



toy & hobby
CHINA



baby & stroller
CHINA



licensing
CHINA

Shenzhen International Toy and Hobby Fair

Shenzhen International Stroller, Mother and Baby Product Fair

Shenzhen International Licensing & Licensed Product Fair

9 – 11 April 2026

Shenzhen World Exhibition & Convention Center

Exhibitor Manual

Important Information enclosed.

Please return forms by the deadlines stated.



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广州力通法兰克福展览有限公司



广东省玩具协会

Guangdong Toy Association

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Dear Exhibitor,

This manual is designed to give you detailed information regarding your participation in Toy & Hobby China – Shenzhen International Toy and Hobby Fair, Baby & Stroller China – Shenzhen International Stroller, Mother and Baby Product Fair and Licensing China – Shenzhen International Licensing & Licensed Product Fair taking place at the Shenzhen World Exhibition and Convention Center from 9 – 11 April 2026. It contains all the forms you need to order various related services you may require.

We kindly ask you to return the order forms before the deadlines for us to fulfill your requirements. All forms should be filled clearly in block capitals.

We look forward to welcoming you in Toy & Hobby China 2026, Baby & Stroller China 2026 and Licensing China 2026 and wish you a successful show and satisfying experience at the show!

Yours sincerely,

Toy & Hobby China Team
Baby & Stroller China Team
Licensing China Team

Messe Frankfurt (HK) Ltd

1 Form Submission

1.1 Order Form Summary

Form	Content	Deadline
Exhibitor Registration		
A01	Exhibitor Badge and Additional Badge	27 March 2026
Exhibitor Service		
B01	Exhibitor Catalogue Listing	13 February 2026
B04	Sponsorship Application	12 February 2026
B05	Temporary Staff Order (Interpreter & Booth Helper)	13 March 2026
B06	Digital Service	10 March 2026
B07	Non-Local Vehicles Permit Application	13 March 2026
Booth Fascia		
C01	Pavilion Booth and Standard Booth Fascia Board	17 March 2026
Booth Construction		
Log into Milton Online Submission Platform https://toyshow.milton-exhibits.cn/ for form submission of C02a-c		
C02a	Additional Order (Furniture) (For pavilion Booth and Standard Booth Exhibitors only)	17 March 2026
C02b	Additional Order (Electrical Services)	17 March 2026
C02c	Additional Order (Internet Services)	17 March 2026
C03	Raw Space Design Approval	17 March 2026
Confirmation Letter		
C10	Pavilion Booth and Standard Booth Exhibitors Confirmation Letter	17 March 2026
C11	Raw Space Exhibitors Confirmation Letter	17 March 2026
Forwarding Service		
D01	Appointment of Forwarder & Transport Order	20 February 2026 (Overseas) 18 March 2026 (Domestic)
Travel Service		
E01	Visa Invitation Letter	6 March 2026
E02	Hotel Booking	13 March 2026
Protection of Intellectual Property Rights During Exhibition		
F01	Letter of Commitment to the Protection of IPR	17 March 2026

1.2 Form Submission Deadlines

COMPULSORY for Standard Booth exhibitors				
MUST be returned to the Organisers / official service providers before deadline				
Deadline	Form Name	Form	Page	Submitted to
27 March 2026	Exhibitor Badge and Additional Badge	A01	69	The Organiser
13 February 2026	Exhibitor Catalogue Listing	B01	70	
17 March 2026	Pavilion Booth and Standard Booth Fascia Board	C01	32	
17 March 2026	Pavilion Booth and Standard Booth Exhibitors Confirmation Letter	C10	35	
13 March 2026	Letter of Commitment to the Protection of IPR	F01	66	

COMPULSORY for Raw Space exhibitors				
MUST be returned to the Organisers / official service providers before deadline				
Deadline	Form Name	Form	Page	Submitted to
27 March 2026	Exhibitor Badge and Additional Badge	A01	69	The Organiser
13 February 2026	Exhibitor Catalogue Listing	B01	70	
17 March 2026	Raw Space Approval	C03	51	The Organiser *Apply on Milton Online Submission Platform , please refer to the forms for details
17 March 2026	Raw Space Exhibitors Confirmation Letter	C11	52	The Organiser
13 March 2026	Letter of Commitment to the Protection of IPR	F01	66	

