points to be discussed:

- edm copy
- Any special specifications for the edm

### EDM BLAST

- Yes, we would like The Organizer to send out an edm to our database on our behalf, announcing our participation at the ad:tech exhibition. *(Note that all edms will have to include ad:tech logo and promotional information.)*

Points to be discussed:

- edm material
- Size of edm database (limited to 2,000 records and below)
- How edm database will be delivered to The Organizer

### LEAFLETS AND COLLATERALS

- Yes, we would like some ad:tech leaflets and collaterals for distribution to our clients and associates.  
*(Subject to availability)*

Quantity required: \_\_\_\_\_

Delivery address: \_\_\_\_\_

Delivery contact person: \_\_\_\_\_

### TELEMARKETING

- Yes, we would like The Organizer to call clients and associates on our behalf, inviting them to visit our booth at ad:tech.


*(Subject to availability)*

Points to be discussed:

- How telemarketing database will be delivered to The Organizer (if applicable)
- Potential / Wishlist companies and names to be researched and invited

**Please complete and return this form by fax or email. Upon receipt of the form, we will get in touch with you to discuss the specifics of your ad:tech marketing campaign.**

Attn: Ruby Liu, Marketing & PR Manager, dmg world media Email: <a href="mailto:rbyliu@dmgworldmedia.com">rbyliu@dmgworldmedia.com</a> Tel no: (65) 6513 0605 Fax no: (65) 6736 0583
--

	<b>FORM 3 – PURCHASE OF CONFERENCE PASSES</b>	<b>Deadline 9 Oct 2009</b>
Attn: Ruby Liu, dmg world media (Singapore) Pte Ltd		<b>Email: <a href="mailto:rbyliu@dmgworldmedia.com">rbyliu@dmgworldmedia.com</a></b> <b>Tel no: (65) 6513 0605</b> <b>Fax no: (65) 6736 0583</b>

As an exhibitor, you are eligible to purchase conference passes at **20% off the prevailing conference price**. Feel free to make use of this discount to register on behalf of your clients and associates!

#### CONFERENCE PASS PRICES (BEFORE DISCOUNT)

<b>Individual Passes</b> ad:tech Main Conference	<b>Early Bird</b> Before 19 <sup>th</sup> Oct 2009	<b>Advance</b> 19 <sup>th</sup> Oct - 15 <sup>th</sup> Nov 2009	<b>Onsite</b> 17 <sup>th</sup> - 18 <sup>th</sup> Nov 2009
<b>Full Conference Pass</b> (includes all sessions, keynotes, lunches, exhibit hall and sponsored forums based on availability; does not include "by-invitation-only" events)	US\$795	US\$995	US\$1095
<b>Exhibit Hall Only</b> (includes exhibit hall and keynotes only)	Free	Free	Free

#### HOW TO REGISTER

Simply visit our online registration page at [http://www.ad-tech.com/beijing/adtech\\_beijing\\_register.aspx](http://www.ad-tech.com/beijing/adtech_beijing_register.aspx). Enter in the promotional code **WbbJKVV** during registration, and our system will automatically compute the 20% discount.

#### ENQUIRIES

If you require further assistance with the purchase of conference passes, please feel free to get in touch with us.


Your event contact is:

**Ruby Liu**

**Marketing & PR Manager**

**T: (65) 6513 0605**

**E: [rbyliu@dmgworldmedia.com](mailto:rbyliu@dmgworldmedia.com)**

	<b>FORM 4 – MEDIA &amp; PUBLICITY OPPORTUNITIES</b>	<b>Deadline 9 Oct 2009</b>
Attn: Ruby Liu, dmg world media (Singapore) Pte Ltd		<b>Email: <a href="mailto:rbyliu@dmgworldmedia.com">rbyliu@dmgworldmedia.com</a></b> <b>Tel no: (65) 6513 0605</b> <b>Fax no: (65) 6736 0583</b>

To maximize your publicity yield at ad:tech, we have prepared a comprehensive media plan especially for you. We encourage you to make full use of the following opportunities:

**Field media opportunities for your CEO and top executives**

To field your top executive for media interviews with key regional media, please submit

- Profile / Bio of executive
- Description on area of expertise

**Product / service feature**


Submit the following for an opportunity to feature your products / services in pre-show publicity collaterals such as e-newsletters, press releases, media pitching, and editorial coverage in trade journals.

