



中国国际进口博览会
CHINA INTERNATIONAL
IMPORT EXPO

CIIE NEW ERA
SHARED FUTURE
新时代 共享未来

第八届中国国际进口博览会 THE 8TH CHINA INTERNATIONAL IMPORT EXPO

Rules and Regulations

In these Rules and Regulations, the term “Hosts” refers to the Ministry of Commerce of the People’s Republic of China and the Shanghai Municipal People’s Government; the term “Organizers” refers to the China International Import Expo Bureau and National Exhibition and Convention Center (Shanghai) Co., Ltd.

1. General Rules

- 1.1 According to the laws and regulations of the People’s Republic of China and the relevant rules of the Shanghai Municipal People’s Government, the relevant terms, conditions and requirements that include but are not limited to work safety, fire control safety and credential management are thoroughly revised in these Rules and Regulations, the strict observance of which by the exhibitors, the constructors and the service providers is expected.
- 1.2 These Rules and Regulations constitute an integral part of the Exhibition Contract concluded by and between the Organizers and the exhibitors. The exhibitors, the constructors and the service providers are required to comply with these Rules and Regulations, and any revision hereof released by the Organizers.
- 1.3 The exhibitors, the constructors and the service providers shall carefully read the provisions concerning work safety, fire control safety and civilities in the Expo in this Exhibitor’s Manual. In case of any doubts or questions, please consult the Organizers and CIIE’s designated service providers during the preparation stage or at the Expo site.
- 1.4 The exhibitors, the constructors and the service providers shall strictly comply with all rules, regulations and requirements issued or circulated by the Organizers during the Expo, including the Pre-Expo Notice to Exhibitors, Entrance Instructions, Safety Instructions, and Expo Announcements.

2. Credential Management

- 2.1 The exhibitors, the constructors and the service providers shall apply for real-name exhibition certificates for all participants, staff and service guarantee personnel through the certificate registration system (online or mobile terminal) provided by the Organizers within the specified time limit.
- 2.2 After the application is properly submitted via the system and duly approved by the Organizers and relevant security departments, the corresponding exhibition certificate will be mailed to the designated address or issued on site. Any participants or the entities they are affiliated with failing to apply for this certificate or failing to do so prior to the deadline will be precluded from entering the exhibition hall.
- 2.3 Relevant details will be released by the Organizers later. Please pay attention to the “Notice” on CIIE’s official website (www.ciie.org).

3. Basic Rules

3.1 Booth Operation

- 1) The overall layout of booths will be based on the Organizers’ unified plan. Should the Organizers decide that any changes to the layout or location of corresponding booth(s) would be beneficial to the Expo, they have the right to make said changes.

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- 2) The exhibitors are not permitted to transfer or sub-lease their booths (including but not limited to the right to use the booths), in part or in whole, without the Organizers' permission.
- 3) Prior to the conclusion of the Expo, all booths and exhibits must remain in a functional exhibition and operation condition. Exhibitors shall not close their booths or put away their exhibits in advance for any reason.
- 4) The names of overseas brands and the booth numbers participating in the Expo shall be prominently displayed at the booths. The displayed information must abide by Chinese laws and regulations and the Expo's relevant regulations.
- 5) Booths shall be built based on the area stipulated in the contract, and the structure shall not exceed the agreed boundary. In the case of any violations, the Organizers shall have the right to require the exhibitor concerned to make rectification thereof at its own cost.
- 6) None of the exhibitors shall display, hang or distribute anything beyond the boundaries of their booths.
- 7) Booths flanking the main aisle shall ensure that any sides facing the aisle are open and unobstructed. Therefore, they shall comply with the construction requirements tabled below:

No.	Exhibition Areas	Maximum proportion of the width of a constructed structure to that of a booth front
1	Automobile	50%
2	Intelligent Industry & Information Technology, Medical Equipment & Healthcare Products, Trade in Services	70%
3	Food & Agricultural Products, Consumer Goods	80%

