

China Potato Expo 2011

EXHIBITOR MANUAL

April 20 to 22, 2011

National Agriculture Exhibition Center, Beijing, CHINA

 **ATPC** Agricultural Trade Promotion Center



CCPIT-Specialized Sub-Council of Agriculture



Organizers:

Agricultural Trade Promotion Center, Ministry of Agriculture
CCPIT-Specialized Sub-Council of Agriculture

Co-organizers:

Chinese Potato Association, the Crop Science Society of China
Potato Food Committee, China National Food Industry Association
Potato Starch Specialty Council, China Starch Industry Association
Cassava Starch Specialty Council, China Starch Industry Association
Chinese Cassava Association, the Crop Science Society of China

Overseas Supporters:

Food and Agriculture Organization of the United Nations (FAO)
International Potato Center (CIP)
Ministry of Agriculture, Nature and Food Quality of the Netherlands
Ministry of Economic Affairs, Agriculture and Innovation
GMV Food Technology
Dutch Potato Center
China-Britain Business Council
Potato Council (GB)
Mylnefield Research Service Limited

Supporting Media:

Farmers' daily
www.agri.gov.cn
China Agricultural Film studio
www.cafte.gov.cn
www.chinapotato.org
www.cnpotato.com
www.cpsss.org
www.cncassava.com
Chinese Potato Journal



Welcome

Dear Exhibitors:

Welcome to China Potato Expo 2011! This Exhibitor's Manual is prepared by organizers (Agricultural Trade Promotion Center, Ministry of Agriculture, CCPIT-SSA) to assist exhibitors in preparing for the Exhibition.

This Manual will provide you with all necessary information, including general conditions, floor plans, order forms and promotion possibilities. Exhibitors are kindly requested to read this Manual carefully and thoroughly.

We strongly recommend you return all Forms attached herein before the deadline. You may leave the forms you may not need blank. The Organizer shall not attend to any request /information received after the deadlines specified therein unless otherwise agreed.

For more information, please visit to our website: www.chinapotatoexpo.com

We wish you a very successful exhibition. If you have any questions, do not hesitate to contact us.

Yours Sincerely,

Agricultural Trade Promotion Center, Ministry of Agriculture

CCPIT-Specialized Sub-Council of Agriculture

Room 801, Building 20, Maizidian Street,
Chaoyang District, Beijing 100026, People's Republic of China
Tel: 0086(10)59194578 Fax: 0086(10)65001257

Important Notice

This Manual forms part of your contract to exhibit.

Please read carefully and comply with terms accordingly.

The relevant forms attached must be fully completed and sent back to the respective organizations indicated before the stipulated deadlines.

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Notice to Exhibitors

1. Acceptance of Application

The Organizer will only accept applications from companies whose products fall under the profile of this exhibition.

2. Application, Cancellation and Withdrawal of Booth

2.1 Upon receiving an application and reserving a booth, the Organizer will send a copy of the *Exhibitor Manual* to the applicant by mail. The applicant is suggested read all the information in the *Manual* carefully, fill out the attached forms as required, select the location of the booth and submit them by mail or FAX to the Organizer.

2.2 When receiving the relevant forms attached to the *Exhibitor Manual* submitted by the applicant, the Organizer will get in touch with the applicant in time, reconfirm relevant issues and inform the applicant of ways to pay the exhibition fee.

2.3 After the 50% or full amount of exhibition fee has been received through bank transfer, the Organizer will timely confirm the location of the booth with the applicant, and forward in writing the number of the booth. The applicant then becomes an official exhibitor of this exhibition.

2.4 In principle, the location of the booth cannot be changed after its confirmation. In special cases, if the exhibitor requests a change on a reasonable basis, the Organizer will provide assistance. But we hope to have your understanding if circumstances do not allow the change and the demand cannot be met. If the Organizer proposes a change of the booth, the consent of the exhibitor concerned need to be obtained.

2.5 Cancellation of application for exhibition must be notified in writing. Notification in any other form is invalid. The written document should be submitted to the Organizer by FAX or mail. In order to avoid any delay, the exhibitor needs to call the Organizer to confirm if the document has been received.

When dealing with cancellation requests, the Organizer will adopt the following principles:

2.5.1 If the cancellation request is submitted more than **90 days** prior to the date of moving in the exhibition venue, the Organizer will, according to circumstances, refund an amount not exceeding the exhibition fee paid by the exhibitor. The Organizer will bear no responsibility for any claim or other demand made by the exhibitor on any ground.

2.5.2 If the cancellation request is submitted **60-90 days** prior to the date of moving in the exhibition venue, the Organizer will refund 70% of the fee paid by the exhibitor. The Organizer will bear no responsibility for any claim or other demand made by the exhibitor on any ground.

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2.5.3 If the request is submitted less than **60 days** prior to the date of moving in the exhibition venue, the Organizer will not refund any fee or bear any responsibility.

2.6 In case an exhibitor is unable to attend the exhibition after opening due to any reason (except the responsibility of the Organizer), the exhibitor is suggested to inform the Organizer in time so that the Organizer can help deal with subsequent matters. But the fees paid by the exhibitor will not be refunded, even if the booth is not used.

2.7 In case an exhibitor who has selected the location of the booth fails to pay the full amount of exhibition fee **30 days** prior to the date of moving in the exhibition venue, the Organizer reserves the right to withdraw the booth.

3. Payment of Exhibition Fee

3.1 The date on which the Organizer receives the exhibition fee transferred to its bank account will be regarded as the date of payment. The applicant shall consider the delay in bank transfer when remitting the fee.

3.2 The Organizer accepts the following two ways of payment. After transferring the money, the applicant needs to send the bank receipt to the Organizer by FAX in time, so that the Organizer can check with its bank account.

3.2.1 Payment in installments: first installment of 50% paid before 12 January 2011, and second installment of the remaining 50% before 25 March 2011.

3.2.2 An applicant who wishes to pay after 12 January 2011 will need to pay the full amount of the fee by one installment before 18 February 2011.

3.2.3 Organizers' bank information

Beneficiary Bank : Agricultural Bank of China Beijing Branch

SWIFT Code: ABOCCNBJ010

Beneficiary A/C No. : 040101040009415

Beneficiary Name/Address: Agricultural Trade Promotion Center, MOA
8th Floor, Building 20 Maizidian Street,
Chaoyang, Beijing 100026

Remittance Remarks : China Potato Expo 2011

4. Exhibitor's Responsibilities

4.1 Applicants must ensure that they will participate in activities of and during the exhibition in their own name, and will not sublease the booths to or act as agents for a third party.

4.2 All goods, publicity materials or services on display should comply with laws and relevant standards in China.

4.3 Exhibitors should ensure that their displays comply with relevant national safety standards and environmental regulations; they will not cause any damage to personal

safety or the environment during the exhibition; they must ensure their exhibited items will not or are impossible to infringe on the rights and interests of any other party regarding patent, trademark, copyright and intellectual property right, and cannot be marked with any image, graph or text harmful to the interests of the People's Republic of China.

4.4 If the exhibitor fails to abide by the responsibilities set out in 4.1, 4.2 and 4.3, the Organizer has the right to terminate or cancel the exhibitor's permit to participate in the exhibition. The exhibitor, after the permit has been cancelled, should leave the exhibition venue immediately and remove all its displays (the Organizer will not bear any responsibility for the exhibitor's loss or claim. The exhibitor cannot do any harm to other rights and interests of the Organizer or prevent any remedial measures adopted by the Organizer, and should compensate the Organizer for its loss).

