



# YOUR STAND

**Important: minimum surface area = 9 sq. m. For surface from 9 to 36 sq. m: reservation of a fitted stand.**

## 1) Shell scheme (minimum 9 sq. m)

Compulsory reservation of a Pre-equipped, Turnkey stand package, or Wine stand package

Space with equipment:	Prices before October 30th, 2009	Prices from Oct. 30th, 2009 to March 1st, 2010	Prices after March 1st, 2010	Your surface area (sq. m)
<b>PRE-EQUIPPED PACKAGE</b>				
1 side open with a Pre-equipped package (min 9 sq.m)	€ 313	€ 352	€ 365	x.....m <sup>2</sup> /sq.m. = €.....
2 sides open with a Pre-equipped package (min 9 sq.m)	€ 334	€ 377	€ 391	x.....m <sup>2</sup> /sq.m. = €.....
3 sides open with a Pre-equipped package (min 18 sq.m)	€ 356	€ 403	€ 419	x.....m <sup>2</sup> /sq.m. = €.....
<b>TURNKEY PACKAGE</b>				
1 side open with a Turnkey package (min 12 sq.m)	€ 333	€ 372	€ 385	x.....m <sup>2</sup> /sq.m. = €.....
2 sides open with a Turnkey package (min 12 sq.m)	€ 354	€ 397	€ 412	x.....m <sup>2</sup> /sq.m. = €.....
3 sides open with a Turnkey package (min 18 sq.m)	€ 376	€ 423	€ 439	x.....m <sup>2</sup> /sq.m. = €.....
<b>WINE PACKAGE</b>				
1 side open with a Wine package (min 12 sq.m)	€ 387	€ 426	€ 439	x.....m <sup>2</sup> /sq.m. = €.....
2 sides open with a Wine package (min 12 sq.m)	€ 408	€ 451	€ 465	x.....m <sup>2</sup> /sq.m. = €.....

The prices above apply to the total amount of sq. m. chosen and include the venue management fees.

Special tailor made booth is available to fulfill your variable request: **please contact Ms. Catherine CAO at catherine\_cao@exposium-shanghai.com**

## 2) Space only (> 36 sq.m)

After March 1st, compulsory reservation of a fitted stand, see prices above point 1).

Preference: Length ..... m X Width ..... m

Bare space	Prices before October 30th, 2009	Prices from October 30th, 2009 to March 1st, 2010	Your bare space area (sq. m)
1 side open	€222	€261	x.....m <sup>2</sup> /sq.m. = €.....
2 sides open	€243	€286	x.....m <sup>2</sup> /sq.m. = €.....
3 sides open	€265	€312	x.....m <sup>2</sup> /sq.m. = €.....
4 sides open	€274	€322	x.....m <sup>2</sup> /sq.m. = €.....
3/4 sides open (from 200 sq. m and more)	€258	€304	x.....m <sup>2</sup> /sq.m. = €.....

The prices above apply to the total amount of sq. m. chosen and include the venue management fees.

## 3) Supplement for multi-level stand

€ 135 per sq. m. x .....sq. m. = € .....

## 4) Registration fees for your company (compulsory)

Including:

Visibility Package:

Listed in the Show Directory • Listed in the SIAL China website with a link to your Website • 10 Visitor invitation cards • Free participation in the buyers' Meetings and other conferences at SIAL China 2010

Registration charges and technical services:

Exhibitor registration and administrative fees • Exhibitor's badges (1 badge per sq.m) • A copy of the Show Directory • Daily stand cleaning • Exhibitor account access to show website

= € 380

## 5) Registration fees for indirect exhibitor on your stand / pavilion

Companies or organizations which will host or represent one or several companies on their stand or pavilion, must declare them as indirect exhibitors to SIAL China, by filling in the part "Registration of indirect Exhibitors", and pay a fee of € 380 per indirect exhibitor. Only those indirect exhibitors who have been properly registered as such by a stand / pavilion subscriber will be included in the list of exhibitors, on the show website and in the Official Show Directory. Indirect exhibitors will benefit from the same above listed services as the subscriber.

