Application Form

Messe Muenchen Shanghai Co., Ltd.
11F, Tower 1, LJZ Financial Holdings Plaza, 1788-1800 Century Avenue, Pudong New Area, Shanghai 200122, China
Email: cbb@mmsh-com Tel: +86-021-20205624, +86-021-20205681

Company Name

Company Name for Promotion (if different with above)

Street / P.O.Box

Postal code | **City**

Country | **Headquarter Country**

Area Code | **Direct Line & Extension** | **Homepage**

The early bird registration discount ends on September 30th, 2025

Contacts | **First Name** | **Last Name**

☑ Ms. ☐ Mr.

Contacts Job function/Title

Contacts Phone

Contacts Email

Business Type:

- ☐ Manufacturer
- ☐ Dealer
- ☐ Importer
- ☐ Distributor
- ☐ Service company
- ☐ Association/Institutes/Consulting Services
- ☐ Others , please list:_____

Exhibition Area (Single choice)

- ○ Raw materials, Additives, Conditioning & Processing
- ○ Filling, Primary packaging, Secondary packaging, Palletizing & Conveying systems
- ⊙ Containers, Packaging materials, Closures & PET related
- ○ Water treatment, Energy management, and Components.
- ○ Intelligent detection, Process automation, and Smart solutions
- ○ Catering / Restaurant services etc.
- ○ Others, please list:_____

Application Scenarios: (Multiple choices, for recommended Thematic Routes)

- ☐ Beer, Craft Beer
- ☐ Baijiu, Spirits Sparkling wines, ,etc.
- ☐ Beverages and Soft drinks
- ☐ Liquid dairy products
- ☐ Drinking Water
- ☐ Oils & Condiments, etc.
- ☐ Other, please list:_____

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.

Agent Brands (As a dealer/distributor you are obliged to fill in which brands you will exhibit at CBB 2026）

Please complete this form and return the signed and stamped version to ： Messe Muenchen Shanghai
Tel: +86-021-20205624, +86-021-20205681， Email: cbb@mm-sh.com

Application Form

Your stand request:

Standard Booth
(9-36 ㎡ , including VAT)

Standard Booth Category	Early Bird Price Deadline Sep. 30th 2025	Full Price	Booth space (㎡)
Basic Package	RMB 3,135/㎡	RMB 3,300/㎡	
Premium Package (Minimum:18 ㎡)	RMB 3,300/㎡	RMB 3,460/㎡	

Raw Space
(Minimum stand space: 18 sqm ; including VAT)

Raw space Category	Early Bird Price Deadline Sep. 30th 2025	Full Price	Booth space (㎡)
18-54 ㎡	RMB 2,800/㎡	RMB 2,950/㎡	
55-149 ㎡	RMB 2,660/㎡	RMB 2,800/㎡	
150-299 ㎡	RMB 2,510/㎡	RMB 2,660/㎡	
≥300㎡	RMB 2,280/㎡	RMB 2,399/㎡	

Standard Booth Packages Description:

Basic

9m² Stand Packages Description

Max. stand height 2.5m	9m²
Carpet, Fireproof	√
Wall panels, white, 2.5m ht	√
White square stystem, 40	√
Complimentary furniture:	
Lockable counter	1
Square table	1
Leather chair	3
Waste paper basket	1
LED spotlight	3
13A/220V 500W socket	1
KT board Fascia , 3mx0.47m ht;Lettering & booth no.	√

Premium

18㎡ Stand Packages Description

Max. stand height 3.5m	18m²
Carpet, Fireproof	√
Wall panels, white, 2.5m ht	√
Square stystem, 40(white)&80(silver)	√
Complimentary furniture:	
Storage with lockable door, 1m x 2m	1
Lockable counter	1
Square table	1
Leather chair	3
Barstools	1
Waste paper basket	1
LED spotlight	4
13A/220V 500W socket	2
UV 1440dpi lighting box , 4mLx1m ht;Lettering & booth no.	√

*The above perspective is for reference only. The construction will be executed on a case-by-case basis.