4.5 All exhibitors should comply strictly with laws and regulations in public health, fire control and public security during the exhibition. Those who break those laws and regulations will take full responsibility for their behavior. If it is found that a booth contains any decoration which is against the laws and regulations or may cause fire, the Organizer has the right to remove all the relevant decorations at the exhibitor's cost.

5. Use of the Exhibition Venue

5.1 The Organizer will issue exhibition passes to exhibitors, with which they can enter the exhibition venue and work in the booths during the standard working hours set out by the Organizer. An exhibitor who wishes to work outside the standard working hours will need to pay an over-time work charge.

5.2 Exhibitors shall abide by relevant regulations (including those concerning transportation within the display areas, public health, fire control, security and environmental protection) designated by the Organizer and the management of the exhibition venue, so as to safeguard the common interests of all participants and create a sound environment for the exhibition. (This is subject to the regulations concerning the use of the exhibition venue, and oral statements of the management staff of the exhibition venue and the Organizer are also applicable).

5.3 An exhibitor who has a special request regarding the use of facilities and services in the exhibition venue is suggested to get in touch with the Organizer or management of the exhibition venue in advance and obtain their approval and assistance.

5.4 The exhibitor is not allowed to disturb the display of any other exhibitor or block the public passages. All activities of display, publicity and promotion should be confined to the exhibitor's own booth. The Organizer has the right to prevent all installation or display activities which are against regulations, and any behavior which are detrimental to the exhibition.

6. Booth Installation and Moving in & out of Exhibited Items

6.1 For the convenience of exhibitors, the Organizer has designated a couple of professional companies for exhibition decoration to assist the exhibitors in booth design and installation.

6.2 An exhibitor who wishes to install the booth independently or use another constructor needs to apply to the designated department of the Organizer or the management of the exhibition venue. Only after the design and installation plans have been approved as complying with regulations of the exhibition venue as well as security and fire control standards, can the exhibitor move in the hall and start the installation.

6.3 The exhibitor who needs to move exhibits of large size into the exhibition venue is required to make it clear in relevant application forms, and move the exhibits in at the time required by the Organizer, to avoid affecting the installation of other exhibitors. If the exhibitor fails to arrive at the required time and affects the installation of other exhibitors, the exhibitor should obey the arrangements of the Organizer.

6.4 All installation should be completed by two hours prior to the opening of the exhibition. Exhibitors cannot de-install the booth at their own discretion before the end of the exhibition. They should agree that they will strictly abide by the time of installation and de-installation set out by the Organizer.

7. Show Directory

The Organizer has the right to issue or entrust another party to issue the Show Directory. The *Exhibitor Manual* encloses an application form for inclusion in the Show Directory. Please provide brief and true information as required. Exhibitors shall be responsible for the validity of the information provided.

8. Change and Cancellation of the Exhibition

8.1 Emergencies: it is in agreement between the Exhibitors and the Organizer that cases in which the allocated booth or exhibition venue cannot be used due to fire, storm, war, earthquake, epidemic disease, terrorist attack, imperative order, strike, personal injury or death, natural disaster or any other cause not in the control of the Organizer are called emergencies.

8.2 In case of emergencies defined in 8.1, exhibitors authorize the Organizer to cancel or postpone the exhibition, or move to another exhibition venue. In the case of moving to another exhibition venue, the exhibitor authorizes the Organizer to select reasonably appropriate booth for him/her, agrees to use the booth and continues to comply with the above-mentioned regulations.

8.3 In case of emergencies defined in 8.1, the Organizer will not be responsible for any economic loss if the exhibition is cancelled.

8.4 If the exhibition cannot be held on schedule due to reasons other than the emergencies defined in 8.1, the Organizer will inform the exhibitor in time. If the exhibitor requests to withdraw from the exhibition, the Organizer will refund the exhibitor an amount not exceeding the fee paid by the exhibitor, and will not be responsible for any claim or other losses.

9. Permit for the Exhibition and Non-Transferability

9.1 The exhibition permit issued by the Organizer is only valid for the exhibitor to whom the permit is designated. It cannot be transferred to another party without consent of the Organizer. Transfer of all or part of a permit by an exhibitor, either for consideration or gratis, is prohibited.

9.2 The Organizer will not recognize any transfer of exhibition permit without its consent and reserves the right to take responsive measures. The Organizer will take no responsibility for any loss incurred on the exhibitor by such measures.

9.3 If an exhibitor has paid the exhibition fee in full, the representatives of the exhibitor will be issued with non-transferable badges (ID cards of the exhibition) before or at the opening of the exhibition. The Organizer has the right to refuse to issue passes or badges (ID cards of the exhibition) to persons considered unrelated to the exhibition.

10. Insurance and Responsibilities

10.1 The exhibitor needs to obtain insurance against financial damage, public responsibility, personal injury and death in relation to the exhibition goods. The Organizer will not be responsible for any risk.

10.2 Exhibitors are responsible for their own fault, and should compensate the Organizer for any loss caused by their fault.

10.3 Exhibitors should explicitly agree that the Organizer will not be responsible for the financial claim and compensation on any personal injury and death or property damage and loss on the part of the exhibitors because of their participation in the exhibition, unless a court with jurisdiction has determined that the Organizer should take the responsibility because the Organizer has fault or its fault is bigger than that of the exhibitor so that it is the direct cause of the damage in discussion.

10.4 The exhibitor is fully responsible for personal injury, material loss and damage and government charges or fines in the course of booth installation, moving, transportation, loading and unloading, maintenance and use, and should ensure no damage is done to the Organizer, unless the damage is completely caused by the fault of the Organizer.

11. Loss of Exhibits

11.1 The exhibitor shall be responsible for keeping the exhibits safe. The Organizer takes no responsibility for any loss or theft of exhibits of the exhibitor during the exhibition.

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However, the Organizer may issue a document of proof on the basis of investigation for the exhibitor to file insurance claim.

11.2 The Organizer will assist the police in investigation in theft and intentional damage that happened outside opening hours of the exhibition.

12. Limited Liability of the Organizer

12.1 In case of damages to the exhibitor due to reasons not included in the emergencies defined in 8.1, the sole way of compensation by the Organizer is to refund certain amount of the fee paid by the exhibitor, which should not exceed the total amount already paid.

12.2 The management of the exhibition venue, the constructors and the Freight, Handling, and Customs providers for exhibits are independent service providers. The Organizer will not take any responsibility in any losses of the exhibitor caused by the above-mentioned service providers due to their related responsibilities.

Notice to Exhibitors

On the Protection of Intellectual Property Rights

In order to implement the Measures for the Protection of Intellectual Property Rights during Exhibitions, improve awareness on the protection of intellectual property, effectively prevent the violation of such rights, regulate the market, create a fair competition environment and build a sound image for the exhibition in regard to intellectual property rights, the co-hosts of the exhibition -- Agricultural Trade Promotion Centre of the Ministry of Agriculture and the CCPIT-Specialized Sub-Council of Agriculture -- call on all exhibitors to abide by and safeguard the Measures for the Protection of Intellectual Property Rights during Exhibitions, respect the intellectual property rights of others, and comply with rules of the exhibition about the rights and responsibilities of exhibitors, which are as follows:

I Exhibitors will ensure not to violate or infringe on the rights and interests of any third party, including all intellectual property rights, which include but are not limited to trademarks, copyrights, external design, name and patent, which are either registered or not registered yet, in their exhibition goods, packing, publicity materials or any part of display in the booths. Exhibitors also agree to compensate all fees, expenses and claims incurred by a charge for violation of rights from a third party on the exhibitors concerned and/or the Organizer and/or the agent, representative, contractor and employee of the Organizer.

