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# INTELLIGENT LIGHT

MULTI-MEDIA MARKETING SERVICES



[www.world-of-photonics-china.com.cn/en-us](http://www.world-of-photonics-china.com.cn/en-us)

March 11-13, 2025

Shanghai New International Expo Centre

China's Platform for the Photonics Community

**LASER** World of **PHOTONICS CHINA**  **20**  
YEARS OF LASER CHINA



## WHY CHOOSE OUR MARKETING SERVICES

**COMPREHENSIVE**

**PROMOTION PLAN**

**MULTIPLE**

**MEDIA FORMS**

**EFFICIENT**

**MARKETING SERVICE**

**CUSTOMIZED**

**ONE-STOP ARRANGEMENT**



## GET ADDED VALUE FOR FREE! NEW MARKET PROMOTION. AVAILABLE TO ALL EXHIBITORS.

### **Value Program I: WeChat Invitation Letter**

Exhibitors may create their Wechat invitation letter for free and share it in their wechat Moments platform to attract potential customers.

### **Value Program II: VIP Invitation**

Login to the Exhibitor Center and select “VIP Invitation”, fill in your customer's information to create visitor's badge. Send the badge to your customers in advance and invite them to your booth. The VIP Invitation function is an effective measure to offer convenience to your important customers.

### **Value Program III: More Exposure in Online Catalog**

Login to the Exhibitor Center, select the Online Catalog and fill in your product information. You will get free exposure of an entire year. The Online Catalog will be sent to hundreds of thousands of professional visitors through EDMs, wechat, presswork, pre-registration confirmation letters and other online and offline tools.

### **Value Program IV: Precision Match-making between Demand and Supply**

Login to the Exhibitor Center, select the Online Catalog and fill in your relevant information. Your product information will be sent out according to the industries you select. Pre-registered visitors will receive an Exhibit Brochure containing your products and applications.

### **Value Program V: Promote Your Activities in Advance**

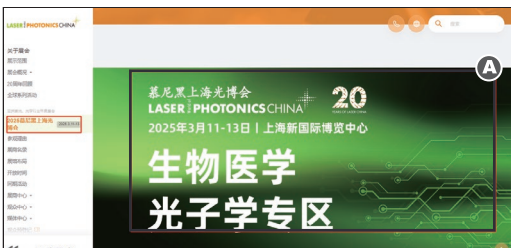
Login to the Exhibitor Center and fill the Activities & News to release information about your pre-exhibition and on-site activities. Your activity information will be collected and online and offline before the show.



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# 1. DIGITAL MEDIA



## 1.1 OFFICIAL WEBSITE ADVERTISING PLACE

(The format can be adapted to different browsers and computer resolutions)

<http://www.world-of-photonics-china.com.cn/en>

Our official website serves more than 103,550 exhibitors, visitors and customers in the industry, providing first-hand fair news, new industry press, as well as sourcing and matchmaking.

### 1.1.1 HOMEPAGE

A- Scrolling Banner 980\*360pixel RMB 9,800/month  
Exclusive place, frame 2, rolling playback(3 months prior to the exhibition)

B- Skyscraper Banner 120\*408pixel RMB 6,000/month  
exclusive place (3 months prior to the exhibition)

### 1.1.2 SUBPAGE –Discover LASER CHINA

A- Banner ( two ads space only) 728\*90pixel RMB 6,000/month

B- Banner 300\*250 pixel RMB 4,000/month

C- Banner 140\*70 pixel RMB 4,000/month

### 1.1.3 SUBPAGE-LASER CHINA 2025

A- Banner 980\*360pixel RMB 6,000/month  
two ads space only, rolling playback



# 1. DIGITAL MEDIA



PC



MOBILE PHONE

## 1.1 OFFICIAL WEBSITE ADVERTISING PLACE

(The format can be adapted to different browsers and computer resolutions)

### 1.1.4 SUBPAGE-Pre-registration PAGE (MOBILE + PC)

All pre-registered visitors will receive your exclusive banner advertisement, which will be displayed on the information filling page, survey page, and pre-registration completion page, directly reaching the eyes of pre-registered visitors before the exhibition, attracting potential buyers to visit your booth.

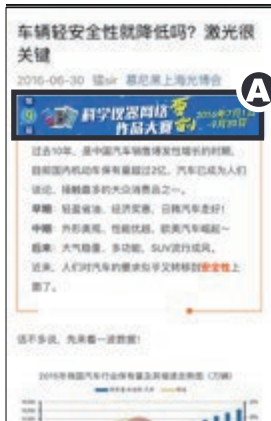
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Visitor Pre-registration banner on the inside page (Mobile phone+PC)	RMB 40,000
Mobile phone: 1380*588 pixel	
PC: 1000*30 pixel	

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# 1. DIGITAL MEDIA



## 1.2 ADVERTISEMENTS ON OFFICIAL WECHAT PLATFORM

Get the most complete, up-to-date and first hand show information with Photonics China!

Nearly 120,000 ads will be regularly streamed to more than 120,000 fans, with up to 13,000 readings, along with live news from the show and industry-leading technical information.

### 1.2 WECHAT ADVERTISING

A- Wechat top ad      640\*110 pixel      RMB 8,000/piece

#### **Free** B. Call for Articles And Promote via Wechat

“ If you believe yourself, if you have insights into the industry, if you know what is going on about the most cutting-edge technology, write to us! ! ”

Please send your original article to [xu.wei@mm-sh.com](mailto:xu.wei@mm-sh.com) with the title: “ Wechat Submission + [title] ” . The article should be about 1,000–2,000 words. Wechat platform reserves the right to modify and edit your submissions. Your submission will be paid according to the actual word count after publication. Act now!



# 1. DIGITAL MEDIA



## 1.3 EXHIBITION E-NEWSLETTER ADS

The E-Newsletter offers all-round services before, during and after the exhibition that expose you to over 200,000 potential buyers, attract visitors to your booth and reinforce your exhibition results.

### 1.3 EXHIBITION E-NEWSLETTER ADS

A- Top Ads 1 slot only	620*80pixel	RMB 5,000/edition
B- inner banner link to exhibitor's page of online catalogue		RMB 2,000/edition

## 1.4 EDM-CUSTOMIZED EMAIL PROMOTION

We will invite your target visitors through the Messe Muenchen Database. Customized EDM by yourselves can arouse interest in your targets, promote your brand recognition and attract potential buyers to your booth.

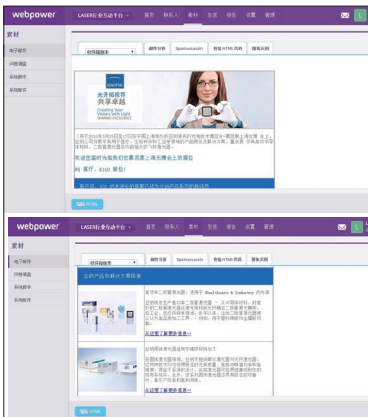
### 1.4 EDM - CUSTOMIZED EMAIL PROMOTION

Minimum order: 10,000	10,000	RMB 10,000/time
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EDM Report includes :

Email distribution ratio, clicks, umber of opened mails ( Provide 5 random mail accounts ), daily views, email client APP report

\* EDM needs to be designed by the exhibitor.



