

# Rules for Best of China Exhibitors

## 1. Contractual partner

Spielwarenmesse eG as contractual partner gives the exhibitor the opportunity to exhibit in Best of China pavilion organized by Spielwarenmesse eG at Spielwarenmesse Nuremberg from 28 January- 1 February 2025 (also subsequently referred to as Best of China).

## 2. Rules for exhibitors at Best of China

The Rules for Exhibitors of Spielwarenmesse 2025 supplement the Rules for Exhibitors at Best of China Pavilion as far as they do not differ from it. The Rules for Exhibitors 2025 can be acquired at [www.spielwarenmesse.de](http://www.spielwarenmesse.de).

The submission of the application constitutes the applicant's explicit acceptance of the Rules for Exhibitors and the Rules for Best of China Exhibitors 2025.

The application for registration is made to Spielwarenmesse eG is legally binding on the exhibitor submitting the application.

The exhibitor's registration and booth allocation will be implemented in accordance with Rules for Exhibitor 2025.

## 3. Registration fee

A registration fee of EUR 400.00 is due with the application. An invoice for this amount will be sent after acceptance of the application and is to be paid to the account of Spielwarenmesse eG (refer to Rules for Exhibitors item 9).

Spielwarenmesse eG expressly reserves the right not to process incomplete registrations.

If the registration fee is not paid, Spielwarenmesse eG may decline to process the application; the exhibitor remains obliged to pay even if he cancels his registration.

The registration fee will be deducted from the invoice for the exhibiting fee if the exhibitor is admitted or refunded in the event of non-admission. If after approval and the invoice is not paid by the due date or the application is withdrawn by the exhibitor before or after admission, the registration fee is forfeited and no entitlement to a refund exists.

## 4. Allocation of stands / Obligation to exhibit

Stands are allocated by Spielwarenmesse eG. The exhibitor has no claim to the allocation of a certain stand location or size. The exhibitor has no claim to the allocation of a particular stand space even if he has exhibited on the same spot for years. Refer to Rules for Exhibitors 2025 (see Item 10 and 13).

## 5. Services

Payment of the exhibiting fee (EUR 550 per sqm) covers the following services:

### 5.1 Company specific: hall space with a stand of 9m<sup>2</sup>

- Use of stand space in the hall
- Standard labelling of stand
- Rear walls and partition walls
- Furniture (1 table, 3 chairs, 1 paper basket, 18 wall shelves)
- Standard floor covering on stand
- General stand lighting electricity: supply voltage 220 V one main socket (for max. load of 2 kW; without distributor/control panel).

The stated capacity refers to a 9m<sup>2</sup> stand and are adjusted according to the stand size booked.

**Note:** The exhibitor is responsible for the cost of laying additional power cables to the stand (for lighting and power) from the nearest distributor and will be charged in the basis of the load in kW requested by the exhibitor. The additional consumption for lighting and power will be charged to the exhibitor.

- Waste disposal
- Internet connection

Order of additional stand construction and equipment is possible only from a stand constructor appointed by Spielwarenmesse eG and will be charged separately by the appointed stand constructor.

The exhibitor must ensure that the stand decoration matches the character and image of Best of China. The exhibitors are not permitted to close or shade their stands without the prior permission of Spielwarenmesse eG.

All materials and facilities are hired to the exhibitor for the duration of the event only and must not be damaged in any way. Damaged parts will be repaired, or new parts purchased at the cost of the exhibitor.

### 5.2 Media Package

- Details included in Media Package should be referred to Rules for Exhibitors (item 7).

### 5.3 Further general services for the pavilion

- Guarding and security service in Best of China pavilion area (no stand guarding)
- Pavilion Lounge with internet connection, free drinking water
- Hostess to take care of the pavilion lounge
- Daily cleaning of gangways in Best of China (the exhibitor is responsible for cleaning the stand space, exhibits and display stands)
- Visitor promotion for the pavilion
- Press release regarding the pavilion

- Indoor advertising at the fair to promote the pavilion
- Online promotion via official website

## 5.4 Non-utilization

The non-utilization of individual company-specific or general services does not justify any claim to a reduction of the exhibiting fee. Standard design elements cannot be omitted under any circumstances.