*Coverage is not guaranteed. Materials are used at the discretion of the organizers and editors/journalists.*

- Name of product / service
- Description (not more than 300 words)
- Relevant photos

The abovementioned materials are to be sent to:

**Ruby Liu**  
**Marketing & PR Manager**  
**T: (65) 6513 0605**  
**E: [rbyliu@dmgworldmedia.com](mailto:rbyliu@dmgworldmedia.com)**

	<b>FORM 5 – EVENT GUIDE ADVERTISEMENT</b>	<b>Deadline 9 Oct 2009</b>
Attn: Ruby Liu, dmg world media (Singapore) Pte Ltd		Email: <a href="mailto:rbyliu@dmgworldmedia.com">rbyliu@dmgworldmedia.com</a> Tel no: (65) 6513 0605 Fax no: (65) 6736 0583

Drive traffic to your booth and increase brand awareness by advertising in the ad:tech Event Guide. This indispensable guide provides comprehensive information for every conference session, meeting and presentation and is distributed on-site to all ad:tech attendees, prospects, partners and press.

Advertisement space is allocated on a first-come, first-served basis. Set yourself apart by taking advantage of one of the following advertising opportunities available at this event.

<b>Position</b>	<b>Cost per insertion</b>
Full Page Ad (Run of page)	US\$3,000
Full Page Ad (Opposite Sessions-at-a-Glance page)	US\$4,000
Full Page Ad (Opposite Exhibitor Index)	US\$4,000
Full Page Ad (Opposite Exhibit Hall Floor Plan)	US\$4,000
2-Page Spread (Run of page)	US\$5,000
Full Page Ad (on Interior Back Cover)	US\$5,000
2-Page Spread (Interior Front Cover & Page 1)	US\$8,000
Full Page Ad on Back Cover	US\$8,000

Do get in touch with us to find out more about advertising opportunities in the Event Guide.


Your event contact is:

**Ruby Liu**

**Marketing & PR Manager**

**T: (65) 6513 0605**

**E: [rbyliu@dmgworldmedia.com](mailto:rbyliu@dmgworldmedia.com)**

	<b>FORM 6 – OTHER ADVERTISING OPPORTUNITIES</b>	<b>Deadline 9 Oct 2009</b>
Attn: Ruby Liu, dmg world media (Singapore) Pte Ltd		Email: <a href="mailto:rbyliu@dmgworldmedia.com">rbyliu@dmgworldmedia.com</a> Tel no: (65) 6513 0605 Fax no: (65) 6736 0583

#### VIDEO SCREENING AT THE REGISTRATION AREA

Make use of the 6 plasma screens available at the registration area. Your video will be screened in random order with 5 other advertisers and each video is 20 seconds long. ALL attendees will need to register themselves at the registration counters so this will be a visible advertisement opportunity for you to make your company's presence apparent to everyone at the event.

Video options	Cost
ONE video screening (20 seconds)	US\$1,500
THREE Video screenings (60 seconds)	US\$3,500
EXCLUSIVE video screening (120 seconds, looped)	US\$7,000

Note: Audio volume of the video clips to be played onsite will be determined by the organizer. All video clips are subjected to approval by the organizer and venue owner, hence you are advised to send the video to us at least 4 weeks prior the event to obtain approval.

#### OUTDOOR ADVERTISEMENTS AT EVENT VENUE

Item	Cost
Balloons (0.9m diameter, floating 10m above ground)	US\$1,800 for ONE Balloon  US\$4,800 for FOUR balloons
Pillar advertisement (1.42m width x 4.8m height; price inclusive of production)	US\$750 per side  US\$2,500 for FOUR sides (1 entire pillar)
Exclusive Escalator banner, placed parallel to the escalator (1.4m width x 13m height)	US\$8,000

Do get in touch with us to find out more about advertising opportunities at ad:tech.

Your event contact is:

**Ruby Liu**

**Marketing & PR Manager**

**T: (65) 6513 0605**

**E: [rbyliu@dmgworldmedia.com](mailto:rbyliu@dmgworldmedia.com)**

	<b>FORM 7 – EXHIBITOR/SPONSORS BADGES</b>	<b>Deadline 30 Oct 2009</b>
Attn: Sarah Ang, dmg world media (Singapore) Pte Ltd		Email: <a href="mailto:sarahang@dmgworldmedia.com">sarahang@dmgworldmedia.com</a> or Fax no: (65) 6736 0583


**IMPORTANT INFORMATION**

- Exhibitors' badges are for personnel from the exhibiting company and associated companies who will be manning the stand during the exhibition.
- DO NOT register your guests and contractors as exhibitors. Any staff attending the exhibition, solely for the purpose of visiting the exhibition should register as a visitor and NOT as an Exhibitor.
- Badges will not be mailed to you.
- Please collect the badges from the Registration Counter from 4.00pm on 16 November 2009.
- Please TYPE/PRINT all names in BLOCK letters.

