



APPP EXPO

EXHIBITORS' WORKING MANUAL

2025.3.4-7
NECC SHANGHAI
National Exhibition and Convention Center(Shanghai)

www.apppexpo.com

FOREWORD

Dear Exhibitors and Contractors :

To make sure you have more effective exhibiting preparation and to get familiar with exhibition facilities and requirements, please read the manual carefully. It offers guidelines of going through exhibiting procedures effectively.

1) Forms

We attach all related forms that you must fill out in the appendix section of the Manual. Please log in our website and submit the completed forms before deadline.

2) Safety Responsibility

All exhibitors shall strictly comply with the management regulations and instructions during the exhibition. The exhibitor is responsible for supervising appointed contractors and forwarders to study relevant regulations in the Manual. All exhibitors and contractors shall submit signed "Safety Responsibility Agreement" before exhibition starts. Please find download link below,

www.hdcrm.cn

3) Exceptions Clause

Though we would try our best to meet your requests, please note that exhibition show management disclaim the following responsibilities:

- The problems that arise from wrong information show in the submitted forms and files;
- Late submission after specified deadline may cause delay and / or inability to provide the service;
- Optional orders which are subject to availability;
- Late orders which are subject to surcharge;
- Changes and / or inability to provide services due to non-compliance of rules & regulations set by the venue and the Organizers;
- Transactions directly between exhibitors and the official vendors.

If you have any further question or request after reading this manual, please visit our website at <http://www.appexpo.com> or contact us directly. We will respond promptly.

Services List and Deadline Information

Service	Deadline	Submission	Contact Person
Publication Information	14/01/2025	Online	Exhibition Contact
Hotel Registration Application	02/02/2025	Email/ Fax	Official Service Provider Contact
Safety Responsibility Agreement	08/02/2025	Online	Hall Contractor Contact
Facility Rental	08/02/2025	Online	Hall Contractor Contact
Equipment Rental	06/02/2025	Online	Hall Contractor Contact
Special Booth Design Review	08/02/2025	Online	Hall Contractor Contact
Facial Board Confirmation	08/02/2025	Online/Email/ Fax	Hall Contractor Contact
Overtime Application	Before 14:00 of the Exhibiting Day	On Site	Hall Contractor Contact
Special request for Electricity Use Application	Before 14:00 of the Exhibiting Day	On Site/Email	Hall Contractor Contact
24 Hours Electricity Application	Before 14:00 of the Exhibiting Day	On Site/Email	Hall Contractor Contact

SECTION 1 Exhibition Information

1. **Exhibition Name :**

The 32th Shanghai International AD & Sign Technology & Equipment Exhibition

In Conjunction with:

Shanghai International Digital Textile Printing Expo

Shanghai Int'l Express Printing & Graphic Expo

Shanghai International New Retail & Design of Consumption Scene Expo

Shanghai Int'l Digital Signage System & Application Exhibition

Shanghai International Lighting Expo

Shanghai Int'l Print, Package, Corrugated & Folding Carton Exhibition

2. **Exhibition Venue :**

National Exhibition and Convention Center (Shanghai)

Address: No. 333, Songze Avenue, Shanghai, China

Tel: (86)21-6700 8888

Fax: (86)21-6700 8877/8642

3. **Exhibition Date :**

04/03/2025-07/03/2025

4. **Organizers :**

Shanghai Modern International Exhibition Co., Ltd.

Shanghai Gray Exhibition Co., Ltd.

China Sign Association of Equipment Suppliers

Shanghai Advertising Association

5. **Website :**

<http://www.appexpo.com/>

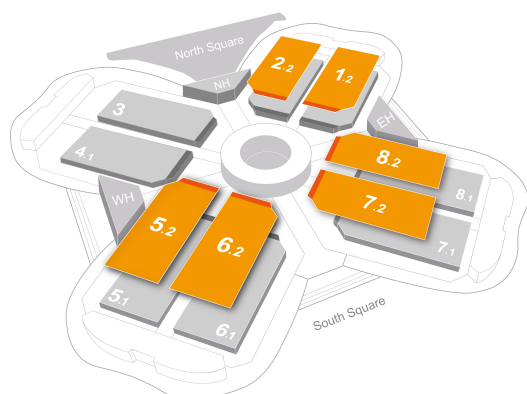
6. **Wechat Public Account :**

APPPEXPO



7. Exhibition Layout Plan

APPP EXPO



Beyond Limits



5.2H · International Brands

6.2H · International Brands
· Media, Substrates & Inks

7.2H · Engraving Machines
· Digital Printing Equipment & Supplies
· Express Printing & Graphic
· Printing & Packaging Products

