

Appendix 9 **Four Leaf Clover Cup China International Import Expo Green Booth Awards Selection Criteria**

1. General Provisions

- 1.1 These Selection Criteria are formulated to facilitate a green China International Import Expo (CIIE), guide the design, construction and operation of special booths at CIIE towards a green and environment-friendly approach, and raise the overall level of CIIE.
- 1.2 The CIIE will follow the selection criteria of green, ecology, innovation, safety and aesthetics, and reflect the selection principles of transparency, fairness and impartiality.
- 1.3 These Selection Criteria apply to the exhibitors participating at the CIIE and special booth constructors.
- 1.4 The selection will be planned, organized and implemented by CIIE and the National Exhibition and Convention Center (Shanghai).

2. Awards

- 2.1 The CIIE Green Booth Awards for Enterprise & Business Exhibition area include one Gold Award, three Silver Awards and five Bronze Awards. All these awards will be given to the exhibitors and the special constructors of winning booths.
- 2.2 The CIIE Green Booth Awards for Country Exhibition area include one Gold Award, two Silver Awards and three Bronze Awards. All these awards will be solely given to the special constructors of winning booths.

3. Eligibility

- 3.1 Independent special booths with a booth area above 36 m² (inclusive).
- 3.2 Candidate companies shall not have been blacklisted by CIIE.
- 3.3 Candidate booths shall not be involved in any violation of rules or regulations in the process of booth set-up, operation and dismantling.
- 3.4 No products infringing upon the intellectual property rights of others shall be exhibited at candidate booths, and exhibitors shall not infringe upon the intellectual property rights of others during exhibition.
- 3.5 Any design given the CIIE Green Booth Award will be ineligible to be nominated for the next three sessions of the CIIE.
- 3.6 If one exhibitor has several highly similar designs, only one of them may be submitted for nomination during the same CIIE, for which the Organizers have the right of final decision.

4. Selection Criteria

4.1 Planning & Design: (30%)

- 1) Fully reflect the concepts of green, ecology and sustainability.
- 2) Organically integrate the culture and the exhibits of the participating countries/ the exhibitors.
- 3) Simple, innovative, creative and great sense of design.

4.2 Material Selection & Set-up: (30%)

- 1) Follow the 6R concept and use renewable, recoverable and recyclable environment-friendly materials.
- 2) Highlight the use of materials specially used for the exhibition.
- 3) Fine craftsmanship, and scientific booth set-up.
- 4) Lawful and standardized set-up and dismantling, emphasis on safety, order and efficiency.

4.3 Booth Effect: (40%)

- 1) Highlight the image and the brand of the country/ the company.
- 2) Highlight the theme of exhibits and the key exhibits.
- 3) Diversified and novel exhibition means.
- 4) Reasonable layout for the interior route of the booth.
- 5) Fully functional display and negotiation.

5. Selection Process

5.1 Application

- 1) Applicants:
 - I. Eligible participating countries/exhibitors who voluntarily apply.
 - II. Exhibitors recommended by the Organizers.
- 2) How to apply: Participating countries/ exhibitors or special booth constructors entrusted by them are required to submit a CIIE Green Booth Awards Application Form online and explain the planning & design, material selection & set-up and booth effect in writing (in both Chinese and English) along with a design rendering of the booth.
- 3) Application deadline: Prior to October 20, 2020.

5.2 Preliminary Assessment

The assessment panel will make a preliminary assessment according to the application materials and score based on the scoring criteria. The entries will be determined based on the final score. The assessment panel will then conduct on-site inspection to determine if the booths meet the CIIE green special booth standards.

5.3 Re-assessment

- 1) The assessment panel will conduct a comprehensive assessment of the entries on the spot and determine the list of nominees of the CIIE Green Booth Awards.
- 2) On-site inspection during move-out. The assessment panel will inspect the nominated booths at the site during move-out. In case of lack of safe construction or failure to recycle all set-up materials during move-out, the nomination will be revoked, and the vacancy will be filled by the next eligible applicant.

