

Beijing's essential international family resource

beijingkids



THE BEIJING INTERNATIONAL SCHOOL EXPO 2018

RENAISSANCE BEIJING CAPITAL HOTEL
13-14TH, SAT&SUN, 2018
10AM-4PM

WHAT IS THE BEIJING INTERNATIONAL SCHOOL EXPO?

The Beijing International School Expo (BISE) is Beijing's largest gathering of international schools and families. It is organized and promoted by the city's most prominent magazines targeting international families, beijingkids (English) and Jingkids (Chinese).

WHO WILL ATTEND THIS EVENT?

The BISE attracts an international set of Beijing families who are looking for international education for their children. Last year 7,000 people registered for the fair and included:

- Foreign nationals
- Mixed Chinese/Foreign families
- Chinese-speaking foreign passport holders
- Chinese-speaking residents of Hong Kong/Singapore/Taiwan
- Local Chinese whose children have foreign passports
- Wealthy PRC citizens looking for private education for their children

WHY EXHIBIT?

1. Large turnout and qualified leads: Over 7,000 people passed through our doors last year, and our exhibitors last year came away from the fair with an average of 39 qualified leads, with 1/3 of them collecting 70 or more.

2. Beijing's biggest K-12 International School fair: With 3000sqm of exhibition space and space for 100 exhibitors ranging from preschool to high school, the BISE is the largest and most diverse of its kind.

3. Much more than school choice: With lectures, family programs and children's play areas, there's a lot more to do at the BISE than just visit booths. This means your target customers are on site longer, giving you more opportunity to engage. Busy parents can bring their children and have us take care of them while they learn about your school.

4. Ample exhibition time over two days: For parents whose weekend calendars are jammed with sports, birthdays and supplementary classes, two days maximizes their chances of visiting your booth.

5. Reach everyone from expats to local Chinese, and everyone in between: Our Expo attracts both English and Chinese speakers of all nationalities, mixed families, foreign and local passport holders. All hold one thing in common: a desire to give their children the best.

6. Better service: We keep providing better service for all our exhibitors to maximize their experience.

7. Unparalleled publicity: Two months of pre-event publicity via the combined circulations of Beijingkids and Jingkids magazines and their associated digital assets guarantees a reach of over 100,000 qualified families in Beijing, unsurpassed in this market.

Please return this contract to Sheena Hu, Sales Director, sales@truerun.com or call: 86 (10) 5941 0368

PART II. RATES

BOOTH PRICING (PER 3MX2M BOOTH)

FT School (1/4 page or larger ad in either School Guide) RMB 15,000

FT School (Smaller than 1/4 page ad in either School Guide) RMB 20,000

FT School (No ad in School Guide) RMB 25,000

PT School or Education Related Service (1/4 page or larger ad in either School Guide) RMB 15,000

PT School or Education Related Service (Smaller than 1/4 page ad in either School Guide) RMB 20,000