## 6. Freight assistance

The transportation of exhibition goods up to the exhibition stand and back, the storage of empties, the use of lifting and transport equipment, the deployment of personnel for packing and unpacking, displaying exhibition goods, and the dismantling of the same, re-packing and other related activities are exclusively the responsibility of the exhibitor.

Any liability here on the part of the fair organizer is excluded. The fair organizer may recommend or appoint an on-site forwarder for the transporting freight within the exhibition grounds of Spielwarenmesse® 2025. Exhibitors will be notified in this regard in a timely manner. Costs will be directly invoiced to exhibitor by the transport company.

## 7. Termination and non-appearance

If a registered exhibitor cancels his application which is not covered by the exceptions under the Rules for Exhibitors 2025 (see item 19), the exhibitor is obliged to pay the corresponding exhibitor fee up to the full amount of the participation fee under the Rules for Exhibitors 2025 (see items 8, 9, 17 and 19).

The amount of the cancellation fee (share of the invoiced exhibiting fee plus media package and any further services booked) will be charged:

Cancellation of registration before stand allocation, 20% of the expected exhibiting fee will be charged. And registration fee will be forfeited.

If the registration is cancelled after the official stand confirmation, a cancellation fee of the invoiced exhibiting fee will be charged as staggered as follows, and registration fee will be forfeited:

- up to 90 days before the start of the event 50%
- up to 30 days before the start of the event 80%
- from 29 days before the start of the event 100%

If a stand remains completely or partially unoccupied (no show) by the exhibitor at the start of the fair, the exhibitor must pay, in addition to the exhibiting fee invoiced plus the media package and any other services booked, the costs verifiably incurred by Spielwarenmesse eG due to the necessary rearrangement of the stand or stand space.

## 8. Postponement, cancellation, termination etc. of the fair

Spielwarenmesse eG has the right to change the time and/or location, to reduce, abort, temporarily interrupt, partially close, or cancel the fair due to reasons of force majeure or due to other circumstances for which it cannot be held responsible or because holding the event has become unreasonable for it. A situation justifying such a measure applies especially, it will be implemented in accordance with Rules of

Exhibitors 2025 (refer to Rules for Exhibitors item 20).

## 9. Terms of payment

The exhibiting fee and all other services provided at extra cost are payable by not later than the deadline on invoices. Services ordered by the exhibitor and invoiced by Spielwarenmesse eG at a later date are due for payment immediately on receipt of the invoice. Payments should be made in full to one of the accounts stated on the invoice.

Invoiced by:

Spielwarenmesse eG

Herderstraße 7, 90427 Nuremberg, Germany

**Any bank charges incurred must be paid by the exhibitor.**

Payments can be done by credit card (VISA, MasterCard, American Express).

All prices are subject to any additional taxes and duties levied in the country in which the fair is held as well as in the country of the exhibitor. Spielwarenmesse eG is entitled to charge such taxes and duties to the exhibitor even if they were not known or not levied at the time of the application.

## 10. Participation

The stands must be occupied by not later than 8:45 am during the fair. The main representatives of the exhibiting firms are expected to be present in person at their stands.

During the fair and the fixed opening hours all stands must be properly equipped, furnished with the products registered and manned by trained personnel. Any earlier dismantling is not allowed or it will occur penalty fee (refer to Rules for Exhibitors item 16). In the event of violation of this contractual obligation, the exhibitor must pay Spielwarenmesse eG a contractual penalty of 25% of the invoiced exhibiting fee, but at least EUR 1,500. Spielwarenmesse eG reserves the right not to approve the exhibitor for the following event.

The exhibitor is not entitled to exchange the stand space allocated to him or to transfer space or parts thereof to third parties or to permit third parties to share the stand without the prior written approval of Spielwarenmesse eG (refer to Rules for Exhibitors item 18). For each unregistered and unauthorized co-exhibitor, the exhibitor must pay a contractual penalty amounting to 100 % of the invoiced exhibiting fee, but at least EUR 5,000. In addition, Spielwarenmesse eG reserves the right not to admit the exhibitor to the following event.

## 11. Contract Essentials

The exhibitor shall comply with Rules for Best of China Exhibitors and Rules for Exhibitors 2025 for the contract. If the exhibitors have breach of the contracted rules, Spielwarenmesse eG is accordingly entitled to cancel the exhibiting contract immediately for important cause without notice and to close the stand. And Spielwarenmesse eG is also entitled to reject applications at its own discretion.