## 2. PRINT MEDIA

### 2.1 LASER WORLD OF PHOTONICS CHINA NEWS (MAR. ISSUE) - ONSITE CATALOG/ VISITORS GUIDE



- ▶ 2024 Review: 94,648 professional visitors. Covering professional visitors in automobile, electronics, semiconductor, biomedical, material processing, sheet metal/steel, shipbuilding, aerospace, rail transportation, textile/carpentry, advertising/printing, mold/machine/mechanical and related industries.
- ▶ Drive traffic to your booth and promote your products and services on display. And make sure visitors visit your booth  
Distribution in 2024: 40,000 copies

#### 2.1 LASER World of PHOTONICS CHINA NEWS (MAR. ISSUE) - ONSITE CATALOG/VISITORS GUIDE

Gatefold advertisement 1 slot only	(W)210*(H)285mm*2	RMB 33,000
Back cover 1 slot only	(W)210*(H)285mm	RMB 30,000
Inside front cover 1 slot only	(W)210*(H)285mm	RMB 20,000
Inside back cover 1 slot only	(W)210*(H)285mm	RMB 18,000
Inside 1st 4C page 1 slot only	(W)210*(H)285mm	RMB 18,000
Inside 4C page	(W)210*(H)285mm	RMB 15,000
Inside 1/2 page vertical	(W)105*(H)235mm	RMB 6,000
Inside 1/2 page horizon	(W)210*(H)141mm	RMB 6,000
Inside 1/3 page vertical	(W)60*(H)235mm	RMB 4,000
Inside 1/3 page horizon	(W)210*(H)85mm	RMB 4,000
Visitors guide and exhibition layout logo (billboard) Logo on the floor plan and exhibitor list		RMB 5,000



### 3. ONSITE ADVERTISEMENT OPPORTUNITIES

Advertisement on-site is the best way to promote you and your brand during the exhibition. It can also direct your potential buyers to your booth.

#### RATES INCLUDING PRODUCTION FEE (EXCEPT THE VIDEO AD)

A1- Visitor badge	9.5*3.5cm	RMB 40,000
Minimum 10,000 sets	* The exact size is subjected to the organizer.	
A2- Visitor lanyard	10,000 sets	RMB 40,000
limited pieces, first order first served. (Logo & booth No.)		
B- Outdoor advertising board	8*5m, limited pieces, first order first served.	RMB 35,000/piece
C1- Windmaster ads	1*2m	RMB 16,000/4 pieces
C2- Outdoor advertising cube	1.5*1.5m	RMB 30,000/six sides
C3- Outdoor advertising column	3*4.5m	RMB 55,000/four sides
D- Hanging banner ads	4*3m, at booth location	RMB 30,000/double sided
E- Joint hanging banner ads	2*2.5m, Max. 2 in each exhibit area at hall centre, double sided, Logo & Booth each area one sponsor	RMB 25,000/double sided
F- Flag ads in the corridor	Corridor (East Lounge to Hall E7) 3.5*1.2m	RMB 15,000/ piece/double-sided
	Other Corridor 5*1.2m	RMB 40,000/3 pieces/double-sided
		RMB 70,000/5 pieces/double-sided
G- Board ads at corridor	4.5m*3.5m, 10 exhibitors at most	RMB 30,000/piece
H- Ads at the Glass Wall in the Connecting Corridor	North Lounge to Hall N1 8.55*2.32m	RMB 40,000/piece
	East entrance to Hall E7 14.5*3.5m	RMB 80,000/piece
	10 exhibitors at most	
I- LED ads in the entrance hall	Video ads	RMB 20,000/100s/3 days
	6 exhibitors at most 5.3m	
J- LED ads at inner square	Video ads	RMB 20,000/5mins/3days
	6 exhibitors at most 3*4m	RMB 100,000
	Exclusive to the screen	



### 3. ONSITE ADVERTISEMENT OPPORTUNITIES

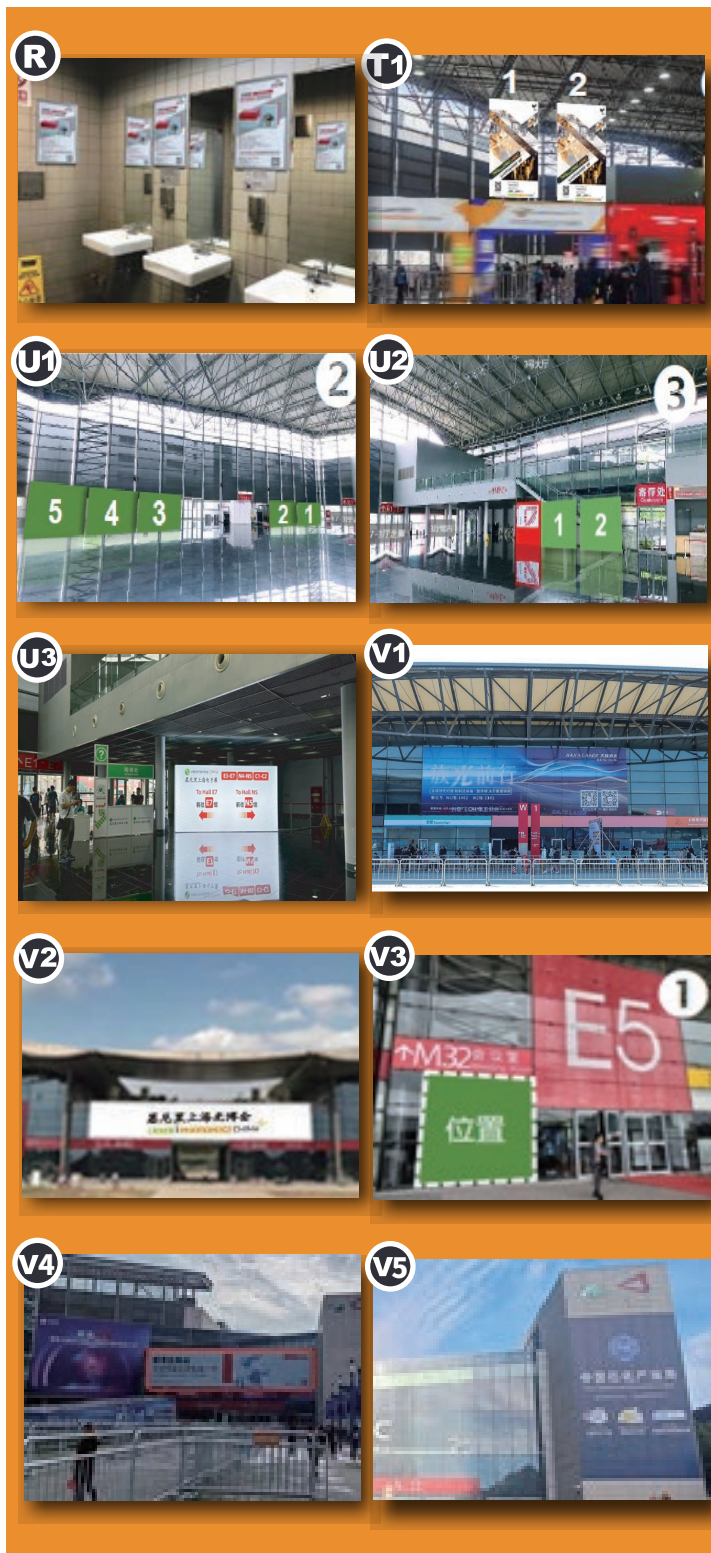


Advertisement on-site is the best way to promote you and your brand during the exhibition. It can also direct your potential buyers to your booth.