PT School or Education Related Service (No ad in School Guide) RMB 25,000

Non-School (1/4 page or larger ad in either School Guide) RMB 40,000

Non-School (No ad in School Guide) RMB 50,000

*School Choice Guide: 2018-2019 beijingkids or JingKids School Choice Guide Only

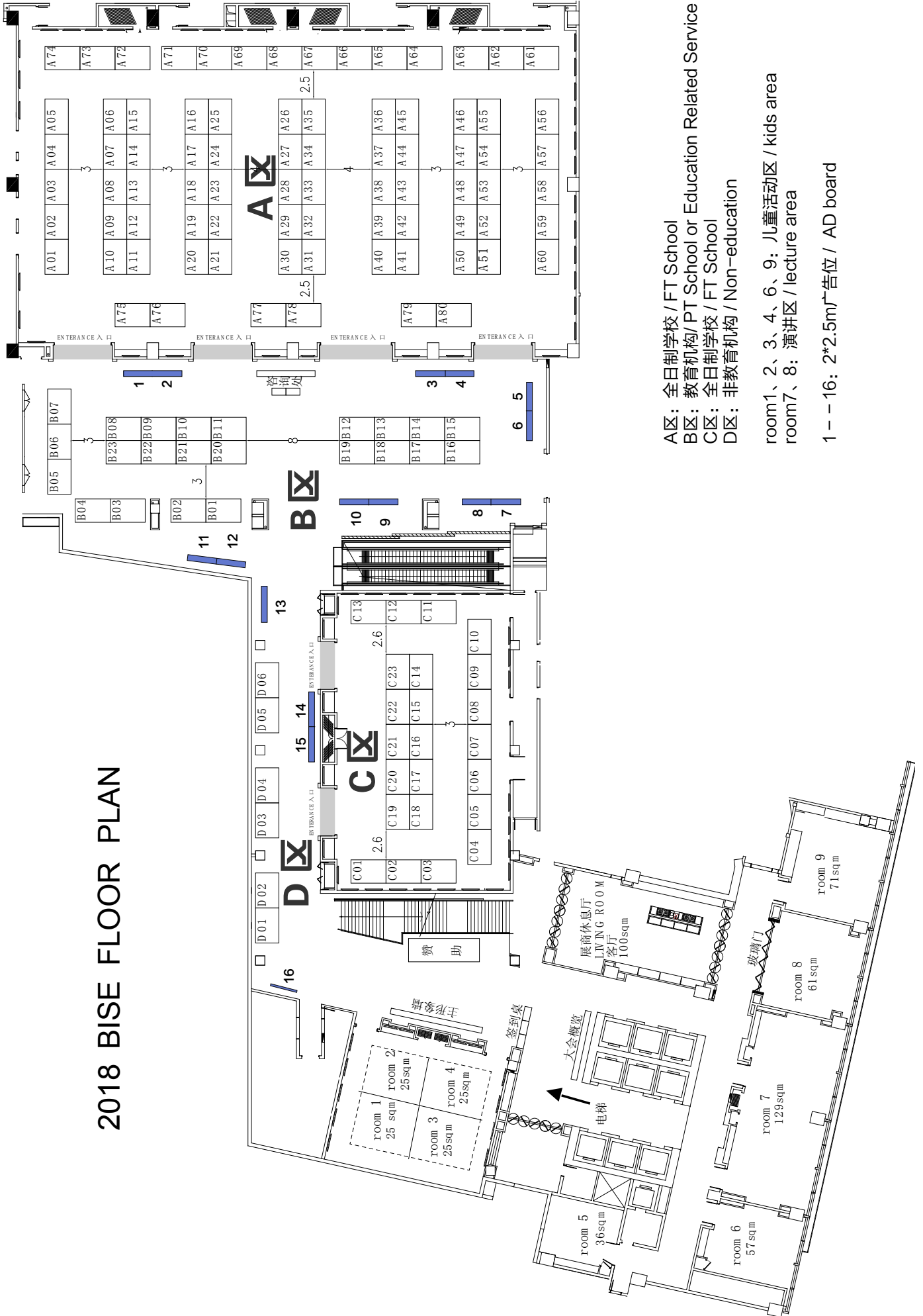
PACKAGES INCLUDE

- One booth unit: 3m*2m*2.5m (width*depth*height), exhibitor can choose maximum 4 booth unites
- Standard exhibition booth set up with frame and removable unit walls
- One table (180cm * 45cm) with tablecloth
- Two chairs for each booth unit
- Six bottles of water
- One small trash can
- One name board size: 0.3m*3m
- Twelve copies of the School Choice Guide (6 Chinese and 6 English vision)

Booking deadline: December 31st, 2017

PART III. FLAT PLAN

2018 BISE FLOOR PLAN



- A区: 全日制学校 / FT School
- B区: 教育机构/ PT School or Education Related Service
- C区: 全日制学校 / FT School
- D区: 非教育机构 / Non-education
- room1、2、3、4、6、9: 儿童活动区 / kids area
- room7、8: 演讲区 / lecture area
- 1 -- 16: 2*2.5m广告位 / AD board

PART IV. EXHIBITOR APPLICATION

PART I - COMPANY DETAILS

Company Name

Company Address

Post Code

Contact Name

Title

Telephone

Email

PART II - BOOTH DETAILS

A. Check your exhibitor type:

FT School (1/4 page or larger ad in either School Guide) RMB 15,000

FT School (Smaller than 1/4 page ad in either School Guide) RMB 20,000

FT School (No ad in School Guide) RMB 25,000

PT School or Education Related Service: (1/4 page or larger ad in either School Guide) RMB 15,000

PT School or Education Related Service: (Smaller than 1/4 page ad in either School Guide) RMB 20,000

PT School or Education Related Service: (No ad in School Guide) RMB 25,000

Non-School (1/4 page or larger ad in either School Guide) RMB 40,000

Non-School (No ad in School Guide) RMB 50,000

B. Total Number of booths , and specify booth codes

1 booth; booth code ()

2 booths; booth code () ()

3 booths; booth code () () ()

4 booths; booth code () () () ()

Package total cost (AxB) : RMB _____

The total cost should be paid to the following account within 5 working days upon signing this contract. Booths specified in this application won't be reserved for applicants before payment is received.