## 1. 合同方

Spielwarenmesse eG 公司作为合同方给予参展商在“中国精选”中参展的机会。“中国精选”是 Spielwarenmesse eG 公司为中国展商在 2025 年 1 月 28 日至 2 月 1 日的 Spielwarenmesse 纽伦堡玩具展中组织的中国展团。（在下文中称之为“中国精选”）。

## 2. “中国精选”的参展商条款

Spielwarenmesse 2025 参展商总则（Rules for Exhibitors）作为“中国精选”参展商条款的补充（本条款未尽事宜参照参展商总则）。Spielwarenmesse 2025 参展商总则（Rules for Exhibitors）可以在官网 [www.spielwarenmesse.de](http://www.spielwarenmesse.de) 获取和下载。参展商提交申请即表示知晓和接受 2025 年“中国精选”参展商条款和参展商总则（Rules for Exhibitors）。

参展商向 Spielwarenmesse eG 递交的申请表格作为合同具有法律效力。

参展商的申请注册和展位分配将按照 2025 年参展商总则（Rules for Exhibitors）实施。

## 3. 注册费

注册费为 400 欧元，报名成功后，主办方 Spielwarenmesse eG 将会相应地发送注册费发票给参展商。参展商收到发票后应按规定将费用支付到 Spielwarenmesse eG 账户。（请参阅参展商总则 Rules for Exhibitors 第 9 项）。

Spielwarenmesse eG 将有权不受理不完善的申请注册。

如果 Spielwarenmesse eG 公司没有收到参展商的注册费，将不受理其申请。Spielwarenmesse eG 公司保留向参展商收取注册费的权力，即使参展商取消申请也仍需支付注册费。

如果参展商申请通过并获得展位，注册费将从参展费用中抵扣。如果参展商没有分配到展位的，注册费将会被退还。如果申请注册被受理后，参展商未在规定日期前付款或撤销申请，参展商仍需支付注册费。

## 4. 展位分配/参展商责任

主办方 Spielwarenmesse eG 负责分配展位，并有权决定所分配展位的位置和大小。参展商必需在所租用的展位内参展。即使参展商在同一位置已参展多年，主办方仍有权对参展商的展位位置和大小进行调整。（请参阅参展商总则 Rules for Exhibitors 第 10 项、第 13 项）。

## 5. 服务

参展费用（每平米 550 欧元）和营销费用包括以下服务内容：

### 5.1 具体配置: 9平米的标准摊位

- 展位在展馆内所租赁的(光地)面积
- 标准化的展台楣板
- 背墙及分隔墙
- 展具(1 张桌子, 3 把椅子, 1 个纸篓, 18 块层板)
- 标准的地面铺设地毯
- 展台标准的整体照明
- 电力系统提供 220V 电压主插座一个(最大负荷 2 千瓦, 不包括配电器/控制板)

上述为 9 平方米的展位配置，根据分配的展位大小进行调整。

**注意：**参展商支付展台处附加电路的电费，电路从最近的配电箱中导出，按照千瓦荷载单位使用，参展商需支付额外的照明及用电等费用。

- 日常垃圾清洁
- 无线网络连接

所有的额外装修搭建和设备租赁需通过 Spielwarenmesse eG 指定的搭建商提供，费用由展位搭建公司另外单独予以结算。

参展商必须确保展位布置须符合“中国精选”的整体形象要求。参展商不得在未事先征得主办方允许的情况下自行封闭或遮挡摊位。

展会期间，参展商不得以任何形式损坏所租赁和配备的器材及设备。如有损坏，参展商需支付损坏部分的全部维修或更换费用。

### 5.2 媒体套餐 Media Package

- Media Package 所含具体内容请参阅参展商总则（Rules for Exhibitors）第 7 项。

### 5.3 展团内其他通用服务

- “中国精选”展区的保安及安全服务人员（不包括展台保安人员）
- 休息区设有网络，免费饮用水
- 展团休息区安排工作人员提供现场协助
- “中国精选”展区内走道的日常清洁（展位内区，展品及展台的清洁由展商自行负责）
- 为展团所作的观众推广
- 对媒体发布“中国精选”展区的新闻稿
- 展会现场的室内广告宣传
- 在官方网站上推广“中国精选”

