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## **Exhibitor Manual**

### **SINO-DENTAL 2010**

**The 15th China International Dental Exhibition &  
Scientific Conference**

**2010年6月9-12日 June 9-12, 2010**

**China National Convention Centre-Beijing**

[www.sinodent.com.cn](http://www.sinodent.com.cn)

**SINO-DENTAL 2010 Schedule**

| <b>Pre-exhibition</b>                                   | <b>Deadline</b> | <b>Submission</b> |
|---|-----------------|-------------------|
| Exhibitor Badge Application (compulsory)                | April 30, 2010  | Online            |
| Admission Ticket Application (optional)                 | April 30, 2010  | Online            |
| Catalogue Entry Submission (compulsory)                 | April 30, 2010  | Online            |
| Fascia Lettering (Standard Booth) Submission (optional) | April 30, 2010  | Online            |
| Exhibit Category Form Submission (compulsory)           | April 30, 2010  | Online            |
| Booth Construction Proposal Submission (optional)       | May 10, 2010    | Fax               |
| Furniture Rental Application (optional)                 | May 10, 2010    | Fax               |
| Hotel Reservation Application (optional)                | May 10, 2010    | Fax               |
| Conference Room Rental Application (optional)           | April 30, 2010  | Online            |
| Advertisement Application (optional)                    | May 10, 2010    | Fax               |
| Invitation Letter Application (optional)                | April 30, 2010  | Online            |
| Translation Service Reservation (Optional)              | April 30, 2010  | Online            |

**Exhibition Period**

|                           |        |             |  |
|---------------------------|--------|-------------|--|
| Registration/Construction | 7-Jun  | 08:30-17:30 | Raw Space Exhibitors<br>Construction                               |
|                           | 8-Jun  | 08:30-22:00 | Raw Space Exhibitors<br>Construction, Shell Scheme<br>Construction |
| Opening Hours             | 9-Jun  | 09:00-17:00 |  |
|                           | 10-Jun | 09:00-17:00 |  |
|                           | 11-Jun | 09:00-17:00 |  |
|                           | 12-Jun | 09:00-12:00 |  |
| Dismantling               | 12-Jun | 13:00-22:00 |  |
| Opening Ceremony          | 9-Jun  | 09:00-9:15  |  |
| Welcome Banquet           | 9-Jun  | 18:00-20:00 |  |



Building 1, No.8 Precincts,  
Beichen West Road,  
Chaoyang District,  
Beijing 100105, China

北京市朝阳区北辰西路  
8号院1号楼  
邮编 100105

电话 /Tel. (86 10) 8437 2008  
传真 /Fax. (86 10) 8437 0387  
E-mail: cncc@cnccchina.com  
www.cnccchina.com

You can show the information to  
the taxi driver to take you to the  
hotel:

如您选择乘坐出租车, 请将以下行车  
路线出示给司机:

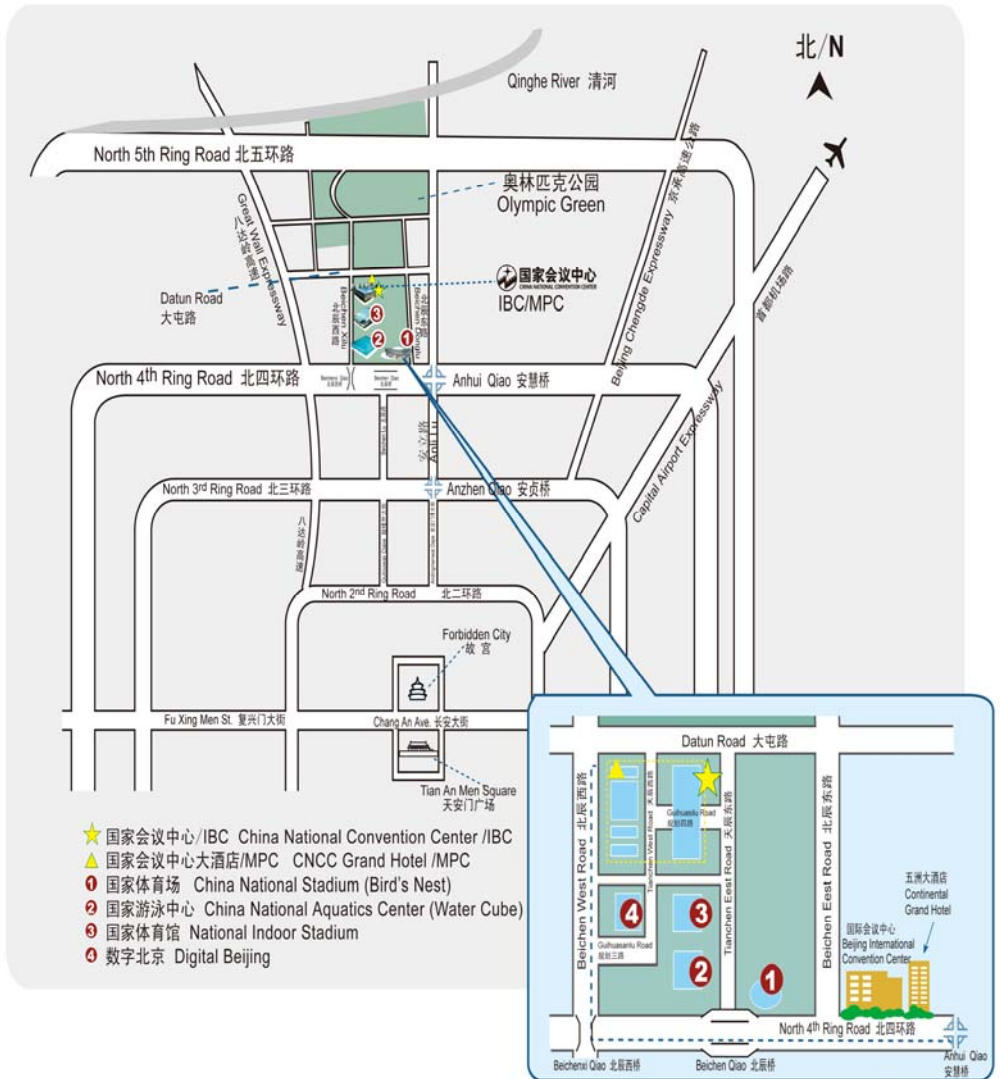
- 1、沿首都机场高速一直到北四环, 亚运村方向出口
- 2、沿四环主路西行, 过安慧桥后出主路至北四环中路辅路
- 3、沿北四环中路辅路走约1公里, 在北辰西桥下右转至北辰西路
- 4、沿北辰西路北行, 路右经过水立方和数字北京, 有4座土黄色砖和玻璃相间的大厦, 最北那个楼就是国家会议中心大酒店, 门口设安检。



