LASER WORLD
OF PHOTONICS
CHINA

MESSE
MÜNCHEN

MULTI-MEDIA MARKETING SERVICES

2027.3.8-10

Shanghai New International Expo Centre

www.world-of-photonics-china.com.cn/en

Why Choose Our Marketing Services?

Comprehensive
Promotion Plan

Multiple
Media Forms

Efficient
Marketing Service

Customized
One-Stop Arrangement

Enjoy A Free Premium Service Experience For All Exhibitors!

Value program I :
VIP Invitation

- Log in to the Exhibitor Center and click on "VIP Invitation" to invite clients. These clients will receive a free upgrade to VIP status, along with exclusive benefits and premium services.

Value program II :
Enhanced Online Exposure for Your Brand

- Log in to the Exhibitor Center and complete the online expo publication featuring your products and services to enjoy a year-long, free exposure. Your submitted content will be promoted to hundreds of thousands of potential professional visitors through both online and offline channels, including email campaigns, WeChat, and printed materials.

Value program III:
Timely Insights into Exhibitor Activities

- Log in to the Exhibitor Center to enter your exhibition activities and exhibitor news. Utilize the official website platform of Laser World of Photonics China to promote your company's latest developments and on-site activities, effectively attracting visitors.

Value program IV:
Precise Supply-Demand Alignment

- Log in to the Exhibitor Center and complete the online expo publication. We will provide intelligent matching and targeted promotions that align your offerings with the specific needs of pre-registered visitors, ensuring efficient connections with potential clients.

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1 Digital Media

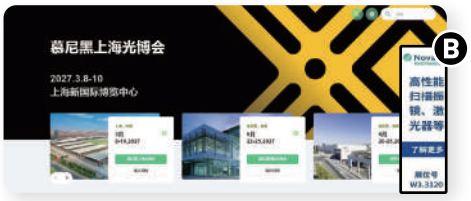
1.1 Official Website Advertising

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



www.world-of-photonics-china.com.cn/en

Our official website provides exhibitors, visitors and industry users with first-hand exhibition information and the latest industry updates.
(Booking period: available for booking three month prior to the exhibition.
Ad Display Period: from launch until the end of April 2027.)



1.1.1 Homepage

A-Scrolling Banner 1630*551 pixel RMB 20,000/Session
Exclusive place, frame 2, rolling playback
(Display period: From launch until the end of April 2027.)

B-Skyscraper Banner 120*408 pixel RMB 12,000/Session
exclusive place
(Display period: From launch until the end of April 2027.)



1.1.2 Subpage-Discover Laser China

A-Banner (limited to 2 slots) 1630*551 pixel RMB 12,000/Session
(Display period: From launch until the end of April 2027.)



1.1.3 Subpage-Laser China

A-Banner 1630*551 pixel RMB 12,000/Session
(Display period: From launch until the end of April 2027.)

1 Digital Media

1.2 Advertisements on Official Mini Program







The Laser World of Photonics China's official mini program offers an advanced platform for visitors to explore exhibitor profiles, product showcases, and on-site activities, greatly improving the interactive experience and popularity. Join us and use this efficient tool to make your brand and products stand out at the exhibition and attract more attention!

(Booking period: available for booking three month prior to the exhibition. Ad Display Period: from launch until the end of April 2027.)

1.2.1 Advertisements on Mini Program Homepage

A-Pop-up ads (Exclusive)	RMB 20,000/Session
B-at the middle of the homepage (limited to 2 slots)	RMB 12,000/Session
C-Ad space at the bottom of the homepage (Exclusive)	RMB 8,000/Session

1.2.2 Mini Program's "Brand Recommendation" Feature

Highlight your exhibitor identity with our Brand Recommendation feature, which prominently displays your company logo, name, and booth number on the homepage of the mini program. Visitors can access detailed company information and product demos with a single click on your logo.

A-Brand Recommendation service (limited to 16 slots)	RMB 5,000

1 Digital Media

1.3 Advertisements On Official Wechat Platform



Get the most complete, up-to-date and first hand show information with Photonics Shanghai!
Nearly 180,000 ads will be regularly streamed to more than 180,000 fans, with up to13,000 readings, along with live news from the show and industry-leading technical information.