I The exhibitor, either lodging a complaint or being charged of violation of intellectual property right, must follow the complaint procedure laid out in the Measures for the Protection of Intellectual Property Rights during Exhibitions. The Organizer and the competent authorities, as well as administrative departments in charge of intellectual property rights including patent, trademark and copyright, will accept the complaint lodged by the owner of the intellectual property, and suspend the display of goods subject to the complaint at the exhibition. Meanwhile, the Organizer has the right to ban the exhibitor and its mother company, related companies and affiliated companies from all future exhibitions organized by the CCPIT-Specialized Sub-Council of Agriculture, and/or will further ban representatives of the exhibitor from entering the venue of the ongoing exhibition.

I In case that a third party or an exhibitor lodges a complaint to the Organizer against another exhibitor and asks for action against the exhibitor, the complainant must agree to exempt the Organizer and its agent, representative, contractor and employee from all

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responsibilities, and compensate the above mentioned parties for all responsibilities, losses, fees, expenses and compensations incurred by actions required in the complaint or other requests and orders raised by the complainant. The complainant also agrees not to take any legal action, file any claim or raise any request against the Organizer and its agent, representative, contractor or employee because of the relevant complaint or the act of violation in discussion.

General Information

Schedule

China Potato Expo 2011

New Exhibition Hall of
Beijing National Agriculture Exhibition Center

From Wednesday 20th to Friday 22nd April, 2011

Move In	Monday	18 th April	0800-1700
	Tuesday	19 th April	0800-1700
Opening Ceremony	Wednesday	20 th April	1000-1030
VIP Banquet	Wednesday	20 th April	18:30-20:30
Show Time	Wednesday	20 th April	0900-1700
	Thursday	21 st April	0900-1700
	Friday	22 nd April	0900-1500

Potato Summit Forum	Wednesday	20 th April	1330-1730
Seed Potato Symposium	Thursday	21 st April	0900-1130
Sweet Potato Workshop	Thursday	21 st April	0900-1130
Processing Technology Seminar	Thursday	21 st April	1330-1730
Customized Workshop	Friday	22 nd April	0900-1200

List of Order Forms

Forms	Specification	Deadline
A1	Show Directory	28th February, 2011
A2	Advertising	28th February, 2011
A3	Exhibitor Badges	28th February, 2011
A4	Event-Potato Summit Forum	28th February, 2011
A5	Event-Seed Potato Symposium	28th February, 2011
A6	Event-Sweet Potato Workshop	28th February, 2011
A7	Event-Processing Technology Seminar	28th February, 2011
A8	Event- Customized Workshop	28th February, 2011
A9	Sponsorship	28th February, 2011
A10	Letter of Invitation for Visa	28th February, 2011
A11.1-4	Hotel Reservation	
A12	Translation Services	28th February, 2011
B1	Construction Management Fee	28th February, 2011
C1	Rental Services	28th February, 2011
D1	Pro-forma Invoice	28th February, 2011

Contact Information

Organizers

Agricultural Trade Promotion Center, Ministry of Agriculture
CCPIT-Specialized Sub-Council of Agriculture
Room 801, Building 20, Maizidian Street, Chaoyang District, Beijing, 100125
www.chinapotatoexpo.com

Contact Person

Ms. Kongyan YU

Deputy Director General, Agricultural Trade Promotion Center, MOA

Ms. Yan FENG

Director, Liaison and Cooperation Division, ATPC
Yan-feng@agri.gov.cn 0086-10-59194637

Ms. Xue ZHANG

Deputy Director, Liaison and Cooperation Division, ATPC
Zhangxue@agri.gov.cn 0086-10-59194472

Ms. Xuejin ZHAO

Domestic Exhibitors & Advertising

Project Manager, Liaison and Cooperation Division, ATPC
zhaoxuejin@agri.gov.cn 0086-10-59194577

Ms. Xiaodan ZHAO

International Exhibitors & Visitors

Project Manager, Liaison and Cooperation Division, ATPC
zhaoxiaodan@agri.gov.cn 0086-10-59194578

Services Providers

Official constructors

Standard Booth

Construction and Advertising Division of National Agriculture Exhibition Center
Add: No. 16 of North Road of East Third Ring Road, Beijing

Tel: 0086-10-65096138

Fax: 0086-10-65096137/65023728

Custom Build Stands

Official Construction Administration Agent

Construction Administration Division of National Agricultural Exhibition Center
Add: No. 16 of North Road of East Third Ring Road, Beijing

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Tel: 0086-10-65096092/3
Fax: 0086-10-65025355

Recommended Booths Constructors

Tuo Da Construction Center of National Agricultural Exhibition Center

Add: No. 16 of North Road of East Third Ring Road, Beijing

Tel: 0086-10-650966130

Beijing Sunny Power Exhibition Design Co. Ltd.

Add: Room 103, Building 25, Xibahezhongli, Chaoyang District, Beijing

Contact: Michael Li

Tel.: 0086-10-64665100

Fax: 0086-10-64669234

Email: bluepower001@sina.com

Oriental Expo Services Limited

Add: Room 606, Ruichen International Building, Nongzhannalu, Beijing

Contact: Congling, Jiang

Tel: 0086-10-65671880 ext. 208

Fax: 0086-10-65670361

Email: sunnyjiang@oriental.expo.net

Beijing Sidex Expo Service Co. Ltd.

