**Registration form - SwissWeek Shanghai 2017**

**Exhibitor Details Place of Exhibition**

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| **Company:**  **Contact Person:**  **Function:**  **Address:** |  | **Phone:**  **Mobile:**  **Email:**  **Website:** |  | **Public space in front of Huaihai Park**  177 Huaihai Lu, near Pu An Lu  淮海公园 淮海中路177号 (Authorization pending) |

**Participation Fees & Sponsorship Options**

9m² tent CNY 41’000 (Includes 6.5% VAT & mandatory security fee)

*10% off for previous* ***2016 SwissWeek*** *participants (CNY 36'900)*

25m² tent CNY 57’000 (Includes 6.5% VAT & mandatory security fee)

*10% off for previous* ***2016 SwissWeek*** *participants (CNY 51'300)*

Main Sponsor (CNY 160’000)

Gold (CNY 85’000)

Silver (CNY 35’000)

Stage Sponsor (CNY 35’000)

Photo Booth Sponsor (CNY 40’000)

Artists Sponsor (CNY 35’000)

Café Title Sponsor (CNY 40’000)

Innovation Exhibitor (CNY 70’000)

Innovation Supporter (CNY 35’000)

**Terms & Conditions:** Registration before April 20th, 2017 | **70% down-payment within 5 days upon registration and the remaining 30% to be paid by May 1st, 2017. Late registration subject to availability. 10% surcharge for late registration.**

Sponsorship upon availability. For the detailed sponsorship packages please refer to the concept presentation sent together with this form.

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| **SwissWeek Chengdu 2017**   * Will you be interested in participating in a SwissWeek in Chengdu in October 2017? | Yes  No |
| **Christmas Market Nanjing 2017**   * Will you be interested in participating in a Christmas market in Nanjing in December 2017? | Yes  No |
| **“SWISSWEEK MOMENTS” (optional)**   * Would you like to use the stage for 1 hour promotion for free? (Additional information in the Exhibitor’s manual) | Yes (subject to availability)  No |
| **“Videos & Pictures” (optional)**   * Will you need professional pictures and videos at cost? (Separate agreement with the Organizer) | Yes (subject to availability)  No |

**The organizer provides**

* Participants can promote and sell their products
* Cultural Swiss/Chinese animation for the public & children
* Musical animation for the public
* Café and restaurant
* Decoration of the “Swiss village”
* 1 hour “SWISSWEEK MOMENTS” on stage upon request and availability
* One booth of 9m2 or 25m2
* Floor space, Shell scheme rental, Carpet, light
* 1 down light | 1 table, 2 chairs (9m2) | 2 tables, 4 chairs (25m2)
* Panel with your company name and logo
* T-shirts *(4 for 9m2 booth, 8 for 25m2 booth)*
* Free SWS flyers with participants’ & sponsors’ logos
* **Stored goods are under each company’s responsibility, at cost and limited**

**Promotion**

* In local media (newspaper, online media)
* Media coverage before, during and after the event
* Social Media communication and activities promotion
* LED backdrop with rotating logos
* Gift Bag to VIPs and Press Kit to journalists
* Onsite banners and QR codes

**Registration**

I,       , the undersigned representing the above mentioned company hereby confirm to register for the SwissWeek Shanghai 2017 and to have read the **rules of participation** as well as to engage myself and my company to respect them. The exhibitor will provide a high definition logo of the company which can be freely used for all communication material regarding the Swiss Week.

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| --- | --- |
| **Date and Place:** | **Engagement of participation**  **Signature and seal of Company:** |

**Standard rules of participation for Swiss Companies**

**Adhesion to rules of participation**

These rules of participation are enforceable to all participants and sponsors applying to the SwissWeek 2017.

1. **Exhibitor**

The company registered for the event is the Exhibitor of the event. It is not allowed to sub-rent one booth to another company or to introduce products that do not belong to the Exhibitor.

1. **Booth**

Exhibitors are obliged to use the booths provided by the Organizer. **The Organizer alone is responsible for booth allocation,** which will only be available **1 week after the registration deadline**.

If Exhibitors wish to arrange themselves a booth, they must obtain the prior approval of the Organizer and exclusively use suppliers approved by the Organizer.

1. **Exhibited products**

All exhibited products are Swiss common consumer products. They are of Swiss origin or reflect the Swiss way of life or Swiss taste.

The products shall be displayed in an aesthetic way and the booths shall be kept clean.

The products need to be presented in the booth provided and shall not interfere or cause discomfort to other participants (space, noise, smell).

All products need to be originals. The Organizer cannot be liable regarding any counterfeit products.