1.3.1 Wechat Advertising

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



1.3.2 Official WeChat Channel Video Promotions

A- Official WeChat Channel Video Promotions (up to 3 minutes)	RMB 5,000

> Enhance your exposure through Laser World of Photonics China's two official WeChat channels. Purchase video promotion and enjoy additional reach through Lei Sir's social networks. Maximize your opportunity to connect with a broader audience!

** Video release is exclusively for exhibitors and must display the exhibiting brand's logo.*

1 Digital Media

1.4 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.

1.4 Exhibition E-newsletter Ads		
A-Top Ads Exclusive location	620*80 pixel	RMB 5,000/edition
B-inner banner link to exhitor's page of online catalogue		RMB 2,000/edition

1.5 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.

1.5 EDM - Customized Email Promotion		
Minimum order: 10,000	10,000	RMB 10,000/time

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

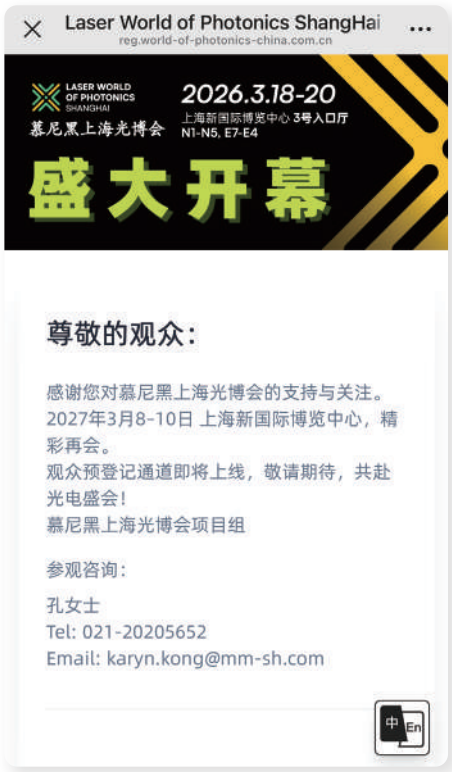
** EDM needs to be designed by the exhibitor.*

1 Digital Media

1.6 Pre-registration Page(Mobile +PC)

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





1.6 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.

(Booking period: available upon pre-registration launch.
Ad Display Period: from pre-registration launch to closure.)

Visitor Pre-registration banner on the inside page (Mobile phone+PC) RMB 40,000

Mobile phone: 1500*647 pixel
PC: 4000*834 pixel

2 Print Media

2.1 Preview Catalog (Jan. Issue)



The official Preview Catalog will be distributed to invited and pre-registered visitors before the exhibition, which is an ideal channel to attract potential buyers to your booth.
Booking closes by the end of December.

2.1 Preview Catalog		
Back cover (1 slot only)	(W)210*(H)285mm	RMB 15,000
Inside front cover (1 position only)	(W)210*(H)285mm	RMB 10,000
Inside back cover (Booking closes at the end of December)	(W)210*(H)285mm	RMB 9,000
Inside 1st 4C page (1 position only)	(W)210*(H)285mm	RMB 9,000
Inside 4C page	(W)210*(H)285mm	RMB 7,500
Product preview Company profile≤300 words; product introduction: maximum 800 words; 1-3 high-definition product images（≥300dpi）		RMB 4,800

2 Print Media

2.2 Laser World of Photonics China Onsite Catalog



2026 Review: 58,281 professional visitors. The event serves as an exceptional promotional platform, covering a wide range of industries, including automotive engineering, consumer electronics, shipbuilding and aerospace, semiconductor and electrical engineering, communications, new energy/photovoltaic/lithium battery/energy storage, chemical/pharmaceutical industry/medical technology/biotechnology, research institutions, etc.
Distribution 2027: 60,000 copies

2.2 Laser World of Photonics Shanghai Onsite Catalog

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.

3 Rates Including Production Fee (Except The Video Ad)

A1- Visitor badge 9.5*4cm(H) RMB 40,000
Minimum10,000 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 RMB 40,000/piece
8*5m, limited pieces, first order first served.

