

Application Form International

Messe Muenchen Shanghai Co., Ltd.
 11F, Tower 1, LJZ Financial Holdings Plaza, 1788-1800 Century Avenue, Pudong New Area, Shanghai 200122, China
 cbb@mm-sh.com, Tel: +86-21 2020 5500, Fax: +86-21 2020 5699

Company address

Company Name for Invoice		
Company Name for Promotion (if different with above)		
Street / P.O.Box		
postal code	Town	
Country	Headquarter Country	
Contact/ Title	First name	Last name
<input type="radio"/> Ms <input type="radio"/> Mr		

Start of stand allocation: November 2023
 (Space will be allocated on first come first serve basis as per space availability)

Job function		
Area code	Phone + extension	Fax
Email		
Homepage		
Legal Representative (President, Chairman, General Manager, etc.)		

Manufacturer(1) Dealer(2) Importer(3) Distributor(4) Service company(5) Association/Institutes/Consulting Services(6) (multiple responses possible)

Chinese office/Subsidiary with full address(only if any)

Company	
Street / P.O.Box	
postal code	Town
Country	

Phone		
Fax		
Email		
Contact/ Title	First name	Last name
<input type="radio"/> Ms <input type="radio"/> Mr		

Co-Exhibitor

We have Co-exhibitor(s) on our booth, please send me the co-exhibitor application form. The participation fee is free for each co-exhibitor admitted.
 We promise there is no co-exhibitor(s) on our booth.

Trademarks (As a dealer/distributor you are obliged to fill in which brands you will exhibit at CBB2024)

Date:

Company stamp and legal representative or authorized representative signature:

Application Form International

Your platform to present yourself:

- Shell Scheme – Basic Package (Minimum stand space: 9 sqm)**
RMB 3,299/per sqm (including VAT)

Max. stand height 2.5m	9m ²	≤12m ²	≤18m ²	≤24m ²	≤30m ²
Carpet, Fireproof	√	√	√	√	√
Wall panels, white, 2.5m ht	√	√	√	√	√
White square system, 40	√	√	√	√	√
Complimentary furniture:					
Lockable counter	1	1	2	2	3
Square table	1	1	2	2	3
Leather chair	3	4	6	8	9
Waste paper basket	1	1	2	2	2
LED spotlight	3	4	6	8	9
13A/220V 500W socket	1	1	2	2	3
KT board Fascia , 3mx0.47m ht; Lettering & booth no.	√	√	√	√	√

- Shell Scheme Premium Package (Minimum stand space: 18 sqm)**
RMB 3,460/per sqm (including VAT)

Max. stand height 3.5m	18m ²	≤24m ²	≤30m ²	≤36m ²	≤42m ²
Carpet, Fireproof	√	√	√	√	√
Wall panels, white, 2.5m ht	√	√	√	√	√
Square system, 40(white)&80(silver)	√	√	√	√	√
Complimentary furniture:					
Storage with lockable door, 1m x 2m	1	1	1	1	1
Lockable counter	1	1	2	2	3
Square table	1	1	2	2	3
Leather chair	3	4	6	8	9
Barstools	1	1	2	2	2
Waste paper basket	1	1	2	2	2
LED spotlight	4	6	8	10	12
13A/220V 500W socket	2	2	3	3	4
UV 1440dpi lighting box , 4mLx1m ht; Lettering & booth no.	√	√	√	√	√

- Stand without stand construction services**
(Minimum stand space: 18 sqm)

18-54 sqm: RMB 2,950/per sqm (including VAT)
 55-149 sqm: RMB 2,800/per sqm (including VAT)
 150-299 sqm: RMB 2,640/per sqm (including VAT)
 ≥ 300 sqm: RMB 2,399/per sqm (including VAT)

Your products are (optional):

- Raw materials and additives
- Processing technology and equipment
- Filling technology
- Packaging technology
- Automation and IT solutions
- Aseptic systems
- Containers, packaging materials, closures and PET technology
- Parts and components
- Water and wastewater, energy systems
- Logistics and transportation equipment
- Oils and fats technology

Your supply markets are (optional):

- Soft drinks
- Water
- Fruit juice
- Beer/ brewery
- Wine, sparkling wine, spirits
- Milk, liquid dairy products
- Liquid foods (e.g. vinegar, mustard, soya etc.)
- Oils and fats

Optional:

Lecture at CBB 2024 exhibitor technology seminar, topics regarding innovation technology and solutions or market trends will be arranged with free of charge

- I am interested in participating in the exhibitor technology seminar and would like to receive detail information.

