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Rules and Regulations



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Rules and Regulations >>

In these Rules and Regulations, the “Hosts” refer to the Ministry of Commerce of the People’s Republic of China and Shanghai Municipal People’s Government; the “Organizers” refer to 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, the relevant provisions of Shanghai Municipal People’s Government and other relevant authorities, the relevant terms, conditions and requirements on/for, among others, production safety, fire control safety and credential management, have been revised in these Rules and Regulations for the exhibitors, the constructors and the service providers to comply with.
- 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 hereto released by the Organizers.
- 1.3 The exhibitors should read the provisions concerning production safety, fire control safety and civilized participation in the Expo in the 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 also strictly comply with all rules, regulations and requirements issued or circulated by the Organizers during the Expo, including Pre-Expo Notice to Exhibitors, Entrance Instructions, Safety Instructions, Expo Announcements, and Epidemic Prevention and Control Guidelines.

2. Credential Management

- 2.1 **The exhibitors, the constructors and the service providers shall apply for exhibition certificates with their real names 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 submitted and approved by the Organizers and relevant security departments, the exhibition certificate will be mailed or issued on site. If participants or their affiliated units fail, or fail in time to apply for the certificate, they will not be permitted into the exhibition hall.
- 2.3 **Exhibitors, the constructors and the service providers shall strictly abide by the epidemic prevention and control requirements issued by the Organizers and Shanghai epidemic prevention and control departments. If participants or their affiliated units fail to comply with the above requirements, or due to force majeure factors such as epidemic prevention and control needs or government actions, they will not be permitted into the exhibition hall.**
- 2.4 Relevant details will be released by the Organizers at a later time. Please pay attention to the “Announcement” or “Service” 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 standardized plan of the Organizers. In case that the Organizers deem that any change to the layout or location of corresponding booth(s) is beneficial to the Expo, they have the rights to make such change.
- 2) The exhibitors are not allowed to transfer or sub-lease their booths (including but not limited to the right to use the booth), in part or in whole. The actual users of the booths must be exhibitors who sign the Exhibition Contract with the Organizers.
- 3) Prior to the conclusion of the Expo, all booths and exhibits must be in a normal exhibition state and should be operational. Exhibitions cannot be ended in advance for whatever reason.
- 4) All exhibitors shall display their company names and booth numbers prominently on their booths. The displayed content shall not violate the laws and regulations of China and the relevant regulations of the Expo.
- 5) Booths shall be clearly segregated according to the area stipulated in the contract, and the structure of a booth shall not exceed the agreed boundary. If there is any violation, the Organizers shall have the right to require the exhibitor concerned to make rectification at its own cost.
- 6) The exhibitors shall not display, hang or distribute anything beyond the boundaries of their booths.
- 7) In order to ensure the overall visual effect of the Expo, booths shall be considered to construct and arrange in such a way as not to obstruct other booths from being visible. In principle, two sides of the booth in the main aisle must be open and unobstructed, not obstructing the sight of adjacent booths on the same visual surface. The construction structure shall not exceed 1/2 of the booth depth. If there is any violation, the Organizers shall have the right to require the exhibitor concerned to make rectification at its own cost.
- 8) All booths should be integrate and aesthetic and meet the quality and safety standards of the Organizers and relevant departments of the Chinese government. If there is any violation, the Organizers shall have the right to require the exhibitor concerned to make rectification at its own cost.
- 9) No exhibitor may utilize the wall panel of any adjacent booth as its own wall panel. In case of consistent height of adjacent booths, the exhibitor with higher booth or its Contractor shall be responsible for the beautification of such higher part.
- 10) Only single-storey booths are allowed to be built in the main aisle of the exhibition hall, with a limited height of 6 meters (including the lifting point); the height limit in other areas remains unchanged. **Please refer to Booth Setup in the Exhibitor's Manual for details.**