C1- Windmaster ads RMB 16,000/4 pieces/double sided
1*2m

C2- Outdoor advertising cube RMB 30,000/6 sides
1.5*1.5m

C3- Outdoor advertising column RMB 55,000/4 sides
3*4.5m

D- Hanging banner ads RMB 30,000/double sided
4*3m, Only permitted to hang overhead directly above booths without pre-installed suspension points.

E- Joint hanging banner ads RMB 25,000/double sided
4*2.25m, Max. 2 in each exhibit area,double sided

F- Flag ads in the corridor 70,000/5 pieces/double-sided
5*1.2m
limited pieces, first order first served.
**Flags unavailable between N2 and N3*

G- Board ads at corridor RMB 30,000/piece
4.5m*3.5m

H- Ads at the Glass Wall in the Connecting Corridor
North lounge to Hall W& N(only 2) RMB 40,000/piece
8.55*2.32m
East entrance to Hall E7 RMB 80,000/piece
14.5*3.5m

I- Large signs hanging in the corridor RMB 50,000
10*2.5m
Located in the corridor from the North Hall to Hall N1, limited pieces, first order first served.
Before booking, you need to confirm the placement location with the organizer.

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.

3 Rates Including Production Fee (Except The Video Ad)

J1- LED ads in the entrance hall
RMB 20,000/100seconds/3days
Video ads, 6 exhibitors at most

J2- LED ads at inner square RMB 20,000/5mins/3days
Video ads
6 exhibitors at most

K1-Interior floor sticker 2*2m RMB 8,000/piece

K2-Exterior floor sticker 2*2m RMB 25,000/4 pieces
Corridor floor sticker outside the hall
(1 exhibitor, 4 stickers / hall)

L- Shuttle bus roof ads RMB 15,000/3 days
L1-2.4*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- Advertising standing next to shuttle bus stop
1*2.5m RMB 12,000/double-sided
RMB 40,000/4 pieces/double-sided

N- Two sided boards at inner square RMB 28,000/side
5*4m, 9 exhibitors at most RMB 40,000/double-sided

O- Lamp Post Banners RMB 60,000/12pairs/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 N & outside of Hall W
(2 exhibitors each), East entrance to the outside of Hall E7
Conspicuous location in the triangle area of the inner square
2 positions each (maximum 2 exhibitor for each triangle area)

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.

3 Rates Including Production Fee (Except The Video Ad)

Q- Visitors guide and exhibition layout logo(billboard)
Logo on the floor plan and exhibitor list RMB 5,000

R- Restroom Advertising Space at T-Hall 40*60cm

R1-Restroom Advertising Space at Entrance Hall RMB 16,000
Including restroom doors, wall posters
(only one restroom for men and one for women)

R2-Restroom Advertising Space in Exhibition Halls RMB 10,000
Including restroom doors, wall posters
(only one restroom for men and one for women)

T1-Hanging banner ads in Entrance Hall 3 (East Entrance)
3*5m RMB 50,000/double sided

T2-LED display ads in Entrance Hall1 (South Entrance)
Half screen: 7.5*3.8m RMB 60,000
Full screen: 15*3.8m RMB 100,000
Multiple visuals will be played in loop.

U1-Entrance Hall — Illuminated Billboard RMB 60,000/piece
6*4.5m,
limited space, first order first served

U2-Entrance Hall 3 (East Entrance) RMB 45,000/piece
4.5*3m, Ad board (Luminous) on the passage leading to Hall N
3*3m(H) RMB 30,000/piece

V1-Substation Fence Advertisement
10.4*3.8m RMB 35,000/side
The substation is adjacent to Hall W2 or W4

V2-Glass Wall Advertisement
22*7.2m RMB 150,000/piece
Facing the interior square RMB 240,000/2 pieces/Hall

V3-Glass corridor advertisement RMB 70,000/piece
14.2*5m RMB 140,000/2 pieces

V4-Exterior glass wall advertisement
3.7*3.7m, 1 exhibitor for each hall RMB 28,000/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.