Address: No.2 of Sunhe, Jingshun Road, Chaoyang District, Beijing

Contact: Jing Zhang

Tel. : 010-84592408/09

Fax : 010-84592411

Web : www.sidex.net.cn

Email:sidex@163.com; sidex_office@yahoo.com.cn

Freight, Handling, and Customs Agent

Sino-trans Beijing Company

Add: No. 16 of North Road of East Third Ring Road

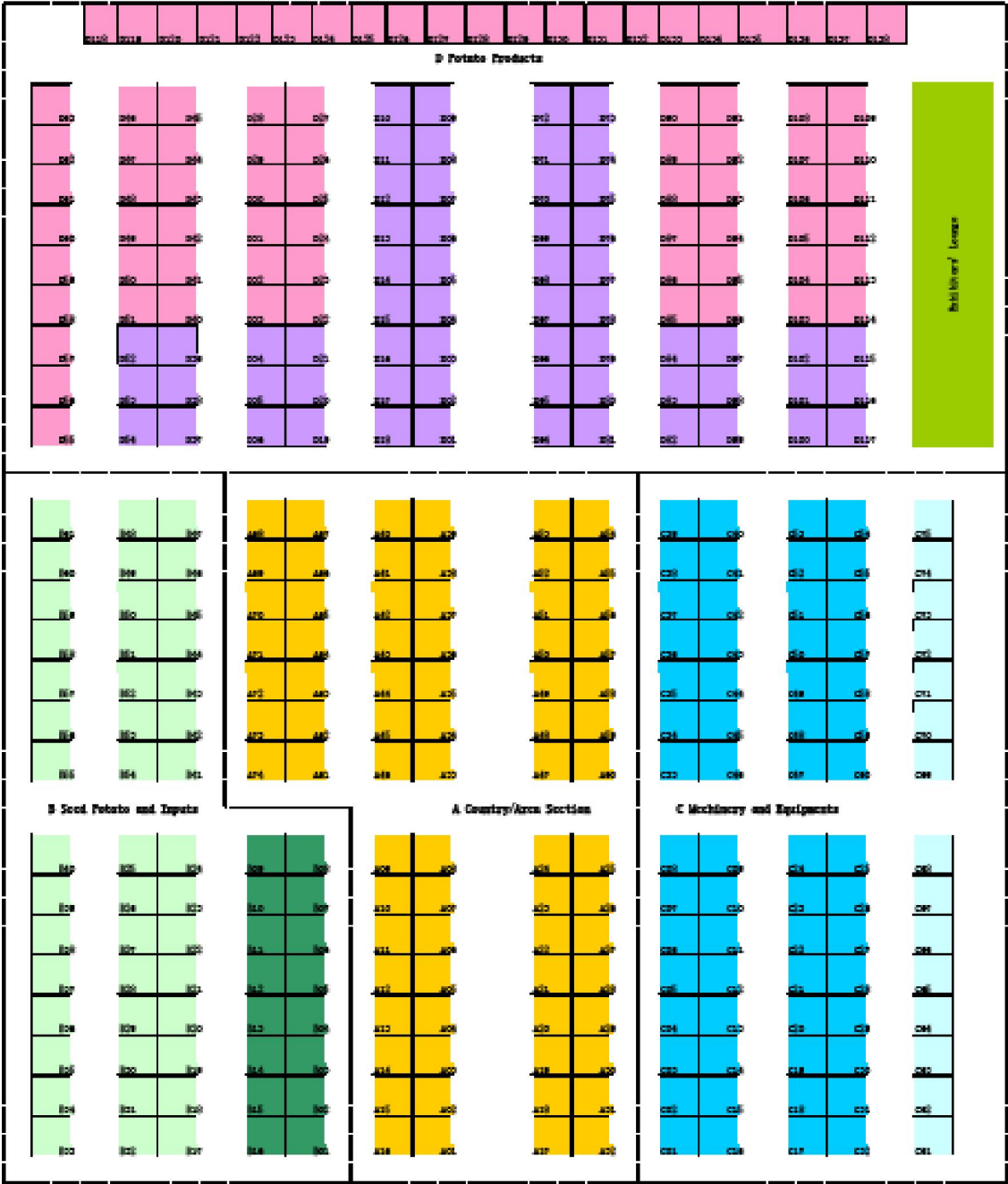
Contact: Aizhu Cao; Fang Wang; Jun Wang; Jilin Sun (0086-13801057311)

Tel : 0086-10-84601135/84601327

Fax: 0086-10-64677828

On-site: Jun Li 0086-10-65023522/0086-13801057311

Exhibition Information



Exhibits Profile

Breeding and Seed Multiplication:

Potato, sweet potato, cassava, yam etc.

Equipment and Technology:

Planting, testing, packaging, processing, fresh-keeping, storage, environment control

Fresh Products :

Potato, sweet potato, cassava, yam and other roots and tube crops

Processed Products:

Potato starch, cassava starch, sweat potato starch, modified starch, French fries, potato bar, potato flake, puffed food and others

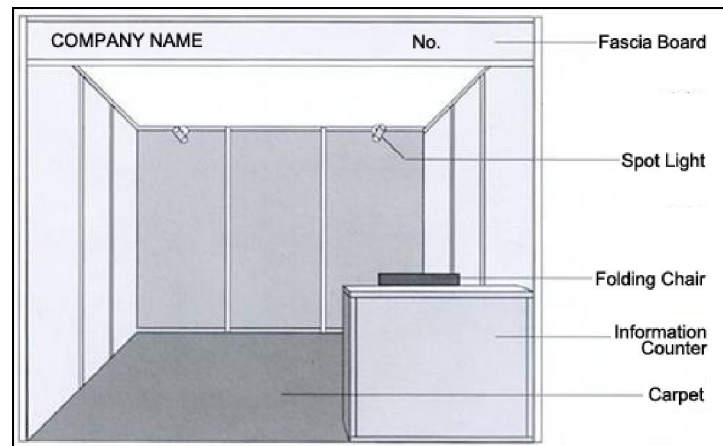
Agro-inputs:

Chemicals, fertilizer, specialized fertilizer, pesticides and others

Consulting Service:

E-commerce platform, Industry information services

Standard Booth



Standard Booth Package including:

- * 3mx3m Exhibit space
- * Walls on three sides (H—2.5m)
- * Sign panel in Chinese & English
- * Carpeted floor
- * One 5amp/220v electrical outlet
- * Two chairs
- * Two Spot lights
- * Daily booth cleaning
- * One information counter
- * One wastepaper basket

Standard Booth Official Constructors

Construction and Advertising Division of National Agricultural Exhibition Center

Add: No. 16 of North Road of East Third Ring Road, Beijing

Contact: Nailin Tao

Tel: 0086-10-65096138

Fax: 0086-10-65096137

Services Information

Show Directory

The organizer will issue a Show Directory; it will include all exhibitors' brief information. On-site distribution of show directory will be extended to all exhibitors, professional visitor, qualified buyers. Post-Expo distribution will include in-line Government Organizations, Foreign Embassies, Professional and Trade Associations, Press and Media.

Show Directory Entry A1

Services Information

Advertising Options

Maximize companies' image and widening contacts by placing banner/logo/adverts on Route Planner, Show Directory, Exhibitor/Visitor Badge, or Documents Bag.

Advertising Options A2

Advertising Options



A2

Please return the form by email at zhaoxuejin@agri.gov.cn or fax to: 0086-10-65001257

Maximize companies' image by placing your banner/logo/adverts on Route Planner, Show Directory, Exhibitor/Visitor Badge or Documents Bag.

Deadline: Please return the form and your design by 28th February, 2011.

Design Cost: Design can be tailored to your needs. Cost of design for each piece of work is RMB1200.

Company Name:

Stands Location:

Country:

Contact Person:

Job Title:

Telephone(country code-city code-telephone number):

Fax:

Address:

Email:

Advertising in the Official Show Directory

Take advantage of this cost-effective method of promotion.

Show Directory will be distributed to Exhibitors/Professional Visitors, Key Buyers. Post-Expo distribution will include in-line Government Organizations, Foreign Embassies, Professional and Trade Associations, Press and Media.

We would like to order the following (please indicate by putting an X in the box):

Outside back cover	210×140	RMB6000	
Inside front cover	210×140	RMB4000	
Inside back cover	210×140	RMB3000	
Double spread pages (color)	210×280	RMB2000	
First inside page (color)	210×140	RMB2000	
Full page (black/white)	210×140	RMB1500	
Half page (black/white)	210×105	RMB800	

Advertising in the Official Route Banner

An opportunity to highlight your company and promote your brand

We would like to order the following (please indicate how many packages in the box):

30 pieces	RMB5000	
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Advertising in Documents Bag

Company's logo or product's brand will be showed on bags

We would like to order the following (please indicate how many Logo in the box):

Logo/Brand	RMB2000/per Logo	
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Exhibitor/Visitor Badge

Make the people see you and your logo at anytime

We would like to order the advertisement in Exhibitor/Visitor Badge:

Exhibitor/Visitor Badge	RMB20000	
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TOTAL COST

RMB

Services Information

Exhibitor Badges

All Exhibitors are kindly requested to show their exhibition badges when entering the exhibition hall. Transferring Exhibitor Badge is not allowed. Each 9 square meter booth will receive 3 free badges, additional each extra badge will be ordered at RMB10.