3.2 Exhibit Demonstration

- 1) **The exhibitors shall list their exhibits in advance, obtain legal and effective authorization and conform to the regulations of the Expo. The Organizers have the right to check whether the exhibits meet the requirements at any time, and the exhibitors shall cooperate. In case of any violation, the Organizers have the right to temporarily detain, remove or cover exhibits, cancel the certificates of the exhibitor and the relevant third party, and reject the exhibitor's participation.**



- 2) The exhibitors shall ensure all their exhibits are the products that are manufactured by themselves, or for which they are the legal distributors or agents and their exhibits, booth design and publicity materials do not infringe upon any intellectual property rights (IPR) of others. In case of such a dispute, it shall be dealt with under 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 material 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 regulations and relevant government regulations and 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 machinery exhibits require dynamic demonstration at the venue, the exhibitor concerned shall submit detailed materials of the dynamic demonstration to the Organizers in advance and may carry out the dynamic demonstration only upon 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 these devices can be removed only after the machines are powered off.
- 8) The air outlets or vents of mechanical equipment shall not be placed towards adjacent booths or pedestrian passageways. Appropriate measures should be taken to protect the surroundings from pollution such as noise, heat, gas and smoke & dust generated in the exhibits demonstration or remove anything that may interfere in the process of the Expo.
- 9) In the dangerous demonstration of exhibits involving cutting, shearing, and lasers which are exposed to the risk of open flame, high temperature and physical injury, the exhibitors shall equip and install protective covers that meet the quality standards of the Chinese relevant authorities, arrange professionals for the operation, and furnish fire extinguishers as required.
- 10) The exhibitors shall ensure that they have acquired the permit of the Organizers and local government authorities for the demonstration and use of electronic, wireless communication and satellite transmission equipment, and will comply with the demonstration rules.
- 11) All demonstrative vehicles shall enter the exhibition hall along the route designated by the Organizers and the exhibition hall with the entry permit for demonstrative vehicles. Without authorization, demonstrative vehicles cannot move around the exhibition hall in non-permitted period. All move-in demonstrative vehicles shall have oil mass of no more than 10% of the tank capacity, otherwise they cannot enter the exhibition hall.
- 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 materials 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 affect the safety of the Expo.
- 3) Without the written approval of the Organizers, the exhibitors may 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), and the activities shall not exceed the scope of approval.
- 4) If there is any problem or adverse effect brought by the 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 the equipment, suspending or stopping the activities. The Organizers reserve the right to cut off the power or network or otherwise forcefully require the exhibitors to terminate their activities if they refuse to take the necessary measures in accordance with the foregoing requirements.

3.4 Prohibition of Retailing

In order to maintain the order of the enterprise and business exhibition, create a good exhibition environment, safeguard the rights and interests of exhibitors and visitors, and prevent the selling of fake and inferior products, the organizer prohibits any entity or individual from conducting any retail activities at the exhibition site during the Expo. During the Expo, the organizer and relevant government departments will organize on-site inspections. Once any entities or individuals are found to be retailing on-site, necessary measures will be taken (including but not limited to removing, temporarily detaining or confiscating the exhibits, and sealing up the exhibition booths) to stop them. All the responsibilities and consequences arising therefrom will be borne by the retail entities or individuals.

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

- 1) Special items refer to air compressors, lubricating oil, diesel oil and other Class-C oil products, inert gas, combustible or flammable gases, etc. The exhibitors should strictly fill in and handle the application for 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 approved by the Organizers in writing in the exhibition hall, and carry out proper safety management for them at the site after move-in. **Please refer to Form 3: Application for Special Items Entry for details.**
- 2) Forbidden items refer to items that violate Chinese laws and regulations; restricted items refer to items that do not violate Chinese laws and regulations but may affect the security and operational order of NECC (Shanghai) and thus cannot be moved in the exhibition hall. If there are any prohibited or restricted items in the exhibits such as knives, the exhibitors should report to the security department in written form (including the category and number of exhibits, move-in time, safety management measures, etc.) before moving them into NECC (Shanghai). **For details, please refer to Appendix 13: Notice on Prohibited and Restricted Items.**



- 3) For the special items or prohibited or restricted items that are moved in the exhibition hall with approval, the risks and responsibilities involved in the use or storage process shall still be borne by the exhibitors.