PART III. PAYMENT DETAILS

Company Name: Beijing Agenda Advertising

公司名称: 北京爱见达广告有限公司

Bank Name: China Merchants Bank Co., Ltd. Beijing Wanda Plaza Branch

开户行: 招商银行股份有限公司北京万达广场支行

Bank Account Number 银行账号: 863080266310001

TERMS OF CONTRACT

1. TERMS OF REFERENCE

Under these rules and regulations the term "exhibitor" shall include all employees, servants and agents of any company partnership, firm or individual to whom space has been allocated for the purposes of exhibiting. The term "exhibition" shall mean the exhibition referred to on the application and contract form. The term "contract," means the contract for exhibition space at the Exhibition entered into between us and the Exhibitor which incorporates the rules and regulations.

2. APPLICATION FOR PARTICIPATION

All applications for participation shall be made on the prescribed application form. The application form shall be submitted to us. The submission of the form shall deem to be confirmation of participation and acceptance by the Exhibitor of the Terms of Contract. We shall reserve the right to accept or refuse any application without disclosing to the Exhibitor any reasons thereof. We shall also reserve the right to verify the exhibitor's qualification order to guarantee the credibility of the exhibition.

3. ALLOCATION OF EXHIBITION SPACE

We shall allocate the space in accordance with "first come, first served" basis or in any manner they may deem it. We shall reserve the right to change the space allocated to the Exhibitor at any time prior to the commencement of the erection of the booth of the Exhibitor should exceptional circumstances demand and, to alter the space to transfer or close entrances and exits to the Exhibition facilities and to undertake other structural alterations as they may deem it. Such changes shall be at the discretion of us and the Exhibitor shall have no claim for compensation as a result of such changes.

4. USE OF EXHIBITION SPACE

Exhibitors are only entitled to exhibit the announced products and to man the exhibits with competent personnel during the opening hours of the Exhibition. We reserve the rights to refuse admittance to any visitor to the Exhibition or to have access to any stand. Exhibitors are not allowed to sub-let or assign the stand/s allotted to them to other parties either wholly or in part without the written consent of us. Exhibitors will be liable for any damage to the walls or to any part of the Exhibition hall in which their exhibits are placed and shall not paint or otherwise alter the doors, ceilings, pillars, or walls without the prior consent of us. Exhibitors are entitled to decorate their exhibition space, but we reserve the right to remove decorations, which exceed the space limitations or disrupt the event.

5. TERMS OF PAYMENT

- 100% of the charges payable by the Exhibitor under the Contract Form to be paid within 5 days upon signing of the contract form.
- All payment must be paid not later than 7 days prior to the opening date of the exhibition.

6. BREACH OF CONTRACT AND WITHDRAWAL BY EXHIBITOR

Without prejudice to the rights and remedies of the Organizers in respect of any breach of the contract on the part of the Exhibitor, we may at our discretion

allow the Exhibitor to withdraw from the Exhibition subject to the following conditions:

- The application is considered as binding and the contract becomes effective with the dispatch of the confirmation. Cancellation Policy:
 - 60+ days before exhibition opens: 70% refund
 - 30-59 days before exhibition opens: 50% refund
 - 0-29 days before exhibition opens: No refund
- Should the Exhibitor fail to observe or comply with any of the terms and conditions contained herein or if the Exhibitor shall fail to pay any of the unit costs at the time and in the manner aforesaid, then the Organizers may thereupon by written notices given to the Exhibitor rescind the contract.
- Upon the Organizers exercising their right to resign the contract under sub-clause(c) of this clause, they may but are not obliged to re-let or otherwise deal with the Exhibition space contracted by the Exhibitor in default on such conditions as the Organizers shall deem it. In the event the Organizers having elected to but not able to re-let the said Exhibition space, the Exhibitor in default shall be liable to pay the entire unit costs to the Organizers as liquidated damages for the loss of rental.