3 Rates Including Production Fee (Except The Video Ad)

V5-Glass wall advertisement (North Entrance)
28*6m — RMB 280,000/piece

V6-Wall advertisements (North Entrance)
7.5*14m — RMB 150,000/piece

V7-Glasswall ads outside the halls
Hall W5 — RMB 80,000/piece
17*10m
Hall W1-W4 — RMB 60,000/piece
17*7m
Note: Each pavilion has only 3 units, with a minimum rental of 2 units.

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- Rotating LED ads at the metro lounge, Kerry Hotel Pudong
1200*800px ,1 exhibitor only — RMB 75,000/3 days
the No.1 Exit (Kerry Center) at Huamulu Station, Line 7

** The final price is subject to the quotation from the exhibition hall.*

4 Sponsorship

4.1 Print Ads On Bags





The size and material should be confirmed with the organizer before production.
Bags will be distributed to the onsite visitors. If you need exclusive sponsorship, please confirm with the organizer in advance.

4.1 Print Ads On Bags

A-Standard Bag Advertising
RMB 10,000/5,000 pieces(production excluded)
When Laser China is entrusted to produce
RMB 30,000/5,000 pieces(production included)

B-Bag Advertisement Package (bag+1 display board)
RMB 12,000/5,000 pieces(production excluded)
When Laser China is entrusted to produce
RMB 32,000/5,000 pieces(production included)
Display board placement options: Information desk / Main entrance hall

C-Exclusive Sponsorship (the only designated sponsor for the entire event)
In addition to the standard fee, an additional RMB 20,000 exclusive sponsorship fee is required.
(Rights Description: Once an exclusive sponsor is confirmed, this exhibition will no longer accept other bag advertisements or combined placements, ensuring exclusivity throughout the venue.)

**For exclusive sponsorship or to confirm the exact location of the display board, please contact the organizer in advance.*

4 Sponsorship

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 selectedexquisite gift may imprint your brand and image in the visitors' mind.

4.2 High-quality Audience Gifts	
Confirm your gifts with the organizers. The organizers will help distribute to high-quality audience members, such as conference attendees, VIP guests, or professional buyers.	RMB 20,000 /1,000 pieces (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 Providing your company's name, logo, and booth number	RMB 10,000 (Exclusive)

5 Conference Sponsorship Opportunities

You may sponsor either the Photonics Congress China or Light Conference on Laser & AI Photonics. 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.

Photonics Congress China

Photonics Congress China is a unique event that covers many photonics sectors, including computational optical imaging technology, optical metasurface technology, intelligent optical manufacturing technology, precision testing technology, infrared detection technology, mid-Infrared laser technology, LiDAR Technology etc., focusing on application scenarios such as biophotonics, optical communication, MLED, intelligent driving, semiconductor, AI and so on.

Light Conference on Laser & AI Photonics 2027

The LIGHT Publishing Group of the Changchun Institute of Optics, Fine Mechanics, and Physics (CIOMP), Chinese Academy of Sciences will join forces with Laser World of Photonics China to host an academic event in the Light Conference on Laser & AI Photonics 2027



5.1 Gold Sponsor: RMB 40,000

- LOGO on promotional materials and onsite facilities, as a gold sponsor of the Photonics Congress China;
- A 15-30 minutes speech of a selected forum, and a technical sharing duration ≥10 minutes;
- 200 copies of sponsor promotional materials;
- A banner at the top of a promotional article on WeChat;
- <Congress Overview> advertising, back cover/inside front cover/inside back cover/inside 4C page advertisement 1 slot;
- 4 free seats for paid forum.



5.2 Silver Sponsor: RMB 20,000

- LOGO on promotional materials and onsite facilities, as a silver sponsor of the Photonics Congress China;
- A 15-30 minutes speech of a selected forum, including a sharing of technology and solutions for no less than 10 minutes;
- <Congress Overview > advertising, inside 4C page 1 slot;
- 2 free seats for paid forum.



5.3 Bronze Sponsor: RMB 15,000

- LOGO on promotional materials and onsite facilities, as a bronze sponsor of the Photonics Congress China;
- A 15-30 minutes speech of a selected forum, including a sharing of technology and solutions for no less than 10 minutes;
- 2 free seats for paid forum.

