WELCOME

Thank you for choosing to exhibit at CES Asia™ 2018. We greatly value your participation and look forward to welcoming you to Shanghai, China, June 13-15, 2018.

This Exhibitor Manual was created to make it easy and efficient for you to plan for the show. It contains contact information, order forms, important rules and regulations, as well as a deadline checklist, and is available in both English and Simplified Chinese.

We strongly recommend that you read this entire manual as many of the rules in Shanghai are different than rules in the U.S. If you have any questions at all, please contact us at CESAsiaOps@CTA.tech in the U.S. and cwu@CTA.tech or feijun@shanghai-intex.com in Shanghai.

We wish you the best of luck for a successful show. We look forward to seeing you in Shanghai this June.

SPECIAL NOTE – BOOTH TYPE

A portion of this manual is divided by exhibitor booth type:

Shell Scheme exhibitors have contracted for linear booth space that includes a hardwall turnkey booth package called a shell scheme. Section 3 contains a complete list of booth inclusions for standard and upgraded shell schemes as well as Startup Park. Exhibitors must complete Form 1 to submit their company name for the booth header as well as Form 8 to ensure the electric service is positioned correctly. Additional furnishings and services may be ordered from forms in Section 6. Shipping and customs information may be found in Section 7.

Raw Space exhibitors have contracted for open or base booth space that is larger than 36 square meters. Raw space exhibitors must submit their booth contractor’s information and their booth plans for approval. All forms and further information may be found in Section 4. Additional furnishings and services may be ordered from forms in Section 6. Shipping and customs information may be found in Section 7.

Meeting Place exhibitors have contracted for a fully enclosed meeting room with locking door and furniture. Section 5 contains a detailed list of booth inclusions. Additional furnishings and services may be ordered from forms in Section 6. Shipping and customs information may be found in Section 7.
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Hotel booking – Form 14

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SECTION 1 - KEY SHOW INFORMATION

Venue
Shanghai New International Expo Centre (SNIEC)
2345 Long Yang Road, Pudong New Area
Shanghai 201204, P.R. China*
www.sniec.net
*Note: This is NOT a shipping address; DO NOT ship anything to this address. Exhibitors must use a freight forwarder.

Show Organizers
International CES (Shanghai)                          Shanghai Intex Exhibition Co., Ltd.
Exhibition Co., Ltd.                                    11F, New Town Mansion,
Rm. 6, Business Centre & Office Suites,                55 Lou Shan Guan Road, Shanghai
3rd Floor, Kerry Hotel Pudong                             No. 1388, Hua Mu Rd., Shanghai, 201204
www.CESAsia.com

Operations & Logistics Contacts:
Kevin Murphy                                          Leo Fei
+1 703 907-7637                                         +86 21-6295 1080
kmurphy@CTA.tech                                         feijun@shanghai-intex.com

Chris Wu
+86 21-5033 0321
cwu@CTA.tech

Sales & Sponsorship Contact:
Brian Moon
+1 703 907-4351
bmoon@CTA.tech

Special Co-Organizers
China Chamber of Commerce for Import and Export of Machinery and Electronics (CCCME)
Beijing, China

China Electronics Chamber of Commerce (CECC)
Beijing, China
Official Freight Forwarders, Customs and Shipping
Kuehne + Nagel Limited
Shanghai Branch
Mr. Rainsun Cheng
Tel: +86 21-2602 8667
Mobile: +86 139-1638-1656
rainsun.cheng@kuehne-nagel.com

Agility Fairs & Events Logistics
(Shanghai) Co Ltd
Mr. Vincent Jiang
Tel: +86 21-6116 8716
Mobile: +86 133-3199-9519
vjiang@agility.com

Official General Contractor
Milton Exhibits & Engineering (Shanghai) Ltd.
Mr. Lori Qi
Tel: +86 21-6183 0677
Mobile: +86 185-0213-8747
loriqi@milton-sh.com

Official Safety Consultant
Optsafe Management Services (Shanghai) Ltd.
Mr. Jeffrey Cheng Ybanez
Tel: +86 21-6995 7319
CESAsia@opt-safe.com

Official Travel Agency
Burnaby Solutions Pte Ltd
Ms. Lim Chee Yi
Tel: +86 21-8024 5881
limcheeyi@burnaby-solutions.com

Official Translation Services
Supreme Interpreting Services (Shanghai) Ltd.
Ms. Alice Han
Tel: +86 21-6426 1376
Mobile: +86 135-8573-5584
alice.han@translationinchina.com
### Show Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, June 13</td>
<td>9 AM-5 PM</td>
<td>Trade visitors only</td>
</tr>
<tr>
<td>Thursday, June 14</td>
<td>9 AM-5 PM</td>
<td>Trade visitors only</td>
</tr>
<tr>
<td>Friday, June 15</td>
<td>9 AM-3 PM</td>
<td>Open to public</td>
</tr>
</tbody>
</table>

### Exhibitor Schedule

**Move-In**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, June 10</td>
<td>9 AM-6 PM*</td>
</tr>
<tr>
<td>Monday, June 11</td>
<td>9 AM-10 PM*</td>
</tr>
<tr>
<td>Tuesday, June 12</td>
<td>9 AM-10 PM*</td>
</tr>
</tbody>
</table>

*Additional overtime work hours are available for an additional fee. Please contact CES Asia show management at CESAsiaOps@CTA.tech for more information.