请带我去

Please take me to:

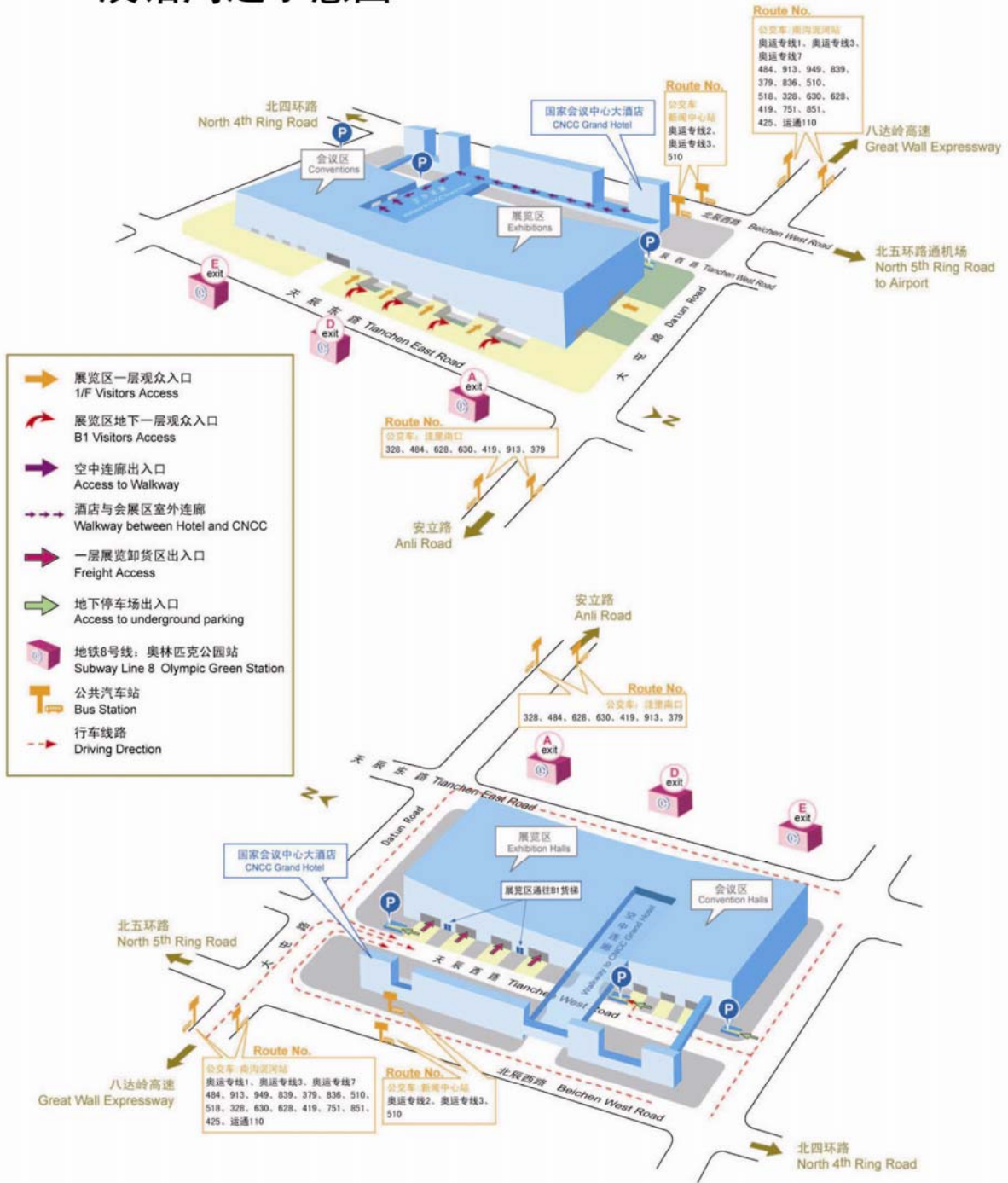
国家会议中心大酒店  
CNCC Grand Hotel



- ★ 国家会议中心 /IBC China National Convention Center /IBC
- ▲ 国家会议中心大酒店/MPC CNCC Grand Hotel /MPC
- ① 国家体育场 China National Stadium (Bird's Nest)
- ② 国家游泳中心 China National Aquatics Center (Water Cube)
- ③ 国家体育馆 National Indoor Stadium
- ④ 数字北京 Digital Beijing



# 展馆周边示意图





## **WELCOME to SINO-DENTAL 2010**

Dear Exhibitor,

Welcome to The 15<sup>th</sup> China International Dental Exhibition & Scientific Conference (SINO-DENTAL 2010) in China National Convention Center (CNCC)· Beijing during June 9-12, 2010.

To guarantee you a successfully exhibition experience, we are pleased to present you with this comprehensive exhibitor manual designed to assist you all through the exhibition procedure. We recommend that the following information be forwarded directly to those responsible for your exhibit at the exhibition. The Organizing Committee of “The 15th China International Dental Exhibition & Scientific Conference (SINO-DENTAL 2010)” shall reserve the right of final interpretation of this manual.