Onsite Advertisement:

- ☐ Hanging Advertisement in 1# Entrance Hall (Size: 5m× 3m) – RMB 45,000 (Maximum of 3 exhibitors)
- ☐ Broad Advertisement on South or North Square (Size: 8m× 5m) - RMB 25,000/piece (Maximum of 16 exhibitors)
- ☐ Corridor Board Advertisement (South hall to W1 & W1 to W2) (Size: 4m× 3m) - RMB 25,000/piece (Maximum of 4 exhibitors)
- ☐ Corridor Hanging Banner Advertisement (W1 to W2, three pieces minimum for order) (Size: 5m× 0.7m) - RMB 21,000
- ☐ Moveable Triangle Sign Advertisement outside of W1 and W2 (Size: 4m× 5m) - RMB 15,000
- ☐ Hanging Banner Advertisement above Booth (Size: 2m× 5m) - RMB 15,000/piece
- ☐ Personalized Booth Guidance Sticker on the floor (Size: 1m× 1m) - RMB 2,500/2pieces

Marketing Promotion Package:

CBB 2026 Exhibition Promotion Package Items		☐A RMB 5,000	☐B RMB 10,000	☐C RMB 15,000
Booth locations highlighted in the '**Visitor Guide**' and '**Thematic Routes**' (Printed Version) , for booth sqm ≤35		√	√	√
Booth locations with company logos displayed in the '**Visitor Guide**' and '**Thematic Routes**' (Printed Version) ,for booth sqm ≥36		√	√	√
Customized Community Marketing Promotion Package (on both CBB & drinktec WeChat account)	**'Pre-show Newsletter'** - 1 time	√	√	√
	Pre-show '**Thematic Routes**' online promotion - 1 time, (beer/baijiu, water/ beverage, dairy, condiment and raw materials, to guide targeted visitors for precise matching)	√	√	√
	Pre-show EDM sending-1 time		√	√
	On-site interview on your booth-1time		√	√
	Post-show recap-1 time		√	√
	Post-show **Master Talk**- 1 time			√
	Full year WeChat Promotion- 3 times			√
'**Thematic Routes Guide**' (printed version):Booth Guide · Path Optimization · Exhibit Highlights · Targeted Buyer Navigation				√
Color ad page on '**Thematic Routes**' (printed version)-1 page				√
Corporate Satellite Symposium-15 mins timeslot (logo on backdrop and printed brochure)				√

If you have any other ideas for promoting your company at CBB 2026 or if you want to have an individual package, please contact us.:

Messe Muenchen Shanghai Co., Ltd.
11F,Tower 1,LJZ Financial Holdings Plaza,1788-1800 Century Avenue,
Pudong New Area,Shanghai 200122,China
+86-021-20205624，Icy Han, icy.han@mm-sh.com
+86-021-20205681，Shiqi Wu, wu.shiqi@mm-sh.com

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 are 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 its co-exhibitor/suppliers shall be directly liable for meeting the demands of organizer on the above fair.

The first payment as 40 % of the total participation fee shall be paid to organizer within 30 days after submission of this application form, and the balance should be paid before June 30th, 2026. In case of overdue payment, the booth will not be reserved.

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: _____

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Product Category Index

We shall be presenting exhibits and/or services which come under the following product group(s) in the CBB 2026 product index.

Important Notice: Completion of this form is mandatory (Multiple response possible)

1 Raw materials, Additives, Conditioning & Processing

- ☐ 1.1 Malt and hops
- ☐ 1.2 Yeast
- ☐ 1.3 Functional raw and auxiliary materials
- ☐ 1.4 Additives
- ☐ 1.5 Sweetness, colorants
- ☐ 1.6 Malt preparation
- ☐ 1.7 Mashing and fermentation
- ☐ 1.8 Blending and mixing
- ☐ 1.9 Extraction and pressing
- ☐ 1.10 Homogeneous and emulsification
- ☐ 1.11 Craft brewing technology
- ☐ 1.12 Others, please list:_____

2 Filling, Primary packaging, Secondary packaging, Palletizing & Conveying systems

- ☐ 2.1 Bottle blowing
- ☐ 2.2 Bottle washing
- ☐ 2.3 Filling/can sealing machines
- ☐ 2.4 Pasteurization
- ☐ 2.5 Sealing, capping, screw-capping
- ☐ 2.6 Filling, bundling, wrapping, sealing and Palletizing
- ☐ 2.7 Storing & Shipping(inbound, storage, sorting)
- ☐ 2.8 Logistic transportation (loading, conveying)
- ☐ 2.9 Cold chain
- ☐ 2.10 Others, please list:_____

3 Containers, Packaging materials, Closures & PET related

- ☐ 3.1 Packaging materials and technologies (shrink film, heat melt and shrink, adhesives, spray glue, ultrasonic, etc.)
- ☐ 3.2 Packaging containers (PET/metal bottles, aluminum cans, glass, barrels, bags, Closures etc.)
- ☐ 3.3 Labeling, sleeve labeling
- ☐ 3.4 Coding, inkjet printing, color printing
- ☐ 3.5 Others, please list:_____