**Show Days**

<table>
<thead>
<tr>
<th>Date</th>
<th>Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, June 13</td>
<td>Exhibitors may enter at 7 AM and must be clear by 5:30 PM</td>
</tr>
<tr>
<td>Thursday, June 14</td>
<td>Exhibitors may enter at 8 AM and must be clear by 5:30 PM</td>
</tr>
<tr>
<td>Friday, June 15</td>
<td>Exhibitors may enter at 8 AM</td>
</tr>
</tbody>
</table>

**Move-Out**

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, June 15</td>
<td>4 PM-10 PM*</td>
</tr>
</tbody>
</table>

Note: Power will be turned off at 3:30 PM
Non-official contractors will be granted access at 4 PM
*Additional overtime work hours are available for an additional fee. Please contact CES Asia show management at CESAsiaOps@CTA.tech for more information.

**Helmets and Safety Belts**

According to the regulations at SNIEC, all exhibitors and contractors must wear a helmet on-site during move-in and move-out (indoor & outdoor). In addition, all personnel must wear safety belts when working on a lift. Security guards at SNIEC will refuse entry to anyone who is not wearing a helmet. All helmets and safety belts must be self-provided.
## SNIEC (halls N1-N5) Technical Specifications

| Access | Gates No. 3 & 8 of each hall: 5m width x 7m height  
Other gates of each hall: 5m width x 4m height |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Admissible Floor Load</td>
<td>Indoor loading capacity at 3 tons/sqm and outdoor loading capacity at 5 tons/sqm. If there is any vertically vibrating part in the exhibit operation, the above mentioned floor load bearing capacity should be reduced at least by 50%.</td>
</tr>
</tbody>
</table>
| Air Compressed | Lower than 10 bar  
Various Outlets at 10mm (D), 19mm (D), 25mm (D) |
| Elevator | No elevator available, one story construction |
| Emergency Lighting | Provided |
| Fire Protection | Automatic fire sprinkler system, fire detection & alarm system with riser, hose reel portable fire extinguisher, hydrant |
| Floor Space per Hall (Gross) | 12,340 sqm |
| Flooring | Solid concrete floor |
| Internet | Cable broadband network (max individual: 100 m) |
| Lighting Level | 250LuX (average) |
| Maximum Approved Construction Height for Raw Space Booth | One-story booth: 5.5 m  
Two-story booth: 8.0 m  
Three-story booths or above are forbidden. |
| Power Supply | 5 line, 3 phase 380V / 220V 50HZ |
| Telephone | LDD, DDD, IDD |
| Ventilation | Available |
SECTION 2 - LOCAL INFORMATION

Maps and Directions
The Shanghai New International Expo Centre (SNIEC) is located in the Pudong New Area of Shanghai and is easily accessible using a variety of transportation options. Metro Line 7, Hua Mu Road Station stops at SNIEC by No. 2 Entrance Hall (Use exit 1 or 5). The public traffic interchange named “Long Yang Road Station” offering buses, Metro Line 2 and Maglev Train is approximately 1000 meters from SNIEC. (Approximate 15 minute walk.)

Directions to SNIEC
Shanghai Metro Network Map

Hotel and Show Shuttle
Visit CESAsia.com for further details

Baggage/Coat Check
SNIEC No. 1 Entrance Hall

Bank/Credit Card System (Mastercard / VISA / Union Pay)
ATM: SNIEC No. 1 & 3 Entrance Hall and Kerry Hotel Lobby

Bank Services near SNIEC
Bank of China
No. 2000 Long Yang Road
+86 21-5076 9612
Industrial and Commercial Bank
No. 811 Mei Hua Road
+86 21-5059 1836

Bank of Communications
No. 945 Mei Hua Road
+86 21-5059 9410

Business Center (Post office, telephone, fax, photocopying and Internet services)
SNIEC Entrance Halls
+86 21-2890 6075

Digital Print Service Ri Fu
West side of SNIEC Hall E2
+86 21-2890 6788
Electronics Stores
METRO mart
(12 min. walking distance from SNIEC)
No. 383 Bai Yang Road
+86 21-6892 8888

B&Q
(10 min. walking distance from SNIEC)
No. 393 Yin Xiao Road
+86 21-6190 9518

Hardware/Stationery Stores
Carrefour
(5 min. walking distance from SNIEC)
No. 185 Fang Dian Road
+800 820 0871