8.2H · Signs and Digital Signage / LED
· Exhibition Displays
· New Retail & Design Consumption Scene

1.2H · Digital Printing Equipment & Supplies

2.2H · Digital Printing Industrial Applications
· Digital Textile Printing
· Digital Printing Packaging
· Express Printing & Graphic

8. Venue Parameter

Hall No.	1.2H	2.2H	5.H	6.2I	7.2H	8.2H
Clear Height (m)	17	17	17	17	17	17
Freight Entrance (m)	8 × 4.5 (width×height)		8 × 6.5 (width×height)			
Scale Height (m)	±0.00					
Building Maximum Height (m)	6m					
Floor Loading(ton/ m2)	1.5	1.5	1.5	1.5	1.5	1.5
Lighting Level(LX)	300					
Shipping Method	Vehicles which enter red line has height limitation of 4.5m; Truck route reach each hall; Vehicles which enter 2nd floor has length limitation (include upper part of car) of 17.5m and total weight limitation (include cargo) of 30 ton.					

For details. Please browse at www.neccsh.com

9. Organizers Contacts

- Shanghai Modern International Exhibition Co., Ltd

Contact Person: Shen Ying E-mail: info@appexpo.com

Telephone No. : + 86-21-6328 8899

- Shanghai Gary Exhibition Co., Ltd E-mail : grayexpo@163.com

Contact Person : Jin Yin

Telephone No. : + 86-21-5252 0202

10. Official Service Provider

10.1 Official Contractor

Shanghai Hongda Exhibition Service Co., Ltd.

Email: hongda_expo@163.com

Hall 5.2H, 6.2H, 7.2H: Gong Bichen 15921552941

Hall 8.2H, 1.2H, 2.2H: Huang Hao 18621177924

10.2 Drawing Inspecting Company for Over-height Booth:

Shanghai Ya Hai Heng Xin Exhibition Co., Ltd

Hall 5.2H, 6.2H, 7.2H: Mr. Wan 18217293760 Mrs. Jia 18930678490

Exhibitors of ultra-high booths, please send email to: asea_shst4@aseaexpo.com to obtain the website, account, and password for the ultra-high booth approval.

Please include exhibition name, exhibitor's company name, booth number, booth size, contact person and phone number in the email.

Shanghai Hongda Exhibition Service Co., Ltd.

Hall 1.2H, 2.2H, 8.2H: Mrs. Jing Jiaxin 15921990215

Exhibitors of ultra-high booths, please send email to: 1403813783@qq.com to obtain the website, account, and password for the ultra-high booth approval.

Please include exhibition name, exhibitor's company name, booth number, booth size, contact person and phone number in the email.

10.3 Raw Space Booth Design Construction Company (Recommended List)

- Display Plan Department, Shanghai Modern International Exhibition Co., Ltd.

Contact Person: Miss Zhang Qing

Tel No. + 86 19521484481

- Shanghai Hongda Exhibition Service Co., Ltd

Contact Person: Mr. Yue Qingyun Tel No. +86 17621774644

- Suzhou Industrial park Donghua industry and trade Co., Ltd

Contact Person: Mr. Wu Jingjing Tel No. +86 13771738310

10.4 liability Insurance for Booth Contractors

- CHANG AN INSURANCE

Contact Person: Xue Sanyuan Tel No. +86 13387196021

Guo Feng Tel No. +86 13308611521

- China Pacific Property Insurance Co., Ltd. Shanghai branch

Contact Person: Zhong Xiangyu Tel No. +86 18818212091

Yu Huayi Tel No. +86 13817992765

10.5 Official Exhibit Transport Forwarder

- Shanghai ITPC International Transportation Co. Ltd

Contact Person: Lingmin Meng

Mobile No. : +86 13795307591

Tel No.: +86-21-6380 3151

Email: meng@itpc.net.cn

10.6 Business Reception

Shanghai Mengxuan Cloud Intelligent Technology Co., Ltd.