5 Conference Sponsorship Opportunities



Single Sponsorship

5.4 Single Forum Presentation: RMB 12,000

- A 15-30 minutes speech of a selected forum, including a sharing of technology and solutions for no less than 10 minutes;



5.5 Single Forum Backrest Advertisement: RMB 20,000

- The backrest advertisement is for one selected 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 10,000

- A 10min coffee break for each selected forum;
- A directory rack is equipped beside the coffee break table, holding 100 copies of sponsor promotional materials;
- A standing display racks printed with the company name or LOGO are placed beside the coffee break tables;
- During the coffee break, sponsor's promotional videos will be shown in a loop (video provided by the sponsor).

For more details about sponsorship opportunities at the Laser World of Photonics China 2027, please feel free to contact Grace Qu.

Tel:86 212020 5543 Fax:86 21 2020 5688 grace.qu@mm-sh.com

6 Integrated Marketing Solutions (KA Exclusive)

6.1 Customized Brand Campaign Solution

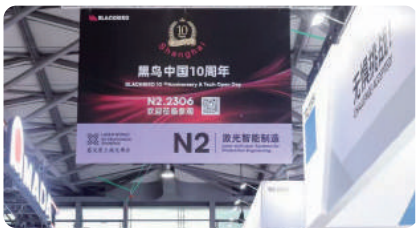
We offer customized exclusive services for annual strategic partners, covering online pre-heating, targeted visitor invitation, visual design and on-site execution. The one-stop solution aims to maximize your brand influence during the exhibition.

Applicable Scenarios

Include but not limited to: brand anniversary, new product/technology launch, strategic cooperation signing, technology open day, client appreciation event, etc.







* 往期案例分享

Platform Advantages

- Official Status: Activities listed in the official concurrent events of Laser World of Photonics China, synchronized on official website and on-site signage.
- Targeted Traffic: Direct access to the exhibition's database of 100,000+ professional visitors for precise reach.
- Full-Link Coordination: Customer service executive oversees the whole solution to maximize platform value from the organizer's perspective.

Service Modules

- Exclusive venue: meeting room / event area for 150—200 people with professional conference facilities
- Visual system: KV main visual design + full set of collateral extension
- Digital marketing: EDM + WeChat + SMS + community multi-channel pre-heating
- On-site execution: professional photography + live photo streaming + video editing
- Advertising resources: full coverage of digital marketing and on-site advertising
- Guest services: customized interviews for top managements, etc.

Event Price

- Customized Package: Minimum RMB 100,000
- Including venue + visual design + basic digital marketing; final price subject to detailed event content.

Booking Notes

- KA customized solutions require confirmation with the organizer's project team **50 working days** in advance. Limited slots available annually; schedule locked upon contract signing.

Multi-media Marketing Services Order Form

Fax Reply or Email to
Messe München Shanghai
Oliver Zhu
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

1.1.1 Homepage

☐	Scrolling Banner Exclusive place, frame 2, rolling playback (Display period: From launch until the end of April 2027.)	1630*551pixel	RMB 20,000/month
☐	Skyscraper Banner exclusive place (Display period: From launch until the end of April 2027.)	120*408 pixel	RMB 12,000/month

1.1.2 Subpage —discover Laser Shanghai

☐	Banner (limited to 2 slots) (Display period: From launch until the end of April 2027.)	1630*551 pixel	RMB 12,000/month

1.1.3 Subpage-laser Shanghai

☐	Banner (Display period: From launch until the end of April 2027.)	1630*551 pixel	RMB 12,000/month

1.2 Advertisements on Official Mini Program

1.2.1 Advertisements on Mini Program Homepage

☐	Pop-up ads (Exclusive)	RMB 20,000/month
☐	at the middle of the homepage (limited to 2 slots)	RMB 12,000/month
☐	Ad space at the bottom of the homepage (Exclusive)	RMB 8,000/month