- I. Specifically, constructed structure refers to any view-obstructing structure erected in the booth, not including moveable objects such as racks, glass cabinets or exhibits. The proportions referred to in the table above, in relation to a constructed view-blocking structure erected on a booth's side facing the main aisle, refers to the proportion of the width of the structure to the width of the booth's front facing the aisle. Transparent glass as part of the constructed structure is deemed unobstructed. For frosted glass or grid structures with frosting strips or bars less than 30CM wide and more than 20CM spaced, the whole glass or grid structure will be deemed unobstructed.
- II. If a booth facing the main aisle is next to a fire wall or a wall for other purposes, to an empty space without booths, or to a functional area of the exhibition venue, then a side facing such spaces is not subject to any transparency requirements. In the case of a two-story booth, the second-story front of the structure main body is not subject to transparency requirements. For booths of exhibition groups as curated from abroad and located along the main aisle or of entities that share exhibition spaces, the above-mentioned transparency requirements shall be mutatis mutandis applied in light of the exhibition sections they belong to.
- III. If the Hosts determine that the back or side panel or other structures of any booth blocks the sight of any of its neighboring booths, they shall have the right to demand that the owner of the booth adjust its construction plan for compliance purposes at its own cost.

- 8) All booths shall be of complete structure with aesthetic quality and meet the quality and safety standards of the Organizers and relevant departments of the Chinese government. In the case of any violations, the Organizers shall have the right to require the corresponding exhibitor concerned to make rectification thereof at its own cost.
- 9) No exhibitor may utilize the wall panel of any adjacent booth as its own wall panel. In cases where the height of adjacent booths is not consistent, the exhibitor or its Contractor with a higher booth shall be responsible for the beautification of said higher section.
- 10) In principle, only single-story booths are permitted to be built along the main aisle, with the height capped at six meters. If the back or side of the main booth faces only the venue wall or a functional area, a two-story booth can be built along that solid wall or functional area side, with a height limit of 8.5 meters. The height limit for booths in other areas remains unchanged. For details, please refer to the Booth Setup part of this manual.
- 11) The exhibitors or other participants using their own electronic displays (LED monitors, LCD monitors, TV sets, etc.), must comply with the management regulations set by the Organizers and the local government on the contents displayed. **For more information, refer to Appendix 4: Cybersecurity Management Instructions.**

3.2 Exhibit Demonstration

- 1) The exhibitors shall list their exhibits in advance, obtain legal and effective authorization and conform to the Expo's regulations. The Organizers have the right to check whether the exhibits meet these requirements at any time, and the exhibitors shall cooperate. In the case of any violations, the Organizers have the right to temporarily detain, remove or cover the corresponding exhibits, cancel the certificates of the exhibitor and the relevant third party, refuse exhibitor participation and take any other measures.
- 2) The exhibitors shall ensure all their exhibits are products manufactured themselves, or for which they are the legal distributors or agents, and that their exhibits, booth design and publicity materials do not infringe upon the intellectual property rights of others. Any such disputes shall be handled under the Measures for Suspected Infringement of Intellectual Property Rights at the China International Import Expo. **Please refer to Clause 3.18: Intellectual Property Rights Protection for details.**
- 3) The exhibitors are not permitted to directly or indirectly demonstrate or promote any content that is irrelevant to their own products and services, or breach Chinese laws or public order and good custom, or display, demonstrate or promote any materials of other exhibitions or carry out any promotional activities in any form for other exhibitions at the venue. Any exhibitors in breach of Chinese laws and relevant government regulations or rules of the city where the exhibition is being held shall bear the corresponding legal liability.
- 4) The exhibitors are prohibited from demonstrating or distributing any promotional materials (including but not limited to posters, documents, films or audiovisual works) not in line with the Expo theme or scope of exhibits.
- 5) If any mechanical exhibits need dynamic demonstration at the venue, the exhibitor concerned shall submit detailed materials of the dynamic demonstration to the Organizers in advance and shall not carry out the dynamic demonstration until obtaining the Organizers' written approval. **Please refer to Form 1: Application for Dynamic Exhibit Demonstrations for details.**
- 6) The exhibitors shall ensure that all mechanical equipment exhibited is operated by professional operators. No dynamic demonstration related to mechanical equipment shall be conducted without professional supervision.