Contact Person : Li Lu

Mobile No. : +86 13564372191

Ding Yuanyuan

Mobile No.: +86 13774314909

Email : dyy@mxydt.com Tel No.: 4001148966

11. Designated Account and Payment Instructions

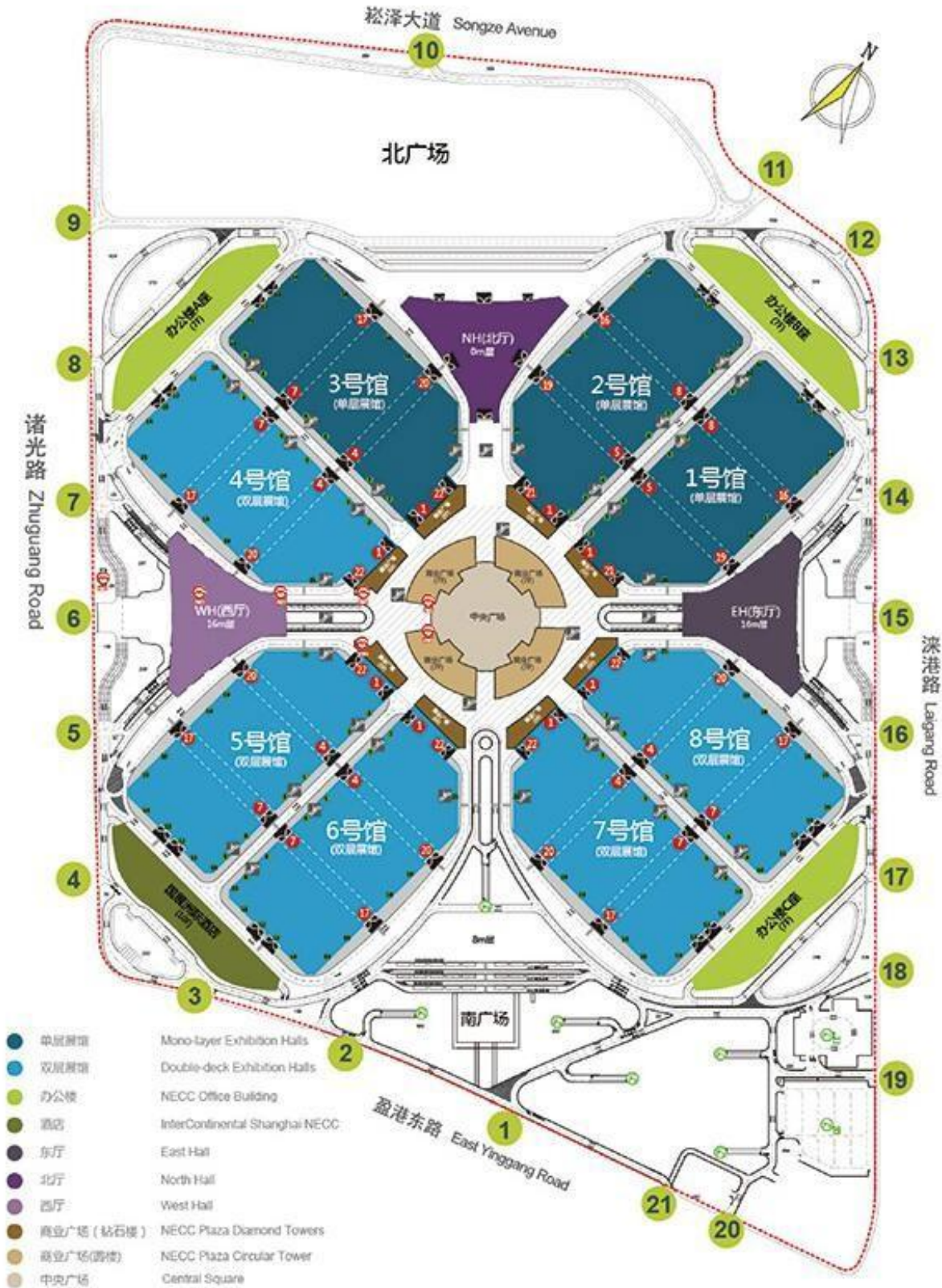
The official contractor (Shanghai Hongda Exhibition Services Co., Ltd.) will promptly issue corresponding payment notices after receiving relevant applications.