Total Space in sqm: _____

Please complete and submit the attachment and copy of company license, trademark/brand registration information or brand authorization agency agreement as attachments together with this application form.

Applicants hereby confirm that they have carefully read and understood all the terms (including Terms of Participation) of this application form and agree to be bound by the terms of exemption from the responsibilities of organizer and restrictions on the rights of themselves Each applicant acting on behalf of a third party shall be directly liable for meeting the demands of organizer in respect of the above fair.

This application form is only valid in conjunction with first payment of 40% of the participation fee to organizer within 30 days after registration.

If the Exhibitor withdraws the contract unilaterally before 16 weeks before the start of the show, compensation as 20% of participation fee shall be charged. If the Exhibitor withdraws the contract during the period from 8 to 16 weeks before the show, compensation as 40% of participation fee shall be charged. If the Exhibitor withdraws the contract within 8 weeks before the start of the show, 100% of participation fee shall be charged. The Exhibitor is obliged to make up the balance of the penalty if it fails to fully make such payment when the contact is cancelled

Date:

Company stamp and legal representative or authorized representative signature:

Make sure to achieve your goals at CHINA BREW CHINA BEVERAGE!

Find the perfect marketing package for your purpose.

ⓕ Those are cooperative marketing measures that are free for you

When you want to attract new clients:

- ⓕ CBB Logo Inserts for your Advertisements before the show to make sure new clients are aware that you present your technologies and services at CBB 2024
- CBB visitor Guide -- Advertisement in both English and Chinese version on visitor guide to make sure that the visitors on-site are aware of your innovation -- RMB 15,000
- 2 Floor Stickers (1m*1m) that lead the way to your booth --- RMB 2,500
- CBB Catalogue-- Inside Color Page Advertisement on visitor guide to make sure that the visitors can read your innovation after the show-- RMB 6,000

When you want to welcome old clients:

- ⓕ CBB Logo Inserts for your Advertisement before the show to make sure new clients are aware that you present your technologies and services at CBB 2024
- ⓕ Company Newsletter to announce your participation by adding a note and the CBB logo in your newsletter to let your customers know you are welcoming them at the show
- ⓕ E-Mail Signature to let the people you correspond with know that they can meet your company at the show
- ⓕ Online Invitation Cards make your clients feel special
- Hanging Banner Advertisement above Booth --- RMB 15,000

Promotion Package Solution

Items	Package A RMB 3,000	Package B RMB 5,500	Package C RMB 8,000
Floorplan booth highlight with specified color for exhibitors on the visitor guide and onsite floorplan board, if your booth sqm is ≤35 sqm	√	√	√
Floorplan booth highlight with company logo for exhibitors on the visitor guide and onsite floorplan board, if your booth sqm is ≥36 sqm	√	√	√
Around 500 words product introduction with 1 picture can be promoted with CBB news by CBB digital marketing. Package A: 1 time promotion by WeChat. Package B: 1 time promotion by both WeChat and E-mailing. Package C: 1 time promotion by WeChat, E-mailing and show preview.	√	√	√
Online and offline promotion of 3 chosen segments on visitor routes (beer/craft beer, water/non-alcoholic beverage, Chinese liquor, dairy).		√	√
Half insert page advertisement in CBB news and deliver to target visitors in the beverage and liquid food industry.			√

If you have any other ideas for promoting your company at CBB 2024 or if you want to have an individual package, please contact us.