- 7) The exhibitors shall ensure that all their operable machines are equipped with safety devices, and only after the machines are powered off may the safety devices be removed.
- 8) The air outlets or vents of mechanical equipment shall not be placed towards adjacent booths or pedestrian passageways. Appropriate measures shall be taken to protect the surroundings from pollution such as noise, heat, gas, smoke and dust generated in the exhibit demonstration or anything that may disrupt the Expo.
- 9) In the dangerous demonstration of exhibits involving cutting, shearing, and lasers which might give rise to risks such as open flames, high temperatures and physical injury, the exhibitors shall equip and install protective covers that meet the quality standards of the relevant Chinese authorities, designate professionals for their operation, and furnish fire extinguishers as duly required.
- 10) The exhibitors shall ensure that they have acquired a permit from the Organizers and local government authorities for the demonstration and use of electronic, wireless communication and satellite transmission equipment, and shall comply with demonstration rules.
- 11) All demonstrative vehicles shall enter the exhibition hall along the route designated by the Organizers and the exhibition hall using the entry permit for demonstrative vehicles. Demonstrative vehicles are prohibited from moving around the exhibition hall in any non-permitted period. All types of demonstrative vehicles entering the exhibition hall shall have an oil mass of not more than 10% of the tank capacity; otherwise entry into the exhibition hall shall be prohibited.
- 12) The exhibitors or other entities shall not use any network equipment or means (including but not limited to wireless Wi-Fi, iBeacon, BLE and NFC) to collect or use personal information (including electronic information) at the Expo site without authorization.

3.3 On-site Activity Declaration

- 1) The exhibitors shall declare their activities to be carried out inside the booths (including but not limited to meetings, activities, press conferences, performances, advertising and publicity, gifts and material distribution) to the Organizers in advance, and may only carry out such activities upon approval of the Organizers and relevant entities. **Please refer to Form 2: Application for Activity within Booth for details.**
- 2) The exhibitors shall ensure that the contents of their on-site activities do not contravene the laws and regulations of the People's Republic of China, public order and good custom, or compromise the Expo's safety.
- 3) The exhibitors shall not carry out any promotional activities or distribute any materials (including but not limited to leaflets, pamphlets, books and magazines, enterprise publications and on-site parades) without the Organizers' written approval, and these activities shall not exceed the scope of approval.
- 4) If any problems or adverse effects are caused by on-site activities approved by the Organizers in writing, the Organizers shall have the right to order the exhibitors to take necessary measures, including but not limited to reducing the volume, closing equipment and suspending or stopping activities. The Organizers reserve the right to cut off the power or the internet network or otherwise forcefully order the exhibitors to terminate their activities if they refuse to take the necessary measures in accordance with the foregoing requirements.

3.4 Retail

In order to maintain the order of the exhibition site, create a good exhibition environment, safeguard the rights and interests of exhibitors and visitors, and prevent the selling of fake and inferior products, the Organizers prohibit any entity or individual from conducting any retail activities at the exhibition site during the Expo. Exhibitors are encouraged to sell through legitimate e-commerce platforms by means of on-site QR code scanning and online delivery or in-venue transactions and off-venue deliveries. The Organizers and relevant government departments will launch on-site inspections during the Expo. If any entities or individuals are found to be conducting retail activities on-site, necessary measures will be taken (including but not limited to removing, temporarily withholding or confiscating the exhibits, and sealing up the exhibition booths) to stop them. All responsibilities and consequences arising therefrom shall be borne by the retail entities or individuals.