METRO mart
(12 min. walking distance from SNIEC)
No. 383 Bai Yang Road
+86 21-6892 8888

Hospital
Shanghai Renji Hospital
No. 1630 Dong Fang Road
+86 21-5875 2345

Police Administration Office/ SNIEC Police Station
East side of SNIEC Hall W4 outside
+86 21-2890 6110

Plants/Floral
Ying Xin Flower Store
SNIEC Halls W3-B1, E2-B3
+86 21-2890 6290

Public Services
China Post
No. 290 Yu Lan Road
+86 21-95580

China Telecom
No. 359 Mei Hua Road
+86 21-6845 4094
Transportation – Air
Hongqiao Airport
Ticket & Enquiry Line: 86 21-96990

Pudong International Airport
Ticket & Enquiry Line: 86 21-96990

Transportation – Rail
Shanghai Railway Station
Service Line: 86-12306
Ticket Line: 9510 5105

Transrapid Maglev
Enquiry Hotline: 86 21-2890 7777
SECTION 3 - SHELL SCHEME & STARTUP PARK EXHIBITORS

Shell Scheme exhibitors have contracted for linear booth space that includes a hardwall turnkey booth package called a shell scheme. This section contains a complete list of booth inclusions for standard and upgraded shell schemes as well as Startup Park. Exhibitors must complete Form 1 to submit their company name for the booth header as well as Form 8 to ensure the electric service is positioned correctly. Additional furnishings and services may be ordered from forms in Section 6. Shipping and customs information may be found in Section 7.

Deadline Checklist for Shell Scheme & Startup Park Exhibitors

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Description</th>
<th>Form</th>
<th>Section</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 11</td>
<td>Submit materials for censorship approval</td>
<td>NA</td>
<td>7</td>
<td>Contact Kuehne + Nagel or Agility to make arrangements</td>
</tr>
<tr>
<td>May 11</td>
<td>Submit fascia board form</td>
<td>Form 1</td>
<td>3</td>
<td>Submit form to Milton</td>
</tr>
<tr>
<td>May 11</td>
<td>Submit furniture form</td>
<td>Form 3</td>
<td>6</td>
<td>Submit form to Milton</td>
</tr>
<tr>
<td>May 11</td>
<td>Submit audio/video form</td>
<td>Form 4</td>
<td>6</td>
<td>Submit form to Milton</td>
</tr>
<tr>
<td>May 11</td>
<td>Submit electrical rental form</td>
<td>Form 5</td>
<td>6</td>
<td>Submit form to Milton</td>
</tr>
<tr>
<td>May 11</td>
<td>Submit internet and telephone form</td>
<td>Form 6</td>
<td>6</td>
<td>Submit form to Milton</td>
</tr>
<tr>
<td>May 11</td>
<td>Submit booth/stand layout form</td>
<td>Form 8</td>
<td>3</td>
<td>Submit form to Milton</td>
</tr>
<tr>
<td>June 1</td>
<td>Submit order for security</td>
<td>Form 12</td>
<td>6</td>
<td>Submit form to Lujiazui</td>
</tr>
<tr>
<td>June 6</td>
<td>Submit order for translation services</td>
<td>Form 13</td>
<td>6</td>
<td>Submit form to Supreme Interpreting</td>
</tr>
<tr>
<td></td>
<td>Submit order for hotel booking</td>
<td>Form 14</td>
<td>6</td>
<td>Submit form to Burnaby</td>
</tr>
<tr>
<td>May 30</td>
<td>Second deadline for Milton forms submission</td>
<td>Forms 1, 3, 4, 5 &amp; 6</td>
<td>3 &amp; 6</td>
<td>Prices for all Milton products and services increase again after this date</td>
</tr>
<tr>
<td>May 25-27</td>
<td>All sea freight must arrive at Shanghai Port</td>
<td>NA</td>
<td>7</td>
<td>Contact Kuehne + Nagel or Agility to make arrangements</td>
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<tr>
<td>May 27-29</td>
<td>All airfreight must arrive at Shanghai airport</td>
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*All the above mentioned forms could be downloaded from ordering.milton-exhibits.cn*
SECTION 4 - RAW SPACE EXHIBITORS

Raw Space exhibitors have contracted for open or base booth space that is larger than 36 square meters. Raw space exhibitors must submit their booth contractor’s information and their booth plans for approval. All forms and further information may be found in this section. Additional furnishings and services may be ordered from forms in Section 6. Shipping and customs information may be found in Section 7.