#### RATES INCLUDING PRODUCTION FEE (EXCEPT THE VIDEO AD)

K1- Interior floor sticker	2*2m	RMB 8,000/piece
K2- Exterior floor sticker	2*2m	
Corridor floor sticker outside the hall		RMB 25,000
(1 exhibitor, 4 stickers / hall)		
Exclusive floor sticker (9 halls)		RMB 200,000
L1- Shuttle bus roof ads		RMB 15,000/3 days
2.4*0.7m, single sided, 3 exhibitors at most		
L2- Shuttle bus back ads		RMB 8,000/3 days
1.3*0.9m, single sided, 3 exhibitors at most		
L3- shuttle bus point ads		RMB 10,000/3 days
2*1m, 2 exhibitors only		
M- Two sided boards at inner square		RMB 28,000/side
5*4m, 9 exhibitors at most		RMB 40,000/double-sided
N- Portable flagpole		RMB 12,000/5ads
0.6*2.8m (5 ads /hall)		
O- Lamp Post Banners		RMB 60,000/12 pairs/3 days
1.6*0.6m, 1 exhibitor only		
From Pudong Kerry Center to the North Entrance, SNIEC		
P- Billboard inside the hall		RMB 35,000/piece
8*5cm, North entrance to Hall N1 outside (1 exhibitor)		
East entrance to Hall E7 outside (2 exhibitors)		
Conspicuous location in the triangle area of the inner square (east/north hall, 2 exhibitors each)		
Q- Visitors guide and exhibition layout logo (billboard)		
Logo on the floor plan and exhibitor list		RMB 5,000

### 3. ONSITE ADVERTISEMENT OPPORTUNITIES



Advertisement on-site is the best way to promote you and your brand during the exhibition. It can also direct your potential buyers to your booth.

#### RATES INCLUDING PRODUCTION FEE (EXCEPT THE VIDEO AD)

R- Restroom Advertising Space at T-Hall	40*60cm
R1-Restroom Advertising Space at Entrance Hall Including restroom doors, wall posters (only one restroom for men and one for women)	RMB 16,000
R2-Restroom Advertising Space in Exhibition Halls Including restroom doors, wall posters (only one restroom for men and one for women)	RMB 10,000
T1- Hanging banner ads in Entrance Hall 3 (East Entrance) 3*5m	RMB 50,000 /double sided
U1- Entrance Hall 3 (East Entrance) Indoor board ads 4*3m, 5 exhibitors only, single sided	RMB 25,000 /piece RMB 45,000 /2 pieces
U2- Entrance Hall 3 (East Entrance) Board ads under the internal staircase 4*3m, 2 exhibitors only, single sided	RMB 25,000 /piece RMB 45,000 /2 pieces
U3- Entrance Hall 3 (East Entrance) Billboard (luminous) leading to Hall N5	RMB 30,000 /piece 3*3m, 2 exhibitors only, single sided
V1- Glass Wall Advertisement 22*7.2m Facing the interior square	RMB 150,000/piece RMB 240,000/2 pieces/Hall
V2-Glass corridor advertisement 14*5M 1 exhibitor only, corridors connecting E4-E5, E5-E6, E6-E7, and N4-N5	RMB 70,000/piece RMB 126,000/2 pieces
V3-Exterior glass wall advertisement 3.7*3.7m, 1 exhibitor for each hall	RMB 28,000 /piece
V4-Glass wall advertisement (North Entrance) 28*8m	RMB 300,000 /piece
V5-Wall advertisements (North Entrance) 7,5*14m	RMB 150,000 /piece

### 3. ONSITE ADVERTISEMENT OPPORTUNITIES

Advertisement on-site is the best way to promote you and your brand during the exhibition. It can also direct your potential buyers to your booth.

**RATES INCLUDING PRODUCTION FEE  
(EXCEPT THE VIDEO AD)**

W1-Glass Wall (SNIEC corridor), Kerry Hotel Pudong  
18.84\*13m RMB 300,000/3 days

W2-Glass sticker at Metro station, Kerry Hotel Pudong  
RMB 280,000/3 days

W3-LED ads at the metro lounge, Kerry Hotel Pudong  
1080\*1920px, 1 exhibitor only RMB 75,000/3  
the No.1 Exit (Kerry Center) at Huamulu Station, Line 7



## 4. SPONSORSHIP



\* 往届包袋赞助参考

### 4.1 PRINT ADS ON BAGS

Double-sided ads, featuring the official logo of LASER World of PHOTONICS CHINA

Confirm with the organizer before production. The organizer distributes to the visitors.

#### 4.1 PRINT ADS ON BAGS

Print ads on bags

At least one side of the bags should be show's image (production cost not included)

RMB 10,000/5,000 pieces

When Laser China is entrusted to produce

RMB 30,000/5,000 pieces



### 4.2 HIGH-QUALITY AUDIENCE GIFTS

Gifts are always welcome. LASER World of PHOTONICS CHINA organizer can help distribute your gifts to pre-registered quality visitors. A carefully selected exquisite gift may imprint your brand and image in the visitors' mind.

#### 4.2 HIGH-QUALITY AUDIENCE GIFTS

Confirm your gifts with the organizers.

RMB 20,000 /1,000 pieces

The organizers will help distribute to high-quality audience members, such as conference attendees, VIP guests, or TOUR buyers.

(production cost not included)

### 4.3 MEAL AND COFFEE COUPONS

All meal and coffee coupons will be customized with company names, logos and booth numbers. The types of meal coupons include: group lunch coupons, guest lunch coupons, VIP audience lunch coupons, coffee coupons, etc. This sponsorship significantly enhances the exhibitor's visibility and deepens the impression of their booth.

#### 4.3 MEAL AND COFFEE COUPONS

Meal and Coffee Coupons

RMB 10,000 (Exclusive)

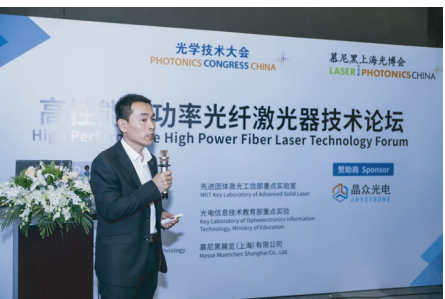
Providing your company's name, logo, and booth number



## 5. CONFERENCE SPONSORSHIP OPPORTUNITIES

### PHOTONICS CONGRESS CHINA

This year's PHOTONICS CONGRESS CHINA will present the latest scientific and technological R&D achievements and advances in computational optical imaging technology, optical metasurface technology, semiconductor optics technology, optical measurement of micro-nano structure, infrared detection technology, fiber laser, laser technologies, LiDAR technology, etc. At the same time, the Congress will highlight application scenarios such as semiconductors, new energy, automotive engineering, biomedicine, optical chips, and consumer electronics. LASER World of PHOTONICS CHINA is committed to providing a diversified communication platform for enterprises. The sponsorship services will leverage the Congress to enhance brand exposure, increase recognition, and showcase corporate strength.