5.4 Approval, Publicity and Announcement

- 1) Approval: The final nominee list will be submitted to China International Import Expo Bureau for approval after the closing ceremony.
- 2) Publicity: The winning booths will be publicized on the website of CIIE in 5 working days.
- 3) Announcement: The winner list will be submitted to the preparatory committee of CIIE, reported to the exhibition invitation service providers and announced on the official website and other official channels of CIIE under the name of China International Import Expo Bureau.

6. Incentives

6.1 Companies and special constructors of winning booths will be given the following incentives:

- 1) Winning exhibitors will be given priority in booth reservation and location arrangement for the next CIIE under the same conditions.
- 2) Exhibitors and special constructors of winning booths will be granted CIIE Green Booth Awards, and the awards will be presented at the next CIIE.
- 3) Winning booths will be publicized on the website or other official channels of CIIE. Furthermore, they will also be publicized at a conspicuous place on the LED screen in the exhibition hall at the next CIIE for three days. The publicity content mainly includes the profile of the exhibitor of the winning booth, the special constructor name and the booth photos.
 - I. Gold Award: publicity for 120 seconds/day.
 - II. Silver Award: publicity for 60 seconds/day.
 - III. Bronze Award: publicity for 30 seconds/day.

6.2 In principle, an exhibitor may not win more than two awards at each CIIE.

7. Responsibilities

- 7.1 The Organizers and exhibition invitation service providers shall publicize and promote the award to exhibitors and organize exhibitors to actively participate in the awards.
- 7.2 The Organizers shall be responsible for putting in place the incentives for the winning exhibitors.
- 7.3 China International Import Expo Bureau and National Exhibition and Convention Center (Shanghai) shall be responsible for leading the organization work to make sure the selection is transparent, fair and impartial, form the assessment panel, publicize and promote the selection, put in place the incentives for the winning designers and special booth constructors, and lead the revision of selection criteria.

8. Supplementary Provisions

- 8.1 These Selection Criteria are established for the purpose of CIIE, and CIIE holds the sole rights for their interpretation.
- 8.2 These Selection Criteria shall take effect as of the first CIIE.

- Annex: 1. CIIE Green Booth Awards Application Form
 2. CIIE Green Booth Scoring Criteria
 3. CIIE Green Booth Awards Selection Process

Annex 1: CIIE Green Booth Awards Application Form

Date of Application:

Booth No.		Session	(Third session)	Category	(Exhibition area)
Country/ Company Name		Contact Person		Tel	
				Email	
Booth Constructor		Contact Person		Tel	
				Email	
Planning & Design (less than 200 words)	Note: Explain the innovative ideas and thoughts of the booth design, how the booth design reflects the relationship between the participating country/ the exhibitor and the exhibits.				
Material Selection & Set-up (less than 200 words)	Note: Explain the consistency between the set-up materials and the 6R concept; how safety, order and efficiency is emphasized in booth set-up and dismantling.				
Booth Effect (less than 200 words)	Note: Explain how the booth design highlights the country/ the company's image and brand, the theme of exhibits and the key exhibits, and the reasonable layout for the interior route of the booth and for the space allocation.				

- Notes: 1. When uploading the application form, the design rendering of the booth shall be submitted along with the form;
 2. The form shall be submitted in both Chinese and English.

Annex 2: CIIE Green Booth Scoring Criteria

Company Name: _____

Booth No.: _____

Category	Scoring Criteria	Highest Score	Expert Score
Planning & Design (30%)	1. Fully reflect the concepts of ecology and sustainability	10	
	2. Organically integrates the participating country/ the exhibitor's culture and the exhibits	10	
	3. Simple, innovative, creative and great sense of design	10	
Material Selection and Set-up (30%)	1. Follow the 6R concept and use environment-friendly materials	7	
	2. Highlight the use of materials specially used for the exhibition	8	
	3. Fine craftsmanship and scientific booth set-up	6	
	4. Lawful and standardized set-up and dismantling, emphasis on safety, order and efficiency.	9	
Booth Effect (40%)	1. Highlight the country/ the corporate image and brand	10	
	2. Highlight the theme of exhibits and the key exhibits	8	
	3. Diversified and novel exhibition means	7	
	4. Reasonable layout for the interior route of the booth.	8	
	5. Fully functional display and negotiation	7	
Total		100	

Annex 3: CIIE Green Booth Awards Selection Process