3.5 Move-in of Special Items and Prohibited or Restricted Items

- 1) The term "special items" refers to air compressors, lubricating oil, diesel oil and other Class-C oil products, inert gas, combustible or flammable gases, etc. The exhibitors shall strictly fill in and handle the application for the move-in of special items pursuant to the requirements and ensure that the information is complete and accurate. The exhibitors may only move special items into the exhibition hall after obtaining the written approval thereof by the Organizers, and carry out proper safety management for them at the site after move-in. **Please refer to Form 3: Application for the Move-in of Special Items for details.**
- 2) The term "forbidden items" refers to items that violate Chinese laws and regulations; the term "restricted items" refers to items that do not violate Chinese laws and regulations but may disrupt the security and operational order of the NECC (Shanghai) and thus cannot be moved into the exhibition hall. If there are knives or any other prohibited or restricted items in the exhibits, the exhibitors shall communicate this information to the security department in written form (including the category and number of exhibits, move-in time, safety management measures) before moving them into the NECC (Shanghai). **For details, please refer to Appendix 12: Notice on Prohibited and Restricted Items.**
- 3) For special items or prohibited or restricted items that are moved into the exhibition hall with due approval, the risks and responsibilities involved in their use or storage shall be borne by the exhibitors.

3.6 Exhibit Shipment

- 1) The vehicles, schedule and route arrangement for exhibit shipment shall be provided by the official forwarder(s) designated by the Expo. For the details of relevant services, the exhibitors are recommended to contact the official forwarders in advance. In case of any delays in exhibit shipment, service errors or disputes arising from the exhibitors' engagement with any forwarders other than those designated by the Expo, the Organizers will not bear any liability and loss arising therefrom. **Please refer to Shipping Guidelines in this Exhibitor's Manual for details.**
- 2) According to the regulatory requirements of China Customs, if an exhibit is unable to enter the country or be displayed on time due to items related to the prohibited items list or restricted items list, the loss thus incurred shall be borne solely by the exhibitors. The Organizers will update relevant policies on the official website at the earliest possible time. Therefore, it is advised that the exhibitors pay attention to the Notice section in the Enterprise & Business Exhibition column on CIIE's official website (www.ciie.org).

3.7 Decorations and Fittings

- 1) Details of the ground's load-bearing capacity can be found in the "Technical Data of the Exhibition Hall" in this Exhibitor's Manual. If operating or demonstrating any exhibit that involves vertical vibration components, appropriate shock absorption and quakeproof measures shall be taken.
- 2) No exhibit shall be leaned against or supported by the fixed facilities, equipment and structures in the exhibition hall. It shall be guaranteed that the power sockets of the ditches and ground wells and the doors of floor-standing electrical cabinets in the exhibition hall can be opened normally.
- 3) No nails, glue or other materials may be used to paste or hang decorations or posters on the ground or the walls of the exhibition hall.
- 4) No airships/blimps, balloons, unmanned aerial vehicles or other hovering equipment may be employed inside or outside the exhibition hall.
- 5) To prevent the contamination of the fixed facilities and equipment in the exhibition hall, it is forbidden to adopt sewage, sand, peat, moss and other similar materials in the construction and display without taking leakage-proof measures.
- 6) It is forbidden to use inferior carpets containing calcium carbonate or to use double-sided gelatin sponge and other difficult-to-remove materials to lay carpets. Non-combustible or flame retardant green carpets and cloth double-sided adhesive tape shall be used.
- 7) If any structures are decorated or constructed with glass in any booth, it must be ensured that the construction and the installation are sufficiently secure, and that there are conspicuous signs at visible heights to prevent personal injury or death.

3.8 Compensation for Damage

- 1) If any of the exhibitors and their commissioned constructors fail to comply with these Rules and Regulations and cause any damage to the fixed facilities and equipment, leased facilities, floors, walls and other property, or any personal injury to other people, they shall be liable for compensation therefor.
- 2) If any of the exhibitors and their commissioned constructors fail to comply with these Rules and Regulations to preclude proper operating or timely reparation of any facilities and equipment in the exhibition hall, they shall be liable for compensation therefor.

3.9 Map Management

- 1) All maps or base maps displayed must comply with the relevant laws and regulations of the People's Republic of China and follow the "one China" principle. All maps on display must go through the map review procedure, complete the map review, and bear the review number.
- 2) The standard world map and standard map of China can be downloaded directly from the standard service system (<http://bzdt.ch.mnr.gov.cn>) on the website of the Ministry of Natural Resources of the PRC, which shall bear the review number.