Exhibitors are responsible for their edible and drinkable products. The Organizer cannot be liable for any food safety problems.

1. **Content**

Any content provided by the Participants to the Organizer might be used for online or printed communication material.

The Participants are responsible for providing accurate and lawful information in regards to local legislation and copyrights.

1. **Printed material**

Badges, invitations and other printed material distributed by the Organizer cannot be reproduced or used for monetary gains.

1. **Video and Photographs**

The participants accept that videos, photographs and sounds can be recorded and freely used for communication and promotion material by the Organizer.

1. **Insurance**

The organizer has contracted an insurance for damages caused by the exhibition to third parties.

The Exhibitors shall contract insurance for their material, exhibits and staff.

The Organizer will not be held liable for damages during the SwissWeek.

1. **Exhibitor’s Manual**

An Exhibitor’s manual will be provided by the Organizer to the Exhibitors who shall read it, accept it, follow it and provide the relevant information, in particular regarding the needed equipment.

1. **Official regulations**

The Participants shall not violate any local laws and regulations and respect the rules of Huaihai Park.

1. **Selling**

Selling is authorized if the products are already duly imported, registered and sold in China through a company registered in China.

All official authorizations have to be obtained by the Exhibitor and provided upon request to the Organizer at any time.

Exhibitors should ensure attractive prices.

1. **Contribution for gift bag**

Each Exhibitor should provide min. 50 samples or gifts to the Organizer for the gift bags which will be handed out to VIPs and journalists.

1. **Tasting & Gifts**

The Organizer encourages Exhibitors to have their product tasted by the visitors and to offer gifts to the public. The Organizer fully encourages any activities and stage usage (“Swissweek Moments”). The Exhibitor shall inform and receive the approval of the Organizer about such activities.

1. **Timing**

Exhibitor should strictly respect the opening and closing time of the exhibition, as well as the rules of participation and the manual.

The Exhibitors shall be able to start the set up on May 17th at noon. The booths shall be ready on May 17th at 6pm for the opening ceremony and be fully operated between 6pm and 10pm.

Opening hours will be:

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| May 10th to 13rd | 10am-10pm |
| May 14th | 10am-6pm  (6pm-10pm dismantling) |

The exhibitors shall dismantle and vacate the stands by May 14th, 10pm and shall not start packing before May 14th, 6pm.

Any items and material left by the Exhibitors after May 14th, 10pm shall be removed by the Organizer who shall not be subject to any liability.

The equipment and booth provided to the Exhibitors shall remain in their original condition. Any damage caused to the infrastructure or the park shall be charged to the Exhibitor.

1. **Registration & Participation fees**

Companies that wish to participate at this event should send their registration form before the deadline (April 20th, 2016) to the Organizer as well as pay on time their down payment and participation fees.

Unless the Organizer refuses the admission of the participant, the signature of the application form constitutes a clear and irreversible commitment.

The Organizer reserves the right to not process any admission sent after the deadline indicated on the application for admission.

1. **Sponsorship & exposure**

Sponsorships are upon availability. The Organizer has the final word regarding the publication schedules and coordination.

Promotional texts should be newsworthy or bring an added value to readership and customers. Content exceeding the word limit given by the organizer will be cut or rejected.

The organizer reserves the right to reject and/or edit all news submitted. The Exhibitors must provide content respecting local regulations and cannot include offensive or sensitive topics in the host country.

1. **Late Payment or failure to pay**

Any outstanding amount as per date stated in the application form shall lead to penalties amounting to three times the legal interest rate, which shall begin to run as of the day following the due date stated on the invoice.

In the case of a payment failure, the Organizer reserves the right to reallocate the space and forbid the participant to exhibit. The full participation fee remains due to the Organizer.

1. **Cancellation - Exhibitor**

The Organizer shall receive any cancellation from the participants by written notice.

Any Exhibitor, who cancels his participation after the registration and payment of 30% of the participation fees or more, will not be reimbursed and the full participation fee remains due to the Organizer.

1. **Cancellation - Organizer**

The Organizer has the right to cancel the event at any time if its organization is impossible.

In this case, only down payments to the Exhibitor will be reimbursed without any interest.

If the event has to be cancelled due to force majeure, any official request or any course out of the organizers’ capacity, the full participation fee remains due and will not be reimbursed.

1. **Liability of the Organizer**

The Organizer shall not be hold responsible for any financial losses suffered by the Exhibitors.

1. **Sanctions and disputes**

Shall the rules of participations be breached by an Exhibitor, the Organizer shall issue a written notice and reserves the right to close the Exhibitor’s booth without any compensation.

Any legal dispute shall be settled by the arbitration court under ICC rules and regulations in Shanghai.