Please make sure that you have read this manual carefully and be familiar with all the rules and regulations before preparing for the exhibition. We will try every effort to provide you with satisfactory exhibition services. All the forms must be confirmed with your signature and this confirmation shall possess the same legal validity as the booth application form and the contract.

Please fill out the forms and send them back before the deadline. We would appreciate your cooperation if you could send back the forms as early as possible.

The Manual is divided into three sections:

- 1. General Information of SINO-DENTAL 2010**
- 2. Exhibition Rules & Regulations**
- 3. Exhibition Forms**

Should you need any assistance, please feel free to contact the Organizing Committee:

Add: Rm. 703, B3 Wudongdalou, No.9 Chegongzhuang Street, Beijing, P.R.China. Postal Code: 100044



Tel: +86-10-88393917/88393922

Fax: +86-10-88393924

Email: [info@sinodent.com.cn](mailto:info@sinodent.com.cn)

Contract Person: Ms. Kang Le Ms. Yin Haiyan

[www.sinodent.com.cn/en](http://www.sinodent.com.cn/en)

In addition, our on-site service counter, manned by personnel from SINO-DENTAL Organizing Committee and all of our Official Contractors will always be available during the exhibition to assist you.

We look forward to welcoming you to Beijing this June and wish you every success at SINO-DENTAL 2010.

SINO-DENTAL Organizing Committee

International Health Exchange and Cooperation Centre, Ministry of Health

Chinese Stomatological Association

Peking University School of Stomatology



## **SECTION I: General Information**

The 15th China International Dental Exhibition & Scientific Conference  
(SINO-DENTAL 2010)

June 9-12, 2010

Venue: China National Convention Center (CNCC)

Address: No. 7, Tianchen East Road, Chaoyang District, Beijing, P. R. China

Joint Organizers:

International Health Exchange and Cooperation Centre, Ministry of Health, P.  
R. China

Chinese Stomatological Association

Peking University School of Stomatology

Supporter

Ministry of Health, P. R. China

Exhibition Venue: China National Convention Center (CNCC)

Address: No. 7, Tianchen East Road, Chaoyang District, Beijing, P. R. China

Postal Code: 100105

Tel: 400 698 2008 +86-10-84372008

Official Stand Construction Contractor:: Beijing Fashion Century Exhibition Co.,  
Ltd

**【Plans and Design Proposals for Booths Submission】**

**【Electrical Installation Submission】**

**【Furniture Rental】**

**【Vehicle Permission Submission】**

Add: Room 2015, No.3 Building. No Fist court ciyunsi, Chaoyang District  
Beijing, China 100025

Tel: 86-10-85864296 13911271093

Fax: 86-10-85864298

Email: [wangyanfashion@163.com](mailto:wangyanfashion@163.com) [zhaoleipbr@163.com](mailto:zhaoleipbr@163.com)

Contact Person: Ms. Wangyan Mr. Zhaolei

Official Freight Forwarder: Hansen Exhibition Forwarding Ltd.  
Exhibit Transportation

**On-site Exhibits Storage**

Add: Rm 309, No. B Bldg, Tong Ji Plaza, No. 12 Eastern Beiyangfang, Fuwai Street, Beijing

Tel: +86-10-68344099 68318595

Fax: +86-10-68342507

Email: [ericliu@hansenhk.com](mailto:ericliu@hansenhk.com)

Contact Person: Mr. Eric Liu

Official Hotel Service: China International Travel Service, Head Office

Tel: +86-10-85227933

Fax: +86-10-65222901/02

Email: [liangjun@cits.com.cn](mailto:liangjun@cits.com.cn)

Contact Person: Ms. Liang Jun

**Exhibition Hours**

|                           |                    |             |  |
|---------------------------|--------------------|-------------|--|
| Registration/Construction | June 7 (Monday)    | 8:30-17:30  | Raw Space Exhibitors<br>Construction                               |
|                           | June 8 (Tuesday)   | 8:30-22:00  | Raw Space Exhibitors<br>Construction, Shell Scheme<br>Construction |
| Exhibition Hours          | June 9 (Wednesday) | 9:00-17:00  |  |
|                           | June 10 (Thursday) | 9:00-17:00  |  |
|                           | June 11 (Friday)   | 9:00-17:00  |  |
|                           | June 12 (Saturday) | 9:00-12:00  |  |
| Dismantling               | June 12(Saturday)  | 13:00-22:00 |  |
| Opening Ceremony          | June 9 (Wednesday) | 9:00-9:15   |  |
| Welcome Banquet           | June 9 (Wednesday) | 18:00-20:00 |  |

The exhibition will follow this schedule strictly. Any early registration/entry or dismantling for any reason shall not be allowed.

**EXHIBITOR REGISTRATION**

Exhibitor Registration: June 7-8, 2010. Exhibitors should bring the original RETURN RECEIPT to collect the exhibitor badges and relative documents at the on-site exhibitor registration counter in the foyer on the first floor of CNCC.

**NAME BADGES FOR EXHIBITION STAFF**

To avoid waiting in long queues on site, please submit the exhibitor badge application on our website [www.sinodent.com.cn/en](http://www.sinodent.com.cn/en) no later than April 30,



2010. Please limit your application to FOUR persons per 9 m<sup>2</sup>. Please collect your exhibitor badges at the on-site exhibitor registration counter during June 7-8, 2010. Should you need extra badges for the employees of your contractors, please specify the company name of your contractor and all the staff names.

★Exhibitor badges do not allow entrance to the fee-charging academic seminars.