#### 5.1 GOLD SPONSOR: RMB 40,000

- Be promoted as a gold sponsor of the PHOTONICS CONGRESS CHINA, which includes being displayed on the Congress introduction page on the Congress's official website, promotional articles on the Congress's WeChat Official Account, and other promotional materials, as well as pop up display stands at the event venue, schedule boards, and other on-site facilities
- Deliver a keynote speech at one themed forum with a duration of approximately 20-30 minutes, including Q&A time. The presentation must share technical information and solutions for no less than 10 minutes
- Distribute 200 copies of the sponsor's promotional materials, which will be included in the material packets for the audience attending the forum
- Release one top advertisement in a promotional article on the Congress's WeChat platform
- Get one page for advertising on the back cover, inside front cover, inside back cover, or internal page in the Congress Manual (first come, first served)
- Receive four free passes to paid conferences

#### 5.2 SILVER SPONSOR: RMB 20,000

- Be promoted as a silver sponsor of the PHOTONICS CONGRESS CHINA, which includes being displayed on the Congress introduction page on the Congress's official website, promotional articles on the Congress's WeChat Official Account, and other promotional materials, as well as pop up display stands at the event venue, schedule boards, and other on-site facilities
- Deliver a keynote speech at one themed forum with a duration of approximately 20-30 minutes, including Q&A time. The presentation must share technical information and solutions for no less than 10 minutes
- Get one page for advertising on the internal page in the Congress Manual
- Be granted two free passes for paid conferences

## 5. CONFERENCE SPONSORSHIP OPPORTUNITIES

### SINGLE SPONSORSHIP

#### 5.3 BRONZE SPONSOR: RMB 15,000



- Be promoted as a bronze sponsor of the PHOTONICS CONGRESS CHINA, which includes being displayed on the Congress introduction page on the Congress's official website, promotional articles on the Congress's WeChat Official Account, and other promotional materials, as well as pop up display stands at the event venue, schedule boards, and other on-site facilities
- Deliver a keynote speech at one themed forum with a duration of approximately 20-30 minutes, including Q&A time. The presentation must share technical information and solutions for no less than 10 minutes
- Be granted two free passes for paid conferences

#### 5.4 SINGLE FORUM PRESENTATION: RMB 12,000



- Present a keynote address in a topic forum of approximately 20-30 minutes, including Q&A time. The presentation must share technical information and solutions for no less than 10 minutes

#### 5.5 SINGLE FORUM BACKREST ADVERTISEMENT: RMB 20,000

- The backrest advertisement is for one themed forum
- The advertisements featuring the sponsor's name or logo will be displayed on the backrests of all seats within the venue
- The advertisement design must be provided by the sponsor



#### 5.6 SINGLE FORUM TEA BREAK SPONSORSHIP: RMB 8,000

- The tea break sponsorship is for one themed forum, with a duration of 10 minutes
- The sponsor's promotional materials and table cards featuring the company name or logo will be displayed on the tables
- A 2-minute promotional video of the sponsor will be played on a loop during the tea break

**For more details about sponsorship opportunities at the LASER World of PHOTONICS CHINA 2025, please feel free to contact us**

# MULTI-MEDIA MARKETING SERVICES ORDER FORM

FAX REPLY or EMAIL to  
Messe München Shanghai

Nettie Yang  
Tel.: +86-21-2020 5500  
Fax: +86-21-2020 5688  
Email: laser@mm-sh.com

Company: \_\_\_\_\_

Booth No.: \_\_\_\_\_

Country: \_\_\_\_\_

Contact: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

## PLEASE SELECT

### 1. DIGITAL MEDIA

#### 1.1 OFFICIAL WEBSITE ADVERTISING PLACE

##### 1.1.1 HOMEPAGE

- Scrolling Banner 980\*360pixel RMB 9,800/month  
exclusive place, frame 2, rolling playback(3 months prior to the exhibition)
- Skyscraper Banner 120\*408pixel RMB 6,000/month  
exclusive place (3 months prior to the exhibition)

##### 1.1.2 SUBPAGE-Discover LASER CHINA

- A-Banner (two ads space only) 728\*90 pixel RMB 6,000/month
- B-Banner 300\*250 pixel RMB 4,000/month
- C-Banner 140\*70 pixel RMB 4,000/month

##### 1.1.3 SUBPAGE-LASER CHINA 2025

- A-Banner 980\*360 pixel RMB 6,000/month  
two ads space only, rolling playback

##### 1.1.4 SUBPAGE-Pre-registration PAGE (MOBILE + PC)

- Visitor Pre-registration banner on the inside page RMB 40,000  
(Mobile phone+PC)  
Mobile phone: 1380\*588 pixel  
PC: 1000\*30 pixel

#### 1.2 ADVERTISEMENTS ON OFFICIAL WECHAT PLATFORM

- Wechat top ad 640\*110 pixel RMB 8 000/piece
- Call for technical article, promoted via wechat Free

#### 1.3 EXHIBITION E-NEWSLETTER ADS

- Top Ads 620\*80pixel RMB 5,000/edition 1 slot only
- Inner banner link to exhibitor's page of online catalogue RMB 2,000/edition

#### 1.4 EDM-CUSTOMIZED EMAIL PROMOTION

- Minimum order RMB 10,000/time

### 2. PRINT MEDIA

#### 2.1 LASER WORLD OF PHOTONICS CHINA NEWS (MAR. ISSUE) - ONSITE CATALOG/VISITORS GUIDE

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Gatefold advertisement RMB 33,000 | <input type="checkbox"/> Inside 1st 4C page RMB 18,000      | <input type="checkbox"/> Inside 1/3 page vertical RMB 4,000                              |
| <input type="checkbox"/> Back cover RMB 30,000             | <input type="checkbox"/> Inside 4C page RMB 15,000          | <input type="checkbox"/> Inside 1/3 page horizon RMB 4,000                               |
| <input type="checkbox"/> Inside front cover RMB 20,000     | <input type="checkbox"/> Inside 1/2 page vertical RMB 6,000 | <input type="checkbox"/> Visitors guide and exhibition layout logo (billboard) RMB 5,000 |
| <input type="checkbox"/> Inside back cover RMB 18,000      | <input type="checkbox"/> Inside 1/2 page horizon RMB 6,000  | Logo on the floor plan and exhibitor list  |