*Please attach a separate sheet if the given space is insufficient.*

	Name of Stand Personnel	Company's Name (to appear on badges)	Designation	Email	Country
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					

<b>Exhibiting/Sponsoring Company:</b>		
<b>Tel. No.:</b>	<b>Fax No.:</b>	<b>Email:</b>
<b>Contact Person:</b>		<b>Stand No.:</b>

	<b>FORM 8 – LETTER OF INTRODUCTION</b>		<b>Deadline 23 Oct 2009</b>
	<b>Attn: Wilson Wong, dmg world media (Singapore) Pte Ltd</b>		Email: <a href="mailto:wilsonwong@dmgworldmedia.com">wilsonwong@dmgworldmedia.com</a> or Fax no: (65) 6736 0583

**Exhibitors who require entry visa can request for a Letter of Introduction for Visa Application**

*Please provide the following details:*

NAME (as in passport):	
PASSPORT NO.:	
PASSPORT ISSUE DATE:	
PASSPORT EXPIRY DATE:	
DATE OF BIRTH:	
NATIONALITY:	
COUNTRY OF EMBARKATION:	

*Nationals holding ordinary passports from the following countries require entry visas:  
(please check with your travel agent if you are unsure if a visa is required)*

Nationality	Visa Processing Time
Afghanistan, Algeria, Bangladesh, Egypt, Iran, Iraq, Jordan, Lebanon, Libya, Pakistan, Saudi Arabia, Somalia, Sudan, Syria, Tunisia, Yemen Holders of Refugee Travel Document issued by Middle-East Countries Holders of Temporary Passport issued by United Arab Emirates Holders of Palestinian Authority Passport	10 working days
Cambodia, Commonwealth Independent States (CIS), India, Laos Myanmar, Vietnam	3 working days

<b>Exhibiting/Sponsoring Company:</b>			
<b>Tel. No.:</b>	<b>Fax No.:</b>	<b>Email:</b>	
<b>Contact Person:</b>			<b>Stand No.:</b>

	<b>FORM 9 – EXHIBITOR NOMINATED STAND BUILDER</b>	<b>Deadline 30 Oct 2009</b>
<b>Attn: Wilson Wong, dmg world media (Singapore) Pte Ltd</b>		<b>Email: <a href="mailto:wilsonwong@dmgworldmedia.com">wilsonwong@dmgworldmedia.com</a> or Fax no: (65) 6736 0583</b>

**Exhibitors who are carrying out construction works to their stand must complete this form; applicable especially to those who have contracted for Space Only.**

**HALL AND STAND STRUCTURES**

- Within the Exhibition hall, no stand is allowed to exceed 5 metres in height.
- At the Foyer area, no stand is allowed to exceed 2.44 metres in height.
- Exhibitors with stands exceeding **4m height**, and stands with covered ceiling must submit detailed information of their stand to the Organiser by **30 October 2009** to obtain approval from the exhibition centre. Drawings submitted must contain information such as floor plan, dimensions, stand elevation, plan layout, electrical fittings, materials to be used and equipment to be displayed.
- Please ensure that your appointed stand contractor will abide by all the Rules & Regulations stated in the manual.

**DISMANTLING**

Both the exhibitor and contractor are responsible for dismantling and removing the stand, in accordance with the schedule on **Page 6**. All debris and carpets must be cleared by the exhibitors and/or their contractor by **10pm on 18 November 2009**. Failure to do so may result in the contractor and/or exhibitors being liable for service fees incurred.

**IMPORTANT!**

If you have not contracted the Official Contractor to be your stand builder, you or your nominated contractor will be required to lodge with Beijing International Convention Center a non-refundable 3<sup>rd</sup> party management fee of **RMB 50 per sqm** based on your contracted space. Payments are to be made to Beijing International Convention Centre by **15 October 2009**.

**Nominated Contractor:**  
.....

**Address:**  
.....

.....

**Tel. No.:** ..... **Fax No.:** .....


.....

**Contact Person:** ..... **Email:** .....

.....

**No. of Contractors' Passes Required:**  
.....

<b>Exhibiting/Sponsoring Company:</b>			
<b>Tel. No.:</b>	<b>Fax No.:</b>	<b>Email:</b>	
<b>Contact Person:</b>			<b>Stand No.:</b>

	<b>FORM 10 –</b> <b>FASCIA BOARD, STAND OPENINGS &amp; CARPET</b>	<b>Deadline</b> <b>30 Oct 2009</b>
	<b>Attn: He Jun, Beijing International Convention Centre</b>	<b>Email: <a href="mailto:Hejun_323_3@hotmail.com">Hejun_323_3@hotmail.com</a> or</b> <b>Fax no: 86 10 8499 5588</b>

**FASCIA BOARDS** (for Shell Scheme Stands only)

- All fascia boards will have coloured background with white Helvetica text - Blue
- This will be provided in Upper Case Only, 100mm high (4 inches), maximum 24 letters.
- Adding of any logos will be subject to additional cost. Cost will vary depending on the complexity and colours of the logo(s).
- Exhibitors have the choice to removing the fascia boards, but your stand **must** display the name of the company.