**Deadline Checklist for Raw Space Exhibitors**

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</tr>
<tr>
<td>May 11</td>
<td>Raw space booth design approval</td>
<td>Form 2</td>
<td>4</td>
<td>All raw space exhibitors must submit this form and booth plan to Optsafe for approval</td>
</tr>
<tr>
<td>May 11</td>
<td>Submit building approval for special stand design (above 4.5mH) /double deck booth and outdoor booth</td>
<td>Form 9</td>
<td>4</td>
<td>All exhibitors with booths above 4.5mH, double deck and outdoor booth must submit this form with booth plans to Optsafe for approval</td>
</tr>
<tr>
<td>May 11</td>
<td>Submit furniture form</td>
<td>Form 3</td>
<td>6</td>
<td>Submit form to Milton</td>
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<td>May 11</td>
<td>Submit form for hanging points</td>
<td>Form 7</td>
<td>6</td>
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*Forms 2/9 could be downloaded from ohss.opt-safe.cn/CESAsia2018 and forms 3/4/5/6/7/12/14 could be downloaded from ordering.milton-exhibits.cn*
### SECTION 5 - MEETING PLACE EXHIBITORS

Meeting Place exhibitors have contracted for a fully enclosed meeting room with locking door and furniture. Section 5 contains a detailed list of booth inclusions. Additional furnishings and services may be ordered from forms in Section 6. Shipping and customs information may be found in Section 7.

**Deadline Checklist for Meeting Place Exhibitors**

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</tbody>
</table>
SECTION 6 – OPTIONAL FORMS (ALL EXHIBITORS)

The following pages contain forms to order furniture and services from the service vendors.

OPTIONAL FORMS
Furniture – Form 3
Audio/Video – Form 4
Electrical Service – Form 5
Internet and Telephone – Form 6
Hanging Sign (Hanging Point) - Form 7
Milton Payment Form
Milton Conditions
Lead Retrieval – Form 10
Temporary Staff – Form 11
Security Services – Form 12
Translation Services – Form 13
Hotel Booking – Form 14

*Forms 3/4/5/6/7/12/14 could be downloaded from ordering.milton-exhibits.cn and forms 10/11 could be downloaded from cesasia.expotec.com.cn/ces/xtevent/ExhDown/index
SECTION 7 – SHIPPING GUIDE

CES Asia has partnered with Kuehne + Nagel Ltd and Agility Fairs & Events as our official freight forwarders, customs broker and shipping vendors. Kuehne + Nagel and Agility are responsible for handling all international shipments in and out of the air and sea ports and in and out of the Shanghai New International Expo Centre (SNIEC).

You may hire Kuehne + Nagel or Agility to ship your freight by air or sea, or you can select another company. However, as the official freight forwarders for CES Asia, Kuehne + Nagel and Agility are the ONLY companies that may move your freight in and out of SNIEC. Please visit ordering.milton-exhibits.cn to download shipping guidelines, including deadlines, costs and shipping instructions for shipping goods to CES Asia.

For all the Chinese domestic shipments, Agility is responsible for halls N1 to N2 and Kuehne + Nagel is responsible for halls N3 to N5.

For more information, please contact,

**Agility Fairs & Events Logistics (Shanghai) Co Ltd**

Mr. Vincent Jiang  
Tel: +86 21-6116 8716  
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vjiang@agility.com

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Mobile: +86 138-1691-6500  
jamliu@agility.com

**Kuehne + Nagel Limited Shanghai Branch**

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Tel: +86 21-2602 8667  
Mobile: +86 139-1638-1656  
rainsun.cheng@kuehne-nagel.com

Mr. Frank Chen  
Tel: +86 21-2602 8524  
Mobile: +86 138-1875-2465  
frank.chen@kuehne-nagel.com
SECTION 8 – RULES AND REGULATIONS

All exhibitors and their representatives must adhere to these rules and regulations. Failure to observe these rules and regulations may result in the closure or removal of any exhibits that do not comply.

Admission and Identification
CES Asia is a trade-only event for the consumer technology industry. Consumers are permitted to attend on June 15, 2018 only. All exhibitors and attendees must be over the age of 18 and have a business card to pick up their badge.

Age Restriction
All exhibitors and attendees must be over the age of 18.

Authority of Premises
In the event of any problems or disputes on-site, the decision of the show organizer, being the lessee of the premises, will be final.

Balloons
Balloons are not permitted in SNIEC.

Booth Design Requirements
- All booths must be carpeted or have other professional floor covering.
- In the case of advertising structures directly facing adjoining stands, a minimum distance of 2 meters must be kept to the edge of the stand concerned.
- Exhibitors are not permitted to display any exhibit, material, furniture or product beyond their contracted boundaries.
- Any temporary structures erected must allow a minimum clearance of 1.2 meters (4 feet) from door opening to fire cabinets, electrical and mechanical riser and alarm call points.
- All materials must be fireproof. Stand construction and decoration materials must be noncombustible with a burning diffusion rate not lower than Class B1 as required by both the national and local fire control regulations of Shanghai.
- No screws, nails, structures, displays, stickers or signs may be attached to the floors, walls, columns or any part of the exhibition hall.
- Ceiling hanging points may not be used to anchor ground structure. Hanging elements must be separate from ground structure.
- All contractors are expected to clean the stands and remove all trash including all carpet tape and residue marks.
- Exhibitors who have booked “Raw Space” stands may use either the official stand contractor or appoint another contractor of their choice, subject to the approval of the show organizer. This contractor will have to comply with all rules and regulations.
No alteration or attachment to a shell scheme or startup park structure shall be made without the approval of the official stand contractor. This includes the painting or wallpapering of its walls. No nailing or drilling will be allowed; if you require assistance in hanging or displaying your exhibits, please consult the official stand contractor – Milton.