3.6 Exhibit Shipment

- 1) The vehicles, schedule and route arrangement for the exhibit shipment shall be provided by the official forwarder(s) designated by the Expo. For the details of relevant services, the exhibitors are suggested to contact the official forwarders in advance. In case of any delay in the exhibit shipment, service error or dispute due to the exhibitors' engagement of other forwarders other than those designated by the Expo, the Organizers will not bear any liability and loss. Please refer to Shipping Guidelines in the Exhibitor's Manual for details.
- 2) According to the regulatory requirements of China Customs, if an exhibit fails to enter the country for the display due to the list of prohibited items or list of restricted items, the loss thus incurred shall be borne solely by the exhibitors rather than the Organizers. The Organizers will release relevant policy on the official website in no time. Hence the exhibitors are required to pay attention to the "Announcement" or "Notice" on CIIE's official website (www.ciie.org).

3.7 Decorations and Fittings

- 1) The details of the load-bearing capacity of the ground can be found in the "Technical Data of the Exhibition Hall" in the Exhibitor's Manual. To operate or demonstrate any exhibit that involves vertical vibration components, appropriate shock absorption and quakeproof measures should be taken.
- 2) No exhibit shall be leaned against or supported by the fixed facilities, equipment and structures in the exhibition hall. It should 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 and other materials may be used to paste or hang decorations and posters on the ground or the walls of the exhibition hall.
- 4) No airships/blimps, balloons, unmanned aerial vehicles and other hovering equipment may be employed inside or outside the exhibition hall.
- 5) It is prohibited to adopt sewage, sand, peat, moss and other similar materials in the construction and display without taking leakage-proof measures, so as to prevent the contamination of the fixed facilities and equipment in the exhibition hall.
- 6) It is prohibited to use inferior carpets containing calcium carbonate; to use double-sided gelatin sponge or other difficult-to-remove materials to lay carpets. It is necessary to use non-combustible or flame retardant green carpets and cloth double-sided adhesive tape.
- 7) If there is any booth decorated or constructed with glass in the structure, it must be ensured that the construction and the installation are secure enough, and there are conspicuous signs at visible heights to prevent personal injury or death.

3.8 Compensations for Damage

- 1) If the exhibitors and their commissioned constructors fail to comply with these Rules and Regulations causing 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.

- 2) If the exhibitors and their commissioned constructors fail to comply with these Rules and Regulations leading to the result that the facilities and equipment in the exhibition hall cannot be operated properly or repaired in time, they shall be liable for compensation.

3.9 Map Management

All maps or base maps displayed must comply with relevant laws and regulations of the People's Republic of China and follow the "one China" principle.

- 1) **All maps on display must go through the whole map review procedure, and bear the figure number.**
- 2) **The world map and standard China's map can be directly downloaded from the standard service system (<http://bzdt.ch.mnr.gov.cn>) on the website of the Ministry of Natural Resources of the PRC and applied, which shall bear the figure number.**

3.10 Photography, Live Streaming and Videography

- 1) The exhibitors are not permitted to take large professional photographic equipment to the exhibition hall without the written approval of the Organizers. The exhibitors are prohibited from using drones, 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 and other related rights and interests legally enjoyed by the Organizers, other exhibitors and any other third parties, and shall not disturb 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 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 do cleaning job well within the area of their own booths, including the cleaning inside the booths and cleaning of the exhibits. The exhibitors are required to dispose of the trash at the dump site outside the exhibition hall before leaving at the end of each day.
- 3) Liquid waste, catering sewage, liquid at abnormal temperature, and others must be dumped at a designated site of the exhibition hall or in a self-provided closed container. No rubbish may be dumped in the indoor or outdoor drains, ditches, sinks or pools in bathrooms. If there is any violation, the exhibitors or their constructors shall bear the compensation for pollution cleanup, water pipe blockage, etc., as well as the corresponding administrative penalty and other related liabilities.
- 4) The exhibitors may apply for additional cleaning services during the Expo to the Organizers in advance. **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 Exhibitor's Manual for details.