Exhibitor Badges A3

Exhibitor Badges



A3

Please return the form by email at zhaoxiaodan@agri.gov.cn or fax to: 0086-10-65001257

Deadline: Please return the form and your design by 28th February, 2011

All of the “Exhibitor Badges” only belong to the holder, no transfer and interactive use.
Each 9 square meter booth will receive 3 free badges, each extra badge can be ordered at RMB10.

Company Name:

Stands Location:

Country:

Contact Person:

Job Title:

Telephone(country code-city code-telephone number):

Fax:

Address:

Email:

	First Name	Last Name
Mr. Ms.		
Mr. Ms.		
Mr. Ms.		
Mr. Ms.		
Mr. Ms.		
Mr. Ms.		
Mr. Ms.		
Mr. Ms.		

Services Information

Letter of Invitation for Visa

Foreign exhibitors/visitors who need entrance visas to the People's Republic of China, should fill the registration form for getting invitation letter from the Ministry of Agriculture, P.R. China, and are kindly asked to do the following to obtain the visas:

- 1.) Mail or fax your Registration Form for Letter of Invitation to organizer;
- 2.) Upon receipt of your Registration Form, the organizer will send you an official Letter of Invitation for visa application;
- 3.) Fill out the visa application and forward your passport to the Chinese Embassy or Consulate in your country.

Letter of Invitation for Visa A10

Letter of Invitation



A10

Please return the form by email to zhaoxiaodan@agri.gov.cn or fax to: 0086-10-65001257

Deadline: Please return the form and your design by 28th February, 2011

Company Name:
Stands Location:
Country:
Contact Person:
Job Title:
Telephone:
Fax:
Address:
Email:
We request a letter of invitation for the following people (please make photocopies if necessary):
Name on Passport:
Passport Number:
Title:
Company:
Address:
City:
State/Province/Nation:
Postal Code:
Nationality:
Country Passport Issued in:
Telephone (country code-city code-telephone number):
Fax:
Email:

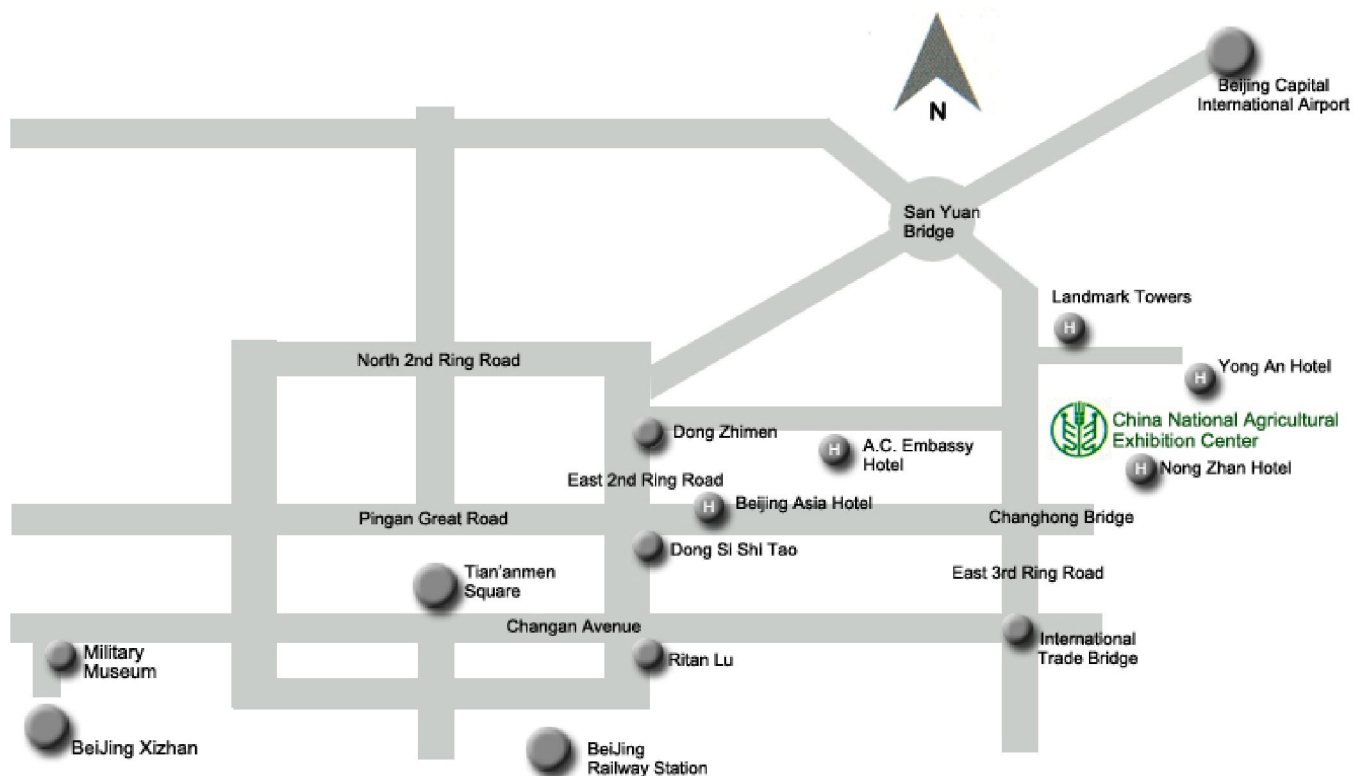
Services Information

Hotel Reservation

The hotels which offer special price for exhibitors/visitors of the China Potato Expo 2011 are as follows. When making a reservation, please use the “Hotel Reservation Form” for each individual hotel.

Hotel	Class	Website
Beijing Asian Hotel	*****	www.bj-asiahotel.com.cn
The Great Wall Hotel	*****	www.sheraton.com/beijing
Beijing Landmark Towers	****	www.beijinglandmark.com
Yong An Hotel	***	www.yonganhotel.com

Hotel Reservation Form A11.1-11.4



A11.1



www.bj-asiahotel.com.cn

To: Reservation officer Direct Tel: (86) 10 65007788 Ext. 25 Reservation clerk: Vanessa Xing Direct Fax: (86) 10 65007318 Direct email: res@bj-asiahotel.com.cn Hotel Website: www.bj-asiahotel.com.cn	Beijing Asia Hotel 8 Gongti, Beilu, Xinzhong xijie, Beijing, China Tel no: (86) 10 65007788 Fax no: (86) 10 65007318
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Please fill in the following form and fax to Beijing Asia Hotel directly.

The conference name:		
Title:	Mr./Mrs./Ms./Dr.(please circle the correct one)	
Given/first name:		
Family / Last name:		
Company:		
Job title:		
Address:		
Passport Number:	Date of Birth:	
Credit Card Number:	Expiry Date	/
Tel No:	Fax No:	Email:

Please provide the credit card No. and Expiry date.
 One night No-show charge will be applied!
 Please complete the following as well:

Room category	Room rate	Arrival day	Departure day	Single/Twin	Smoking	Non-smoking
Standard Room-King size bed	RMB600					
Superior deluxe room	RMB700					
Executive room	RMB900					
Superior suite	RMB1300					
Executive suite	RMB1600					
Exotic suite(one bedroom with kitchen)	RMB2300					
Exotic suite(two bedroom with kitchen)	RMB2600					

Note: - Above room rate only includes one breakfast, additional breakfast can be arranged at RMB100 per person per day. Room rates are inclusive of 15% service charge.