€ 380 x ..... INDIRECT EXHIBITOR(S) = € .....

**TOTAL AMOUNT PAYABLE 1 or 2 + 3 + 4 + 5**

= € .....

You must include your first payment with your application form.

**TOTAL of first payment : € 160 x ..... sq. m.**

= € .....

## EXHIBITOR UNDERTAKING

I request admission as an exhibitor at SIAL China 2010 with a floor area of ..... sq. m.

Place ..... Date .....

Signatory's name .....

"I hereby confirm that I have a copy of the general regulations for the exhibition and the General conditions for leasing exhibition floor space and stand equipment and have duly read them. I accept all the clauses of these regulations and conditions without reservation or restriction and waive any right of action against the Organizer."

Signature .....

Stamp

Mandatory

# PAYMENT TERMS

## FIRST PAYMENT

This payment is non-refundable in case of cancellation of the exhibitor (see article 9 of the general conditions for leasing exhibition floor space).

(Tick the box that applies to you)

Cheque made out to:

SIAL / SIAL China – Immeuble Wilson – 70 Ave du General De Gaulle – 92058 Paris La Défense – France

Bank transfer to the account of "EXPOSANTS SIAL CHINA / €":

B.N.P. PARIBAS – Paris Etoile Entreprises (00813) – 83 avenue Charles de Gaulle – 92200 Neuilly sur Seine – France

Please attach advice of bank transfer to your application form and check with your bank that the name of your company appears in full on the documents so as to insure identification of your payment. All transfer expenses will be borne by the exhibitor.

Bank code 30004	Branch code 00813	Account N° 000 106 208 / 31	Key RIB 51	Branch BNPAFRPPPGA
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IBAN code: FR76 3000 4008 1300 0106 2083 151

## BALANCE OF THE PARTICIPATION FEE

The balance of the participation fee is payable at the latest two weeks after the date of the invoice, that will be sent to exhibitors as of April 1st, 2010.

## ABOUT YOUR ACTIVITY

Business category:

- Manufacturer     Importer     Distributor     Wholesaler     Official Body / Trade association  
 Press     Other (specify) .....

Main brands marketed: .....

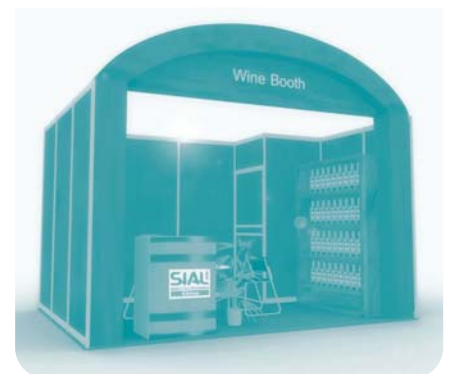
Main activity description: .....

Main product category\*: ..... Other product categories\*: .....

### \*LIST OF PRODUCT CATEGORIES ADMITTED TO EXHIBIT AT SIAL CHINA 2010

- |  |   |
|--|---|
| 01 FOOD INGREDIENTS  | 17 WINE AND SPIRITS                                     |
| 02 DAIRY PRODUCTS, EGGS                                    | 18 ALCOHOLIC BEVERAGES                                  |
| 03 FRESH MEAT AND OFFAL                                    | 19 NON – ALCOHOLIC BEVERAGES                            |
| 04 FRESH POULTRY AND GAME                                  | 20 KOSHER FOOD  |
| 05 FRESH AND SEMI – PRESERVED FISH, MOLLUSCS AND SHELLFISH | 21 HALAL FOOD   |
| 06 FRESH FRUITS AND VEGETABLES, DRIED FRUITS, HORTICULTURE | 22 PROFESSIONAL SERVICES AND PRESS                      |
| 07 CONFECTIONERY, BISCUITS AND PASTRY                      | 23 PROMOTION AND INFORMATION ORGANIZATIONS, FEDERATIONS |
| 08 CURED MEATS   | 24 COFFEE MAKING  |
| 09 FRESH PREPARED PRODUCTS / READY TO EAT                  | 25 SERVICES FOR HOSPITALITY INDUSTRY                    |
| 10 CANNED PRODUCTS AND OTHER PRESERVED PRODUCTS            | 26 DECORATIVE TABLEWARE                                 |
| 11 PET FOOD  | 27 CHAINS, FOOD CONCEPT STORES                          |
| 12 FROZEN FOOD   | 28 EQUIPMENT & MATERIALS                                |
| 13 ORGANIC PRODUCTS  | 29 DISPOSABLE PRODUCTS                                  |
| 14 DIET PRODUCTS, CHILDREN'S FOOD AND HEALTH FOOD          | 30 TECHNOLOGY & NETWORKING                              |
| 15 GROCERY PRODUCTS (INCLUDING PULSES AND PASTA)           |   |
| 16 GOURMET FOOD  |   |