#### Major Events

- The Opening Ceremony will be held at 9:00 on June 6, 2010 at CNCC. There will be a guided VIP tour during 9:15-10:00. The leaders from Ministry of Health and Chinese Stomatological Association, the presidents from Stomatological hospitals, representatives from foreign dental associations, Embassies and Consulate, as well as the enterprise representatives will join this guided tour of SINO-DENTAL 2010. If you were planning any important promotion programs during that time, please contact the Organizing Committee no later than May 15th.
- The welcome banquet of 15<sup>th</sup> Anniversary of SINO-DENTAL will be held at 18:00 on June 9, 2010. We sincerely invite our exhibitors. Please bring the invitation letter with you.
- There are various academic programs during SINO-DENTAL 2010, such as Dental Industry Summit, The 15<sup>th</sup> Beijing Dental Progress, German Dental Day, Management of Stomatological Hospitals, Periodontal Treatment Education Program, Endodontic Treatment Education Program, Orthodontic Treatment Education Program, etc. Exhibitors are welcome to the academic programs.
- If you were planning to host New Products and New Technology Exchange Workshop, please contact Ms. Carol Kang (+86-10-88393917 info@sinodent.com.cn) for application.

#### On-site Service Counter

Personnel from SINO-DENTAL Organizing Committee, Beijing Fashion Creative Exhibition Co., Ltd, Hansen Exhibition Forwarding Ltd, and China International Travel Service at our Service Counter on the 1<sup>st</sup> floor of CNCC will provide our service to assist you during the exhibition.

#### Admission Tickets

The Organizing Committee will send free Admission Tickets to dental professionals, producers and distributors both at home and abroad. If you need our assistance in inviting clients to SINO-DENTAL, please submit your free Admission Ticket application on our website [www.sinodent.com.cn/en](http://www.sinodent.com.cn/en) no



later than April 30, 2010. The Organizing Committee will send out the Admission Tickets according to your request for free.

Contact Person: Ms. Zhang Haixia

Tel: +86-10-88393929

Email: zhanghaixia@ihecc.org

### **EXHIBITION CATALOGUE**

A free exhibition catalogue will be distributed to the exhibitors and Pre-registration visitors. All exhibitors are invited to take up the free opportunity to submit your Catalog Entry (Your company profile with a word limitation of 200) on our website [www.sinodent.com.cn/en](http://www.sinodent.com.cn/en) no later than April 30, 2010.

Contact Person: Ms. Zhang Haixia

Tel: +86-10-88393929

Email: zhanghaixia@ihecc.org

### **Exhibits Category**

A free Exhibits Category will be distributed to all participants to assist them to efficiently spot the exhibits. All exhibitors are invited to take up the free opportunity to fill out or refine your Additional Application Information Form on our website [www.sinodent.com.cn/en](http://www.sinodent.com.cn/en) no later than April 15, 2010.

### **Visa Service**

The Organizing Committee provides free visa-application assistance service. Should you need us to issue you the visa-notice for you to apply for Chinese visa, please submit your visa-application on our website [www.sinodent.com.cn/en](http://www.sinodent.com.cn/en) no later than April 30, 2010.

Contact Person: Ms. Carol Kang

Tel: +86-10-88393917

Email: kangle@ihecc.org

### **Advertising**

- **Print advertisement:** Please contact Mr. Ma Ran (+86-10-88393925 [maran@ihcc.org](mailto:maran@ihcc.org)) for the advertisement on the Admission Ticket, Exhibition Catalog, Exhibits Category or Visitor Guide.
- **On-site Advertisement:** Please visit our website [www.sinodent.com.cn/en](http://www.sinodent.com.cn/en) to download a detailed quotation form.  
Contact Person: Mr. Ma Ran Tel: +86-10-88393925 Email: [maran@ihcc.org](mailto:maran@ihcc.org)
- **Advertisement in EXHIBITION CATALOGUE.** Please contact Mr. Song Zhengang. E-mail: [tony.song@jtmedical.com](mailto:tony.song@jtmedical.com)
- **Other promotion:** For more promotion opportunities, please contact Ms. Sunny Yin (+86-10-88393922 [yinhaiyan@ihecc.org](mailto:yinhaiyan@ihecc.org)).

Official Stand Construction Contractor:: Beijing Fashion Century Exhibition Co.,



Ltd

**【Plans and Design Proposals for Booths Submission】**

**【Electrical Installation Submission】**

**【Furniture Rental】**

**【Vehicle Permission Submission】**

Add: Room 2015, No.3 Building. No.1st court ciyunsi, Chaoyang District  
Beijing, China 100025

Tel: 86-10-85864296 13911271093

Fax: 86-10-85864296

Email: [wangyanfashion@163.com](mailto:wangyanfashion@163.com) [zhaoleipbr@163.com](mailto:zhaoleipbr@163.com)

Contact Person: Ms. Wangyan Mr. Zhaolei

Notice:

- Exhibitors who design and construct their own stands must go through SINO-DENTAL Organizing Committee's approval process. Certifications and information of the constructor, plans and design proposals for booths construction, all the construction forms, construction administration fee and deposit related documents, etc, must be submitted to the Official Stand Construction Contractor for approval no later than May 10<sup>th</sup>. There will be an additional 30% charge incurred if the submission is made after May 10<sup>th</sup>. Please see the attached forms for detail.
- A Standard booth include: 2A connection, 1-phase 220V electrical connection; fascia board, necessary lighting; 1 table; 2 folding chairs; carpet; ash bin.
- Please contact Official Stand Construction Contractor for furniture rental.
- On-site service counter will be available on the first floor of CNCC.

Official Freight Forwarder: **Hansen Exhibition Forwarding Ltd.**

Add: Rm 309, No. B Bldg, Tong Ji Plaza, No. 12 Eastern Beiyingfang, Fuwai Street, Beijing

Tel: +86-10-68344099 68318595

Fax: +86-10-68342507

Email: [ericliu@hansenhk.com](mailto:ericliu@hansenhk.com)

Contact Person: Mr Eric Liu

- Official Freight Forwarder will handle international and domestic transportation and provide on site, in-show product storage services.
- On-site service counter will be available on the first floor of CNCC.