3.14 Security Work

- 1) During the Expo, the exhibitors shall properly keep their exhibits and personal belongings. They are suggested to keep laptops and other important goods with an anti-theft lock to guard against theft. It is advisable to report to the Organizers in time if there is any loss.
- 2) The exhibitors are required to take effective protective measures against valuable exhibits and goods before the closing time each day.
- 3) If the exhibitors require additional security personnel, they shall fill in the application form. The security personnel will be stationed at the expense of the exhibitors after the examination and approval by the Organizers. 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, and property insurance, etc. Otherwise, the exhibitors shall bear the corresponding liability and losses at their own.
- 2) The exhibitors shall take out the whole-journey transportation insurance and property insurance for their exhibits, including the coverage from the place of departure to the booth (including the exhibition period) and for the return trip.
- 3) The exhibitors should take out public liability insurance, and the recommended coverage period is from the move-in of the exhibitors, constructors and service providers, to the move-out of their staff members, exhibits and property from 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 written consent of the Organizers, the paid booth fee shall be handled according to the Exhibition Contract, and other fees be forfeited. And, the Organizers have the right to transfer the corresponding booth to a third party. The exhibitors shall pay for any 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 and 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.
 - 2) Applying for Certificate of Exhibition. The Expo encourages the exhibitors to bring their debut products and technologies. The inventions first exhibited can enjoy a grace period of six months without loss of novelty when applying for patents. Priority will be given to trademarks used for the first time in registered trademark application. The exhibitors can apply for the Certificate of Exhibition from the Service Center during the Expo, facilitating the subsequent IPR application.
 - 3) Accept copyright application materials on site. Eligible exhibitors can submit copyright registration application materials to the staff of 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's 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 the 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 and self-correction of 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 claim from relevant right holder(s) due to IPR infringement.
 - III. The key technical features of the exhibits may not be photographed, shot or otherwise recorded or reproduced without permission during the Expo. The copyright in booth design, exhibition panels and drawings, etc. are also protected by relevant laws.
 - IV. Exhibitors must be authorized or permitted by law before the use of any music. For more details, please contact Music Copyright Society of China.
 - V. The exhibitors shall abide by Measures for Suspected Infringement of Intellectual Property Rights of Exhibited Items at the China International Import Expo. In case of any IPR disputes, please contact the on-site joint supervision working group in time and cooperate with the staff.
 - VI. The exhibitors, service providers, and 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 written consent of the Organizers. Otherwise, it shall constitute an infringement, and the organizer shall reserve the right to hold it legally accountable therefor.
 - VII. For further information, please refer to Appendix 10: Procedure of Issuing the Certificate of Exhibition, Appendix 11: Measures for Suspected Infringement of Intellectual Property Rights at the China International Import Expo, and Appendix 12: 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 Force Majeure

During the performance of the contract, in case of earthquakes, typhoons, floods, fires, wars, plagues, terrorist activities or threats, import restrictions, government interventions, and other unpredictable and insurmountable incidents whose occurrence and consequences cannot be prevented or avoided by the Organizers leading to the result that the Expo cannot be held as scheduled or can be held as scheduled only with excessive costs and the Expo is therefore cancelled or postponed, the Organizers will immediately notify the exhibitors after the incident. In this case, if the Expo is cancelled, the Organizers shall refund all the participation fee received from the exhibitors to the exhibitor's payment account and shall not bear any other breach liability.

3.19 Rights of Final Interpretations

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