# STAND EQUIPMENT DETAILS



## Pre-equipped stand package

## Turnkey stand package

## Wine stand package

(Non contractual pictures. Please note that the final design may be subject to changes)

	Pre-equipped stand package	Turnkey stand Package	Wine & Spirits exhibitor package
Minimum surface area	9 sq.m.	12 sq.m	12 sq.m.
Partition walls	Yes	Yes	Yes
Carpet	Yes	Yes	Yes
Company signage	2 color panels	2 color panels	1 color panel
Tower Sign	•	1	•
Spotlights	1 per 5 sq.m.	1 per 5 sq.m.	1 per 5 sq.m.
Electricity and power plug (1)	1 x 13 amp.	1 x 13 amp.	1 x 13 amp.
Information counter*	1	1	1
Bar stool*	1	1	1
Waste paper basket*	1	1	1
Round table*	1	1	1
Easy arm chairs*	2	3	3
Flat shelves*	2 lm	3 lm	•
Lockable cabinet*	1	1	1
Tall showcase*	•	1	1
Lockable storage*	•	1	1
Potted plants*	•	2	2
Stand cleaning	3 days	3 days	3 days

\* Furniture entitlement will be doubled for every additional space of 15 sq.m.

(1) No power fee is charged on your booth and 1 socket is provided for each 9 sq.m

### YOUR STAND LOCATION

Please indicate your wishes with respect to your stand neighbours (close to, far from, with a company...)

We will keep this information confidential and will do our best to comply with your wishes.

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# GENERAL TERMS AND CONDITIONS FOR LEASING OF EXHIBITION FLOOR SPACE

## 1. SCOPE AND ENFORCEABILITY OF THE STANDARD TERMS

These Standard Terms and Conditions of Exhibition Floor Space Letting and stand equipment are systematically handed over or communicated to each exhibitor in order to enable the latter to apply for admission to the exhibition. Consequently, each application implies acceptance in full and without reservation by the exhibitor of these Standard Terms and Conditions of Exhibition Floor Space Letting and stand equipment. Unless formally agreed in writing by the Organizer, no special condition shall prevail over these Standard Terms and Conditions. Failing such express acceptance, any contradictory provision on the part of the exhibitor shall not be enforceable via-à-vis the Organizer, regardless of when the provision is notified to the latter.

## 2. ADMISSION

Applications for admission shall be submitted to the Organizer. Receipt of the application by the Organizer shall imply that the prospective exhibitor has duly perused the exhibition rules and regulations as set forth in the exhibitor's application file and that it accepts them unconditionally.

Requests for admission by applicants that are experiencing financial hardship and/or that are debtors of and/or parties to a dispute with the Organizer or its group shall not be considered.

In any event, all goods, products or services presented by the exhibitor shall conform to French and European regulations and standards and shall fall within the scope of the Organizer's nomenclature of acceptable exhibit items. No application shall be considered unless it is duly signed by an authorised officer of the applicant firm.

Rejection of an application shall not give rise to any claim for damages.