Official Hotel Service: China International Travel Service, Head Office



Tel: +86-10-85227933

Fax: +86-10-65222901/02

Email: liangjun@cits.com.cn

Contact Person: Ms. Liang Jun

**[ HOTEL LIST ]**

| <b>Class</b> | <b>Hotel Name</b>                            | <b>Discount Price (Per room night)</b>                                   | <b>Hotel Address</b>  | <b>Distance to Exhibition Center</b> |
|--------------|--|--|---|--------------------------------------|
| 5*           | Marco Polo Parkside, Beijing                 | Superior Room:<br>RMB780+15% service charge, up to 2 breakfasts included | 78 Anli Road, Chaoyang District                                   | 1km Centrally located                |
| 4*           | China National Convention Center Grand Hotel | Superior Room:<br>RMB660, service charge & 1 breakfast included          | Building 1, No. 8 Precincts, Beichen West Road, Chaoyang District | Venue hotel                          |
|              | Beijing National Jade Hotel                  | Standard Room:<br>RMB420, service charge & up to 2 breakfasts included   | 19 Huizhongli, Asian Sports Village                               | 1 km Centrally located               |
|              | Beijing Minzuyuan Holiday Inn Express        | Standard Room:<br>RMB380, service charge & up to 2 breakfasts included   | 1 Anyuanli, Andingmenwai  | 2 km Centrally located               |
| 3*           | Shengang Hotel                               | Standard Room:<br>RMB248, service charge & up to 2 breakfasts included   | No.1, Zuojiashuang, Chaoyang District                             | 2 km, Centrally located              |
|              | Beijing Ketong Hotel                         | Standard Room:<br>RMB238, service charge & up to 2 breakfasts included   | No.2, Yard No.8, Minzuyuan Rd, Chaoyang District                  | 2 km, Centrally located              |
|              | Yungang Hotel                                | Standard Room:<br>RMB228, service charge & up to 2 breakfasts included   | No.68, Hayanbeili, Asian Sports Village                           | 2 km, Centrally located              |
| 2* (Budget ) | Motel 168                                    | Standard Room:<br>RMB 238, service charge & up to 2 breakfasts included  | No.22, Andinglu, Dongcheng District                               | 3 km, Centrally located              |
|              | Green Tree Inn Beijing                       | Standard Room:<br>RMB 220, service charge & up to 2 breakfasts included  | No.17, Anzhenxili, Chaoyang District                              | 2 km, Centrally located              |



|  |                |   |                                     |                               |
|--|----------------|---|-------------------------------------|-------------------------------|
|  |                | Single Room:<br>RMB 170, service charge<br>& 1 breakfast included |                                     |                               |
|  | Yun Hong Hotel | Standard Room:<br>RMB 210, service charge<br>included             | No.16 Zhixinlu,<br>Haidian District | 2 km,<br>Centrally<br>located |
|  |                | Budget Room:<br>RMB 160, service charge<br>included               |                                     |                               |

**BEFORE May 1st, 2010**, please visit our website [www.sinodent.com.cn/en](http://www.sinodent.com.cn/en) to submit your hotel reservation or download the Hotel Reservation Form and send your reservation to China International Travel Service Limited, Head Office.

Tel: 86-10-85227933 Fax: 86-10- 6522 2901 / 6522 2902 E-mail:  
[liangjun@cits.com.cn](mailto:liangjun@cits.com.cn) Contact Person: Ms. Liang Jun

## Travel Information



### Arrival by Plane

CNCC is 26 km from the airport. 25 min by car (depends on the traffic). Taxi Fee: 70-80 RMB Yuan.

Airport Express: Take Airport Express at T3 or T2 to Sanyuanqiao Station>>Transfer for Subway Line 10>>Transfer for Line 8 at Beitucheng Station>>Get off at Olympic Green (Exit A\D\E lead directly to CNCC)

Airport Express Fee: 25 RMB Yuan. Subway Fee: 2 RMB Yuan.



### Arrival by Subway

Take Subway Line 8 and get off at Olympic Green station. (Exit A\D\E lead directly to CNCC)



## **SECTION 2: RULES & REGULATIONS**

**This section serves as supplement of SINO-DENTAL EXHIBITION CONTRACT, please make sure you have read through it carefully and adhere to the rules and regulations.**

### **Exhibition RULES & REGULATIONS**

#### I: Eligibility to Participate

- According to international practice, the Organizing Committee has the absolute discretion in the admission of Exhibitors. Until an Exhibitor's application has been accepted in writing by the Organizing Committee, no right to exhibit will be granted. The Organizing Committee reserves the right to decline any application without giving any reason. Exhibition space is licensed strictly to the Exhibitor for trade promotion only for the duration of the Exhibition.
- The Exhibitor is required to use the space allocated in a manner satisfactory to the Organizing Committee both during the assembling and installation of the stands as well as the Exhibition. The Organizing Committee reserves the right to clear all or part of the space allocated to the Exhibitor at the Exhibitor's expense without notice should they not be satisfied with the way the space is being used. The Exhibitor shall have no claim on any refund in respect of the space or other payment made.

#### Payment of Booth Rental Fee

- The payment of booth rental fee must be cleared no later than the deadline specified in the contract. Otherwise the Organizing Committee reserves the right to cancel the booth reservation.

#### Cancellation or Reduction of Booth(s)

- Cancellation or reduction of booth space must be made in writing to the Organizing Committee. For cancelled exhibition space or reduction in booth space, part of or no refund will be given according to the exhibition contract

#### Space Allocation

- The Organizing Committee has the discretion in allotting space for Exhibitors' booths or raw space. All decisions to such effect shall be final and no request for change shall be entertained.
- Any transfer or sub-contract of booths is strictly prohibited in SINO-DENTAL. The Exhibitor's license to exhibit at the Exhibition and to use the raw space or the standard booths licensed to the Exhibitor is personal to the Exhibitor and shall not be transferred, assigned, sub



contracted in any shape or form or otherwise howsoever shared with any third party regardless of the relationship between the third party and the Exhibitor. If any violation were detected, the Organizing Committee has the right to stop the exhibitor from exhibiting and to prohibit the exhibitor from exhibiting in the following year.