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cbb@mm-sh.com, Tel: +86-21 2020 5500, Fax: +86-21 2020 5699

Janis Shen, Janis.Shen@mm-sh.com, +86-21-2020-5578

Date:

Workers' passes for setting up and dismantling of stands are available in the numbers required and will be charged for. They can be purchased on site from the official contractor during setting-up after hall management fee and construction deposit are paid in full amount.

Each company attending the show must appoint an onsite safety manager during the show period.

19 Circular letters

Once the stands have been allocated, exhibitors will be informed by circular of further details concerning preparation and organization of the trade fair.

20 Alterations

MM-SH reserves the right to make alterations and additions in matters affecting technical arrangements (such as dismantling time, facilities switching on and cutting off time, etc.) and safety.

21 Liability and insurance

Considering the safety issue and to ensure the smooth operation of the show, all exhibitors and its contractors should purchase 3rd party public liability insurance and relevant insurances towards employees and exhibits. The minimum insured amount for the public liability insurance should be no less than 5 million RMB.

MM-SH and its partners are not liable for any personal damages or damages for exhibits nor liable for any compensation on lost material, theft and fire. If MM-SH has to pay compensations due to the events related to the exhibitors' participation during the show, MM-SH has the right to ask the relevant exhibitors reimburse the compensation to MM-SH.

MM-SH and its partners are not liable for any direct or indirect personal injuries and property damages towards exhibitors, their representatives, and employees.

MM-SH and its partners are under no circumstances liable for damage to or loss of goods brought to the trade fair by the exhibitor or the stand fittings or furnishings. In this case, it is immaterial whether such damage or loss occurs before, during or after the trade fair. The same applies to vehicles left on the trade fair grounds by exhibitors, their employee contractors or representatives. For his part, the exhibitor is liable for any culpable exhibition articles or exhibition installations and equipment.

MM-SH and its partners are not liable for any lost, damages or delays occurred during the import / export procedures, such as customs declares, transportations, loading/unloading, for the exhibits. Exhibitors should purchase sufficient amount of transportation insurances.

Exhibitors are obliged to complete customs declaration and customs clearance work in accordance with the law, and MM-SH does not bear any joint legal liabilities.

22 Photography, filming, video recording, and sketching

Only persons authorized by MM-SH in writing and in possession of a valid MM-SH pass may film, photograph, or make sketches or video recordings in the exhibition halls and the outdoor exhibition area. Under no circumstances may photographic or other images or recordings be made of other exhibitors' stands. If this rule is infringed, MM-SH can demand that the recorded material be surrendered and take legal steps to achieve this end. Photographs of stands which are to be taken outside normal opening hours and need special lighting require MM-SH's prior writing consent.

Such photographs require the main ring circuit to be switched on by the hall electrician. The exhibitor will be charged the costs incurred, insofar as they are not borne by the photographer. MM-SH is entitled to have photographs, drawings, films and video recordings made of events at the trade fair, of stands and exhibits, and to use them for advertising or general press publications.

23 Catering, deliveries to stands

Only companies approved by MM-SH in writing for the event grounds may supply exhibition stands with food, beverages. MM-SH is authorized to allow deliveries to stands only at certain times. Detailed information on the possibilities of catering at the booth will be given in the exhibitor manual at a later stage but in due time before the trade fair starts.

It's strongly suggested by MM-SH that the exhibitors and visitors should not buy or take any food or drink from illegal peddlers in the exhibition center, otherwise the damage or loss incurred shall be borne by themselves.