4 Water treatment, Energy management, and Components.

- ☐ 4.1 Pumps, valves, pipes, fittings, fluid accessories
- ☐ 4.2 Air compressors, electric motors, reducers, hydraulic components, pneumatic components,
- ☐ 4.3 Filtration process
- ☐ 4.4 Water purification, CIP/SIP systems
- ☐ 4.5 Wastewater treatment
- ☐ 4.6 Materials & consumables (membranes, etc.)
- ☐ 4.7 Energy conservation & environmental protection
- ☐ 4.8 Others, please list:_____

5 Intelligent detection, Process automation, and Smart solutions

- ☐ 5.1 Engineering control systems
- ☐ 5.2 Transmission technology and solutions
- ☐ 5.3 Inspection & testing equipment and technologies, AI detection
- ☐ 5.4 Others, please list:_____

6 Catering / Restaurant services etc.

- ☐ 6.1 Beer Dispenser and systems
- ☐ 6.2 Wine cellars and storage tanks
- ☐ 6.3 Alcoholic beverage sales equipment
- ☐ 6.4 Craft beer brands and breweries
- ☐ 6.5 Third-party services (including training, media, associations, etc.)
- ☐ 6.6 Others, please list:_____

Terms of Participation

1 Application

All potential exhibitors wishing to take part in the event must express their wish to do so by fully as well as faithfully completing and signing – with a legally binding signature - the "Application" form and submitting it to Messe Muenchen Shanghai Co., Ltd. ("MM-SH") (facsimile or scanned copies are deemed as legally valid) at the earliest opportunity or at the latest by the application deadline.

With the application, exhibitors express to MM-SH their serious interest in taking part in the event as exhibitors. All exhibits must be described precisely on the application form. Co-exhibitors must be named on the application form for co-exhibitors. The same particulars must be specified as for the exhibitor. Incomplete applications cannot be considered.

When an exhibitor submits the application form, it means that the exhibitor acknowledges and observes the Terms of Participation. After the exhibitors receive Participation Admission letter (not Acknowledgment letter), it not only means that the exhibitor have been qualified for participating in the show but a "Booth Rental Contract" becomes valid with assigned area and other relevant services. The application form submitted by the exhibitor (including Terms of Participation), together with the Admission Letter sent by MM-SH and Exhibitor Manual are indispensable parts of the "Booth Rental Contract", which has legally binding force on both parties.

This application procedure does not apply to joint stands. They are not exhibitors as defined by the Terms of Participation.

Organizers of joint stands have to sign relevant contract with MM-SH separately.

2 Permitted exhibits and exhibitors

All domestic and foreign manufacturers or their Chinese subsidiaries, general importers and specialist dealers authorized by the manufacturers are admitted as exhibitors. Co-exhibitors shall not be admitted, nor additional organizations represented, unless expressly specified in the written notice of admission.

General importers and authorized specialist dealers may only exhibit products whose manufacturers are not represented at CHINA BREW CHINA BEVERAGE 2026. All exhibits must correspond to the relevant range of exhibits for this trade fair and be designated by name and category on the application form. Articles other than those permitted and registered, as well as used, hired or leased machinery, may not be exhibited. MM-SH has the final decision and has the right to remove any other exhibits at the exhibitor's risk and expense.

The Terms of Participation as well as the Exhibitor Manual are accepted as legally binding with submission of application documents.

3 Co-exhibitors and additionally represented companies

Co-exhibitors and additionally represented companies must obtain MM-SH's written permission to be eligible for the exhibition.

The participation fee is free for each co-exhibitor admitted.

A co-exhibitor is one who presents his own goods or services, using his own staff, at the stand of another exhibitor (the main exhibitor). This definition includes group companies and subsidiaries. Agents and representatives are not admitted as co-exhibitors.

The definition of an additionally represented company is as follows: In the case of an exhibitor who is also a manufacturer, an additionally represented company is any other company whose goods or services are offered by the exhibitor. If an exhibitor who is a distributor wants to display not only the products of one manufacturer but also goods and services of other companies, then these count as additionally represented companies.

Admission of the exhibitor does not mean that a contract exists between MM-SH and the co-exhibitors or other companies he represents.

The exhibitor is responsible for ensuring that his co-exhibitors and other companies he represents comply with the Terms of Participation as well as Exhibitor Manual. The exhibitor is liable for the debts and negligence of his co-exhibitors as if they were his own. If co-exhibitors make direct use of MM-SH services, MM-SH is entitled to invoice the exhibitor for these services. He is jointly and severally liable. The exhibitor may not move, exchange or share his stand, nor surrender it either in part or in whole to third parties, without MM-SH's prior written consent.