***TYPE/PRINT*** (in BLOCK letters), in the boxes below (include spacing) the name to appear on the fascia.


**COMPANY LOGO** (for Shell Scheme Stands only)

- Exhibitors who wish to include the company's logo on the fascia board, please indicate below. The Official Stand Builder will be able to advise you on the charges.
  - YES, I would like to include my company's logo on the fascia board. Please send me the quote.**  
(Please attach a sample of the logo with the pantone colour codes).
  - NO, I DO NOT want the logo on the fascia board.**

**STAND OPENINGS** (for Shell Scheme Stands only)


- Exhibitors with a corner stand will have two open sides to their stand.
- If you wish to have only one opening, please indicate below
  - I am occupying a corner booth and I DO NOT want the additional open side(s).**

**CARPET**

- All Shell Scheme stands will be provided with blue colour carpet.

**IMPORTANT!**  
 The company name to appear will be as per contract if this form is received later than the given deadline.  
 Any changes made after 30 October 2009 will be subjected to a charge.

<b>Exhibiting/Sponsoring Company:</b>			
<b>Tel. No.:</b>	<b>Fax No.:</b>	<b>Email:</b>	
<b>Contact Person:</b>			<b>Stand No.:</b>

	<b>FORM 11 – INTERNET LEASE</b>	<b>Deadline 30 Oct 2009</b>
<b>To: Ms. Lv Wenwen, Beichen Communication</b>		<b>E-mail: lvww@nsna.com.cn</b>

**TERMS AND CONDITIONS**

- All lease items are provided only after full payment during the exhibition.
- Payment includes domain name analysis services.

**SURCHARGES FOR ORDER DEALY AND CANCELLATION**

- A surcharge of 30% shall be imposed on any orders submitted after Oct. 30, 2009
- A surcharge of 50% shall be imposed on any cancellation after Nov. 2, 2009
- No refund shall be made upon cancellation after Nov. 9, 2009.

No.	Item	Unit Cost (RMB) Per Day	Qty	Cost (RMB)
1	128K Internet Connections	1000.00		
2	256K Internet Connections	1500.00		
3	512K Internet Connections	3000.00		
4	1M Internet Connections	5000.00		
5	2M Internet Connections	6500.00		
6	10M Internet Connections	12000.00		
				<b>Cost:</b>
				<b>Total Cost:</b>

**Contact Information:**

<b>Payment (please choose your preferred payment term)</b>
Pls mail <b>crossed</b> check or bank draft to Beijing International Convention Center Post Address: No. 8, Beichen East Road, Chaoyang District, Beijing, China 100101
<b>Telegraphic Transfer</b> — please pay in RMB to the following account: Bank Account: China Merchants Bank, Beijing Branch, Yayuncun Sub-branch ( 462) Account Name: Beijing Beichen Communication Technology Co.Ltd. Account No.: 0784 8789 10001 Tax ID: 110106700223264 <b>Note: All charges imposed by the bank (beneficiary fee included) shall be paid by the exhibitor.</b>

Ms. Lv Wenwen  
**Beichen Communication**  
 No. 8, Beichen East Road,  
 Chaoyang District  
 Beijing, China 100101  
 Tel: 86-10-64993821  
 Fax:  
 Mobile Phone: 13321169376  
 E-mail: lvww@nsna.com.cn

<b>Exhibiting/Sponsoring Company:</b>			
<b>Tel. No.:</b>	<b>Fax No.:</b>	<b>Email:</b>	
<b>Contact Person:</b>			<b>Stand No.:</b>

**FORM 12 –  
FURNITURE, AV, PHONE LINE  
& ELECTRICAL RENTAL**

**Deadline  
30 Oct 2009**

**Attn: He Jun, Beijing International Convention Centre**

**Email: [Hejun\\_323\\_3@hotmail.com](mailto:Hejun_323_3@hotmail.com) or  
Fax no: 86 10 8499 5588**

**RENTAL TERMS AND CONDITIONS**

- The Shell Scheme Package includes one (1) information desk, two (2) folding chairs, one (1) wastepaper basket for every 9 sqm or 12sqm booked. ORDER ONLY YOUR ADDITIONAL REQUIREMENTS.
- All items are on rental basis for the period of exhibition only and are valid only when accompanied by full payment

**LATE ORDERS SURCHARGE & CANCELLATION**

- Orders received after 30 October 2009 - 30%
- 50% cancellation charge will be imposed if cancellation is received after 2 November 2009
- No refund will be given if cancellation is received after 9 November 2009