### 3. ONSITE ADVERTISEMENT OPPORTUNITIES

- |   |   |
|---|---|
| <input type="checkbox"/> Visitor badge 9.5*3.5cm RMB 40,000   | <input type="checkbox"/> Portable flagpole 0.6*2.8m RMB 12,000 /ads                           |
| <input type="checkbox"/> Visitor lanyard 10,000 sets RMB 40,000   | <input type="checkbox"/> Lamp Post Banners 1.6*0.6m RMB 60,000/12 pairs/3 days                |
| <input type="checkbox"/> Outdoor advertising board 8*5m RMB 35,000/piece                                | <input type="checkbox"/> Billboard inside the hall 8*5m RMB 35,000/piece                      |
| <input type="checkbox"/> Windmaster ads 1*2m RMB 16,000/4 pieces  | <input type="checkbox"/> Visitors guide and exhibition layout logo (billboard) RMB 5,000      |
| <input type="checkbox"/> Outdoor advertising cube 1.5*1.5m RMB 30,000/six sides                         | <input type="checkbox"/> Restroom Advertising Space at Entrance Hall RMB 16,000               |
| <input type="checkbox"/> Outdoor advertising column 3*4.5m RMB 55,000/four sides                        | <input type="checkbox"/> Restroom Advertising Space in Exhibition Halls RMB 10,000            |
| <input type="checkbox"/> Hanging banner ads 4*3m RMB 30,000/double sided                                | 40*60cm, Including restroom doors, wall posters (only one restroom for men and one for women) |
| <input type="checkbox"/> Joint hanging banner ads 2*2.5m RMB 25,000/double sided                        | <input type="checkbox"/> Hanging banner ads in Entrance Hall 3 RMB 50,000 /double sided       |
| <input type="checkbox"/> Flag ads in the corridor RMB 15,000/piece/double-sided                         | 3*5m (East Entrance)  |
| <input type="checkbox"/> Flag ads in the corridor RMB 40,000/3 pieces/double-sided                      | <input type="checkbox"/> Entrance Hall 3 (East Entrance) 4*3m RMB 25,000 /piece               |
| <input type="checkbox"/> Flag ads in the corridor RMB 70,000/5 pieces/double-sided                      | <input type="checkbox"/> Entrance Hall 3 (East Entrance) 4*3m RMB 45,000 /2 pieces            |
| Corridor (East Lounge to Hall E7) 3.5*1.2m Other Corridor 5*1.2m  | 5 exhibitors only, single sided   |
| <input type="checkbox"/> Board ads at corridor 4.5*3.5m RMB 30,000/piece                                | <input type="checkbox"/> Entrance Hall 3 (East Entrance) 4*3m RMB 25,000 /piece               |
| <input type="checkbox"/> Ads at the Glass Wall in the Connecting Corridor 8.55m*2.32m RMB 40,000/piece  | <input type="checkbox"/> Entrance Hall 3 (East Entrance) 4*3m RMB 45,000 /2 pieces            |
| <input type="checkbox"/> Ads at the Glass Wall in the Connecting Corridor 14.5*3.5m RMB 80,000/piece    | 2 exhibitors only, single sided   |
| <input type="checkbox"/> LED ads in the entrance hall 6 exhibitors at most 5.3m RMB 20,000/100 s/3 days | <input type="checkbox"/> Entrance Hall 3 (East Entrance) 3*3m RMB 30,000 /piece               |
| <input type="checkbox"/> LED ads at inner square 6 exhibitors at most 3.4m RMB 20,000/5mins/3days       | <input type="checkbox"/> Entrance Hall 3 (East Entrance) 3*3m RMB 30,000 /piece               |
| <input type="checkbox"/> LED ads at inner square Exclusive to the screen RMB 100,000                    | 2 exhibitors only, single sided   |
| <input type="checkbox"/> Interior floor sticker 2*2m RMB 8,000/piece                                    | <input type="checkbox"/> Glass Wall Advertisement 22*7.2m RMB 150,000/piece                   |
| <input type="checkbox"/> Corridor floor sticker outside the hall 2*2m RMB 25,000                        | <input type="checkbox"/> Glass Wall Advertisement 22*7.2m RMB 240,000/2 pieces/Hall           |
| <input type="checkbox"/> Exclusive floor sticker 2*2m RMB 200,000                                       | <input type="checkbox"/> Glass Corridor Advertisement 14*5m RMB 70,000/piece                  |
| <input type="checkbox"/> Shuttle bus roof ads 2.4*0.7m RMB 15,000/3 days                                | <input type="checkbox"/> Glass Corridor Advertisement 14*5m RMB 126,000/2 pieces              |
| <input type="checkbox"/> Shuttle bus back ads 1.3*0.9m RMB 8,000/3 days                                 | <input type="checkbox"/> Exterior glass wall advertisement 3.7*3.7m RMB 28,000 /piece         |
| <input type="checkbox"/> Shuttle bus point ads 2*1m RMB 10,000/3 days                                   | <input type="checkbox"/> Glass wall advertisement (North Entrance) 28*8m RMB 300,000 /piece   |
| <input type="checkbox"/> Two sided boards at inner square 4*5m RMB 28,000/side                          | <input type="checkbox"/> Wall advertisements (North Entrance) 7.5*14m RMB 150,000 /piece      |
| <input type="checkbox"/> Two sided boards at inner square 4*5m RMB 40,000/double-sided                  | <input type="checkbox"/> Glass Wall (SNIIEC corridor) 18.84*13m RMB 300,000/3 days            |
|   | <input type="checkbox"/> Glass sticker at Metro station RMB 280,000/3 days                    |
|   | <input type="checkbox"/> LED ads at the metro lounge 1080*1920px RMB 75,000/3                 |

### 4. SPONSORSHIP

- |   |   |
|---|---|
| <input type="checkbox"/> Print ads on bags RMB 10,000/5,000 pieces                        | <input type="checkbox"/> Confirm your gifts with the organizers. RMB 20,000 /1,000 pieces |
| <input type="checkbox"/> When Laser China is entrusted to produce RMB 30,000/5,000 pieces | <input type="checkbox"/> Meal and Coffee Coupons RMB 10,000 (Exclusive)                   |

### 5. CONFERENCE SPONSORSHIP OPPORTUNITIES

- |   |  |
|---|--|
| <input type="checkbox"/> GOLD SPONSOR: RMB 40,000   | <input type="checkbox"/> SINGLE FORUM PRESENTATION: RMB 12,000           |
| <input type="checkbox"/> SILVER SPONSOR: RMB 20,000 | <input type="checkbox"/> SINGLE FORUM BACKREST ADVERTISEMENT: RMB 20,000 |
| <input type="checkbox"/> BRONZE SPONSOR: RMB 15,000 | <input type="checkbox"/> SINGLE FORUM TEA BREAK SPONSORSHIP: RMB 8,000   |

**MORE INFORMATION ABOUT SPONSORSHIP, PLEASE CONTACT**  
Grace Qu  
Tel.: 86 21 2020 5543 Fax: 86 21 2020 5688 grace.qu@mm-sh.com

SIGNATURE/COMPANY CHOP

DATE



## Terms of Sponsorship

### 1. Application for Sponsorship and Sponsorship Contract

All potential sponsors wishing to take part in the event must express their wish to do so by fully as well as faithfully completing and signing – with a legally binding signature - the application form (" Application Form ") and submitting it to Messe Muenchen Shanghai Co., Ltd. (" MM-SH ") (facsimile or scanned copies are deemed as legally valid) at the earliest opportunity (at the latest by the application deadline). The applying sponsor may keep a photocopy of the application.

By submitting the application, the applying sponsor expresses to MM-SH its keen interest to be a sponsor (" Sponsor ").

When an applying sponsor submits the Application Form, it means that the sponsor acknowledges and observes the Terms of Sponsorship under the Application Form, and a sponsorship contract (" Sponsorship Contract ") shall also be deemed to have been entered into with MM-SH in relation to contents of the sponsorship and related services. The Application Form submitted by the applying sponsor (including the Terms of Sponsorship), the Marketing Sponsorship Manual, and the sponsorship package (if any) made by MM-SH for the Sponsor are indispensable parts of the Sponsorship Contract, which has legally binding force on both parties. Without prior written consent of MM-SH, the Sponsor shall not transfer any part or all of its rights and obligations under the Sponsorship Contract to any third party.

### 2. Sponsorship Fees

The details of the sponsorship fees are specified in the Application Form. The sponsorship fees include extensive services provided by MM-SH, such as consultation and planning advice, sponsorship package preparation and technical assistance, etc.

**The prices under the Application Form include 6% value-added tax. If the tax authority in China adjusts the tax type or tax rate before MM-SH issues the fapiao, MM-SH has the right to calculate the tax amount and issue the corresponding fapiao according to the new tax type and tax rate from the date when the tax authority in China adjusts the tax type or tax rate. In case of any further tax requirements in the Sponsor's state / country of residence, such taxes shall be borne by the Sponsor. The Sponsor must pay the sponsorship fees first and MM-SH will subsequently issue the respective fapiao (tax inclusive).**

After receipt of the Application Form, MM-SH will, within reasonable time, issue an invoice for the advance payment. The specific requirements of the payment shall be subject to such invoice. If the applicant reduces the sponsorship services at its own discretion, the advance payment for the reduced services will not be refunded but still be a part of the sponsorship fees.

The amounts specified in the invoice shall be paid immediately, unless other payment due time is specified therein. Payment of sponsorship fees is an essential condition for obtaining sponsorship services.

Before the Sponsor fulfills its payment obligation to MM-SH for the ordered services, MM-SH has the right to refuse to provide any related services to such Sponsor. This shall in particular apply to those Sponsors who have failed to perform or perform in a timely manner the payment obligations to the organizer.