4 Participation fees, lien for Floor Space Only

a) In the halls (minimum shell scheme 9 sqm, minimum raw space 18 sqm)

Upper-storey stand space will not costs any of the price of the respective ground-floor space

b) Besides the rent of the stand area, the participation fees include extensive services provided by MM-SH, such as consultation and planning advice, publicity work, organization, technical assistance etc.

The above price includes 6% value-added tax. If the tax authority in China adjusts the tax type or tax rate before MM-SH's issuing the invoice, MM-SH reserves the right to calculate the tax amount and issue the corresponding invoice according to the new tax type and tax rate from the date when the tax authority in China adjusts the tax type or tax rate. In case of any further tax requirements in the exhibitor's state / country of residence, such taxes shall be borne by the exhibitor. Each square meter or part thereof will be included in full in the calculation. The floor space always being considered rectangular, without taking account of projections, supports, service connections and the like.

The applicant shall be invoiced for 40% of the projected participation fee within a reasonable time after his application. This first payment will be refunded without interest if the applicant is not admitted to the trade fair, and the specific payment request is based on the invoice issued by MM-SH. If an exhibitor decides to decrease applied area, the difference of the 40% first payment due to this change will not be refunded to the exhibitor separately but counted as the participation fee paid by the exhibitor as a whole. The exhibitor shall receive an invoice for the remainder of the participation fee after stand assignment. The remained amount will be the difference between the actual participation fee of the assigned area and the already paid amount. Payment of the invoices is due immediately unless other payment deadlines are stated in the invoices. Payment of the participation fee is a prerequisite for occupation of the exhibition area.

If exhibitors have ordered MM-SH services, MM-SH is entitled to refuse the exhibitor's move-in request and withhold such services, including but not limited to the supply of electricity, water, compressed air, etc., until the exhibitor has fulfilled his financial obligations to MM-SH. This applies in particular to obligations arising from previous events. MM-SH reserves the right to enforce the lessor's lien, as permitted by law, in order to secure its claims arising from the rental. The exhibitor must inform MM-SH at any time about the ownership of articles, which are exhibited or to be exhibited. If an exhibitor does not meet his financial obligations, MM-SH is entitled to detain the exhibits and stand fittings and, at the exhibitor's expense, sell them at public auction or privately. If this is still not enough to make up for the loss of MM-SH, MM-SH reserves the right to claim compensation by the exhibitor.

MM-SH does not accept liability for damage to exhibits and stand fittings detained under this clause, unless MM-SH is guilty of intent or gross negligence.

Upon special application by the exhibitor, the participation fee can be invoiced to a third party. As prerequisites, the third party must declare acceptance of the obligation or promise to pay the amount owed to MM-SH, and MM-SH must declare its agreement with such.

Should the exhibitor wish to have an invoice rewritten because the name, tax number or address of the recipient of the invoice haschanged, the exhibitor is obliged to pay MM-SH a sum amounting to RMB 450 plus VAT for each change of invoice unless the details in respect of name, legal form or address of the recipient of the invoice were incorrect on the original invoice and MM-SH was responsible for the incorrect details. The exhibitors should be ultimately responsible for failure of third party.

5 Terms of payment

The deadlines for payment given in the invoices must be observed. Prior payment in full of the amount invoiced is a condition for access to the exhibition area, an entry in the catalogue, and provision of workers' and exhibitors' passes. The applicant or exhibitor will receive invoices for all additional charges (e.g. technical services, advertising material) with the confirmation of the order; they are to be paid immediately on receipt. **100% of participation fee shall be paid by Exhibitors before 30.6.2026.**

All invoiced amounts in all MM-SH invoices, which are connected with the event, are to be paid in RMB, without deductions and free of all charges (e.g. bank charges occurring when transferring via bank account have to be paid by the applicant in full), by credit transfer to the account specified in the invoices, mentioning the exhibitor's company name and invoice number.

MM-SH bank information is the following:

Bank: ICBC Shanghai Branch, No2 Business Department
Account Name: Messe Muenchen Shanghai Co., Ltd.
Account No.(RMB): 1001190709016219311
Swift code: ICBKCNBJSHI

6 Rental contract

The application of the exhibitor represents the rental contractual offer and means that the exhibitor acknowledges and observes the Terms of Participation and Exhibitor Manual. The admission or rejection will be confirmed to the exhibitor in writing in due time.