12. Build-in and Break-up Timetable

Date		Build-in			Break-up
		Mar 1st (Sat)	Mar 2nd (Sun)	Mar 3rd (Mon)	Mar 7th (Fri)
Exhibitor Registration		09:00-17:30			---
Standard Booth Build-up	Hall 1.2H / 2.2H / 5.2H / 7.2H	---	09:00-18:00		---
	Hall 6.2H / 8.2H	---	— —	09:00-18:00	---
Raw Space Build-up	Hall 1.2H / 2.2H / 5.2H / 7.2H	09:00-18:00			---
	Hall 6.2H / 8.2H	---	09:00-18:00		---
Exhibitor Break-up		---	— —	---	14:00-18:00

1. The Committee will check with exhibition center before exhibition starts about the offered time information. The offered time are subject to final confirmation on-site.
2. The written application for overtime must be submitted to exhibition contractor before 14:00 the same day if exhibitors intend to work after working hours. Overdue order will be charged extra 50% service fee. Extra overtime application that apply on the exhibiting day will be charged extra 50% service fee as well..

13. Exhibition Map



14. Standard Booth

14.1 Normal Standard Booth



- Booth Specification: Covering 3m×3m, Height 2.4m
- Booth Materials: Eight prism aluminium profile
- Booth equipment: fascia board, 1 information counter, 2 folding chairs, 2 spot lights, full carpet, 1 waste basket, 1 socket (220V/500W)
- The graphic image of each white panel is 2490(H)*950(W)mm

14.2 Fascia Board

Please upload the text on the standard booth fascia board to the exhibitor's system **before 17:00, Feb. 8th, 2025.**

It will be uniformly produced by official contractor and cannot be changed without permission

14.3 Instructions

1) Any items in the booth is not allowed to exceed the height of 2.4 meter and extend beyond the boundaries of booth stand.

2) No nailing, drilling, sponge rubber or fixture of any kind is allowed on the partitions or any structure of standard booth.

3) Exhibitor is not obliged to paint and paste wallpaper on the booth walls. Without permission, exhibitors and any party who is responsible for booth build-up are prohibited to dismantle, change or remove fitted equipments (include fascia board).

4) No refund will be given for the package items not utilized by the exhibitor.

15. Exhibition Facilities Rental

15.1 Facilities Rental Application Form (Deadline for Application and Payment : Feb 8th, 2025)

Number	Item and Specification (mm)	Unit Price (RMB)	Quantity	Remark
A-1	Information Counter L1000*W500*H800	150		
A-2	Lockable Cupboard L1000*W500*H800	200		
A-3	Square Table 660*660*H710	150		
A-4	Glass Round Table <t>790*H700	150		
A-5	Bar Counter 740*740*800	200		
A-6	Conference Chair (Leather Chair) Black	70		
B-1	Gray Folding Chair	40		
B-2	Bar Stool Black	150		
B-3	Low Glass Cupboard L1000*W500*H1000	350		
B-4	High Glass Cupboard L1000*W500*H2200	500		
B-5	Low Showcase 500*500*H500	150		
B-6	High Showcase 500*500*H1000	200		
C-1	Shelf (A) (B) L1000*W240	50		
C-2	Mesh W800*H1200	60		
C-3	Long-arm Spotlight	100		
C-4	1m Fence	50		
C-5	Plasma 42# 50#	1200/piece 1800/piece		
C-6	Double-door Refrigerator (174L)	800		
D-1	Rush Bin	40		
D-2	Nine-deck Display Cabinet L280*H1380	120		
D-3	Water Dispenser (Containing a Bucket of Water)	150		
D-4	Purified Water	50/Bucket		
D-5	Folding Door	200		
D-6	White Panel W1000*H2500	100		
E-1	Power Sockets	80		
E-2	Patch Board	70		
E-3	Metal Halide Lamp (HQI)	150		
E-4	Fluorescent Lamp	120		