S/No	Item	Unit Cost (RMB)	Qty	Cost (RMB)
1	Reception Counter	80.00		
2	Glass showcase	300.00		
3	Multi-function table	80.00		
4	Table cloth	50.00		
5	Discussion table with 2 chairs	200.00		
6	Barstool	120.00		
7	Brochure rack	80.00		
8	Folding chair	30.00		
9	Folding Door	200.00		
10	Media Board	300.00		
11	Carpet	30.00 per sqm		
12	Wall shelving	80.00		
13	Refrigerator	300.00		
14	Electrical power point 15A, 220V	1500.00		
15	Electrical power point 15A, 380V	2200.00		
16	Local direct line	1000.00		
17	IDD Line	3000.00		
18	29" TV Monitor	500.00		
19	DVD Player	300.00		
<b>Cost:</b>				
<b>(applicable to local exhibitors only) 15% SERVICE CHARGE:</b>				
<b>Total Cost:</b>				

**PAYMENT** (please select preferred method of payment)

**Crossed cheque or bank draft** made payable to **Beijing International Convention Centre**  
Mailing address: No. 8 Beichengdong Road, Chaoyang District, Beijing 100101, China

**Telegraphic Transfer** – Please make payment in RMB to the following account:  
**Beijing International Convention Centre**  
Bank Account: Bank of China, City Branch Beijing  
Name of account: Beijing Continental Grand Hotel  
Account No: 01103408091014  
Swift code: BKCHCNBJ110  
Please remark: ad:tech Beijing 2009  
The address of the bank is: No.8 Yabaolu, Chaoyang Dist. Beijing, China  
**Note: All bank charges (including beneficiary) must be borne by exhibitors**

**American Express**

**Visa**

**Mastercard**

Card no.:

Expiry date:

Cardholder's name:


Signature:

Amount:

**Contact Details:**

He Jun  
Beijing International Convention Centre  
No. 8 Beichengdong Road  
Chaoyang District  
Beijing 100101  
China  
DID: 86 10 849 85588  
Fax: 86 10 849 83085  
Mobile: 13911323263  
Email: [Hejun\\_323\\_3@hotmail.com](mailto:Hejun_323_3@hotmail.com)

**Exhibiting/Sponsoring  
Company:**

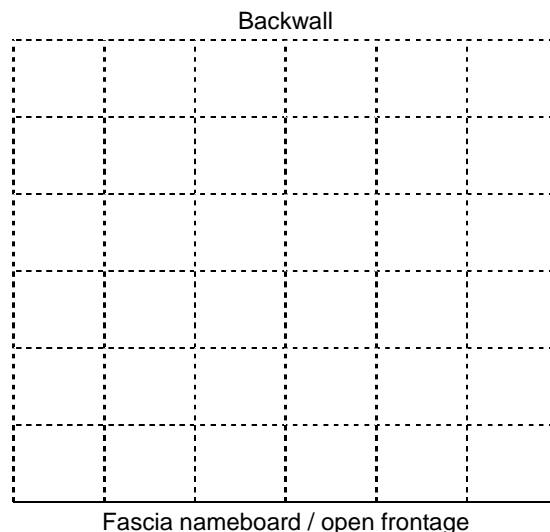
<b>Tel. No.:</b>	<b>Fax No.:</b>	<b>Email:</b>
<b>Contact Person:</b>		<b>Stand No.:</b>
	<b>FORM 13 – SERVICES LOCATION PLAN</b>	<b>Deadline 30 Oct 2009</b>
<b>Attn: He Jun, Beijing International Convention Centre</b>		<b>Email: <a href="mailto:Hejun_323_3@hotmail.com">Hejun_323_3@hotmail.com</a> or Fax no: 86 10 8499 5588</b>











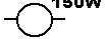

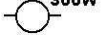

**FOR SHELL SCHEME STAND EXHIBITORS**

- Indicate the locations of your utilities, such as power outlets, spotlights water and compressed air using the symbols below on the plan below. Use a separate attachment if the blocks given below are too small.
- Please note that positions of the fluorescent lights for the fitted booth package are fixed and to relocate them will be chargeable.
- It is imperative that you complete this information as it will be used to install your requirements in the correct locations before you arrive on-site.
- All fixtures will be placed at the discretion of the Official Stand Contractor if this form is received after the above deadline.

**FOR SPACE ONLY EXHIBITORS**


- Fax your design plans to +86 10 8499 5588.
- Indicate your electrical and lighting requirements on your plans.