- SINO-DENTAL 2010 is an exhibition, not a trade fair. Exhibitors shall not buy or sell any goods in any shape or form during the exhibition. Any subsequent penalty or taxes shall be borne by the exhibitor itself.

## **II: Construction Regulations**

- All stands and exhibits shall not exceed maximum floor loading limit: 3.5 ton/m<sup>2</sup> for 1st Floor; 800 kilo/m<sup>2</sup> for basement.
- Plans and design proposals for Custom built Stands must be submitted to the Official Construction Contractor for approval. The Organizing Committee reserves the right to alter or remove without notice and at the Exhibitor's expense any stand which differs from the approved specification or any stand that does not conform to the Organizing Committee's required standard or rules and regulations. The Exhibitor shall have no claim against the Organizing Committee or the agents for any extra cost of replacing the stand to conform to the Organizing Committee's specifications or delay resulting therefrom.
- Exhibitors using their own stand constructions must co-ordinate and agree with the Organizing Committee regarding all aspects of the erection, use and dismantling of such constructions.
- Work of any kind carried out at China National Convention Center must conform to the current local regulations in force and those specified by the Organizing Committee. This applies to the Exhibitor, its agents, contractors and subcontractors. The Organizing Committee reserves the right to stop any work which contravenes any of the regulations and the Exhibitor
- Without the prior written approval from the Organizing Committee, exhibitors are not allowed to hang any equipment on the roof of the exhibition hall.
- Without the prior written approval from the Organizing Committee, exhibitors are not allowed to install any fixed devices on the floor of the exhibition hall.
- Without the prior written approval from the Organizing Committee, exhibitors are not allowed to stick any materials on the wall and pillars in the exhibition hall.
- Any naked flame is strictly prohibited.

### Stand Construction

#### **1. Shell Scheme Package Stand**



The Organizer has appointed the Official Contractor for all shell Scheme Package booths, however, an exhibitor may employ a contractor of his choice to construct booth interiors and any freestanding displays or fittings that may be required, subject to the follow rules:

No additional fitting or display, including additional name board, cover, logo, balloon, etc. May be attached, nailed, screwed or drilled to the Shell Scheme booth structure. The Official Contractor reserves the right to charge the exhibitor/ his contractor for any damage caused.

No painting or wallpapering of the wall panel is allowed. Exhibitors who wish to have the wall panels painted must inform the Official Contractor, who will provide a quotation and carry out the work.

No fixing or attachment is to be made to the floor, column, wall or any other part of the building structure of the exhibition hall.

Any change to the type or color of the floor covering provided, must be applied to the Official Contractor and the cost shall be borne by the Exhibitor.

No part of any structure or exhibit may extend beyond boundaries of space allocated.

Neon or flashing lights/signs will not be permitted, unless it forms an integral part of an Exhibitor's product. Sequence-lit displays may be used subject to Organizer's approval.

Contractors, other than the Official Contractor, carrying out Shell Scheme booth interiors must lodge a Performance Bond with Official Contractor before commencing work. They are responsible for removing their waste materials daily during build up and all their materials at the end of the show.

Please inform the Official Contractor in advance on your stand interiors arrangement.

## **2. Raw Space Stand**

### **Floor Covering**

In accordance with the Organizer's build-up schedule, a suitable floor covering must be provided for the stand.

All carpets and floor coverings must be affixed with double-side tapes. These tapes are to be removed during the dismantling period. The use of paint or adhesives on the floor of the exhibition hall is strictly forbidden.

Failure to comply with these regulations may result in delay of installation of electric and equipment move-in, any consequential cost incurred will be charged to the exhibitor.

### **Hall and stand Structure**

No stand Structure, decoration, exhibit or display may be suspended, attached, wired, nailed, screwed or drilled on to the property and structures of the hall.

No stand Structure decoration, exhibit, display or furnishings may extend beyond the boundaries of the stand contracted.

False ceiling will only be allowed if the material proposed will allow water to pass through freely and has a minimum flame spread rating, e.g. perforated metal sheet, aluminum ceiling grid and mesh. According to the Fire & Safety



Department, all booths' ceiling (shell scheme stand and raw space) are not allowed to be fully covered. And the roof of the exhibition platform shall not block the firefighting facilities in the exhibition hall. There must be at least 50% of open area in the exhibition roof to ensure the safety of the exhibition platform.

When using transparent glass door, you shall post striking marks on the glass door to prevent accidents.

**Open Frontages**

The layout of exhibits and the stand design should be planned in consideration of visual effects on neighboring booth and smoothing visitor's flow. All stands in the exhibition, irrespective of height, must have at least half of any frontage facing an aisle open. Below is the illustration for your easier understanding.

**Fire Prevention Regulations**

All materials used in the stand construction must be fire-retardant in accordance with the local regulations, i.e. a minimum flame spread rating. Approval for covered ceiling of the stands must be sought from the Fire Safety Bureau and plans must be submitted at least one month prior to the exhibition. The relevant authorities may not accommodate late submissions.

No cloth materials should be used.

Electrical wires should be concealed in metal or PVC pipes and always keeps a safe distance between lighting fixtures and flammable materials.

All Welding, cutting, soldering, melting and part-off grinding work are prohibited in the halls.

**Building Regulations**

The exhibitor's contractor is required to enclose 3 sets of construction drawings (Elevations, Layout Plans & perspective) illustrating the design and dimensions of the stand and the relative locations of all equipment/machinery on display, for approval by the relevant authorities.