Should the Sponsor wish to have a fapiao reissued because the company name, tax number or address of the recipient of the fapiao has changed, the Sponsor is obliged to pay MM-SH a sum amounting to RMB 450 plus any governmental tax and charges for each change of fapiao. If the reissuance of the fapiao is caused due to mistakes of MM-SH, the Sponsor is not required to assume the cost for the reissuance.

### 3. Payment Terms

The deadlines for payment given in the invoices must be observed. Payment in full and in due time of the amounts invoiced is a condition for obtaining the sponsorship services. The Sponsor will receive invoices for all additional charges (e.g. technical services) with the confirmation of the order; they are to be paid by the Sponsor immediately on receipt thereof. All invoiced amounts in all MM-SH invoices are to be paid in RMB, without deductions and free of all charges (i.e. **bank transfer fee and charges for the transferring via bank account shall be paid by the Sponsor**), by credit transfer to the account specified in the invoices.

The beneficiary 's bank account information is as follows:

Beneficiary: Messe Muenchen Shanghai Co., Ltd.

Bank: ICBC Shanghai Branch, No.2 Business Department

Account No.: 1001190709016219311

Swift code: ICBKCNBJSHI

### 4. Withdrawal from Contract

If the sponsorship package which has been confirmed by MM-SH and the Sponsor in writing is subsequently changed so much by MM-SH that the Sponsor can no longer be reasonably expected to accept, **the Sponsor is entitled to withdraw from the Sponsor Contract within one week of receiving the written notification by MM-SH.** Otherwise, apart from the statutory rights to withdraw from contracts, the Sponsor has no right to withdraw from the Contract. **If the Sponsor withdraws from the Contract unilaterally after submitting the Application Form, it shall be liable for actual cost occurred in relation to the matters of sponsorship and compensation for all direct losses incurred by MM-SH for such withdrawal.**

MM-SH is entitled to withdraw from the Sponsor Contract if the Sponsor fails to fulfill its payment obligations to MM-SH in time. For such purpose " in time " means MM-SH has extended the deadline for the payment by 5 days and the Sponsor shall fulfill the payment obligation within this grace period. MM-SH is also entitled to withdraw from the Contract if the Sponsor breaches any stipulation under the Sponsorship Contract, and MM-SH shall no longer be reasonably expected to adhere to the Contract. In the aforementioned cases MM-SH is entitled not only to withdraw from the Contract but also to demand from the Sponsor 100% of the sponsorship fees as compensation. MM-SH 's right to claim further losses and damages remains unaffected.

### 5. Force Majeure

If MM-SH is compelled, as a result of force majeure (e.g. natural disasters such as earthquakes, droughts, tsunamis, typhoons, hurricanes and floods, or fires, war, riots, terrorism, acts of government, epidemics, hacker attacks, network failures, power outages, major disruptions due to technical adjustments by the telecommunications department, shutdowns due to government controls, virus attacks, etc.) or other circumstances beyond its control, to postpone or change any sponsorship service, the Sponsor shall not be entitled to withdraw or cancel the Contract, nor have any other claims against MM-SH, in particular claims for damages. If MM-SH cancels or no longer provides the sponsorship services as a result of force majeure or other circumstances beyond its control, or because it has become unreasonable for MM-SH to provide the sponsorship services, MM-SH is not liable for damages and disadvantages to the Sponsor arising from such no more provision of the sponsorship services as a result of the above situations.

### 6. Sponsor 's Undertakings and Warranties

- 6.1 The Sponsor represents and warrants that, it owns the intellectual property rights of the Published Contents during the marketing sponsorship services, or it has been legally authorized by the lawful right owner in advance. The Sponsor shall take legal liabilities on its own for the ownership of the intellectual property rights of all the marketing materials provided by itself.
- 6.2 If the sponsorship services involve any link to the Sponsor 's website, the Sponsor shall ensure the legitimacy and security of such website link, and ensure that it does not involve any infringement. The Sponsor shall bear any loss and liability caused by violation of this warranty.
- 6.3 If the Sponsor publishes contents that contain professional information of industries such as meteorology, education, healthcare, transportation, finance, film and television, animation, publication and information, or contain information of public figures, celebrities, personal icons, marks or body languages, etc., the Sponsor shall ensure that it owns the lawful right to use and right of portrait, etc.
- 6.4 The Sponsor warrants that the pictures, videos, Logos, drafts of advertising design, articles and other marketing materials published through marketing sponsorship services (hereinafter referred to as the " Published Contents ") shall not infringe the legal rights of any third party (including but not limited to copyright, trademark, right of portrait, etc. ). If the Published Contents from the Sponsor infringe any legal right of a third party, the Sponsor will bear relevant legal liabilities and risks. If MM-SH is involved in any lawsuit, claim or other judicial proceedings because the Published Contents from the Sponsor infringe the legal right of a third party (hereinafter referred to as the " Infringement Proceedings "), the Sponsor agrees to handle the Infringement Proceedings and make compensation as follows:
  - 1) MM-SH informs the Sponsor of the abovementioned Infringement Proceedings promptly after the occurrence thereof, and suspends the marketing sponsorship services to the Sponsor during the abovementioned Infringement Proceedings.
  - 2) The Sponsor shall, after receiving the written notice from MM-SH and for the interest of MM-SH, designate representative(s) to participate in the abovementioned Infringement Proceedings brought by the third party, and shall provide MM-SH with necessary support and assistance regarding litigation strategies and other matters during the abovementioned Infringement Proceedings, and shall bear all expenses incurred such as the legal costs, attorney fees, travel expenses, settlement amount, or damages decided in effective legal instruments.
  - 3) MM-SH is entitled to require the Sponsor to bear the liability for breach of contract according to the provisions on the liability for breach of contract under these terms and conditions.
- 6.5 If the Sponsor provides gifts in physical form, the Sponsor shall ensure the quality and transportation of such gifts that it is responsible to provide, guarantee that such gifts are compliant with national or industrial standards and qualified upon inspection and examination, and are delivered to the place designated by MM-SH. The Sponsor shall guarantee that the products ' packages are intact and the logos and marks are complete. In case of punishment, legal liabilities, claims from a third party, or even relevant lawsuit proceedings arising due to product quality, the Sponsor shall unconditionally and independently assume all indemnify liabilities and consequences arising therefrom, for all of which MM-SH is irrelevant.

6.6 If the Sponsor violates any above provision, MM-SH is entitled to modify or delete relevant contents or stop providing the Sponsor with services. The Sponsor shall bear all liabilities for such violation and compensate MM-SH all losses caused thereby (including but not limited to the compensation paid to a third party, penalties, etc.).

#### 7. Disclaimer

- 7.1 The marketing contents are provided by the Sponsor, and MM-SH shall not be responsible for the correctness, completeness and up-to-date status of the contents.
- 7.2 If the online marketing contains a link to an external website of a third party, under any circumstances the website provider or operator shall be responsible for the contents of the linked website, and MM-SH shall not be liable therefor.
- 7.3 MM-SH particularly reserves the right to modify or extend the contents provided by the platforms involved in the digital marketing channels without separate notice. MM-SH shall not bear the liability to compensate any direct or indirect loss caused by the information provided by the Sponsor.
- 7.4 MM-SH shall not bear any legal liability for the Sponsor's any loss from the marketing promotion, including but not limited to losses caused by mistakes, omissions, virus, etc. of relevant contents.
- 7.5 Under no circumstances shall MM-SH be liable for any indirect, consequential, disciplinary, incidental or special damages arising out of the Sponsor's receiving the marketing sponsorship services, including the profit loss suffered by the Sponsor as a result of the Sponsor's use of the sponsorship services.
- 7.6 MM-SH is not obliged but has the right to review the Published Contents provided by the Sponsor. If it finds that such Published Contents do not comply with national laws, regulations, or policies and rules, or that the Published Contents may infringe upon the lawful rights and interests of other parties, or it finds other situations which MM-SH deems as inconformity, MM-SH is entitled to refuse to publish such contents without any liability.