1.2.2 Mini Program's "Brand Recommendation" Feature

☐	Brand Recommendation service (limited to 16 slots)	RMB 5,000

1.3 Advertisements On Official Wechat Platform

1.3.1 Wechat Advertising

☐	Wechat top ad	640*110 pixel	RMB 8,000/piece

1.3.2 Wechat Advertising

☐	Official WeChat Channel Video Promotions (up to 3 minutes)	RMB 5,000

1.4 Exhibition E-newsletter Ads

☐	Top Ads	620*80 pixel	RMB 5,000/edition
☐	inner banner link to exhitor's page of online catalogue		RMB 2,000/edition

1.5 EDM-customized Email Promotion

☐	Minimum order: 10,000	10,000	RMB 10,000/time

1.6 Pre-registration Page(Mobile +PC)

☐	Subpage-pre-registration Page (Mobile + PC) Mobile phone: 1500*647 pixel PC: 4000*834 pixel	RMB 40,000

2. Print Media

2.1 Preview Catalog

☐	Back cover	RMB 15,000	☐	Inside back cover	RMB 9,000	☐	Inside 4C page	RMB 7,500
☐	Inside front cover	RMB 10,000	☐	Inside 1st 4C page	RMB 9,000	☐	Product preview	RMB 4,800

2.2 Laser World of Photonics Shanghai Onsite Catalog

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

3. Onsite Advertisement Opportunities

☐	Visitor badge	9.5*4cm	RMB 40,000	☐	Restroom Advertising Space at Entrance Hall Including restroom doors, wall posters (only one restroom for men and one for women)	40*60cm	RMB 16,000
☐	Visitor lanyard	10,000 sets	RMB 40,000	☐	Restroom Advertising Space in Exhibition Halls		RMB 10,000
☐	Outdoor advertising board	8*5m	RMB 40,000/piece	☐	Hanging banner ads in Entrance Hall 3 (East Entrance)	3*5m	RMB 50,000/double sided
☐	Windmaster ads	1*2m	RMB 16,000/4 pieces/double sided	☐	LED display ads in Entrance Hall1 (South Entrance) Half screen	7.5*3.8m	RMB 60,000
☐	Outdoor advertising cube	1.5*1.5m	RMB 30,000/6 sides	☐	LED display ads in Entrance Hall1 (South Entrance) Full screen	15*3.8m	RMB 100,000
☐	Outdoor advertising column	3*4.5m	RMB 55,000/4 sides	☐	Entrance Hall - Illuminated Billboard	6*4.5m	RMB 60,000/piece
☐	Hanging banner ads	4*3m	RMB 30,000/double sided	☐	Entrance Hall 3 (East Entrance) Ad board (Luminous) on the passage leading to Hall N	4.5*3m	RMB 45,000/piece
☐	Joint hanging banner ads	4*2.25m	RMB 25,000/double sided	☐	Entrance Hall 3 (East Entrance)	3*3m	RMB 30,000/piece
☐	Flag ads in the corridor	5*1.2m	RMB 70,000/5 pieces/double-sided	☐	Substation Fence Advertisement	10.4*3.8m	RMB 35,000/side
☐	Board ads at corridor	4.5m*3.5m	RMB 30,000/piece	☐	Glass Wall Advertisement	22*7.2m	RMB 150,000/piece
☐	Ads at the glass wall in the connecting corridor	8.55m*2.32m	RMB 40,000/piece	☐	Glass Wall Advertisement	22*7.2m	RMB 240,000/2 pieces/Hall
☐	Ads at the glass wall in the connecting corridor	14.5m*3.5m	RMB 80,000/piece	☐	Glass corridor advertisement	14.2*5m	RMB 70,000/piece
☐	Large signs hanging in the corridor	10m*2.5m	RMB 50,000	☐	Glass corridor advertisement	14.2*5m	RMB 140,000/2 pieces
☐	LED ads in the entrance hall	6 exhibitors at most	RMB 20,000/100s/3 days	☐	Exterior glass wall advertisement	3.7*3.7m	RMB 28,000/piece
☐	LED ads at inner square	6 exhibitors at most	RMB 20,000/5mins/3days	☐	Glass wall advertisement (North Entrance)	28*6m	RMB 280,000/piece
☐	Interior floor sticker	2*2m	RMB 8,000/piece	☐	Wall advertisements (North Entrance)	7.5*14m	RMB 150,000/piece
☐	Exterior floor sticker	2*2m	RMB 25,000/4 pieces	☐	Glasswall ads outside the halls Hall W5	17*10m	RMB 80,000/piece
☐	Corridor floor sticker outside the hall	2*2m	RMB 25,000	☐	Glasswall ads outside the halls Hall W1-W4	17*7m	RMB 60,000/piece
☐	Shuttle bus roof ads	2.4*0.7m	RMB 15,000/3 days	☐	Glass Wall (SNIEC corridor)	18.84*13m	RMB 300,000/3 days
☐	Shuttle bus back ads	1.3*0.9m	RMB 8,000/3 days	☐	Glass sticker at Metro station		RMB 280,000/3 days
☐	Shuttle bus point ads	2*1m	RMB 10,000/3 days	☐	Rotating LED ads at the metro lounge	1200*800px	RMB 75,000/3 days
☐	Advertising standing next to shuttle bus stop	1*2.5m	RMB 12,000/double-sided				
☐	Advertising standing next to shuttle bus stop	1*2.5m	RMB 40,000/4 pieces/double-sided				
☐	Two sided boards at inner square	5*4m	RMB 28,000/side				
☐	Two sided boards at inner square	5*4m	RMB 40,000/double-sided				
☐	Lamp Post Banners	1.6*0.6m	RMB 60,000/12pairs/3 days				
☐	Billboard inside the hall	8*5cm	RMB 35,000/piece				
☐	Visitors guide and exhibition layout logo(billboard)		RMB 5,000				
☐	Restroom Advertising Space at T-Hall	40*60cm	RMB 16,000				