-Free inside swimming, gym and internet access.

-Executive room offer one-hour conference using, afternoon coffee break and all of above service benefits.

RESERVATION FORM (预定单)

请传真至 86-010-65905504 俞震收或电邮 henrry.yu@sheraton.com
 Please fax completed form to 86-010-65905504 or email henrry.yu@sheraton.com

您选择的房型和价格

Your preferred room type and rates

Deluxe Room (豪华间)	CNY 690NET Single occupancy 单人入住人民币 690
	CNY 890NET double occupancy 双人入住人民币 890
Elite Room (行政楼层)	CNY 1265NET Single occupancy 单人入住人民币 1265
	CNY 1635NET double occupancy 双人入住人民币 1635

房间价格包括早餐，服务费，宽带上网，健身房和游泳池。

Room rates quoted are inclusive of daily breakfast and service charge

Room rates quoted are inclusive of high speed internet and indoor swimming pool and fitness

酒店有权在当天下午 6 点取消没有担保的预定

Hotel reserves the nights to release non-guaranteed reservations by 6pm on the day of arrival

预定信息

Please share your information with us

Guest Name			
客人名字	First Name	Mid Name	Last Name
CompanyName			
公司名称			
Address			
地址			
Telephone		Facsimile	
电话		传真	
ArrivalDate		Flight/time	
到达日期		航班号 / 车次时间	
Departure Date		Flight/time	
离开时间		航班号 / 车次时间	
E-mail			
E-mail			
Credit Card			Exp.
Credit Card			Exp.
Airport Transfer		Yes, chargeable at CYN 500 each way (Airport-Hotel or Hotel-Airport)	
Airport Transfer		Yes, chargeable at CYN 500 each way (Airport-Hotel or Hotel-Airport)	
Your confirmation Number is:			
Your confirmation Number is:			

A11.3

CHINA POTATO EXPO 2011

HOTEL ROOM RESERVATION



This form is to be returned on or before **31st March, 2011** to:-

Beijing Landmark Towers (4 Star)

Tel: 86-10 65906688—5283/5285/5291/5292/5295 Fax: **86-10 65907118/65906033**

E-Mail: rsvn@beijinglandmark.com

Website: www.beijinglandmark.com

Attn: **Ms Zhang Hangfang** at fax no. **86-10 65906033**

I would like to make the following reservation/s:

Room Category	Room Rates	Please Tick
Superior Room(Single/Double)	RMB460/600 net per room per night	

*** Room rates quoted above are Inclusive of 15% service charge and breakfast buffet.**

Delegate Name _____

(As per passport)

Company _____
 Telephone _____ Fax _____
 Email _____
 Room Category _____ No. of Room _____
 Arrival Date _____ Departure Date _____
 Flight/ ETA _____ Flight / ETD _____

BEIJING CAPITAL INTERNATIONAL AIRPORT TO BEIJING LANDMARK HOTEL

HOTEL LIMOUSINE TRANSFER RMB 400NET ONE WAY

AIRPORT SHUTTLE BUS RMB 16NET ONE WAY

In the event of no show on a guaranteed booking, a one (1) night's room charge will be levied.

Credit Card Type: VISA MASTERCASRD AMEX DINERS

Credit Card No. _____ Expire Date _____

Specimen Signature _____

*for AMEX cardholder please advise your non-embossed C.I.D number _____

*for (VISA, MASTERCARD & JCB) please advise your last three digits found on the signature strip _____

Terms and Condition:

1. The above room rates are applicable for this event only and effective within stipulated event dates.
2. Please guarantee your booking by **31st March, 2011** with credit card details. Failing which reservation will be accepted based on room availability.
3. Notification on cancellation must be given to the hotel not later than ten (10) days before check in date, otherwise a one (1) night's room charge will be levied.

Note: The hotel's official check-in time is 1300 hrs on day of arrival and check-out is 1300 hrs on day of departure. The hotel will make every effort to accommodate arrival before 1600 hrs. A half day charge is applicable for late check-out until 1800 hrs. Rooms occupied beyond 1800 hrs will be charged a full day's room rate. Kindly send this reservation request to Ms Zhang GuiPing at fax no. 0086-10-6590 7118 / 6590 6033

A11.4

永安宾馆
YONG AN HOTEL

To: Reservation Office Direct Tel: (86) 10 65011188 Fax: (86) 10 64157660 Hotel Website: www.yonganhotel.com	Yong An Hotel No.5 Agricultural Exhibition Center Bei Lu Jia, Beijing , Chaoyang District, Beijing, China
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Please fill in the following form and fax to YongAn Hotel directly.

The conference name:	
Title:	Mr./Mrs./Ms./Dr.(please circle the correct one)
Given/first name:	
Family/Last name:	
Company:	
Job title:	
Address:	
Passport Number:	Date of Birth:
Credit Card Number:	Expiry Date /
Tel No:	Fax No: Email:

Please provide the credit card No. and Expiry date.
Please complete the following as well:

Room category	Room rate	Arrival day	Departure day
Standard Room (Double)	RMB360		
Superior suite	RMB500		

Note: - Above room rate includes one or two breakfast per day.

Services Information

Translation Services

The organizer provides you the language interpretation services; please fill in the request form and return.

[Order Form for Personal Interpretation A12](#)

Personal Interpretation

A12



Please return the form by email at zhaoxiaodan@agri.gov.cn or fax to: 0086-10-65001257

The organizer provides you the interpretation service.
Please fill in the request form and return by **28th February, 2011.**

Company Name:

Stands Location:

Country:

Contact Person:

Job Title:

Telephone (country code-city code-telephone number):

Fax:

Address:

Email:

Language	Cost	Number of Persons and Days	
English – Chinese	RMB1000/day/person	Persons	days
Other	RMB1500/day/person	Persons	days
TOTAL COST			RMB

Events

Potato Summit Forum

International and domestic experts/specialists from government authorities, research institutions, and entrepreneurs will present views on the latest policies, technologies, development trends as well as prospects of the industry.

Events--Potato Summit Forum A4

Potato High-tech Development Forum

Research/Seed Potato/Production Session

A session will be designed for topics of seed potato production system, recent development of potato breeding, seed potato production quality control in relevant countries.

Events—Potato High-tech Development Forum-Seed Potato Session A5

Processing Technology Seminar

Topics will cover introduction of recent development or R&D in different countries in the areas of potato production machinery, processing technology and equipment, and storage facilities.

Events-- Potato High-tech Development Forum -Processing Technology Seminar A7

Sweet Potato Workshop

Topics will cover introduction of recent development of Chinese sweet-potato sector, development of sweet potato industry in relevant countries, processing and pollution control of sweet potato processing, R&D in sweet potato.