Symbol	Item	Symbol	Item
	100W spotlight		Fluorescent tube (40w)
	100W longarm spotlight		Lighting connection (100W individual spotlight/point)
	Track halogen light (50W)		13amp/220V single phase (for machinery only)
	Halogen light (50W)		15amp/220V single phase (for machinery only)
	Longarm halogen spotlight (50W)		15amp, 3 phase power (for machinery only)
	Floodlight (150W)		30amp, single power (for machinery only)
	Floodlight (300W)		30amp, 3 phase power (for machinery only)

<b>Exhibiting/Sponsoring Company:</b>		
<b>Tel. No.:</b>	<b>Fax No.:</b>	<b>Email:</b>

Contact Person:	Stand No.:
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	<b>FORM 14 – FREIGHT FORWARDING SERVICES</b>	<b>Deadline 14 Oct 2009</b>
	<b>Attn: Ms. Sammy Shi / Mr. Mingjie Sun</b>	<b>Email: <a href="mailto:sammy.shi@dbschenker.com">sammy.shi@dbschenker.com</a> <a href="mailto:mingjie.sun@dbschenker.com">mingjie.sun@dbschenker.com</a> or Fax no: 86 10 80480115</b>

Please also refer to Freight Forwarding Information on pages 12 - 14.

*All Exhibitors who are not using the Official Freight Forwarder have to provide complete details of their appointed freight forwarder.*

**Nominated Freight Forwarder:**

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**Address:**

---

**Tel. No.:** \_\_\_\_\_ **Fax No.:** \_\_\_\_\_

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**Contact Person:** \_\_\_\_\_ **Email:** \_\_\_\_\_

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#### DEADLINES FOR SHIPMENT

- |   |                               |
|---|-------------------------------|
| • Receipt of documents for sea freight                | 26 <sup>th</sup> October 2009 |
| • Arrival of exhibits shipped by sea freight          | 1 <sup>st</sup> November 2009 |
| • Receipt of documents for air freight                | 1 <sup>st</sup> November 2009 |
| • Arrival of films and video tapes / discs by courier | 3 <sup>rd</sup> November 2009 |
| • Arrival of exhibits shipped by air freight          | 8 <sup>th</sup> November 2009 |

#### INSURANCE

All exhibitors must arrange at their own cost an "all risk" insurance coverage for all goods, exhibits, equipment, etc. involved from Origin country up to their exhibition stand including the duration of the exhibition period and return to domicile.

#### ON SITE HANDLING

Only exhibits which can be hand-carried by one person may be delivered to / removed from the exhibition hall by the exhibitor. Exhibits requiring mechanical assistance must be handled by the Official Freight Forwarder. For on-site delivery and handling and taking over from the Official Freight Forwarder, an exhibitor's representative must be present for such purpose. For the on-site handling charges, please refer to the shipping manual issued by the Official Freight Forwarder.

All necessary packing, unpacking, one time delivery, position and removal of exhibits within the Exhibition Hall must be carried out by the Official Freight Forwarder.

#### CONSIGNMENT INSTRUCTIONS


Please ensure that your equipment is packed in a strong, waterproof packing case, which lends itself to be re-packed after the exhibition. Bolted returnable types of cases are suggested for main exhibits.

All packing cases, cartons, etc., to be sent to the exhibition must display the following information:

**Name of Exhibiting Company and Stand Number**  
ad:tech Beijing 2009  
c/o Schenker China Ltd. Beijing Branch  
**Dimensions and weight**  
**Case number(s) (case must be in sequence)**

<b>Exhibiting/Sponsoring Company:</b>		
<b>Tel. No.:</b>	<b>Fax No.:</b>	<b>Email:</b>

<b>Contact Person:</b>	<b>Stand No.:</b>
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	<b>FORM 15 –</b> <b>VIDEO TAPES / DISCS</b> <b>CENSORSHIP EXEMPTION</b>	<b>Deadline</b> <b>14 Oct 2009</b>
<b>Attn: Ms. Sammy Shi / Mr. Mingjie Sun</b>		<b>Email: <a href="mailto:sammy.shi@dbschenker.com">sammy.shi@dbschenker.com</a></b> <b><a href="mailto:mingjie.sun@dbschenker.com">mingjie.sun@dbschenker.com</a></b> <b>or Fax no: 86 10 80480115</b>

Statement of \*Mr/Mrs/Miss \_\_\_\_\_  
 For Video Tapes / Discs to Be Exempted From Censorship

I, \_\_\_\_\_ NRIC/Passport No. \_\_\_\_\_

Occupation \_\_\_\_\_ Address \_\_\_\_\_

do declare and confirm on behalf of \_\_\_\_\_

*(Name and Address of Company) that the video tape(s)/video disc(s) accompanying this statement and falling within the following categories are strictly for the company use and do not contain scenes of sex, nudity, gratuitous violence, drug abuse, or any denigration of race, religion or affect China's national interest and are not otherwise obscene or lewd.*

Code	Categories	No. of tapes / discs
CT	Training, Educational and Industrial	
CP	# Promotional and Advertising	
CO	Ballet, Opera, Classical and Jazz	
CD	Documentary	
CS	Sport	
CC	Cartoons meant for Children	
CL	** Local TV programmes	
CM	@ Pre-1966 Movies	
	Total	

I declare that this statement (consisting of one page signed by me) is true to the best of my knowledge and I make it knowing I may be liable to prosecution under the Penal Code if I have willfully stated in it anything which I know to be false or do not believe to be true.