Multi-media Marketing Services Order Form

4. Sponsorship

- ☐ Standard Bag Advertising — RMB 10,000/5,000 pieces(production excluded)
- ☐ Standard Bag Advertising — RMB 30,000/5,000 pieces(production included)
- ☐ Bag Advertisement Package (bag+1 display board) — RMB 12,000/5,000 pieces(production excluded)
- ☐ Bag Advertisement Package (bag+1 display board) — RMB 32,000/5,000 pieces(production included)
- ☐ Exclusive Sponsorship (the only designated sponsor for the entire event)
  In addition to the standard fee, an additional RMB 20,000 exclusive sponsorship fee is required.
- ☐ Confirm your gifts with the organizers. — RMB 20,000 /1,000 pieces
- ☐ Meal and Coffee Coupons — RMB 10,000 (Exclusive)

5. Conference Sponsorship Opportunities

- ☐ Gold Sponsor: RMB 40,000
- ☐ Silver Sponsor: RMB 20,000
- ☐ Bronze Sponsor: RMB 15,000
- ☐ Single Forum Presentation: RMB 12,000
- ☐ Single Forum Backrest Advertisement: RMB 20,000
- ☐ Single Forum Tea Break Sponsorship: RMB 10,000

Please Choose Which Conference Your Company Is Willing To Sponsor:

- ☐ Photonics Congress China
- ☐ Light Conference on Laser & AI Photonics

More Information About Sponsorship,
Please Contact Grace Qu
Tel:86 212020 5543 Fax:86 21 2020 5688 grace.qu@mm-sh.com

6. Integrated Marketing Solutions (KA Exclusive)

- ☐ Customized Package: Minimum RMB 100,000

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 deem 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 thecorresponding 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. Qtherwise, 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 Maieure

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 polices 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 polices 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, CUP 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-steaming and the Internet, or between the live-streaming and the specific network or server, and within the live-steaming, 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 heathy 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 ines, 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 anyimplied 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:

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;

Claims or requests by any third party due to the Sponsor' s breach of these terms and conditions;

Any legal liability resulting from any breach of these terms and conditions by the Sponsor;

Any dispute between the Sponsor and any audience over the products or services promoted during the live-streaming;

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

1) Definition

"Data" refers to all kinds of information recorded electronically or otherwise, including (but without limitation) Personal Information, Sensitive Personal Information, Important Data, and other general information.