Events--Sweet Potato Workshop A6

Events—Potato Summit Forum



Registration Form for Participants

A4

Please return the form by email to zhangxue@agri.gov.cn; yan-feng@agri.gov.cn or fax to:
0086-10-65001257

Deadline: Please return the form by 28th February, 2011

Company Name:

Are you the Exhibitor (If you are, please specify your stands location):

Business Category:

Processor Dealer Broker Producer Shopping mall or Supermarket
Retailer Wholesaler Consumer Others

Country:

Contact Person:

Job Title:

Telephone(country code-city code-telephone number):

Fax:

Address:

Email:

Participates	Job Title	Telephone	Email

For exhibitors every 18m² space will be given one free pass for the summit forum.
All other participants will be charged 500 Yuan/per person.

Potato High-tech Development Forum

Seed Potato Session



Registration Form for Participants

A5

Please return the form by email at zhangxue@agri.gov.cn;yan-feng@agri.gov.cn or fax to:
0086-10-65001257

Deadline: Please return the form by 28th February, 2011

Company Name:			
Are you the Exhibitor (If you are, please specify your stands location):			
Business Category:			
Processor	Dealer	Broker	Producer
Retailer	Wholesaler	Consumer	Others
Country:			
Contact Person:			
Job Title:			
Telephone (country code-city code-telephone number):			
Fax:			
Address:			
Email:			
Participates	Title	Telephone	Email

Pre-register is required, participation is free of charge

Potato High-tech Development Forum



Processing Technology Seminar

Registration Form for Participants

A7

Please return the form by email to zhangxue@agri.gov.cn; yan-feng@agri.gov.cn or fax to:
0086-10-65001257

Deadline: Please return the form by 28th February, 2011

Company Name:

Are you the Exhibitor (If you are, please specify your stands location):

Business Category:

Processor Dealer Broker Producer Shopping mall or Supermarket
Retailer Wholesaler Consumer Others

Country:

Contact Person:

Job Title:

Telephone(country code-city code-telephone number):

Fax:

Address:

Email:

Participates	Job Title	Telephone	Email

Pre-register is required, participation is free of charge

Events—Sweet Potato Workshop

Registration Form for Participants



A6

Please return the form by email to zhangxue@agri.gov.cn; yan-feng@agri.gov.cn or fax to:
0086-10-65001257

Deadline: Please return the form by 28th February, 2011

Company Name:

Are you the Exhibitor (If you are, please specify your stands location):

Business Category:

Processor Dealer Broker Producer Shopping mall or Supermarket
Retailer Wholesaler Consumer Others

Country:

Contact Person:

Job Title:

Telephone(country code-city code-telephone number):

Fax:

Address:

Email:

Participates	Job Title	Telephone	Email

Pre-register is required, participation is free of charge

Customized Workshop



Registration Form for Participants

A8

Please return the form by email to zhangxue@agri.gov.cn; yan-feng@agri.gov.cn or fax to:
0086-10-65001257

Deadline: Please return the form by 28th February, 2011

Company Name:

Are you the Exhibitor (If you are, please specify your stands location):

Business Category:

Processor Dealer Broker Producer Shopping mall or Supermarket
Retailer Wholesaler Consumer Others

Country:

Contact Person:

Job Title:

Telephone(country code-city code-telephone number):

Fax:

Address:

Email:

Participates	Job Title	Telephone	Email

Sponsorship

Sponsorship opportunities have been developed for participating organizations/companies: Potato Summit Forum, Seed Potato Symposium, Processing Technology Seminar, Sweet Potato Workshop, Processed Potato Products Promotion Events, VIP Banquet, Documents Bags. For more information, please contact: Yan FENG, 86(10) 59194637; Xiusong WANG, 86(10)59194472.

Potato Summit Forum

1. Naming of the Summit Form: the sponsor's company name as well as the LOGO will be appeared as "Sponsor of Potato Summit Forum of China Potato Expo 2010" in all official promotional materials of the Expo;
2. Sponsor's leader will be invited to the opening ceremony of the Expo and arranged to the podium;
3. Sponsor's leader will be invited to attend VIP Banquet (one person);
4. 15 minutes speech on the Summit Forum;
5. Sponsor's introduction Video can be played during the break of the Summit;
6. Free of charge of sponsor's advertisement (2 color pages) on the show directory;
7. Sponsor's name or LOGO will be displayed on the prominent position of the official website of the Expo and free web link to the sponsor's website;
8. Free assists will be provided to sponsor in arranging promotion conference.

Potato High-tech Development Forum

1. Naming of Potato High-tech Development Forum
2. Sponsor's company name as well as the LOGO will be appeared as "Sponsor of High-tech Development Forum" in all kinds of official promotional materials of the Expo;
3. Sponsor's leader will be invited to the opening ceremony of the Expo and arranged to the podium;
4. Sponsor's leader will be invited to attend VIP Banquet (one person);
5. 15 minutes speech on Potato High-tech Development Forum;
6. Sponsor's introduction Video can be played during the break. The sponsor is kindly requested to provide the video to the organizer in advance;
7. Free of charge for sponsor's advertisement (2 color pages) on the show directory;
8. Sponsor's name or LOGO will be displayed on the prominent position of the official website of the Expo and free web link to the sponsor's website.

Sweet Potato Workshop

1. Naming of Sweet Potato Workshop
2. sponsor's company name as well as the LOGO will be appeared as "Sponsor of Sweet Potato Workshop" in all kinds of official promotional materials of the Expo;
3. Sponsor's leader will be invited to the opening ceremony of the Expo and arranged to the podium;
4. Sponsor's leader will be invited to attend VIP Banquet (one person);
5. 15 minutes speech on Sweet Potato Workshop;
6. Sponsor's introduction Video can be played during the break. The sponsor is kindly requested to provide the video to the organizer in advance;
7. Free of charge for sponsor's advertisement (2 color pages) on the show directory;
8. Sponsor's name or LOGO will be displayed on the prominent position of the official website of the Expo and free web link to the sponsor's website.

VIP Banquet

1. Naming of VIP Banquet;
2. Sponsor's name and LOGO will be on VIP banquet invitation letter;
3. Have a banquet speech;
4. Sponsor's name and LOGO will be on banquet route planner;
5. Full-page advertisement on show directory;
6. Free link of sponsor's website to the Expo official website.

Sponsorship Opportunities



A9

Please return by email to zhangxue@agri.gov.cn; yan-feng@agri.gov.cn or fax to: 0086-10-65001257

Sponsorship provides unique opportunities for expansion of the company's presence at special events during the Expo.

Deadline: Please indicate your desires for sponsorship before 28th February, 2011.

The contributions for each event are on the basis of negotiations with the organizer.

Company Name:

Stands Location:

Country:

Contact Person:

Job Title:

Telephone(country code-city code-telephone number):

Fax:

Address:

Email:

China Potato Expo offers you the following sponsorship opportunities, please indicate by putting an X in the box

Potato Summit Forum	
Potato High-tech Development Forum	
Sweet Potato Workshop	
VIP Banquet	

Guideline for Custom Build Stands

Recommended Constructors

Official Construction Administration Agent:

Construction Administration Division of National Agricultural Exhibition Center

Add: No. 16 of North Road of East Third Ring Road, Beijing

Tel: 0086-10-65096092/3

Fax: 0086-10-65025355

Recommended Constructors:

Tuo Da Construction Center of National Agricultural Exhibition Center

Add: No. 16 of North Road of East Third Ring Road, Beijing

Tel: 0086-10-650966130

Beijing Sunny Power Exhibition Design Co. Ltd.