## 5.4 不使用

针对公司提供的任何特殊服务和基本服务，都不得以“不使用”为名抵扣或减少参展费用。在任何情况下，都不能省略既定的标准化服务项目。

## 6. 货运支持

参展商自行负责展品的运输到位和回运、空箱保管、起重和运输设备的使用、展品装卸的工作人员、展品展示、展品撤展和打包等相关事务。

展会主办方对此相关货运不承担任何责任。针对纽伦堡玩具展 Spielwarenmesse 现场的运输，主办方可指定或推荐现场的货运公司提供服务。参展商将会通过主办方发送的邮件获知相关货运信息，并直接与该货运公司结算运输费用。

## 7. 中止及缺席

如果已申请注册的参展商单方面违约取消合同，且不符合 2025 年参展商总则（请参阅参展商总则 Rules for Exhibitors 第 19 项）中所述的免责情形，则参展商应按规定（请参阅参展商总则 Rules for Exhibitors 第 8 项、第 9 项、第 17 项和第 19 项）支付相关违约参展费，最高违约费将是申请参展费用全款。

取消费（包括展位费，Media package 及其他预订服务的总费用）将按照以下标准收取：

在展位分配前取消申请，将被收取预计参展费用的 20%。并且注册费不予退还。

在正式展位分配后取消申请，按以下时间节点分别收取，并且注册费不予退还：

- 距离开展日期 90 天以上取消的，按总费用收取 50%
- 距离开展前 30 天以上取消的，按总费用收取 80%
- 距离开展前 29 天内取消的，按总费用收取 100%。

如果参展商没有在展会开展前完成布展，或未在展会期间正常参展，参展商需支付由于缺席而造成 Spielwarenmesse eG 另行必要安置展位造成的展位费用。

## 8. 推迟、取消、终止展会等

Spielwarenmesse eG 公司有权因不可抗力、或其他特殊的情况会导致举办该活动已变得不合理的原因，改变展会时间或地点，缩短、中止、暂时中断、部分关闭或取消展会。对于上述措施的界定，将按照 2025 年参展商总则（Rules for Exhibitors）实施。（详情请参阅参展商总则 Rules for Exhibitors 第 20 项）。

## 9. 支付条款

参展商必须在发票的支付截止日前向 Spielwarenmesse eG 公司完成参展费用以及相关费用的支付。如果逾期未付，主办方有权对其展位分配进行调整。对于参展商较晚预定的服务，参展商应在收到 Spielwarenmesse eG 公司开具的发票后立即支付相关费用。全部的费用应在规定日期前支付到发票所列的账号。发票将由主办方（如下的信息）开具：

Spielwarenmesse eG  
Herderstraße 7, 90427 Nuremberg, Germany

参展商需承担支付银行手续费用。

参展费用可通过 Visa、Master 及 American Express 卡支付。

所有费用涉及到展览举办所在国家和参展商所属国家的税款，将由参展商承担。Spielwarenmesse eG 公司有权按规定向参展商代收相关税费和应付款项，即便参展商事先或申请展位时不知晓这些应当征收的税费。

## 10. 参展

展会期间，参展商必须在上午 8:45 之前按时到达展位。

在展会规定的开放时间内，所有参展商必须完成展位布置和展品展示，并安排专业人员值守展位。未按规定时间提前撤展将依照参展商总则（Rules for Exhibitors）第 16 项规定处罚，以其参展费的 25%收取罚金（且不低于 1500 欧元），同时主办方可以拒绝其今后的参展申请。

未经 Spielwarenmesse eG 的事先书面批准，参展商无权与他人交换所申请或已分配的展位，或将全部或部分展位转让给第三方，或允许第三方共享展位。否则相关行为将按照参展商总则（Rules for Exhibitors）第 18 项的规定处理，主办方按照展位费的 100%收取罚金（且不低于 5000 欧元），同时主办方可以拒绝其今后的参展申请。

## 11. 合同要则

参展商应遵守“中国精选参展商条款”和“2025 年参展商总则（Rules for Exhibitors）”的规定。如果参展商有严重违反规定的行为，Spielwarenmesse eG 有权立即取消参展合同，不另行通知，并关闭展位。Spielwarenmesse eG 也有权自行裁定是否接受参展商申请。