15.2 Rental Regulations and Payment Notice

- 1) Please contact our official contractor and make rental order **before 17:00, Feb. 8th, 2025**.
Contact: Yue Qingyun Email: hongda_expo@163.com
- 2) Late Lease: Due to limited quantity, we cannot guarantee to provide the exhibition equipment rented after **17:00, Feb. 8th, 2025**.
- 3) Unless otherwise specified, the above prices are valid throughout the entire exhibition period. Items not listed in the provided table will be quoted separately.
- 4) All fees must be fully paid to the account specified in the payment notice provided by the official contractor. The relevant invoices must be issued within two months after the exhibition, and overdue invoices will not be accepted.



A-1 咨询桌



A-2 锁柜



A-3 洽谈桌



A-4 玻璃圆桌



A-5 高吧台



A-6 会议椅



B-1 灰色折椅



B-2 升降吧台



B-3 低玻璃柜



B-4 高玻璃柜



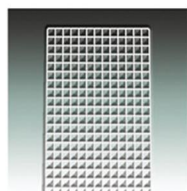
B-5 低展台



B-6 高展台



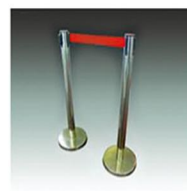
C-1 搁板 (A) (B)



C-2 网片



C-3 长臂射灯



C-4 1米围栏



C-5 等离子 (42)(50)



C-6 冰箱



D-1 废纸篓



D-2 9层资料架



D-3 饮水机



D-4 纯净水



D-5 折叠拉门



D-6 展板



E-1 插座



E-2 插线板



E-3 金卤灯 (HQI 灯)



E-4 日光灯

16 Construction management fee and construction deposit of Special Booth

16.1 Constructing Management Fee

1) Special booth shall pay 28RMB/sqm/exhibition period as constructing management fee.

2) Area calculating method of double deck booth: the real constructed area of upper deck × 2 + the real constructed area of bottom deck. (Considering cost saving and safety issue, the Organizer suggest exhibitors to avoid setting up a upper deck.

16.2 Construction Deposit

In order to have effective management of booth construction, cargo loading and booth cleaning, all contractors must pay construction deposit. See price list below,

Booth Area	Price (RMB)
≤ 72 m ²	10,000
> 72 m ²	20,000

16.3 Construction deposit penalty rules

Exhibitors and contractors must Obey stated rules, otherwise they would be deducted the deposit. See below list,

No.	Construction deposit penalty rules	Deduction
1	Electrical construction person operate without certificate will be ordered to stop operations.	500RMB
2	Don't open trench cover to transfer electricity. Otherwise operation will be ordered to stop.	500RMB
3	Do not power off after exhibition close.	300RMB
4	Real booth design and structure do not conform to construction drawing or violate related regulations.	100%
5	Booth structure exceed stated booth height limit.	100%
6	Any death or injury caused by booth structure or safety issue, or there is safety risk and the exhibitors do not restructure on time or make delay	100%
7	During the build-up and break-up period, do not clear up constructed materials that be placed outside of booth within specified time.	50%
8	Illegally connect electricity supply or the used electricity exceed it's due consumption.	50%
9	Booth structure, decoration and furniture, exhibits beyond limit of booth rental.	50%
10	No covering on the off-limited backboard which higher or face to adjacent booths and main aisle. Or covering materials of the backboard is not clean.	50%
11	Use hall or adjacent booth' structure to fasten your own booth or be the use of decoration	50%
12	Exposing any constructed materials, empty box, display board, wood and tools out of booth.	50%
13	Damaging exhibition facilities (like wall, gate, floor and etc.)	Base on real situa-tion

Note : Exhibitors and contractors must restructure accordingly, otherwise electricity will be cut off till finishing restructure.

17. Paying and refund of construction management fee and construction deposit

17.1 Date and Location

1) Handling before the Exhibition

Date : 9: 00-18: 00 Feb 28th, 2025

Contact: Hall 5.2H, 6.2H, 7.2H: Gong Bicheng 15921552941

Hall 8.2H, 1.2H, 2.2H: Huang Hao 13524942852

Location : service center on the 8-meter floor of west hall of NECC

2) Handling on-site

Date : 9: 00-18: 00 Mar 1st to 3rd, 2025

Location : one-stop service on the 8-meter floor of west hall of NECC

17.2 The Return of Construction Deposit

If special booth exhibitors do not violate any rules, damage any facilities or equipments from build-up till break-up, the construction deposit will be returned by official contractor Shanghai Hongda Exhibition Service Co., Ltd.