7. CHANGES

We reserve the right to change the venue and duration of the Exhibition if exceptional circumstances so demand. In the event of change of venue and/or duration, the agreement to participate shall remain in force so long as the Exhibitor is informed at least a month before such changes will take place. In the event of a change of venue and/or duration or cancellation of the Exhibition, the Exhibitors shall not be entitled to any claim for compensation in connection with their reservation for participation.

8. CONSTRUCTIONS AND DECORATION OF STAND

Exhibitors will be allowed to decorate their booth as per schedule in Exhibitor's Manual. Any damages caused by the Exhibitor or his/its contractors to other Exhibitors or common property shall be the responsibility of the Exhibitor. All Exhibitors must complete their construction and decoration by the date and time stipulated by us.

9. MOVEMENT OF EXHIBITS

- Exhibitors shall bear the responsibility and expenses for the transport of exhibits to the Exhibition venue.
- Exhibitors shall make their own arrangement for storage and warehousing of their exhibits.
- Exhibitors shall remove all exhibits from the Exhibition hall within the period stipulated by us and shall indemnify us against any loss by reason of the delay or damage to the Exhibition hall.

10. FAILURE OF SERVICES

We shall not be liable for any loss sustained by the Exhibitor directly or indirectly attributable to the cancellation, Suspension or reduction of duration of the scheduled

Exhibition from the period advertised or specified due to:

- Force Majeure.
- Acts of War, Military Activity, and Municipal Statutory or Civil Authority requisition.

- Fire, food, typhoon, excessively inclement of weather, earthquake, or a combination of the same.
- Damage caused by an aerial object or aircraft.
- Strikes or lockouts by workmen. If the Exhibition is cancelled, reduced or postponed then and in such event the unit costs paid to us, or any part thereof may be refunded at the sole discretion of the Organizers to the Exhibitors but without prejudice to the Organizers' right to appropriate the entire sum or any part thereof for expenses they have already incurred for the Exhibition.

11. SECURITY

We shall take all security precautions in the interest of the Exhibitors and visitors. However, we shall not be held responsible for any loss or theft of exhibits at the Exhibition hall during the build-up, exhibition and dismantling period. We shall also not be held responsible for any loss or damage to exhibits or any articles belonging to the Exhibitors.

12. FIRE REGULATIONS

All materials used in stands and exhibition constructions must be properly re-proofed in accordance with local regulations. Fire marshals will patrol the Exhibition facilities and will be authorized to stop any demonstration that is potential re hazards.

13. INSURANCE, LIABILITY AND RISKS

All Exhibitors shall insure, indemnify and hold us and the venue owners harmless in respect of all costs, claims, demands and expenses to which they may be subject as a result of loss or injury arising to any persons howsoever caused while the said persons are upon or examining or passing the Exhibition stands, during the tenancy of the Exhibition. The liability or risks of the employees, agents or exhibits shall be the responsibilities of the Exhibitors.

14. SUPPLEMENTARY CLAUSES

Whenever necessary, we shall have the right to issue supplementary regulations in addition to those in the Terms of Contract to ensure the smooth management of the Exhibition. Any additional written regulations and/or instructions shall form part of these Terms of Contract and they shall be binding on the Exhibitors. The failure to object to any breach of any clause herein by us shall not constitute agreement to modification of this agreement or a waiver of any subsequent breach of such clause.

15. CONDITIONS

By signing this application/contract, the above named exhibiting organization agrees to abide by all rules, regulations, terms and conditions as outline on both the front and the back of this application/contract in its entirety. This application becomes a contract and is binding on both parties on the date last written below when accepted and signed by us. The document contains the entire Agreement between the parties and supersedes any prior agreement. The terms of this document may not be changed except in writing and signed by the parties.

参展商全称:

Exhibitor Company Full Name

2018北京国际学校博览会主办方:

The Beijing International School Expo 2018 Organizer

北京爱见达广告有限公司 (Beijingkids 和菁kids 杂志出版商)

True Run Media (publisher of beijingkids and Jingkids magazines)

参展商签名:

Signature of Exhibitor

主办方签字:

Signature of the Organizer

参展商盖章:

Company Seal of the Exhibitor

主办方盖章:

Company Seal of the Organizer

日期:

Date

日期:

Date