**Cash & Carry Policy**
Over the counter sales (i.e., exchanging cash, check, credit cards and/or online payment) are not permitted. Only bona fide business orders for future delivery may be taken. Violation of this provision will result in expulsion from CES Asia and exclusion from future shows. This policy will be strictly enforced.

**Catering**
The Shanghai New International Expo Centre (SNIEC), provides take-away lunch services during the show. In addition, SNIEC has authorized several catering vendors to operate in their venue. Exhibitors who are interested in this service may contact CESAsiaOps@CTA.tech for more info.

**Cleaning**
The show organizer will arrange for aisle cleaning in the exhibition halls prior to the opening of the exhibition and daily thereafter. It is the responsibility of the exhibitors to maintain their stands in a tidy condition at all times. If additional stand cleaning is needed at stands, please contact official general contractor at csc@milton-sh.com.

**Customs Clearance**
All exhibits and product entering the exhibition halls must first be cleared through customs. Additional rules can be found in the shipping guidelines of the exhibitor manual (section 7). Exhibitors should contact Kuehne + Nagel or Agility, the official freight forwarders of CES Asia, with any questions.

**Damages and Deposit**
A damage deposit in cash must be paid by exhibitor appointed contractors to official general contractor - Milton when they register at the exhibition site. The damage deposit is RMB 10,000 per stand for stands up to 50 square meters, RMB 20,000 per stand for stands between 50 and 100 square meters, and RMB 50,000 per stand if over 100 square meters. The deposit will be refunded after the show provided there are no damages or garbage left behind.

Exhibitors occupying shell scheme, startup park stands and meeting place are also responsible for the cost of repairing any damage to the contractor’s stand structures, floor covering, light fittings and any other hired items. The cost of repairing and replacing for any damages will be assessed by Milton, the official general contractor, and charged to the exhibitor concerned.
Double Deck/Two Storey Stand Construction

- Two-story booths are permitted in the halls with approval of a certified structural engineer.
- All booths must be designed in such a way, that it is possible to install and dismantle them within the designated move-in and move-out time.
- Sprinklers must be installed on both levels.
- The maximum height is 8 meters.
- Booth structure must be floor supported and may not be suspended or stabilized by hanging to the ceiling.
- The construction application must be submitted to official safety consultant - Optsafe at CESAsia@opt-safe.com by May 11, 2018.
- A complete set of rules for double deck booths and the required form can be on Form 9 of section 4.

Drones/Unmanned Aerial Vehicles (aks UAVs)

Drones/Unmanned Aerial Vehicles (aks UAVs) are permitted; however the following guidelines must be strictly adhered to:

- Per the Exhibit Space Contract, exhibitors must carry adequate personal and property damage liability insurance to indemnify and hold harmless CES Asia and SNIEC. Certificates of insurance must be furnished to the CES Asia operations team.
- The maximum height for flight is 5.5 Meter for raw space island exhibits and 2.5 M for all other exhibits. (An island is defined as 36 sqm or larger exposed to aisles on all four sides)
- Exhibitors must submit their booth plan to official safety consultant – Optsafe at CESAsia@opt-safe.com add CES Asia operations team at CESAsiaOps@CTA.tech.
- UAVs are only allowed to fly in defined exhibit booth space with protective safety measures.
- Public must be protected from UAVs with the use of netting, plastic or another approved safety feature in any area flown.
- May not be flown in lobbies, restaurants or other common areas.
- Must weigh less than 20 KG.

Exhibitor Appointed Contractors (EACs)

Exhibitors may appoint their own contractor for stand design and construction. According to SNIEC regulations, all stand contractors are required to go through Real-Name Authentication Procedure at least 15 days prior to the first move-in date in order to obtain entry permission from SNIEC. The approved contractors can collect their contractor’s entry pass during move-in. More information can be found at http://www.sniec.net/organize_contractor.php.

All contractors are responsible for taking out liability insurance against injury to personnel and property. And all contractors must present proof of third party liability insurance to official safety consultant - Optsafe. (Coverage should be for RMB 4,000,000 at least). All contractors must lodge a performance bond and damage deposit with the show organizer. Please refer to the deposit and damage section for more information.
Electrical Supplies and Installation
All electrical installation, wiring and dismantling work at the exhibition must be carried out by the
official general contractor - Milton.