**Removal of Rubbish**

During the build-up period, exhibitors and their contractors will be responsible for the daily removal of construction and packaging debris off site. The Rubbish disposal areas of the hall/ venue cannot be used. The Exhibitor will be liable for the service fees involved in removing the debris if this is not complied.

**Dismantling**

At the close of the exhibition, it is the joint responsibility of the exhibitor and his contractor to dismantle and remove the stand in accordance with the teardown schedule specified by the Organizer. The exhibitor and/ or his contractor according to the show teardown schedule must clear all debris and carpets off site.

Performance Bond will only be returned to the contractor after the inspection of the exhibition hall. Owner on site.

**Observance of Rules and Regulations**

The exhibitor is responsible for his contractor's observance of all rules and regulations, and statutory obligations, and will be liable for any damage arising



directly or indirectly from any infringement.

**Double Storey Stand**

The exhibiting company of the lower level of a particular booth must be the same as that of the upper level.

The total height cannot over 6 meters; the second floor can only be used as the lounge area, and its acreage can only be a half of the first floor at most.

All additional cost incurred in extending the build-up /tear down period will be fully borne by the exhibitor.

All booths design and construction must comply with the guidelines, rules and regulations laid down by the relevant government authorities, as well as both the Organizer's and the Exhibition hall owner's requirement.

Stand designs and layout plans must be submitted to the Organizer at least 3 months prior to the exhibition. The exhibiting company and their appointed contractor must submit in triplicate the detailed drawings and calculations (structural, architectural, mechanical and electrical-done and endorsed by a qualified engineer) of the proposed stand design. Upon receipt of all relevant information / materials, the Organizer will submit them to the fire & safety Bureau for comments/ approval. The authorities will require some time before reverting with their comments/ approval. Late submissions are usually not accommodated.

Only upon approval from all relevant authorities can the Contractor work on site

The booth must be constructed in accordance with the approved design and be ready within the build-up period specified by the Organizer.

The contractor shall ensure that the booth is dismantled in a safe, systematic and organized manner, within the dismantling period specified by the Organizer.

In case there is any need to build second floor and exhibition platform with complex structure, the structure drawings of the detailed parts of the exhibition platform stamped with the badge of design Institute of related qualification and with the badge of national registered structural engineer, as well as the review report. The safety of the exhibition platform shall be fully considered from design to construction to ensure that the fastness of all the connection points and the overall structure.

With regards to other issuers in general, the rules and regulations stipulated in



this exhibition services manual are still to be complied with.

### Electrical

Only electricity can be used as a source of light or power in the Exhibition venue.

All electrical works shall be carried out at the Exhibitor's expense by the official contractor appointed by the Organizer. Design plans or proposals for electrical installation must be submitted to the official contractor for approval not later than May 10<sup>th</sup>. The official contractor may require amendments or variations to be made to the design plan or proposals before approving the same, or may withhold approval at their own discretion.

Applications for the supply of electricity must be submitted to the official contractor of the Organizing Committee.

Electricity shall be supplied only through the Organizer's official contractor.

Neither the official contractor nor China National Convention Center will be held liable for any loss or damage arising from technical breakdowns.

### Other Rules and Regulations

- Precautionary measures such as guards or other means of protection must be taken to protect the public from any moving or working exhibits. Such moving or working exhibits shall only be demonstrated or operated by persons authorized by the Exhibitor and shall not be left running in the absence of such persons. Display of such working moving exhibits must have the Organizing Committee's prior written approval.
- Any proposed advertising or demonstration during the Exhibition must receive the Organizing Committee's advanced written approval.
- Publicity materials may only be distributed from the Exhibitor's own stand. No advertising, demonstration or canvassing for business may be carried out anywhere else within the Exhibition venue. No exhibits or advertising signs shall be placed outside the confines of the Exhibitor's stand.
- Gas filled balloons shall not be permitted in the Exhibition under any circumstances. Inflammable materials shall not be used to construct or clad stand, nor for decorative purposes.
- The Exhibitor's stand must be manned by an authorized and competent representative of the Exhibitor at all times during the Exhibition. Such representatives must be fully conversant with the Exhibitor's products and services and shall be duly authorized to negotiate and conclude contracts for the sale of the Exhibitor's products or services. The Exhibitor shall ensure that the representative shall comply with these Rules and Regulations and with any and all directions which the Organizing Committee or their agents may give before or during the Exhibition.
- The Organizing Committee reserves the right to remove any exhibits or publicity material at the Exhibitor's expense which it considers in its



absolute discretion to be hazardous, illegal, immoral, objectionable or not to conform to the stand and set up of the Exhibition or not fall within the exhibit description of the Exhibition.

- The Exhibitor must warrant that the exhibits and package thereof and the publicity material do not in any way whatsoever violate or infringe any third party's rights including trademarks, copyrights, designs, names and patents whether registered or otherwise, and agrees to fully indemnify the Organizing Committee and their agents and contractors against all costs, expenses and damages arising from any third party's claim of infringement by the Exhibitor and the Organizer of such third party's rights.
- Stand assembling, installation and decoration must be carried out within the time limits specified by the Organizing Committee. The Organizing Committee reserves the right to assemble, install or decorate any space which is not completed by that time at the Exhibitor's expense.
- Repairs or alterations to the stand or display may only be carried out after the Exhibition is closed to visitors and with the prior approval of the Organizing Committee.
- No stand or exhibits shall be dismantled before the official closing time of the Exhibition on the last day of the Exhibition.
- No exhibit shall be allowed to be removed from the stand or the Exhibition venue once the Exhibition has been officially opened unless special permission has been given by the Organizer.
- All audio visual equipment must be kept below 75 db noise level so as not to cause any inconvenience to other exhibitors or visitors.
- No Exhibitor shall engage or permit, sound or video recording, telecasting, and broadcasting at the Exhibition venue unless prior written approval is obtained from the Organizing Committee.