Admission cannot be transferred.

The rental contract comes into force when MM-SH has notified the exhibitor in writing that he is admitted.

The application form submitted by the exhibitor (including Terms of Participation and Exhibitor Manual), together with the Admission Letter sent by MM-SH and Exhibitor Manual are indispensable parts of the "Booth Rental Contract", which has legally binding force on both parties. The exhibitor may not move, exchange or share his stand, nor surrender it either in part or in full to such third parties as are neither co-exhibitors admitted by MM-SH nor additionally represented companies admitted by MM-SH.

According to this contract, MM-SH is authorized to assign a stand area to an exhibitor, which might deviate from the information in the application unless these deviations are unacceptable for the exhibitor. A deviation is considered acceptable if MM-SH does not receive the exhibitor's rejection of the assignment of the stand area within one week.

If an exhibitor rejects a stand area in writing before the above mentioned deadline and the assigned stand area is unacceptable for the exhibitor, the exhibitor can demand that MM-SH assign him an acceptable stand area. If MM-SH does not comply with the demand within an appropriate time period, the exhibitor can withdraw from the contract. The exhibitor does not have any further rights.

The allocation of the other stands, in particular of neighboring stands, can be changed by MM-SH before the trade fair opens. MM-SH is also entitled to relocate or close entrances to and exits from the trade fair grounds and halls, and to make other structural alterations. Exhibitors cannot make claims against MM-SH because of such changes.

MM-SH may also subsequently, i.e. after the rental contract and the stand assignment have come into force, change space allocations, including but not limited to change the location, type, dimensions and size of the exhibition area rented by the exhibitor, insofar as this is necessary for reasons of safety or public order, or because the trade fair is oversubscribed and further exhibitors must be admitted or because changes in assignments of exhibition space ensure that the facilities and space required for the trade fair are used more efficiently. Should such subsequent changes result in a lower participation fee, the difference in amount without interest will be refunded to the exhibitor. Further claims against MM-SH are excluded.

If exhibitors cannot use their stand space or are impaired in the use of their stand because they have infringed legal or official regulations or the Terms of Participation or Exhibitor Manual, they are nevertheless obliged to pay the participation fee in full and to pay MM-SH compensation for all damage caused by themselves, their legal representatives or employees; exhibitors are not entitled to cancel or terminate the contract unless the law specifically entitles them to do so.

The exhibitor's reservations, conditions, and particular wishes (e.g. regarding location, exclusion of competitors, stand construction or design) will be taken into account only if expressly confirmed in the notice of admission. Space will be allocated according to MM-SH's requirements and the prevailing conditions, and in accordance with the classification system for the trade fair as applied by MM-SH at its own discretion, and not according to the order in which applications are received.

Exhibitors do not have a legal claim to admission unless such a claim exists by law. Exhibitors who have not fulfilled their financial obligations to MM-SH, e.g., in respect of previous events, or have infringed the regulations governing the use of the event grounds, or the terms of participation, may be excluded from admission. MM-SH is entitled to withdraw from the contract or to terminate the contractual relationship without notice, first payment paid to MM-SH are non-refundable and MM-SH reserves the right to claim against exhibitors for the losses incurred if admission was based on incorrect or incomplete statements by the exhibitor, or if, at a later date, the exhibitor no longer fulfills the conditions for admission.

7 Cancellation of contract

If the location, type, dimensions or size of the exhibition area rented by the exhibitor are subsequently changed so much that the exhibitor can no longer be reasonably expected to accept the exhibition area, the exhibitor is entitled to withdraw from the rental contract within

one week of receiving written notification by MM-SH. Otherwise, apart from the statutory rights to withdraw from the contract, the exhibitor has no right to withdraw from this contract. If the exhibitor states that he is withdrawing from the contract, this means – regardless whether he has the right to withdraw from the contract or not - that he is renouncing once and for all his intention to take part in the trade fair.

If the exhibitor states that he is withdrawing from the contract, MM-SH is entitled to re-let the stand area or use it itself without being obliged to do so. **The exhibitor shall not have any further rights due to the fact that the exhibition space is rented to others or used in another way.**

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 16 to 8 weeks before the start of the show, compensation as 40% of participation fee shall be charged. If the Exhibitor withdraws the contract from and including 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. MM-SH is entitled to withdraw from the contract if the exhibitor fails to meet his financial obligations to MM-SH on time, MM-SH has extended the deadline by 5 days and this deadline for payment has not been met. This applies especially if the exhibitor is in default of payments for the first payment of 40% for the projected participation fee. MM-SH is also entitled to withdraw from the contract if the exhibitor neglects his duty arising from this contract to respect MM-SH's rights, objects of legal protection and interests and MM-SH can no longer reasonably be expected to adhere to the contract. In the aforementioned cases MM-SH is entitled not only to withdraw from the contract but also to demand from the exhibitor 100% of participation fee as flat-rate compensation. MM-SH's right to claim further damages remains unaffected.