#### 8. Special Terms on Live-streaming

##### 8.1 Published Contents for Live-streaming

When it submits the Application Form, the Sponsor shall also submit the information to MM-SH such as the theme, time, hosting speaker of the live-streaming and the Published Contents for the live-streaming. The Published Contents of the Sponsor shall be subject to the confirmation by MM-SH, and the time schedule of the Sponsor's live-streaming shall be arranged by MM-SH in light of the actual condition. MM-SH has right to review the Published Contents provided by the Sponsor. If it finds that any Published Content provided by the Sponsor does not comply with national laws and regulations, or policies and rules, or that the Published Contents may infringe upon the lawful rights and interests of other parties, or it finds other situations which MM-SH deems as inconformity, MM-SH is entitled to refuse to publish such contents without any liability. However, this provision shall not be deemed as a guarantee provided by MM-SH on the legitimacy of the Published Contents of the Sponsor. The Sponsor itself shall guarantee the authenticity and legitimacy of the Published Contents and bear all the liabilities arising therefrom.

##### 8.2 Code of Conduct for the Sponsor

The Sponsor shall not conduct any of the followings:

- 1) To transfer the ordered sponsorship services to any third party without prior written consent of MM-SH.
- 2) To modify by any means the Published Contents and relevant elements (including but not limited to the theme, hosting speaker, pictures, links, etc. of the live-streaming), and to connect the link to any product that is irrelevant to the live-streaming.
- 3) To try to crack the source code of the live-streaming software by reverse engineering, decompile or other means.
- 4) To generate invalid traffic and/or fake traffic, impressions, clicks, etc. by any technical means or other improper means (including but not limited to underground industry, traffic purchase, forcing/inducing users to repeatedly click/visit, to repeatedly click/visit links/websites through technical scripts or cheating software).
- 5) To get traffic in the live-streaming platform, improper benefits by improper means, disturbing the order of the live-streaming platform.
- 6) To spread junk mails, harassing mails and e-mail advertisements, and make junk phone calls, harassing phone calls, all of which violate relevant national laws and regulations or are adverse to MM-SH.
- 7) To spread advertisements that are undesirable or without request, or spread texts, voice messages and videos that contain reactionary, pornographic and other harmful information through live-streaming service. To sell its own or a third party's products or services during the live-streaming.
- 8) To livestream following information or contents by using the source and services provided by the live-streaming service or to facilitate the livestreaming of such information by other people:
  - a) political propaganda and/or news and information that violate national regulations;
  - b) information involving national secrets and/or security;
  - c) feudal and superstition information and/or obscene, pornographic,

- indecent information or information on abetting crime;
- d) lottery, gambling games, "private servers", "cheating plugs-in" and other illegal internet publication activities;
- e) information that violates national ethnic and religious policies;
- f) information that interferes with the security of the Internet operation;
- g) information that infringes on the legitimate rights and interests of others and/or other information or contents that are harmful to the social order, social security and public morality;
- h) other contents that violate laws and regulations, departmental rules or national policies.

- 9) To build or use relevant devices or configuration to run programmes or process that is irrelevant to the purchased services, resulting in taking up the server memory, CPU or the internet bandwidth source in the platform formed by large amount of the sources of the live-streaming platform (such as the internet bandwidth or the storage space), interrupting the smooth connection between the live-streaming and the Internet, or between the live-streaming and the specific network or server, and within the live-streaming, or causing the server to go down or crash where the website of the products and services in the live-streaming platform is or where other live-streaming users are, or causing the products/application in the live-streaming platform inaccessible by users, etc.
  - 10) To make or try to make any alteration to the system configuration of the live-streaming platform or to break the system security.
  - 11) To reversely decompile the source code of the live-streaming platform without permission, including but not limited to obtaining the video source address, stream-extract address without permission, or extracting stream by a video download address.
  - 12) To conduct other activities that violate laws, regulations, these terms and conditions or infringe on a third party's lawful rights, and influence (or may influence) the reputation of MM-SH and its affiliates or any third party.
- If the Sponsor violates the above provisions, MM-SH or the live-streaming platform has the right to take corresponding measures according to the situation, including but not limited to terminating/suspending this service immediately, maintaining relevant records, reporting to relevant competent authority or deleting relevant information.

##### 8.3 Regulations on the Live-streaming Contents

- 1) The Sponsor shall warrant that, its Published Contents shall comply with laws, regulations and other regulatory documents, these terms and conditions, and shall not infringe on the intellectual property rights and other lawful rights and interests of MM-SH and/or any third party. The Published Contents shall be present in healthy forms and shall be objective and real.
- 2) All the contents published or spread by the Sponsor through the live-streaming service shall not violate relevant laws and regulations such as the Advertising Law, and shall not contain any content that is prohibited from publishing by the live-streaming platform or MM-SH.
- 3) The sponsor shall warrant that the live-streaming contents published or spread (including the live-streaming theme, guiding image, video trailer, etc.):
  - a) shall not contain untrue, false or exaggerated promotion, or mislead audience by any means;
  - b) shall not contain negative information about any other third party and/or its commodities, or derogate such third party and/or its commodities, maliciously or by comparison;
  - c) shall not use any improper marketing means (including but not limited to marketing by using trending topics and contents, marketing by using fake and fictional experience, or using false promises (e.g. promising users a free gift with purchase when there is no free gift), etc.);
  - d) shall not, during the live-streaming and without approval, allow access to any link or any QR code of a third party's platform, or present information such as QR codes and contact information of any individual (including We-media influencers themselves) or seller, and/or other pictures or texts with advertising and sales intention.

##### 8.4 Liability Assumption

- 1) The Sponsor is aware and acknowledges that, given the special nature of computers and the Internet, the followings will not be considered as a breach of contract by MM-SH:
  - a) Short interruptions in service when the live-streaming platform or live-streaming service is undergoing server configuration and maintenance;
  - b) Reduced uplink or downlink speed to the Sponsor's website due to problems such as blocked access or weakened signals on the Internet;
  - c) Interruption of live-streaming service or failure to meet the requirements of the Sponsor due to force majeure, computer virus or hacker attack, adjustment of relevant competent national authorities and operators, system instability, location of the Sponsor, shut-down by the Sponsor and any other problems of technologies, the Internet and telecommunication lines, etc.;
  - d) Defects in the live-streaming service due to unavoidable defects in the state of the art of the industry (e.g. MM-SH is unable to guarantee that

the Sponsor 's data storage is absolutely secure);

- e) MM-SH is unable to guarantee that the data and materials stored by the Sponsor under this Agreement will not lose, and will not bear any liability for the Sponsor 's data storage or results of data backup. The Sponsor is obligated and has responsibility to the secondary storage and backup of its own data and materials.
- 2) The Sponsor shall be aware and acknowledge that its use of the live-streaming sponsorship service may be exposed to risks from any third party, including threatening, libel or illegal contents or activities, or anonymous or impostor information infringing upon other people 's lawful rights and interests, and the Sponsor shall bear all the risks above by itself. MM-SH will not provide any type of guarantee, whether express or implied, for the provided live-streaming sponsorship services, including any implied guarantee and conditions on the truthfulness, applicability, ownership and non-infringement of all relevant information, and will not bear any liability for any direct, indirect, incidental, special and subsequent damages caused by the improper or illegal use of the live-streaming sponsorship service by the Sponsor arising therefrom.
- 3) The Sponsor shall bear all the following liabilities and compensation on its own and fully compensate MM-SH if MM-SH suffers any damages because of the followings:
  - a) Any claim or request by any third party arising out of any infringement of any rights or interests of others by data stored or live content initiated by the Sponsor through the live streaming;
  - b) Claims or requests by any third party due to the Sponsor 's breach of these terms and conditions;
  - c) Any legal liability resulting from any breach of these terms and conditions by the Sponsor;
  - d) Any dispute between the Sponsor and any audience over the products or services promoted during the live-streaming;
  - e) Any legal liability caused by the data and materials stored during the live-streaming service by the Sponsor.