Admission to the exhibition will be confirmed by an official notification on the part of the Organizer to be sent to the exhibitor within a reasonable period. Except the Organizer refuses the admission of the exhibitor, the signature of the application form or its validation on line constitutes a firm and irrevocable commitment.

## 3. SUBLETTING

The exhibitor may not display in its space any equipment, products or services other than those listed in its application for admission and accepted by the Organizer. It may not provide advertising services in any form whatsoever for non-exhibiting firms. It shall not assign or sublet the space allocated, whether in whole or part.

## 4. ALLOCATION OF STAND SITES

The Organizer will draw up the floor plan for the event and allocate stand sites in accordance with the sector based division of the exhibition as and when applications for admission are approved. The Organizer will, to the largest possible extent, consider the wishes of the exhibitors and the nature of the exhibits. The Organizer reserves the right to modify the size and layout of the areas rented by exhibitors as many times as may be deemed necessary. Participation in previous events does not confer upon the exhibitor any right to particular stand sites.

Exhibitors will be notified of the allocation of a stand site in the form of a floor plan to be sent seven (7) days before the start of the exhibition.

Any claim relating to the stand site that has been allocated to an exhibitor will be considered only if made in writing and addressed to the Organizer within the seven (7) days following receipt of the distribution plan. Such claims must be supported by documentation justifying the actual and serious reasons for the claim.

The Organizer will do his best to satisfy any justified requests for site modification.

At the end of the above seven-day (7) period, the exhibitor will be deemed to have accepted the stand site as allocated.

In no event will the Organizer be responsible to the exhibitor with respect to any consequences arising from the stand site allocated.

## 5. ORDERS FOR STAND EQUIPMENT

The demands of booking of stand equipment must be sent to the Organizer on the form planned for that purpose in the present file in due time. No demand can be accepted by telephone.

The demands of booking of stand equipment emanating from candidates in difficult financial situation and/or in situation of debtor and/or in dispute with the Organizer and/or his group can not be taken into account. Only the demands of booking duly signed by a renowned person to have quality to engage the firm exhibitor can be considered.

## 6. DESIGN OF STAND EQUIPMENT

The subcontractor appointed by Organizer shall contact the applicant and prepare the plan for the stand equipment with him/her, taking into account the general rules regarding the exhibition.

The plan for the stand equipment shall therefore be provided to the exhibitor within fifteen (15) days before the Event. Any claims regarding this plan shall only be considered if they are made within ten (10) days from the time the plan of the stand is sent. The subcontractor shall do its utmost to comply with any requests for modification.

Expiration of the ten (10)-day period shall constitute the exhibitor's acceptance of the plan for the stand and all the related services.

Organizer or the subcontractor shall under no circumstances be liable with respect to the exhibitor for the consequences that may arise due to the absence of a claim made within the aforementioned time limit.

NB: In the event the file is incomplete as of June the 6th, 2010 for "Personalized" stand, September the 27th, 2010 for "Essential" stands and September the 6th, 2010 for "Collective" stands, the Organizer and/or the service provider selected shall provide the elements of the stand according to the stock available.

## 7 TERMS AND METHOD OF PAYMENT

Participation costs shall be paid as per the following schedule and the terms hereafter detailed:

- the downpayment : by cheque or bank transfer upon submission of the application for admission.

- the second payment: no later than fifteen days from the date of issue of invoice, without discount for early or cash payment.

Any application for admission sent less than thirty days prior to the Event should be accompanied by the full amount of participation costs and/or the booking of the stand equipment.

Should admission of the exhibitor to the Event take place less than fifteen days prior to the scheduled opening date, the full amount shall be payable upon receipt of the invoice.

## 8 LATE PAYMENT OR FAILURE TO PAY

Any amount outstanding as at the due date stated on the invoices, whether such date is identical to or different from that appearing in the Application for Admission, shall give rise 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.