8 Force majeure, cancellation of the event

If MM-SH is compelled, as a result of force majeure (natural disasters such as earthquakes, droughts, tsunamis, typhoons, hurricanes and floods, or fires, war, riots, terrorism, acts of government, epidemics and other acts or events recognized by applicable laws as force majeure or otherwise commonly recognized as a force majeure event by international commercial practice) or other circumstances beyond its control (e.g. failure of the power supply), to vacate one or more exhibition areas, temporarily or for longer periods, resulting in postponement or curtailing of the trade fair, the exhibitors do not thereby acquire the right to withdraw or cancel, nor do they have any other claims against MM-SH, in particular claims for damages. If MM-SH cancels the event because it cannot hold the event as a result of force majeure or other circumstances beyond its control, or because it has become unreasonable for MM-SH to hold the event, MM-SH is not liable for damages and disadvantages to exhibitors arising from the cancellation of the event.

9 Dates of setting up and dismantling / Assembly, staffing and dismantling of stand

The information such as exact dates for set up and dismantling will be published at a later stage, i.e., on Exhibitor Manual, the exhibitor shall comply with it strictly. There will be a special build up scenario for certain sections of the outdoor area. Early move-in needs to be confirmed in writing by SNIEC, MM-SH and its appointed official freight forwarder while relevant formalities should be completed and related expense should be paid. If exhibitors want to showcase over-weight / high exhibits, it is mandatory to discuss details, such as move-in plan, display locations, and etc., with MM-SH and the official freight forwarder for the show and strictly follow the over-size / overweight exhibit schedule assigned by MM-SH and its official freight forwarder. **All delivery and stand-construction vehicles must be removed from the halls and from the outdoor area on the last day of setting up except for the approval for overtime approved by MM-SH or SNIEC.** After that, the exhibits or facilities remaining in the indoor exhibition hall and outdoor exhibition venue shall be deemed to be abandoned by the exhibitors. Vehicles which are still in the halls or the outdoor area after these times will be removed by MM-SH at the risk and expense of the exhibitor concerned. **Setting up must be finished at the latest.** An extension is possible only in exceptional cases with the written permission of MM-SH. The dates for assembly and dismantling must be observed. Stands not occupied by the last day of assembly may be disposed of as MM-SH sees fit.

Exhibitors admitted to the fair undertake to participate in the event. The stand must be properly equipped and staffed by qualified personnel throughout the trade fair during the prescribed opening hours. Particular attention should be paid to ensuring that the stand is already fully staffed when the trade fair opens.

Exhibitors are not permitted to remove trade fair goods or dismantle their stands before the trade fair closes. If they break this rule, MM-SH is entitled to demand a penalty of RMB 4,500.

MM-SH is entitled to exclude from future trade fair any exhibitor whose stand is staffed by insufficiently qualified personnel during the trade fair's opening hours, who exhibits an incomplete range of goods or goods not admitted to the trade fair, who vacates or clears his stand before the end of the trade fair, or who otherwise infringes the Terms of Participation, without prejudice to MM-SH's right to cancel the contract in accordance with Clause 7 or to a claim for all costs thereby incurred by MM-SH.

10 Stand design and equipment (Exhibitor Manual shall prevail)

The Exhibitor acknowledges that in respect of any construction to be performed on the site (in addition to that performed or to be performed by MM-SH of the exhibition) whether by the Exhibitor or through its employees or whether to be performed by a contractor(s) engaged for such purpose by the Exhibitor, the Exhibitor acknowledges that it and its contractor is at all times subject to duties as prescribed in the relevant law of the People's Republic of China and relevant regulations of the venue, and agrees to ensure all work will be performed and all machinery and parts will be utilized in accordance with the said law. During buildup period, no Exhibitors shall use power, water and gas supplies without prior approval by MM-SH. Furthermore, all the booths designs, or constructions shall not exceed the height limit and influence the exhibition effects of other booths.

The Exhibitor shall, upon reasonable requests by other exhibitors or MM-SH make appropriate modifications or rectifications to its own booths.