\_\_\_\_\_  
 Signature of Declarant

\_\_\_\_\_  
 Date

# The exempted category does not include musical clips, movies, TV dramas, serials, etc.

\*\* Local TV programmes include China TV programmes and programmes from other countries only.

@ Pre-1966 English, Chinese, Hindi/Tamil and Malay movies. For this category, the declarant should furnish the title, year of production and the country of origin.

<b><u>For official use</u></b>
----- Signature of witness
----- Name & Designation
----- Date

<b>Exhibiting/Sponsoring Company:</b>			
<b>Tel. No.:</b>	<b>Fax No.:</b>	<b>Email:</b>	
<b>Contact Person:</b>			<b>Stand No.:</b>

	<b>FORM 16A – HOTEL ROOM RESERVATIONS Crowne Plaza Parkview Wuzhou Beijing Hotel</b>	<b>Deadline N/A</b>
<b>Attn: Mr. Peter Chen, Crowne Plaza Parkview Wuzhou Beijing Hotel</b>		<b>Email: <a href="mailto:Peter@cpparkviewbj.com">Peter@cpparkviewbj.com</a> or Fax no: 86 10 8497 2887</b>

- In the event that your travel dates change after submitting this form, please notify **Crowne Plaza Parkview Wuzhou Beijing Hotel** immediately.
- Room assignment will be subject to first come first served basis & availability.
- Rates quoted are subject to 15% service charge
- Rates are valid only from **16 – 19 November 2009**

**Cancellation / No Show Policy**

- All guaranteed reservation cancelled less than 24hrs prior to 1800hrs on the day arrival (Beijing time) will be subject to a one night penalty charge.
- Failure to shown will result in a no show fee equivalent to one night room rate.

For further information, please contact:

**Crowne Plaza Park View Wuzhou Beijing**

No. 8 North Si Huan Zhong Road, Chaoyang District, Beijing 100101, P.R. China

Tel: (86) 10 6481 7193 Fax: (86) 10 8497 2887

Email: [peter@cpparkviewbj.com](mailto:peter@cpparkviewbj.com)

Person-in-charge: Mr. Peter Chen

*Please select your preferred choice:*

<i>Hotel</i>	<i>Category</i>	<i>Distance to BICC</i>	<i>Room Rate (Single/Twin)</i>	<i>Breakfast Rate</i>	<i>No. of rooms Required</i>
Crown Plaza Park View Wuzhou Beijing	5*	5 mins walk	CNY.1050	Included one	

**Airport Transfer:**

- Transfer Required  Arrival Pick up  Departure Transfer
- Audi A6  RMB400 (One way rate)
- Buick GL8  RMB580 (One way rate)
- Mercedes Benz S350  RMB800 (One way rate)
- Coaster  RMB580 (One way rate)
- Shuttle Bus  RMB1300 (One way rate)

**Note**

Crown Plaza Park View Wuzhou Beijing offers the above mentioned Limousine Services for airport transfer. Please advise your arrival and departure flight and your preferred transfer vehicle. The airport valet of our hotel will meet the guest(s) at the arrival hall with a signboard bearing the hotel logo.

**PAYMENT & CREDIT CARD DETAILS** (note: payment by telegraphic transfer or credit card is subject to 3% admin fee)

American Express     
 MasterCard     
 Visa

Card no.: \_\_\_\_\_ Expiry Date: \_\_\_\_\_ (dd-mm-yy)

Cardholder's name: \_\_\_\_\_ CVV Code: \_\_\_\_\_ (last 3 digits behind the card)

Signature: \_\_\_\_\_

COMPLETE DETAILS IN FULL		
Name of Guest:		
Organisation:		
Address:		
Tel. No:	Fax No.:	Email:
Arrival Date:	Flight No:	Arrival Time:
Departure Date:	Flight No:	Departure Time:

Room Type:


Single

Double

Twin

Non-Smoking

Smoking

	<b>FORM 16B –</b> <b>HOTEL ROOM RESERVATIONS</b> <b>Beijing Continental Grand Hotel</b>	<b>Deadline</b> <b>N/A</b>
<b>Attn: Ms. Jacy He,</b> <b>Beijing Continental Grand Hotel</b>		<b>Email: <a href="mailto:Hejun_323@sina.com">Hejun_323@sina.com</a> or</b> <b>Fax no: 86 10 8497 2651</b>

- In the event that your travel dates change after submitting this form, please notify **Beijing Continental Grand Hotel** immediately.
- Room assignment will be subject to first come first served basis & availability.
- Rates quoted are subject to 15% service charge
- Rates are valid only from **16 – 19 November 2009**

**Cancellation / No Show Policy**

- All guaranteed reservation cancelled less than 24hrs prior to 1800hrs on the day arrival (Beijing time) will be subject to a one night penalty charge.
- Failure to shown will result in a no show fee equivalent to one night room rate.