1) On-site

Date : March 7th, 16:30-24:00 Location : one-stop service on the 8-meter floor of west hall of NECC

2) After the exhibition

Bank remittance: Within 60 days after the exhibition, the construction deposit will be returned by wire transfer. Please make sure to upload the payment receipt with the full name of the opening bank to the booth builder's login system, so that our finance department can successfully complete the refund process.

18. Overtime Charge During Build-up & Break-up

18.1 The written application for overtime must be submitted to exhibition contractor before 14:00 the same day if exhibitors intend to work after working hours. Overdue order will be charged extra 50% service fee.

18.2 Booth with size below 1,000 sqm will be charged as 1,000 sqm to pay the overtime charges.

18.3 The application for prolonging extra overtime will be charged extra 50% service fee.

18.4 Charge standard

	Hall Number	Date	Time	Price
Contracted Period	1.2H /2.2H / 5.2H / 7.2H	Mar 1st-Mar 3rd	18:00-22:00	1100 RMB/hr/1000sqm
			22:00 to 08:00 of next day	2200 RMB/hr/1000sqm
	6.2H /8.2H	Mar 2nd-Mar 3rd	18:00-22:00	1100 RMB/hr/1000sqm
			22:00 to 08:00 of next day	2200 RMB/hr/1000sqm
Beyond Contracted Period			8:00-22:00	2200 RMB/hr/1000sqm
			22:00 to 08:00 of next day	4400 RMB/hr/1000sqm

19. Special Reminder:

1) According to the "Exhibition Hall Safety Regulations" of the Shanghai Public Security Bureau, air compressors are strictly prohibited from entering the venue. Exhibitors are not allowed to bring their own compressors. Exhibitors who apply for compressed air should prepare their own conversion plugs.

2) Special booths must prepare fire extinguishers of 50 square meters per set, and fire equipment must be purchased from the venue. Please follow the venue's arrangement for the quantity and rules. It must be fixed in a prominent hanging position on the booth. (No landing, 1.2 meters high from ground)

3) All interior decoration structures (including exhibits, lightboxes, etc.) must not exceed a height of 6 meters. If they exceed 4.5 meters (including), they must be submitted to the approval company for approval. The length and width must not exceed the specified dimensions. It is strictly prohibited to use a ceiling on indoor exhibition booths to ensure fire safety.

4) Before the closing of the exhibition every day, all exhibitors and builders (except those who have applied for 24-hour electricity) must turn off the lighting and power equipment in their booths before leaving. Violators will be fined 500 yuan. Thank you for your cooperation!

Electrical Safety Regulations for Special Booth:

1) It is not allowed to obstruct or cover the lighting, power, and telephone distribution boxes in the exhibition hall during the exhibition setup.

2) Electrical regulations must be strictly enforced, and electricians must hold valid operation certificates (copies or electronic documents are invalid) and consciously abide by safe electrical operation regulations. Otherwise, they are not allowed to enter the venue for construction

3) The booth builder must use a five core cable when connecting the leased electrical box.

4) When the venue electrician delivers electricity to the booth, the booth builder electrician must be present and safely connect the leased electrical box in accordance with the venue's relevant electricity regulations.

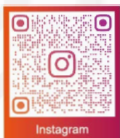
5) Exhibitors and builders are not allowed to open or tamper with the venue's equipment and facilities (including trench covers, etc.) without authorization.

6) The internal cables of the trench in the exhibition hall are powered on. If there is a need to move the trench cover, please contact the official contractor to apply to the exhibition hall. Unauthorized opening is strictly prohibited, and violators will bear all consequences and be fined RMB 500 per opening.

Beyond Limits



Wechat



Instagram



Twitter



Facebook



YouTube



LinkedIn

DIAMOND SPONSORS



HandTop
汉拓数码

JHF

ECHO
BY YOUR SIDE

JWEI