24 Intellectual property rights

When participating in trade fairs organized by MM-SH, exhibitor warrants that its exhibits, packages, design, other display and all related publicity materials found in the trade fair do not in any way whatsoever violate or infringe any third party's legal rights including but not limited to trademarks, copyrights, designs, names and patents whether registered or otherwise. MM-SH is entitled but not obliged to set up an Intellectual Property Right Complaint Office (IPR Office) for each trade fair, whose purpose shall be to support exhibitors in cases of infringement of their IP rights by other exhibitors in accordance with related intellectual property laws. The exhibitors or agents should provide active cooperation for the investigation for obtaining the evidence, inspection and enquiry work conducted by the IPR Administration and the judicial department. Any exhibit or material suspected of infringement should be removed from the exhibition, and MM-SH also reserves the right to request the removal of any infringed exhibits or materials. The organizer has the right to refuse participation of any exhibitor found guilty of infringement of intellectual property rights at any future trade fairs. If the exhibitor has complained about another exhibitor or its exhibits in the previous shows and complain this time again, the certifications of the previous complaints should be presented. Otherwise, the IPR Office has the right to refuse its complaint request.

25 Verbal agreements

All verbal agreements, individual and special arrangements are valid only with MM-SH's written confirmation.

26 Regulations for use (Exhibitor Manual shall prevail)

Exhibitors must comply strictly with the building and use rules for the event grounds. Exhibitors and transport vehicles not permitted to spend the night in the halls or on the outdoor area. Exhibitors must take the other participants in the event into consideration, must not act contrary to public policy and must not misuse their participation in the event for ideological, political or other purposes which have nothing to do with the event.

Promotional material of exhibitors must conform to all relevant national laws and regulations as well as other event rules applicable in the venue; volume of live demonstration shall not surpass 85 decibel. Exhibitors are not allowed to sell anything out of exhibition range on their booth or any area on the venue. And unless approved by competent authority, the Exhibitors are not allowed to retail any exhibits during the trade fair. MM-SH reserves the right to take all kinds of measures as it deems fit to tackle any violation in this regard, including but not be limited to immediately cut off the booth power supply or restricting access to the booth.

27 Period of exclusion

Any complaints about invoices are to be made in writing within a period of exclusion amounting to 14 days following receipt of the invoice concerned.

28 Place of performance, applicable law

Shanghai shall be the place of performance, also for all financial obligations. The law of the People's Republic of China shall apply.

29 Jurisdiction, arbitration agreement

The following shall apply to exhibitors incorporated in the PR of China:

In the event of any dispute, controversy or claim (collectively, "dispute") arising out of or relating to this rental contract, or the breach, termination or invalidity of this rental contract, both parties shall attempt in the first instance to resolve such dispute through friendly consultations. If any dispute is not resolved by friendly consultations, then any party shall bring an action at the court which has jurisdiction at the registered address of MM-SH.

The following shall apply to exhibitors incorporated or with their principal place of business outside the PR of China:

In the event of any dispute, controversy or claim (collectively, "dispute") arising out of or relating to this rental contract, or the breach, termination or invalidity of this rental contract, the both parties shall attempt in the first instance to resolve such dispute through friendly consultations. If any dispute is not resolved by friendly consultations, then any party shall submit the dispute to Shanghai International Economic and Trade Arbitration Commission for arbitration in Shanghai in accordance with its rules of arbitration procedure.

30 Data protection

The exhibitor hereby acknowledges and consents that the person-related data of the exhibitor can be processed and used for fulfilling the business purposes of MM-SH as well as being forwarded to third parties in order to above all fulfill the purpose of the contract concerned; the exhibitor further consents that its personal data could be used by third parties for marketing purposes of related trade fairs by the associate companies of MM-SH, provided that such use of personal data by MM-SH will be in compliance with data protection legislation. The exhibitor confirms and acknowledges that all the Personal Data provided by the exhibitor to MM-SH is legally collected, and the consent of relevant individuals has been obtained for the use of the Personal Data under this Terms of Participation.

31 Severability Clause

Should the provisions set out in the Terms of Participation or Exhibitor Manual become legally invalid or incomplete, the validity of the other provisions or the contract concerned remains unaffected. In such a case, the contracting parties undertake to replace the invalid provision and/or fill the gap with a provision with which the contracting parties are most likely to achieve the economic purpose they pursue. -- In case of divergence between the English and the Chinese text, the Chinese shall prevail.