3.10 Photography, Live Streaming and Videography

- 1) The exhibitors are not permitted to bring large professional photographic equipment to the exhibition hall without the Organizers' written approval. The exhibitors are prohibited from using UAVs, rocker cameras, etc., for photography/videography.
- 2) Exhibitors who need to live stream, photograph or record videos on the Expo site shall not infringe on the intellectual property rights or other related rights and interests legally possessed by the Organizers, other exhibitors or any other third parties, and shall not disrupt the order of the Expo.

3.11 Volume Control

These Rules and Regulations provide that equipment operation sound volume during exhibit demonstration or any other relevant activity at each booth shall not exceed 70 decibels; an increase of 10-20 decibels above such maximum limit is permitted for a short period of time. The volume for any special performance approved by the Organizers is permitted to be 20 decibels above the maximum limit for a short period of time. If there are other relevant provisions in Chinese laws and regulations or other standards, such provisions shall prevail.

3.12 Venue Cleaning

- 1) During the Expo, the Organizers shall be responsible for cleaning the public areas of the exhibition hall, and the exhibitors shall be responsible for cleaning the area within their own booths.
- 2) During the Expo, the exhibitors shall maintain good cleanliness within the area of their own booths, including cleaning inside the booths and the cleaning of the exhibits. The exhibitors are required to dispose of any trash at the dump site outside the exhibition hall before leaving at the end of each day.
- 3) Exhibitors must prepare closed containers themselves to contain liquid waste, catering sewage, liquid at abnormal temperatures, etc. No rubbish may be dumped in the indoor or outdoor drains, ditches, and sinks or basins in washrooms. The exhibitors or their constructors shall bear the costs for pollution cleanup, water pipe blockage, etc., as well as the corresponding administrative penalty and other related liabilities if there are any violations.
- 4) The exhibitors may apply to the Organizers for additional cleaning services during the Expo in advance, and these costs shall be borne by the exhibitors. **Please refer to Form 4: Application for Temporary Cleaning Service for details.**

3.13 Goods Storage

No boxes, containers or packing materials for storage or shipment of exhibits shall be stored inside the exhibition hall. The exhibitors shall arrange and store such items in advance through an official forwarder designated by the Expo. **Please refer to the Shipping Guidelines in this Exhibitor's Manual for details.**

3.14 Security Work

- 1) During the Expo, the exhibitors shall take good care of their exhibits and personal belongings. They are advised to use anti-theft locks for laptops and other important goods to guard against theft. It is advised to promptly inform the Organizers in case of loss or theft.
- 2) The exhibitors are required to take effective protective measures for valuable exhibits and goods before the closing time each day.
- 3) The exhibitors may apply to the Organizers for additional security personnel during the Expo in advance, and these costs shall be borne by the exhibitors. **Please refer to Form 5: Application for Temporary Security for details.**

3.15 Liability and Insurance

- 1) In order to ensure safety during the Expo, the exhibitors shall take out insurance for their staff members, property, etc., and urge the commissioned service providers to purchase the relevant personal insurance, property insurance, etc. Failure to do so will result in the exhibitors bearing the corresponding liability and losses themselves.

- 2) The exhibitors shall take out whole-journey transportation insurance and property insurance for their exhibits, including coverage from the place of departure to the booth (including the exhibition period) and for the return trip.
- 3) The exhibitors shall take out public liability insurance. It is recommended that the coverage period be from when the exhibitors, constructors and service providers move-in, to when their staff members, exhibits and property move-out of the exhibition hall.

3.16 Failure to Participate in the Expo

For an exhibitor who has signed the Exhibition Contract but withdraws from or fails to participate in the Expo without the Organizers' written consent, the paid booth fee shall be handled according to the Exhibition Contract, and other fees be forfeited. Moreover, the Organizers have the right to transfer the corresponding booth to a third party. The exhibitors shall pay for any possible additional costs thus borne by the Organizers.