#### 9. Intellectual Property Rights

The Sponsor warrants that the promotional materials and publicity materials provided do not infringe on any third party 's legal rights including but not limited to intellectual property rights such as trademarks, copyrights, designs, patents, whether registered or otherwise confirmed, and other legitimate rights and interests.

If MM-SH considers that the promotional materials provided by the Sponsor violate relevant laws and regulations or infringe on the intellectual property rights and other legitimate rights of third parties, MM-SH shall have the right to terminate the Sponsorship Contract and refuse to provide the corresponding sponsorship services, and the sponsorship fees shall not be refunded and the Sponsor shall compensate MM-SH for all losses caused to MM-SH. In the event that MM-SH is subject to any administrative penalties, judicial proceedings and claims by third parties in relation to the aforementioned infringements by the Sponsor, the Sponsor shall be fully liable for the resulting damages, including but not limited to responding to the litigation in court, receiving investigations, and responding to and paying compensation to third parties.

The Sponsor shall actively cooperate for the supervision and administration with the intellectual property administration and judicial authorities, as well as for on-site evidence collection, investigation and questioning, etc. The Sponsor shall accept the relevant authorities' handling decisions and withdraw the alleged infringing promotional materials or related materials, and MM-SH shall also have the right to request the removal of any alleged infringing promotional materials or related materials.

#### 10. Verbal Agreement

All verbal agreements, individual and special arrangements are valid only with MM-SH 's written confirmation.

#### 11. Place of Performance, Applicable Law

Shanghai shall be the place of performance, also for all financial obligations. The law of the People's Republic of China shall apply.

#### 12. Jurisdiction, Arbitration Agreement

The following shall apply to Sponsors incorporated in the PR of China:

In the event of any dispute, controversy or claim (collectively, " dispute ") arising out of or relating to this Sponsorship Contract, or the breach, termination or invalidity of this Sponsorship Contract, both parties shall attempt in the first instance to resolve such dispute through friendly consultations. If any dispute is not resolved by friendly consultations, then any party shall bring an action at the court which has jurisdiction at the registered address of MM-SH.

The following shall apply to Sponsors incorporated or with their principal place of business outside the PR of China:

In the event of any dispute, controversy or claim (collectively, " dispute ") arising out of or relating to this Sponsorship Contract, or the breach, termination or invalidity of this Sponsorship Contract, the both parties shall attempt in the first

instance to resolve such dispute through friendly consultations. If any dispute is not resolved by friendly consultations, then any party shall submit the dispute to Shanghai International Economic and Trade Arbitration Commission for arbitration in Shanghai in accordance with its rules of arbitration procedure.

#### 13. Data Protection

The Sponsor hereby acknowledges and consents that the person-related data of the Sponsor can be processed and used for fulfilling the business purposes of MM-SH as well as being forwarded to third parties in order to fully perform all the above terms relevant to the Sponsorship Contract; the Sponsor further consents that its personal data can be used by third parties for marketing purposes of related trade fairs by affiliated companies of MM-SH, provided that such use of personal data will be in compliance with data protection legislation. The Sponsor confirms and acknowledges that all the Personal Data provided by the Sponsor to MM-SH is legally collected, and the consent of relevant individuals has been obtained for the use of the Personal Data under this Terms of Participation.

#### 14. Severability

Should the provisions set out in the Terms of Sponsorship or Marketing Sponsorship Manual be or become legally invalid or incomplete, the validity of the other provisions or the contract concerned remains unaffected. In such a case, the contracting parties undertake to replace the invalid provision and/or fill the gap with a provision with which the contracting parties are most likely to achieve the economic purpose they pursue.

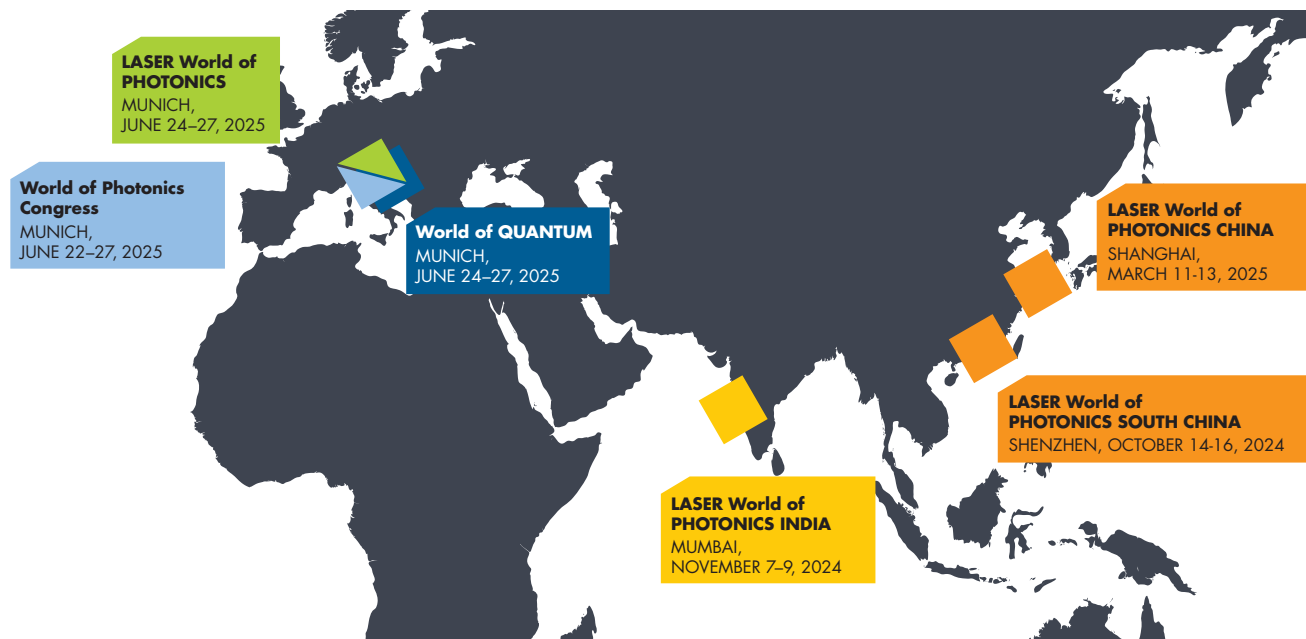
As of July 2021  
Messe Muenchen Shanghai Co., Ltd.



# LASER World of PHOTONICS CHINA

LASER World of PHOTONICS has developed an international trade fair network. Its global network of trade fairs and their congresses represents the most important marketplaces and think tanks for the global laser and photonics industry and its users.

With a total of more than 2,200 exhibitors and more than 83,000 visitors in Munich, China and India, Messe Munchen is the world's leading trade fair organizer for laser and photonics.



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