Each electrical supply provided is intended for one equipment or machine on display. Multipoint
socket outlets are not permitted as an overload may be caused, leading to a trip in the incoming
power supply. Severe trips may take hours to rectify, thereby causing inconvenience to all exhibitors.

Only qualified electrical materials are used in the build-up of booths (including both standard and
special booths). Double-sheath copper wires and cable lines must be used, and the section of the
conducting wires must be $\geq 1.5$ mm.

All equipment must be properly grounded. Electric lines crossing aisles or walkways must be enclosed
in a cable bridge.

The distribution box for standard exhibition stands must be installed in a cable duct in the exhibition
hall, while the distribution box for special exhibition stands must be installed in a cable duct or in the
exhibition stand. It is strictly forbidden to leave a distribution box in doorways, fire-control passages
or any conspicuous place in exhibition stands.

The show organizer reserves the right to disconnect the electrical supply to any installations, which in
the opinion of the electrical consultants, is deemed dangerous or likely to inconvenience exhibitors or
visitors.

Exhibit Attire
The show organizer reserves the right to make determinations on appropriate exhibitor/presenter
attire. If for any reason an exhibit and/or its contents are deemed objectionable, the exhibitor may be
asked to alter the attire of its employees, exhibit staff and/or models. If necessary, the exhibitor may
be asked to remove the individual(s) in question at the exhibitor's sole expense. Exhibitors with
questions about compliance with these guidelines should consult with the show organizer in advance
of the show.

Exhibit Space Contract
Exhibitors must abide by the rules set forth in the CES Asia 2018 Exhibit Space Contract.

Fire Precautions
All exhibitors and contractors must comply with the prevailing government fire protection law and the
fire safety regulations and building codes of the center. Open flame exhibits are forbidden as are toxic
and hazardous materials, including flammable liquids, compressed gas or dangerous chemicals.

All exhibit materials must be fireproof. Stand construction and decoration materials must be
noncombustible with a burning diffusion rate not lower than Class B1 as required by both the national
and local fire control regulations of Shanghai.

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Floor Load-Bearing
The floor load-bearing capacity of indoor exhibition space is 3 tons/sqm. If there is any vertically vibrating part in the exhibit operation, the above-mentioned floor load-bearing capacity shall be reduced at least by 50%. It is prohibited to set up a booth or pile heavy goods on the two main cable pipelines in the exhibition hall. The above-mentioned floor load-bearing capacity shall be taken into consideration during the goods transportation, placement, demonstration and operation. Any questions should be sent in advance to the show organizer.

Freight/Material Handling
International shipments must be consigned to the official freight forwarders, Kuehne + Nagel or Agility to coordinate the move-in of your exhibits. See Shipping Guidelines in section 7.

Please note:
- Exhibitors must ensure that delivery, loading and unloading of goods is carried out only at the designated loading and unloading area. Staff will be at this area to supervise and direct the vehicles.
- Exhibits arriving on site without a pre-appointed freight forwarder will be referred to the show organizer’s appointed official freight forwarders. All costs incurred will be borne by the exhibitor concerned.
- Exhibits requiring mechanical assistance must be handed over to the official freight forwarders at the loading and unloading bay. Exhibitors using their own freight forwarder up to these areas are requested to submit the details to Kuehne + Nagel or Agility to facilitate coordination. No other freight forwarders or exhibitors are allowed to use any of their own lifting equipment on-site (i.e., hydraulic car).
- To avoid congestion in hall, only hand-carried items which can be taken out of their cases without any risk or damage to the floors and halls are allowed to be unpacked inside the exhibition premises. Major items should be unpacked away from the exhibition premises and then brought into the stand for positioning. Arrangements should be made with the on-site handling agent.
- The exhibitor must be present at his own stand to accept delivery of freight. The show organizer will not accept any delivery on behalf of the exhibitor, nor can they be responsible for failure in delivery.
- Vehicles must pay a fee and deposit in order to access the loading bay at SNIEC. A “Transport Pass” may be obtained at the SNIEC Certification Centre in south square nearby Hall W1 or east square nearby Hall E7. The fee is RMB 50 per entry and is good for 90 minutes. A deposit of RMB 300 will be charged for all vehicles entering the venue during move in and move out. The deposit will be refunded after showing the “Transport Pass” as well as the deposit receipt after the timely completion of the loading and unloading. Any loss or damage of the “Transport Pass” will be fined at RMB 50 per pass. The overtime charge will be levied at RMB 100 per vehicle per every half hour (The overtime charge for less than half an hour is also RMB 100).
- Drivers must follow instructions from security and drivers must not leave their vehicle unattended. Once the loading and unloading is finished, the vehicle shall be driven out immediately or the deposit will be deducted as a penalty.
Flowers
There are approved floral suppliers in the expo center. Non-approved vendors may not be used in SNIEC.