Add: Room 103, Building 25, Xibahezhongli, Chaoyang District, Beijing

Contact: Michael Li

Tel.: 0086-10-64665100

Fax: 0086-10-64669234

Email: bluepower001@sina.com

Oriental Expo Services Limited

Add: Room 606, Ruichen International Building, Nongzhannalu, Beijing

Contact: Congling, Jiang

Tel: 0086-10-65671880 ext. 208

Fax: 0086-10-65670361

Email: sunnyjiang@oriental.expo.net

Beijing Sidex Expo Service Co. Ltd.

Address: No.2 of Sunhe, Jingshun Road, Chaoyang District, Beijing

Contact: Jing Zhang

Tel. : 010-84592408/09

Fax : 010-84592411

Web : www.sidex.net.cn

Email:sidex@163.com; sidex_office@yahoo.com.cn

Notice for Custom Build Stands

Exhibitors, who contract their own constructor for custom build stands, are requested to obey related regulations and procedures:

- Ø Gate Size: H--4.3m, W--4.2m; the maximum permitted load on the pavilion floor is 5000Kg;
- Ø All construction work for booth components must be completed outside of the exhibition hall, and only assembly of booth is permitted. Large scale second time of processing work such sawing, drilling, varnishing and painting are also not allowed;
- Ø Custom Build Stands must have sound, stable and safety basic structure. Stands can only be mounted within the area leased to the exhibitor, with the mandatory proviso that aisles shall be left free from crates and construction waste. The maximum height of the stands should be under 5 meters;
- Ø All exhibition participants shall be required to know and follow fire safety regulations and know how to behave in case of fire and to use first-hand fire-fighting means. Fire-free or fire-proof materials should be used for stands construction. Painting and varnishing twice for the wood-made deck with the use of fire-proofing paints is required in accordance with the National Standards;
- Ø All of electricity lines and other materials must reach National Standard, High-temperature, high-pressure lighting is not allowed. Installation personnel should hold a valid work permit.
- Ø Adequate distance at least 0.6m is required between the Custom Build Stands and the walls for the evacuation exits, and unobstructed access to the fire hydrants. Communication between the adjoining Custom Build Stands before installation is necessary for unaffected the build-up of each booth;
- Ø For rented areas, decorations materials such as floor, carpet should be prepared by exhibitors themselves;
- Ø Exhibitors shall be required to sign the Safety Construction Contract, and strictly follow required procedures of Custom Build Stands. The working permit issued by Organizer is mandatory for the entrance of the exhibition hall in the build-up period;
- Ø Exhibitors shall not be allowed to change fixed electronic equipments in the exhibition hall such as supply source and fire hydrants without the formal permission from the organizer. Exhibitors shall be strictly prohibited to install electric or water lines by themselves;

CHINA POTATO EXPO 2011

- Ø Constructors should comply strictly with the working hour's permission. Written application to the organizer is requested if work overtime is required;
- Ø Smoking and flame are strictly forbidden in the hall. Exhibitors and Constructors of Custom Build Stands must manage safety issues carefully; report concerned problems timely and handle unexpected events properly to ensure construction safety.

Notes:

Exhibitors and constructors are mandatory to go through the formalities with the following documents to the Official Construction Administration Agent before 10th April, 2010:

1. booth design scheme (colored);
2. circuit diagram (identify power consumption);
3. copy of the business license (qualified certification for exhibition booth construction), and stamped
4. Take and fill in the Safety Construction Contract
5. Booth design scheme with the scale;
6. Copy of qualified certificates of electricians for installation, approved personnel will be given work permit with personnel's' picture
7. Pay for the construction management fee, permit making fee, electricity fee etc.

Contact Tel: 010-65096092/ 65096093

Construction Management Fee



B1

Please return the form to 0086-10-65025355 by fax
Contact Person: Lan Wu, 0086-10-65025355

Please inform us your choices by **5th February, 2011**

Company Name:

Booth No.

Country:

Contact Person:

Job Title:

Telephone (country code-city code-telephone number):

Fax:

Address:

Email:

Overtime Fee

Note : 1 .If work overtime is needed, please apply for before **15:00** of the day, otherwise, additional **30%** surcharge;

2 .The new hall will be charged in region, and totally divided into **five** regions, based on the north-south symmetry door as a unit, each about 2500 square meters.

Option 1:	Time Period: 1700—2400	\$1400/hour/region	hours
Option 2:	Time Period: 2400—0800(+1)	\$2000/hour/region	hours

Additional Construction Fee

Option 1:	Construction management fee for standard booth	\$3.6/m ²	m ²
Option 2:	Construction management fee for custom build stands	\$6/m ²	m ²
Option 3:	Construction Permits Badges	RMB10/PC	pc
Option 4:	Temporary Entrance Badges	RMB50/PC	pc
Option 5:	Deposit for Waste Removal	RMB7/m ²	m ²

Renting Services

Rental Services



C1

Please return the form by email at zhaoxuejin@agri.gov.cn or fax to: 0086-10-65001257

Please inform us your rental choices by **28th February, 2011**, and please pay the rental fee on site.

Please do not re-order items which are included in your equipped, shell scheme or modular package.

Company Name:

Stands Location:

Country:

Contact Person:

Job Title:

Telephone (country code-city code-telephone number):

Fax:

Address:

Email:

Furniture

Unit	Description	Price	Quantity	Amount
1 pc	SquareTable,L100*W500*H80(cm)	100		
1 pc	Square Table, L70*W70*H78(cm)	100		
1 pc	Round table, Wood and glass, 70(cm)	100		
1 pc	Locked cabinet, L100*W50*H80(cm)	200		
1 pc	Folding chair	30		
1 pc	Arm chair	50		
1 pc	Bar chair	100		
1 pc	Conference chair, black, leather	100		
1 pc	Shelf	30		
1 pc	Brochure rack	50		
1 pc	Hanging rail, Stainless steel, cylindrical	100		
1 pc	Railings, L120(cm)	50		
1 pc	High glass cupboard, L100*W50*H200 (cm)	300		
1 pc	Low glass cupboard, L100*W50*H100 (cm)	200		
1 pc	Short Spot light, 60W	50		
1 pc	Long Spot light, 60W	80		

1 pc	Fluorescent lamp, 40W	80		
1 pc	Halogen light, 150W	200		
1 pc	Socket	50		
m ²	Carpet, Including PVC, and personnel	15		
Linear	Plywood, standard	100		
<u>Sub-Total</u>				
Telecommunication/Audio/Video/Projection				
Unit	Description	Price	Quantity	Amount
once	Projection screen (3m), 3 hours	1000		
once	Projection & screen (Kodak), 3 hours	300		
1 pc	White board (MPW-6011NT), 120×90(cm)	120		
per	Internet, 10M	1600		
1 pc	Local Call Phone, Including fees	800		
1 pc	IDD, not-including fees, deposit for RMB 1000	1200		
1 pc	DDD, not-including fees, deposit for RMB 1000	1200		
<u>Sub-Total</u>				
Electricity Supply and Consumption				
	Description	Price	Quantity	Amount
	10A/220V	400		
	15A/220V	500		
	10A/380V	800		
	15A/380V	1000		
	30A/380V	1500		
	60A/380V	2500		
	100A/380V	3500		
	150A/380V	4000		
	200A/380V	4500		
	250A/380V	5000		
	300A/380V	6000		
	400A/380V	7000		
	15A/220V	800		
	15A/380V	1200		
	30A/380V	1800		
<u>Sub-Total</u>				