Without prejudice to the foregoing, in case of failure to effect the second payment on the date specified on the invoice:

1/ the Organizer reserves the right to bar the exhibitor from the Event stand

assembly sites,

2/ the Organizer reserves the right to re-let the stand to another exhibitor, 3/ the invoiced amount shall be payable as damages, even if the stand has been let to another exhibitor.

## 9 WITHDRAWAL

Any cancellation shall be submitted to the Organizer by a written notice.

In case of cancellation by the exhibitor of its participation in the Event and/or its order for a fitted stand, for whatever reason, whether in whole or part, before (November 15th, 2009), the first payment shall be payable as agreed damages as hereinabove mentioned in article 8.

If the exhibitor cancels its participation in the Event and/or its order for a fitted stand, for whatever reason, whether in whole or in part, after (March 1st, 2010), the sums paid or due whether in whole or part for its participation in the Event and/or its order for a fitted stand and/or its balance invoice, will be retained by the Organizer, even if the stand is let to another exhibitor.

In addition, in case the stand allocated is not occupied, for whatever reason, by the exhibitor twenty four hours before the start of the Event, the admission of the exhibitor is cancelled and the Organizer will apply the aforementioned terms.

## 10. INSURANCE POLICY

The exhibitor shall take out an insurance policy in connection with the exhibition covering against the following risks: third party liability, damage to goods. This policy should cover any risk which may occur during the exhibition (including setting up and dismantling). The Organizer will not be held liable for the damages occurred during this period. The exhibitor shall provide the Organizer with copies of such insurance policies.

## 11. CATALOGUE

The Organizer shall be solely entitled to publish the Event catalogue or to have it published and distributed. Information to be published in the catalogue shall be provided by the exhibitors under their own responsibility. The Organizer shall under no circumstances whatsoever be held liable for any omissions, reproduction typesetting or other errors which may occur.

## 12. EVENT CANCELLATION

In case of occurrence of force majeure, as defined by case law, if the Organizer is unable to obtain the requisite premises to stage the Event, the Organizer may at any time elect to cancel the Event, provided it notifies the exhibitors of its decision in writing. The exhibitors shall not be entitled to any compensation or indemnity on grounds of such cancellation.

Funds remaining available after payment of all costs incurred will be distributed among the exhibitors in proportion with the amounts paid by them. It is hereby expressly agreed that the exhibitors shall have no rights of claim against the Organizer on any grounds or for any reasons whatsoever.

## 17. ORGANIZER'S LIABILITY

The Organizer shall be exempt from all liability for losses which may be suffered by exhibitors (including disturbance of possession and commercial prejudice) on any grounds whatsoever.

## 18. DISPUTES AND LITIGATION

All claims shall be submitted by registered mail, return receipt requested, within ten days of the end of the exhibition.

In the event of a dispute, the French text hereof shall solely be authoritative, and the parties shall refer the matter exclusively to the Courts of Nanterre (France).

# GENERAL EXHIBITION RULES AND REGULATIONS

## 1 ORGANISATION-COMMISSIONER GENERAL'S OFFICE.

SIAL China is organised by SIAL. All correspondence must be sent to the event's Commissioner General's Office: 70 Ave du Général De Gaulle, 92058 Paris La Defense Cedex FRANCE  
Tel: +33 1 76 77 14 99, Fax: +33 1 53 30 95 04  
E-mail: exhibit-sial-china@comexposium.com

## 2 DATES AND PLACE OF THE EVENT.

May 19-21, 2010, Shanghai New International Expo Centre (Shanghai, P. R. of China).

## 3 OPENING HOURS.

9.00 a.m. to 5.00 p.m. (May 19, 20)  
9.00 a.m. to 4.00 p.m. (May 21)

## 4 PRODUCTS ALLOWED AT THE EXHIBITION.

Only food products, food equipments and beverages are allowed at the exhibition. All products and equipment displayed that are intended for sale on Chinese territory must comply with Chinese regulations.

## 5 SUPPLIES INCLUDED IN THE RATES FOR RENTING.

Display surface areas. Please refer to "your stand", page 2).