Good Neighbor Policy
CES Asia has a Good Neighbor Policy for booth demonstrations. All audio and video should be appropriate for a general audience. In the event of a complaint from any person on a booth's content, the show organizer will investigate and determine if the content is offensive or inappropriate. If content is determined to be offensive, the exhibitor must cease use of such content. If the exhibitor refuses, or if another complaint is filed, the show organizer reserves the right to shut off power to the booth until the exhibitor ceases use of the content. Repeated violations of this policy can result in expulsion from CES Asia.

When planning booth events and demonstrations exhibitors are required to ensure traffic flow can continue on all sides of their booth at all times. Please be considerate to exhibiting neighbors when positioning hanging signs and exhibit structures that could impede or obstruct lines of sight to them.

Hanging Signs and Ceiling Hanging Points
Only island stands may display hanging signs. An island is defined as 36 sqm or larger exposed to aisles by all four sides. No hanging object is allowed in the center without permission. Each permitted hanging point may bear an object which weighs no more than 200 KG. The professional staff of SNIEC shall perform the hanging work.

Hazardous Materials
The following hazardous and dangerous materials are forbidden for use:
- Naked flame or temporary gas lamps
- Explosive, petrol and highly flammable toxic or corrosive substances
- Air compressors must be placed outside the exhibition hall. This rule will be strictly enforced
- Industrial gas of inflammable or toxic nature
- Radioactive materials are to be used in the exhibition hall at any time
- Open flame equipment
- Toxic materials

Height Limits
The maximum height is 5.5 meters for one story and 8 meters for two story booths. Plans for booths taller than 4.5 meters must be approved by a Structural Engineer. Additionally, plans should be submitted for approval no later than May 11, 2018. Refer to Form 2 and 9 for more information.

Liability and Insurance
Exhibitors and authorized exhibitor appointed contractors agree to carry adequate personal and property damage liability and workers’ compensation insurance and to indemnify and hold harmless CES Asia, SNIEC and other facilities utilized by CES Asia and their contractors, officers, agents and employees against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind, including attorneys’ fees, resulting from, or related to its occupancy of the exhibit space.
contracted for, including without limitation by reason of personal injuries, death or property damages sustained by any person. Certificates of insurance must be furnished by the exhibitor if requested by the show organizer and must be available on-site during the CES Asia. Failure by CES Asia to request proof of insurance shall not relieve exhibitor from carrying proper coverage. Exhibitor understands that neither the show organizer nor the Shanghai New International Expo Centre (SNIEC) and the Kerry Hotel, and any other facilities used for CES Asia maintain insurance covering exhibitor’s property and it is the sole responsibility of Exhibitor to obtain such insurance.

Responsibility for Property: In no case will the show organizer be responsible for theft, loss or damage to exhibitor’s product or booth, unless the responsibility is a direct and sole result of the actions of CES Asia or its employees. Exhibitor agrees that it is wholly responsible for protecting its property on and off CES Asia premises. Exhibitor is encouraged to secure its exhibits and products and should insure its property (from the time it leaves its warehouse until it returns) at exhibitor’s expense.

**Literature Distribution**

Literature, samples and giveaways must be distributed from within your booth or contracted area. Surveys may not be conducted outside of your booth. Corporate greeter sponsorships are available. Contact [Brian Moon](mailto:Brian.Moon@cesasia.com) for more information.

**Live Animals**

Only service animals are permitted at CES Asia.

**Painting**

Major painting of displays and exhibition materials are not permitted. However, “touch-up” painting is permitted in the exhibition hall, provided such work is performed only during the move-in period and the following safety precautions are put in place.

These precautions include:

- Painting in an area which is properly ventilated
- Use of non-toxic and fireproof paints
- Covering the concrete floor with plastic overlaid with drops sheets
- No painting near the center’s vertical structure (i.e. walls)
- No washing of paint material within or surrounding the center.
- Covering the concrete floor with plastic overlaid with drops sheets
- No painting near the center’s vertical structure (i.e. walls)
- No washing of paint material within or surrounding the center

**Performance of Music or Motion Picture**

Exhibitor is responsible for obtaining any required music license(s) from the Music Copyright Society of China (MCSC) or any required license(s) for motion pictures. No license is required if music or a motion picture is used for the sole purpose of demonstrating product capability.
Photography/Video Regulations
Cameras and video equipment are allowed on the show floor. Exhibitors and attendees may take pictures/video within the show for purposes of company media pieces, marketing materials, etc. Under no circumstances will anyone be permitted to take pictures/video of an exhibitor's product without permission of the exhibitor. Exhibitors have the right to report to security or the show organizer any instance of inappropriate photographing of company products or displays.

