



# APPLICATION FOR EXHIBITION SPACE AT CMEF (Int'l Hall)

**CMEF Spring 2020**  
**9 - 12 April**  
**Shanghai, China**

**Deadline: November 30, 2019. Limited Availability**

Company Name			
Contact Person		Position	
Telephone Number	<i>(Country Code) (Area Code) (Telephone No.)</i> - - -		
Fax Number	<i>(Country Code) (Area Code) (Telephone No.)</i> - - -		
Address		Postal Code:	
Country		Email	
Website		Main Products	

Organized and Managed by  
Reed Sinopharm Exhibitions Co. Ltd.

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Questions? Please contact:

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

**Billing Address (if different from the above):**

Company Name			
Contact Person		Telephone No.	
Address		Email	

**2019 & 2020 Exhibition Schedule**

Exhibition	Date and Place
The 82nd CMEF Autumn 2019	October 19-22, 2019 Qingdao Cosmopolitan Exposition
The 29th ICMD Autumn 2019	October 19-22, 2019 Qingdao Cosmopolitan Exposition
CMEF INDONESIA 2020	March 11-13, 2020 Jakarta Convention Center
The 83rd CMEF Spring 2020	April 9-12, 2020 National Exhibition & Convention Center (Shanghai)
The 30th ICMD Spring 2020	April 9-12, 2020 National Exhibition & Convention Center (Shanghai)
CMEF 360° VR Online Exhibition	

### Exhibition Stand Request:

Check The Boxes	Price	Specification	Quantity	Amount (RMB) or (USD)	Read This
<input type="checkbox"/> Raw Space (18m <sup>2</sup> minimum)	RMB2,612 /m <sup>2</sup> or USD430/m <sup>2</sup>				We only do multiples of 9 m <sup>2</sup> , i.e. 18, 27, 54, etc.
<input type="checkbox"/> Standard Shell Scheme (9 m <sup>2</sup> minimum) Includes company name on fascia board in English & Chinese, carpet, 1 reception counter, 1 table, 2 chairs, 2 spot lights, 1 electric socket (220V) and 1 waste basket	RMB2,909/m <sup>2</sup> or USD479/m <sup>2</sup>	RMB26181 or USD4311/ 9m <sup>2</sup> booth			Same as above, we do 9 and times of 9.
<input type="checkbox"/> Catalogue Entry (Obligatory)	RMB371 or USD61/ co-exhibitor				
<input type="checkbox"/> Online Promotion Fee (Obligatory) P.S.: Online promotion fee consists exhibitor's product info and pictures compiled by the show organizer.	RMB1060 or USD175/ co-exhibitor				
<b>Remark: All the above price included 6% VAT.</b>					
<b>TOTAL (RMB) or (USD)</b>					

### E-CMEF 360° VR Show

☛ You can obtain a permanent VR booth at a one-off cost. There are nearly 100,000 clicks during 4-day of the 81<sup>st</sup> CMEF. After VR filming, visitors can view your VR booth on the second show day. It is a new and trendy method of exhibition.

☛ CMEF has been upgraded from “offline” to “offline + online”, which means more visitors and better promotion for exhibitors.

☛ For better matchmaking, visitors can pre-search companies they want to visit on CMEF’s guidebook system.

☛ A permanent and dynamic online exhibition catalogue in 3D scenario.

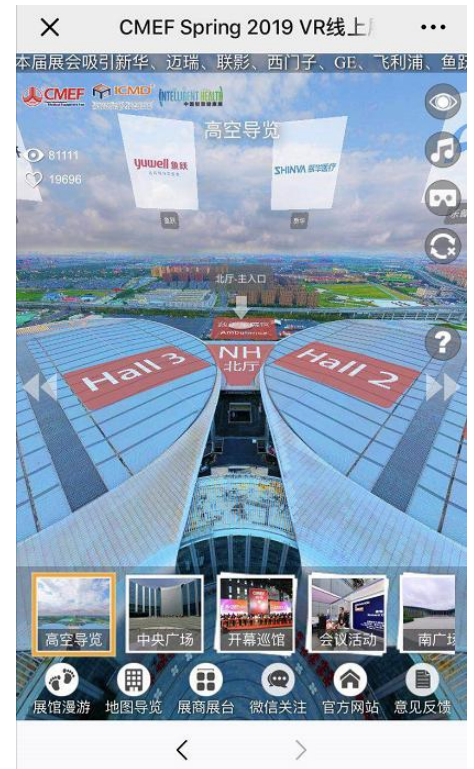
☛ Portals provided on both CMEF homepage and WeChat public account, along with 2 million page views on the official website and 200,000 WeChat followers will bring a massive flow of potential clients.