For further information, please contact:

**Beijing Continental Grand Hotel**  
 No. 8 Beichendong Rd. Chaoyang District, Beijing 100101, P.R. China  
 Tel: (86) 10 8498 5588 Fax: (86) 10 8498 3085  
 Email: [hejun\\_323@sina.com](mailto:hejun_323@sina.com)  
 Person-in-charge: Ms. Jacy He

*Please select your preferred choice:*

Hotel	Category	Distance to BICC	Room Rate (Single/Twin)	Breakfast Rate	No. of rooms Required
Beijing Continental Grand Hotel	4*	With corridor connected	CNY.548	CNY 80	

**Airport Transfer:**

- Transfer Required  Arrival Pick up  Departure Transfer
- Business Car  RMB400 (One way rate)
- Benz Commercial  RMB800 (One way rate)

**Note**

Beijing Continental Grand Hotel offers the above mentioned Limousine Services for airport transfer. Please advise your arrival and departure flight and your preferred transfer vehicle. The airport valet of our hotel will meet the guest(s) at the arrival hall with a signboard bearing the hotel logo.

**PAYMENT & CREDIT CARD DETAILS** (note: payment by telegraphic transfer or credit card is subject to 3% admin fee)


American Express                     
  MasterCard                                     
  Visa

Card no.: \_\_\_\_\_                                     
 Expiry Date: \_\_\_\_\_ (dd-mm-yy)

Cardholder's name: \_\_\_\_\_                     
 CVV Code: \_\_\_\_\_                     
 (last 3 digits behind the card)

Signature: \_\_\_\_\_

COMPLETE DETAILS IN FULL		
Name of Guest:		
Organisation:		
Address:		
Tel. No:	Fax No.:	Email:
Arrival Date:	Flight No:	Arrival Time:
Departure Date:	Flight No:	Departure Time:
Room Type:	<input type="checkbox"/> Single <input type="checkbox"/> Double <input type="checkbox"/> Twin <input type="checkbox"/> Non-Smoking <input type="checkbox"/> Smoking	

	<b>FORM 17 – TEMPORARY STAFF</b>	<b>Deadline 31 Oct 2009</b>
<b>Attn: Wilson He, Corporate IT Solutions (Shanghai) CO.,Ltd</b>		<b>Email: <a href="mailto:wilsonhe@corpit.com.sg">wilsonhe@corpit.com.sg</a> or Fax no: 86 21 65439914</b>

Description	Hourly rate (RMB)	No. of hours	No. of staff required	Cost (RMB)
Exhibition Hostess / Booth Assistant	30			
Interpreter (English / Mandarin)	50			
<b>Total Cost:</b>				

*Note: min. 6 working hours per day.*

Dates Services Required: _____ from _____ am to _____ pm	
_____ from _____ am to _____ pm	
_____ from _____ am to _____ pm	
Type of Apparel:	<input type="checkbox"/> Business <input type="checkbox"/> Costume
Any special requirements/qualifications: _____	

ON-SITE PAYMENT
<input type="checkbox"/> Credit Card
<input type="checkbox"/> Cash

**Payment Details:**  
**(Payment in RMB)**  
 科必睿信息技术（上海）有限公司  
 1001256609007322602  
 022566—工行鞍山路支行

**(Payment in USD)**  
 Cheque Payable to: Corporate IT Solutions Pte Ltd

Telegraphic Transfer:  
 Corporate IT Solutions Pte Ltd  
 Bank Details: UOB Main Branch  
 Bank Address: 80 Raffles Place, UOB Plaza, Singapore 048624  
 Account No.: 351-301-206-1  
 Swift Code: UOVBSGSG

**Contact Details:**  
 Wilson He  
 Corporate IT Solutions(Shanghai) CO.,Ltd  
 Add:Room 1813 No 1 HuangXing Road Shanghai  
 China  
 Tel: 86-21-65040322  
 Fax:86-21-65439914  
 Email :Wilsonhe@corpit.com.sg

<b>Exhibiting/Sponsoring Company:</b>			
<b>Address:</b>			
<b>Tel. No.:</b>	<b>Fax No.:</b>	<b>Email:</b>	
<b>Contact Person:</b>			<b>Stand No.:</b>