Product Demonstrations and Presentations
Product demonstrations are permitted provided they adhere to the following rules:

- Booth activity of any kind must be confined within the exhibitor’s contracted space so as not to interfere with traffic flow in the aisles or encroach into neighboring exhibits.
- Exhibitors are not permitted to distribute anything on SNIEC premises except within their booth space. This includes announcements, advertisements, samples or prizes.
- Exhibitors must contract sufficient space in order to comply with these rules.
- With any type of activity where a large crowd occurs; exhibitors are required to assign booth personnel and/or hire security guards to manage crowd control and keep the aisles and neighboring exhibits clear.
- Exhibitors are responsible for supervising the actions of all visitors and employees.
- All exhibits must be in compliance with local laws including laws governing fire safety and the safe operation of equipment and machinery.
- Any demonstrations deemed to be dangerous, unsafe or unlawful will be closed.

CES Asia has a no tolerance policy. Demonstrations found to be objectionable due to noise level (75 db) or blocking traffic flow may be closed down at the discretion of the show organizer.

Safety – Helmets and Belts
All exhibitors and contractors must wear a helmet on-site during move-in and move-out (indoor & outdoor). In addition, all personnel must wear safety belts when working on construction in height. Security guards at SNIEC will refuse entry onto the premises to anyone who is not wearing a helmet. All the helmets and safety belts must be self-provided.

Security
CES Asia provides perimeter security of the exhibit hall, and every reasonable effort is made to prevent losses. However, the exhibit floor is not completely secure and it is the exhibitor's responsibility to take measures to avoid theft. It is strongly recommended that you hire guards and security cages to protect your products and display materials at all times. We recommend security coverage from the time your freight is delivered to your booth until your outbound shipment is removed from the booth space.

Segways & Hoverboards
Wheeled transport devices (with or without motors) are not permitted at any CES Asia venue. This includes Segways, hoverboards, skateboards, uniwheels and all similar products. Exhibitors are permitted to demo such products within the confines of their exhibit space.
Sound Restrictions
A maximum noise level of 75 dB will be maintained on the exhibit floor at CES Asia.

The noise abatement policy is as follows:

- All booth elements must remain within the officially contracted booth space. This includes all truss work, audio equipment, speakers, etc.
- Exhibitors demonstrating audio equipment in an open display should use a sound chamber or acoustically contained area to keep the sound level from intruding on any adjacent exhibits.
- Speakers of any kind must be directed toward the interior of the demonstrator's booth space. Speakers may not face aisles or neighboring exhibits.
- When demonstrating audio equipment within an enclosed demonstration room, subwoofers must be positioned away from walls that are adjacent to neighboring exhibits.
- Sonic vibration and sound complaints will immediately be addressed by the show organizer. If a vibration or sound complaint is not resolved by the offending party, the show organizer reserves the right to shut down power immediately until the issue is resolved.
- Exhibitors are responsible for supervising the actions of employees, visitors or spectators testing display equipment located in their exhibit area.

The show organizer will intervene if necessary, and reserves the right to shut down exhibits deemed objectionable. The show organizer will roam the exhibit hall to monitor the decibel level during the show. Measurements will be taken at a distance no greater than 3 meters from the offending display. After measuring a continuous decibel level of greater than 75 dB, following a complaint being registered by a spectator, a neighboring exhibitor or personal observation by a roving designate, the following procedures will be strictly enforced as follows:

First Warning:
- Violating exhibitor will be given a written notification of the warning
- Booth power may be turned off for one hour

Second Warning:
- Violating exhibitor will be given a written notification of the 2nd warning
- Booth power may be turned off for one day

Third Warning:
- Violating exhibitor will be given a written notification of the 3rd warning
- Booth power may be turned off permanently and future booking and priority points may be jeopardized. Exhibit may be closed and removed

Storage
Cartons, crates, cases, packing materials and containers used for storage and consignment of exhibits should not be stored within the exhibition hall. Prior arrangements for safekeeping such items must be made with the official freight forwarder. The show organizer reserves the right to remove and dispose of any such items left in the exhibit hall. Exhibitor is responsible for any storage or disposal costs incurred.
Trash
During the build-up and tear-down days of the exhibition, the aisles of the hall must not be obstructed with packing and construction materials or debris. Contractors building “Raw Space Stands” or stand interiors are responsible for removing their own building waste from the site at the end of each day. Painting and sawing can only be carried out at certain designated areas outside the exhibition hall. At the end of the exhibition, contractors must remove all the materials especially the double-sided carpet tape. Please refer to the Damages and Deposit section for more information.

Unforeseen Circumstances
In the event of any occurrence not foreseen in these Rules and Regulations and the terms of contract stated in the contract, the decision of the show organizer shall be final.

Weapons/Firearms
No firearms, or weapons of any kind are permitted on the exhibit floor or show premises. The demonstration or production of firearms and weapons is also strictly prohibited. Replicas of weapons are also not permitted.