## Promotion

- The Organizing Committee shall arrange and be responsible for all publicity arrangements for the Exhibition.
- The Exhibitor shall not disclose, appropriate or use and shall prevent its representative at the Exhibition from disclosing, appropriating or using any technical or confidential information regarding the business or affairs of the Organizing Committee.

## Cleaning

- CNCC will provide general cleaning service of the booths, the aisles and the public areas (carpet vacuum cleaning excluded).
- General Cleaning Service includes the followings:
- Aisles (Carpet contractor will be responsible for the vacuum cleaning of the carpet), cafeteria, washroom and the other public areas. The cleaning of stands and exhibits is excluded from general cleaning service. Exhibitor



may apply to the Organizing Committee for stand cleaning service; but an additional service charge will occur.

- Exhibitors are request to place any rubbish or discarded materials in the public garbage bin at the end of each day to avoid confusion for the removal by the cleaner.
- Exhibitors and contractors are responsible for the removal and disposal of the construction waste during booth construction and dismantling, packing materials, empty cartons and wooden crates and etc

#### Catering

- Cafeteria on the second floor of CNCC will provide food and beverage. Any other company or individual is allowed to providing catering service to the exhibitors and visitors in CNCC.

#### No Smoking Policy

- Please note that SINO-DENTAL does not allow any smoking in the exhibition area or the conference area.

#### Security

- The Organizing Committee will be responsible for the security in the Exhibition venue.
- Though the Organizing Committee maintain security surveillance at all times, exhibitors are reminded that goods will be most at risk immediately after the exhibition close on the final day. Exhibitors are requested to keep an eye out for dubious persons or groups at all times. Please make sure your exhibits, especially personal property, portable and rented items are not left unattended at any time before, during and after the Exhibition. The Organizing Committee will not be responsible for any losses or expenditure caused by the exhibition. Exhibitors may arrange their own security personnel if necessary with the advanced approval from the Organizing Committee.
- Please make sure that all the valuable belongings are kept safely. In the case of any extremely valuable exhibits, please notify the Organizing Committee in advance and make your own arrangements for security.
- The Exhibitor's stand must be manned by an authorized and competent staff of the Exhibitor at all times during the Exhibition. Exhibitors are allowed to enter the exhibition hall 30 minutes before the exhibition opens and shall leave the exhibition hall 30 minutes after the exhibition closes daily.
- Exhibitors are not allowed to enter other exhibitor's stands unless with advanced approval. If there is an Emergency or security related incident, or a suspicious person is monitoring your stand, please immediately notify the on-site Organizing Committee personnel or security officers.

**Move-in and Move-out of Stand Materials and Exhibits**

- Exhibitors shall move in to the Exhibition venue according to the arrangements and within the limits specified by the Organizing Committee.
- The arrangement and payment for transporting goods to and from the Exhibition venue are entirely the responsibility of the Exhibitor.
- All exhibits, stand materials and the like shall be removed immediately after the closing of the Exhibition according to arrangements and within the time limits specified by the Organizing Committee. Any exhibits or stand materials left behind at the Exhibition venue shall be deemed forsaken and shall be disposed of by the Organizing Committee at the expense of the Exhibitor concerned. All proceeds (if any) of such disposal shall be retained by the Organizing Committee.
- The Organizing Committee reserves the right to appoint one or more exclusive contractor(s) to handle the movements of all goods and exhibits in and out of the Exhibition venue.

**Exclusion of Liability**

- The Organizing Committee shall not be liable in any way whatsoever in respect of loss, injury or other damage suffered or caused to the Exhibitor, its representatives, employees, contractors or agents or the products or other property of the Exhibitor or such parties.
- The Organizing Committee shall not be responsible in any manner whatsoever for the consequences of any introduction or commercial transaction made during or as a result of the Exhibition.
- The Exhibitor undertakes to indemnify and at all times hereafter to keep indemnified the Organizing Committee from and against all liability, action, proceedings, claims, damages, cost and expenses whatsoever which it may suffer or incur by reason of or in relation to the agreement hereunder or by the Exhibitor of the Rules and Regulations.
- The Exhibitor shall be responsible for effecting insurance which should include (but not be limited to) its displays, exhibits and stands against the loss or damage by theft, fire and any other natural causes, and shall produce such policy of insurance to the Organizing Committee upon request.
- The Organizing Committee reserves the right to exercise a general lien over any property the Exhibitor has in the Exhibition venue in respect of all monies due to the Organizing Committee (including claims for damages) in connection with the Exhibition.

**Cancellation of Exhibition**

- The Organizing Committee reserves the right to cancel, alter in character, reduce in scale, shorten or extend the duration of the Exhibition at any time without incurring any liability whatsoever to the Exhibitor due to circumstances outside the Organiser' control including but not limited to



embargo, epidemic, civil unrest, legal proceedings or government regulations that make it impossible or impractical for the Organizing Committee in their absolute discretion to hold the Exhibition. The Exhibitor shall have no claim against the Organizing Committee, whether for loss or damage, or return of all or part of the fees paid by the Exhibitor thereunder.

- The Organizing Committee reserves the right to change the plan, site character or venue of the Exhibition at any time without giving notice to the Exhibitor. Proportional allowance for space rental may be made if appropriate by the Organizing Committee (in their absolute discretion) but they shall not be liable for any further compensation to the Exhibitor.

#### Additional Rules and Regulations

- The Organizing Committee reserves the right to alter and amend any of the Rules and Regulations herein and issue additional rules and regulations at any time they consider necessary for the orderly operation of the Exhibition.
- Exhibitors shall abide by the rules and regulations of China National Convention Center (CNCC) which are deemed to be integral parts and incorporated into these rules and regulations.



## **BANK TRANSFER INFORMATION**

**All the payment must be cleared no later than March 31<sup>st</sup>,  
2010 to the following bank account.**

US dollar Account :

Name: International Health Exchange Center, Ministry of Health

Bank: Bank of China, Head office

Account No.: 00100205108091014

Swift Code: BKCHCNBJ