☛ Exhibitors can share the link of their VR booth to others, enabling diverse promotion.

☛ Discounted price available to first year applicant to offer more added-value to exhibitors.

☛ More powerful online show functions have already been included, please keep tuned.

Log in <http://vr.cmf.com.cn/2019/> or visit CMEF’s WeChat public account to learn more



### E-CMEF 360° VR Show’s service list shown below:

**Plan A: Single Selection** (can be coupled with additional services from A to I)

<b>Basic Package:</b> <b>USD 600 (6 scene + unlimited color pages of company or product)</b> <b>You can couple with additional services from A to I (see the list below)</b>			
Code	Additional Service	Description	Rate (USD)
A	Link to Promotion Video	Exhibitor shall provide video in MP4 format (up to 5 minutes in length). Click to watch video on special player, with no ads. Go back to the booth scene after video end.	300
B	Link to Online Store	Exhibitor provides link to its online store; by clicking the link, visitors can browse the store.	300
C	Company	By clicking the link to company website, browse	70

	Website	exhibitor's company website.	
D	Link to Exhibits Shown in VR Scene	Exhibitor provides links to exhibits shown in VR play; also provides their booth floorplan and marks the location of each exhibit, plus exhibit profile. Accepted format: PDF, JPG and URL.	100/link
E	Rolling Subtitle	Exhibitor provides the script for rolling subtitle (200 to 500 words) shown on the top of VR booth.	60
	Voice-over	Exhibitor provides the content for voice-over, and select preferred dubbing voice from two male and two female voices. All voice-over will be done by the producer. Loop playback of the voice-over when visitors entering the VR booth.	
F	WeChat Sharing	This App allows exhibitors to send WeChat messages attached with small pictures and description about their company to their friends on WeChat.	40
G	3D VR Modeling	It is a good way for pre-show promotion. Using VR technique to scan exhibitor's factory, company and hospital (plus exhibit) and create their models for VR display. Every 100m <sup>2</sup> space requires 1 hour VR filming. The finished VR model will add to exhibitor's VR booth.	10/m <sup>2</sup>
H	Add Extra Scene	Each VR booth has limited number of VR scenes (raw space shows 6 VR scenes and standard booth shows 3 VR scenes). Extra VR scenes require additional fees.	15/scene

### Plan B: Package Plan

Package Plan	Description	Rate(USD)
Basic Package	6 VR scenes + unlimited color pages Provide company brochure pictures for color page and link for QR code	600
Deluxe Package	8 VR scenes + unlimited color pages ① Provide brochure pictures for color page and link for QR code; ② Provide promotion video and link for contact person's business card; ③ Provide links of two exhibits shown in the VR scene.	1000
Premium Package <b>(Recommend)</b>	Standard Booth: unlimited VR scenes + unlimited color pages; Raw Space: unlimited VR scenes + unlimited color pages ① Provide brochure pictures for color page and link for QR code; ② Provide promotion video and link of business card, online shop's website and company website; ③ Provide links of three exhibits shown in the VR scene; ④ Provide rolling subtitle, voice-over, WeChat link	<del>2000</del> You are saving 15% 1700

**Notice:** The actual number of VR scenes taken during VR filming is for creating the complete VR view of exhibitor's booth.

Reed Sinopharm Exhibitions holds the right of final interpretation of this booth application form.

We (as per Company name above) hereby apply to the Organizer for exhibiting space at the above exhibition.

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Company Stamp: \_\_\_\_\_  
(where applicable)

(Please note that this agreement should be signed by a Director of the Company if contracted by a Company, or by a Partner if contracted by a Partnership.)

**P.S.: Please be kindly noted this is not a contract but only an application form.  
You may not be allotted the amount of space which you desire for.**