3.17 IPR Protection

- 1) The "Intellectual Property Rights Protection and Commercial Disputes Settlement Service Center of CIIE" will be established at the venue to provide IPR-related legal services and other legal services relating to the Expo.
- 2) Facilitation Measures for IPR Application
 - I. On-site consultation. The "Intellectual Property Consultation Area" will be set up at the venue. Experts from relevant intellectual property protection agencies, the China International Economic and Trade Arbitration Commission, etc., will provide consulting services on intellectual property laws and regulations, application, remedies, risk prevention, etc., as well as other relevant legal services in commercial fields.
 - II. Applying for Certificate of Exhibition. The Expo encourages the exhibitors to present their debut products and technologies. The inventions first exhibited shall enjoy a grace period of six months without loss of novelty when applying for patents. The exhibitors can apply for the Certificate of Exhibition from the Service Center during the Expo, facilitating the subsequent IPR application.
 - III. On-site receipt of copyright application materials. Eligible exhibitors can submit copyright registration application materials to the staff of the Copyright Protection Center of China on site.
- 3) Notes on IPR Protection
 - I. Any exhibitor who has filed for the intellectual property rights of exhibits with China Customs shall promptly add the information of the consignee of the inbound goods to the list of legal users, so that the exhibits can be smoothly cleared by customs. If the intellectual property rights in the exhibits have been acquired according to law, please bring the IPR ownership certificate or other supporting documents.
 - II. The exhibitors shall strengthen self-examination of and self-correction for their exhibits, booth design, packaging, advertising materials, and other display parts before and during the Expo, so as to prevent any intellectual property infringement. The exhibitors shall bear the loss and compensation responsibility according to the laws and regulations of the People's Republic of China if they are held liable by relevant authorities or face any claims from relevant right holder(s) due to IPR infringement.

- III. The key technical features of the exhibits shall not be photographed, videotaped or otherwise recorded or reproduced without permission during the Expo. The copyrights pertaining to booth design, exhibition panels, exhibition drawings, etc., are also protected by the relevant laws.
- IV. The exhibitors must be authorized or permitted by law before the use of any music. For more details, please contact the Music Copyright Society of China.
- V. The exhibitors shall abide by the Measures for Suspected Infringement of Intellectual Property Rights of Exhibited Items at the China International Import Expo. In case of any IPR disputes, please promptly contact the on-site joint supervision working group and cooperate with their staff.
- VI. The exhibitors, service providers, suppliers, etc., shall not use the logo of the Organizers or the Expo, the name of the Expo (whether Chinese or English name), slogan, the image of the mascot, etc., without the Organizers' written consent. Doing so shall constitute an infringement, and the Organizers shall reserve the right to hold the corresponding party legally accountable therefor.
- VII. For further information, please refer to Appendix 9: Procedure of Issuing the Certificate of Exhibition, Appendix 10: Measures for Suspected Infringement of Intellectual Property Rights at the China International Import Expo, and Appendix 11: Measures for Commercial Dispute Prevention and Settlement of Complaint at the China International Import Expo, or visit the official website of the China International Import Expo.

3.18 Night-time work

During the Expo (from November 5 to 10), exhibitors must submit a "Night-Time Work Request" in advance for any work conducted within the area of the NECC between 21:00 and 5:00 (including booth repairs, exhibit transportation, rehearsal of supporting activities). The relevant rules on night-time work will be released later. Please log on to the official website of the China International Import Expo (www.ciie.org) or consult the Organizers' staff for more details.

3.19 Force Majeure

During the performance of the contract, in case of any earthquake, typhoon, flood, fire, war, plague, terrorist activity or threat, import restriction, government intervention, or other unpredictable and insurmountable incident whose occurrence and consequence cannot be prevented or avoided by the Organizers leading to the Expo being unable to take place as scheduled or only being held as scheduled at excessive costs and the Expo is therefore cancelled or postponed, the Organizers will immediately notify the exhibitors thereof after the incident. If the Expo is consequently cancelled, the Organizers shall refund all the participation fees received from the exhibitors to the exhibitor's payment accounts and shall not bear any other breach liability therefor.

3.20 Rights of Final Interpretations

The Organizers reserve the right of final interpretation of this Exhibitor's Manual.