## 6 OTHER OPTIONAL SUPPLIES NOT INCLUDED.

In the rental rates. Each registered exhibitor will receive an ID to access to the exhibitor menu on the show website where the exhibitor can find event plan, all services order forms (water, electricity, hotel, interpreters, furniture, badges, extra invitation cards).

## 7 STAND INSTALLATION.

The exhibitors will be entitled to take possession of their stand area starting from: • bare stands: May 17, 2:00 p.m. • package stands: May 18, 10:00 a.m. All exhibitors will be required to complete their installations by May 18, at 5:30 p.m. N.B.: A draft of the planned stand fittings and the location of equipment must be submitted for the organizer's approval. Sides of the stand opening onto a walkway must include a 2.5 m opening every linear 4 m.

## 8 SAFETY REGULATIONS-DAMAGES TO THE SITE.

Exhibitors are required to be knowledgeable of and to abide by the safety regulations set forth by the authorities and by the organizer. Should the stand not be in accordance with those safety regulations the organizer will close the stand site. The rented site must be left in its initial condition. Any damage caused to the building or to the land by the exhibitor's installations, materials or equipment will be charged to the exhibitor.

## 9 VACATING THE STANDS.

Exhibitors are allowed to begin to vacate the stands on May 21, starting at 4.00 p.m. All stands, decors, equipment and merchandise must be removed by May 21 at 8.00 p.m. After that time, the organizer, without incurring any liability, will be entitled to take all steps it considers useful, at the exhibitor's risk and expense, to remove the equipment and merchandise that has not yet been removed and for destruction of the structures and decors of any nature whatsoever that have not been disassembled.

## 10 CUSTOMS.

Each exhibitor shall be responsible for carrying out customs and quarantine formalities in connection with equipment and products from abroad. The organizer shall not be held liable for difficulties that may arise in connection with such formalities. The exhibitor shall be responsible for carrying customs clearance and quarantine inspection through the appointed customs and quarantine broker. In case of non compliance, the organizer cannot be held responsible should the customs or quarantine officers find out that the import and approval procedures were not compliant to the rules and regulations of the People's Republic of China.

## 11 INDUSTRIAL PROPERTY RIGHTS.

11.1 The exhibitor will take whatever measures may be necessary to safeguard the property rights applying to the equipment and products exhibited and do so in accordance with current legislation. These measures must be taken before the equipment or products concerned are displayed. The organizer accepts no responsibility in this respect.

11.2 Photos of the event will be taken during the course of the exhibition.

These photos might show logos, brands and items on display at the stands and are likely to be used to promote the event, appearing in printed matter on the Internet. Exhibitors who do not want all or a part of their stand or any of the elements featured (logo, brand, model, etc.) to appear on the photos used for promotional purposes, must notify the organizer in writing.

## 12 DATA PROTECTION.

The French data protection agency (CNIL) has been notified of the existence of this file. In accordance with the "French Data Protection Act", you have the right to access, rectify or object to information held about you and to have it deleted. You may refuse to allow this information to be disclosed to third parties. To exercise your rights, please write to the above address (article 1), giving your name and address and the name of the exhibition. Unless we receive written instructions from you to the contrary, the name of your company may appear in any materials used to promote exhibitions.

## 13 UNFAIR COMPETITION.

Exhibitors are expressly prohibited from engaging in any acts of unfair competition at any time during the event. This is taken to mean conducting surveys other than at their own stands, distributing promotional gifts elsewhere than at their own stands and any other action likely to divert the attention of exhibition visitors away from other exhibitors for their benefit.

## 14 TAKE-AWAY SALES.

Take-away sales are forbidden during the exhibition.

## 15 DISPUTES.

In the event of dispute, the courts of Paris will have sole jurisdiction.

Salon International de l'Alimentation  
Headquarter: Immeuble Le Wilson - 70, avenue du Général de Gaulle - 92 058 Paris La Défense - FRANCE  
SIAL, a French Société Anonyme à Directoire et Conseil de Surveillance with a share capital of 640 000 € - RCS  
Nanterre n°692 029 788