"Personal Information" refers to all kinds of information, recorded electronically or otherwise, that relates to an identified or identifiable natural person, excluding anonymized information. Typical examples of Personal Information include (but are not limited to) name, date of birth, ID number, biometric information, residence, phone number, cellphone number, email address, health information, and tracking information.

"Sensitive Personal Information" refers to Personal Information that, if leaked or illegally used, could easily result in infringement of a natural person's dignity or endangering of personal or proprietary security, which includes (but is not limited to) biometric information, religious belief, special identity, medical and health information, financial account, tracking and whereabouts, and information of minors below the age of 14.

"Important Data" refers to Data that, once tampered with, destroyed, leaked, illegally obtained or illegally used, may endanger national security, economic operation, social stability, public health and security, etc.

"Data Subject" refers to identified or identifiable natural person whose Personal Information is collected and processed.

2) MM-SH and Sponsor shall at all times be aware of and comply with all applicable PRC laws and regulations in relation to cyber security and data protection.

3) Before providing (or making accessible) to MM-SH any Data, the Sponsor shall notify MM-SH in advance of any special regulatory requirements applicable to Data and any security and compliance measures based on such special regulatory requirements that MM-SH needs to implement before processing such Data.

4) The Sponsor agrees and undertakes to (i) only provide (or make accessible) to MM-SH the Data limited to the scope as required to enable both parties' fulfillment of obligations under this Terms of Sponsorship and other relevant business purposes, (ii) strictly follow the respective requirements on content, format, quantity, channel, etc. as agreed between the parties (if any), (iii) in case of providing any Personal Information to MM-SH (e.g. Personal Information of the Sponsor's staff or contacts), guarantee and secure that it has properly obtained statutorily required consent (including separate consent for e.g. sharing Personal Information with MM-SH, processing Sensitive Personal Information, or allowing MM-SH to further transmit such data to a third party either in the PRC or outside the PRC) from corresponding Data Subjects in advance so as to enable MM-SH to legally process such Personal Information.

5) The Sponsor hereby grants MM-SH an irrevocable right to process the Data to the extent as permitted by applicable PRC laws and regulations, including but not limited to processing by MM-SH itself, entrusting a third party to process, transferring / exporting the Data to a third party, etc.

6) The Sponsor understands and agrees that MM-SH may disclose the Data received or accessed under this Terms of Sponsorship or during the course of cooperation in the event that MM-SH is required to do so by any ruling of a regulatory authority or court or by applicable PRC laws or regulations (collectively "Statutory Requirements"). MM-SH will notify the Sponsor in a practical way of such disclosure after MM-SH becomes aware of the Statutory Requirements and is legally allowed to notify the Sponsor to this effect.

7) The Sponsor acknowledges and confirms that except for Personal Information, Data provided under this Term of Sponsorship or during the course of cooperation shall not contain those regulated under PRC laws and regulations (e.g. Important Data). Particularly, the Sponsor hereby confirms that any Data provided (or made accessible) by the Sponsor to MM-SH has not been classified or defined as Important Data according to any publicly available official documents (including but not limited to laws, regulations, national and industrial standards, irrespective of regions or departments) and / or any Chinese regulators / officials. Nevertheless, insofar as later on any Data (excluding Personal Information) provided qualifies as regulated Data, the Parties shall actively cooperate with each other and use their best effort to jointly assess and work out legally feasible measures to sustain this Term of Sponsorship and the cooperation between the Sponsor and MM-SH, and mitigate any potential negative impact therefrom.

8) The Sponsor shall fully indemnify MM-SH and hold MM-SH harmless from any claims, penalties or damages incurred due to the Sponsor's failure (including the Sponsor's staff, agents or other representatives commissioned by the Sponsor) to comply with applicable PRC laws and regulations or the obligations under this Data Protection section.

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.

MESSE MÜNCHEN

Laser World of Photonics Network

International Trade Fairs and Congress for Photonics

world-of-photonics.com/network

LASER WORLD OF PHOTONICS MUNICH
June 22-25, 2027

LASER WORLD OF PHOTONICS CHINA
March 8-10, 2027

LASER WORLD OF PHOTONICS INDIA
September 22-24, 2027

WORLD OF PHOTONICS CONGRESS
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