Other charges: Hall Management Fee for those using their own stand construction (raw space only). This fee needs to be paid by the Exhibitor to the official stand contractor directly. Exhibitors are supposed to have responsibility for booths cleaning. The Exhibitor furthermore agrees to comply with the requirements of MM-SH as notified to it from time to time in writing and to liaise with MM-SH or its representatives should the Exhibitor, for whatever reason, be unable to perform in terms of this condition.

11 Safety Measures

During set-up and dismantling period in the exhibition area (hall and outdoor) wearing of a safety helmet is compulsory. Herring bone ladder up to 2m is prohibited. It is necessary to wear safety helmets and safety belts and to carry out other safety measures against injuries that might be caused by falling objects in overhead work (height all of 2m).

12 Technical installations and other regulations

Applications for electrical installation, water, drainage, and telecommunication connections can be considered only if submitted in due time on the order forms available from MM-SH. The precise terms of delivery and the connection fees are stated on these forms. Facility cables needs to be protected by the cable bridge during the whole show period. Exhibitors will cover the cost of the facilities they ordered and the necessary damage prevention treatment for those facilities. Costs will be calculated based on the actual consumption.

All building structures on the trade fair grounds shall be executed in accordance with the performance of the materials used. Revolving tower cranes, etc. must be secured according to regulations. Suspending advertising media or other loads from cranes is prohibited for safety reasons.

For security reason, hanging advertising materials or other objects on cranes, work platforms and exhibits is prohibited. If the display of special exhibit exceeds the range of the booth, its extension direction and location needs the prior written permit of MM-SH, and the exhibitor needs to rectify with the requirement of MM-SH according to the actual situation.

13 Restoration of the exhibition areas

All exhibition areas must be handed over to MM-SH's Operations Department in their original condition by the stipulated date for completion of dismantling. At the end of the exhibition, exhibitors must remove from the site all the materials especially the double-sided carpet tape used from their stands by the respective timings stated in the "Operations Schedule". Apart from the clearance and cleanse of the construction materials and stains, outdoor booths exhibitors and contractors should restore the exhibition area into the initial state and clear all the garbage inside the comprehensive cementing. MM-SH is entitled to charge the exhibitor concerned for the removal of excessive waste (stand construction debris, crates/pallets, cartons, packing materials or literature) by a contracting firm at the exhibitor's cost.

14 Use of equipment

Only cranes, fork-lift trucks and working platforms may be used that have been provided by the MM-SH service partners responsible. In special cases, the consent of MM-SH's Operations Department is required. All the over-hanging operations as working on the cradle are strictly prohibited.

15 Transport of track-laying vehicles

Only track-laying vehicles with smooth track plates, that are also approved for public roadways, may be driven on the roads of the trade fair grounds. The transport of track-laying vehicles into the exhibition halls is permitted only with written approval of MM-SH's Operations Department. The exhibitor is fully responsible for any damage to road surfaces and hall floors.

16 Sales regulations

Direct sales and other services or deliveries made from the stand are not permitted. Exhibited goods must not be delivered to purchasers until after the trade fair closes. Sales are permitted only to wholesalers, retail or trade customers. **Retail sales are prohibited in the exhibition. Otherwise, the Industrial and Commercial Department may be involved and therefore all the penalties and losses incurred will be borne by the exhibitors.**

17 Catalogue, Internet Information

An official trade-fair catalogue, an internet database information will be compiled for the trade fair. All exhibitors (including co-exhibitors and companies at joint stands) are included, with the name indicated in the application form, in the alphabetical list of exhibitors in these media. The minimum entry contains the exhibitor's company name, hall and stand number in the alphabetical list of exhibitors. Exhibitors (including co-exhibitors and companies at joint stands) will be offered other entries, e.g. in the Product Index, and other forms of presentation in these media on a separate order form. The forms will be sent to applicants in good time. MM-SH assumes no responsibility for the correctness and completeness of the catalogue, internet data base information. The exhibitor is solely responsible for the permissibility under law – and particularly the law on advertisement and data protection– of any advertisement placed in the trade fair catalogue, the internet database information of MM-SH at the instigation of the advertiser. Should third parties assert claims against MM-SH on account of the impermissibility of the advertisement under law in general or the law on advertisement, the advertiser shall hold MM-SH fully safeguarded against all claims asserted including all costs of any necessary attorney fees, litigation costs on the part of MM-SH. The same applies to exhibitor entries actuated by exhibitors in the trade fair catalogue, the Internet database information of MM-SH.

18 Exhibitors' and Workers' passes

Exhibitors' passes are issued only after payment of the participation fee, and the remuneration for the admission of any co-exhibitors. For the time in which the trade fair is held, each exhibitor receives relevant number of exhibitors' passes free of charge according to Exhibitor Manual.

The number of exhibitors' passes is not increased for co-exhibitors. Additional exhibitors' passes are obtainable from the trade fair management and may be charged for. Exhibitors' passes are intended solely for stand personnel, and must not be passed on to unauthorized third parties.

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, booth 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 he 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

1) Definition
"**Data**" refers to all kinds of information recorded electronically or otherwise, including (but without limitation) Personal Information, Sensitive Personal Information, Important Data, and other general information.
"**Personal Information**" refers to all kinds of information, recorded electronically or otherwise, that relates to an identified or identifiable natural person, excluding anonymized information. Typical examples of Personal Information include (but are not limited to) name, date of birth, ID number, biometric information, residence, phone number, cellphone number, email address, health information, and tracking information.
"**Sensitive Personal Information**" refers to Personal Information that, if leaked or illegally used, could easily result in infringement of a natural person's dignity or endangering of personal or proprietary security, which includes (but is not limited to) biometric information, religious belief, special identity, medical and health information, financial account, tracking and whereabouts, and information of minors below the age of 14.
"**Important Data**" refers to Data that, once tampered with, destroyed, leaked, illegally obtained or illegally used, may endanger national security, economic operation, social stability, public health and security, etc.
"**Data Subject**" refers to identified or identifiable natural person whose Personal Information is collected and processed.
2) MM-SH and exhibitor shall at all times be aware of and comply with all applicable PRC laws and regulations in relation to cyber security and data protection.
3) Before providing (or making accessible) to MM-SH any Data, the exhibitor shall notify MM-SH in advance of any special regulatory requirements applicable to Data and any security and compliance measures based on such special regulatory requirements that MM-SH needs to implement before processing such Data.
4) The exhibitor agrees and undertakes to (i) only provide (or make accessible) to MM-SH the Data limited to the scope as required to enable both parties' fulfillment of obligations under this Terms of Participation and other relevant business purposes, (ii) strictly follow the respective requirements on content, format, quantity, channel, etc. as agreed between the parties (if any), (iii) in case of providing any Personal Information to MM-SH (e.g. Personal Information of the exhibitor's staff or contacts), guarantee and secure that it has properly obtained statutorily required consent (including separate consent for e.g. sharing Personal Information with MM-SH, processing Sensitive Personal Information, or allowing MM-SH to further transmit such data to a third party either in the PRC or outside the PRC) from corresponding Data Subjects in advance so as to enable MM-SH to legally process such Personal Information.
5) The exhibitor hereby grants MM-SH an irrevocable right to process the Data to the extent as permitted by applicable PRC laws and regulations, including but not limited to processing by MM-SH itself, entrusting a third party to process, transferring / exporting the Data to a third party, etc.
6) The exhibitor understands and agrees that MM-SH may disclose the Data received or accessed under this Terms of Participation or during the course of cooperation in the event that MM-SH is required to do so by any ruling of a regulatory authority or court or by applicable PRC laws or regulations (collectively "**Statutory Requirements**"). MM-SH will notify the exhibitor in a practical way of such disclosure after MM-SH becomes aware of the Statutory Requirements and is legally allowed to notify the exhibitor to this effect.
7) The exhibitor acknowledges and confirms that except for Personal Information, Data provided under this Term of Participation or during the course of cooperation shall not contain those regulated under PRC laws and regulations (e.g. Important Data). Particularly, the exhibitor hereby confirms that any Data provided (or made accessible) by the exhibitor to MM-SH has not been classified or defined as Important Data according to any publicly available official documents (including but not limited to laws, regulations, national and industrial standards, irrespective of regions or departments) and / or any Chinese regulators / officials. Nevertheless, insofar as later on any Data (excluding Personal Information) provided qualifies as regulated Data, the Parties shall actively cooperate with each other and use their best effort to jointly assess and work out legally feasible measures to sustain this Term of Participation and the cooperation between the exhibitor and MM-SH, and mitigate any potential negative impact therefrom.
8) The exhibitor shall fully indemnify MM-SH and hold MM-SH harmless from any claims, penalties or damages incurred due to the exhibitor's failure (including the exhibitor's staff, agents or other representatives commissioned by the exhibitor) to comply with applicable PRC laws and regulations or the obligations under this Data Protection section.

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.

April of 2025
Messe Muenchen Shanghai Co., Ltd.