Optional Forms				
Deadline	Form Name	Form	Page	Submitted to
12 February 2026	Sponsorship Application	B04		The Organiser
10 March 2026	Digital Service	B06	73	
20 February 2026 (Overseas) 18 March 2026 (Domestic)	Appointment of Forwarder & Transport Order	D01	57	Official Forwarder
6 March 2026	Visa Invitation Letter	E01	61	The Organiser
13 March 2026	Hotel Booking	E02	62	Official Travel agent
13 March 2026	Temporary Staff Order (Interpreter & Booth Helper)	B05	72	The Organiser
13 March 2026	Non-Local Vehicles Permit Application	B07	75	
17 March 2026	Additional Order (Furniture) (For pavilion Booth and Standard Booth Exhibitors only)	C02a	33	*Apply on Milton Online Submission Platform , please refer to the forms for details
17 March 2026	Additional Order (Electrical Services)	C02b	48	
17 March 2026	Additional Order (Internet Services)	C02c	50	

2 Show Information

2.1 Contact Information

Organisers

Guangdong Toy Association

Room 1520, Dongshan Plaza
No. 69, Xian Lie Zhong Road, Yuexiu District
Guangzhou, China

Guangzhou Li Tong Messe Frankfurt Co Ltd

Room 1520, Dongshan Plaza
No. 69, Xian Lie Zhong Road, Yuexiu District
Guangzhou, China

Messe Frankfurt (HK) Ltd

35/F China Resources Building
26 Harbour Road, Wanchai, Hong Kong
Contact: Ms Penelope Wong
Tel: +852 2230 9249
Fax: +852 2598 8771
Email: penelope.wong@hongkong.messefrankfurt.com

Contact: Mr Ryan Lau
Tel: +852 2230 9229
Fax: +852 2598 7887
Email: op@hongkong.messefrankfurt.com

Sponsorship Marketing Opportunities

Contact: Ms Sasha Zhu / Mr Devin Li / Mr Kevin Tang
Tel: +86 755 8299 4989 ext. 606 / +86 21 6160 8425 / +852 2230 9289
Email: sponsorship@hongkong.messefrankfurt.com

Official Contractor

Milton Exhibits & Engineering (Shanghai) Ltd. Guangzhou Branch

Room 2403-2405, Central district, Jiangwan Commercial Center,
298 Yanjiang Middle Road, Yuexiu District, Guangzhou, 510115,
China

Raw Space Booth Design Submission

Contact: Mr Zhang / Mr Huang
Tel: +86 20 8128 3137 / +86 20 8128 3112
Email: toyshow@milton-gz.com

Other Exhibitor Service

Halls 11, 12

Contact: Mr Terry Shen
Tel: +86 20 8128 3147
Email: terryshen@milton-gz.com

Halls 13, 14

Contact: Ms Vena Zheng
Tel: +86 20 8128 3103
Email: venazheng@milton-gz.com

Hall 15, 16

Contact: Mr Ryan Wu
Tel: +86 20 8128 3109
Email: ryanwu@milton-gz.com



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Official Forwarder

JES Logistics Limited

26/F., Winsan Tower, 98 Thomson Road, Wanchai, Hong Kong

Delivery of Exhibits (Overseas)

Contact: Mr Stanley Chan

Tel: + 852 2563 6645

Fax: + 852 2597 5057

Email: stanley@jes.com.hk

Delivery of Exhibits (Domestic)

Contact: Mr Wang Xiao

Tel: +86 20 8355 9738

Fax: +86 20 8355 3765

Email: wangxiao@jes.com.hk

Official Travel Agent

JL Best Meeting

Room 101, West Side of the South Lobby,
Shenzhen World Exhibition & Convention Center

Contact: Ms Hu / Ms Ceng

Tel: +86 755 8288 0055 / 90

Mobile/WeChat: +86 181 2646 4213 / +86 177 2257 0869

Email: service@bestmeeting.net.cn

2.2 Important Dates and Show Schedule

Move-in Period		
7 April 2026 (Tuesday)	9:00 am to 10:00 pm	Raw space exhibitors move-in
8 April 2026 (Wednesday)	9:00 am to 10:00 pm	Raw space exhibitors move-in
		Standard booth exhibitors move-in
Show days		
9 – 10 April 2026 (Thursday to Friday)	8:50 am	Venue opens to exhibitors
	9:30 am	Show opens to trade visitors
	4:30 pm	Visitor registration closes
	5:30 pm	Show closes
		Venue closes
11 April 2026 (Saturday)	8:50 am	Venue opens to exhibitors
	9:30 am	Show opens to trade visitors
	12:00 pm	Show opens to public
	3:00 pm	Visitor registration closes
	4:00 pm	Show closes
Move-out period		
11 April 2026 (Saturday)	4:00 pm to 10:00 pm	Exhibitors move-out & booth dismantlement
	4:00 pm	Disconnect water and power supply

Please note:

1. Move-in Period

Raw space exhibitors need to work beyond the official hours as shown above should apply before 3:00pm on that day at the exhibitor service counter of Official Contractor – **Milton Exhibits & Engineering (Shanghai) Ltd. Guangzhou Branch**. An overtime charge will be charged according: booth size 72m² or below which is 10:00pm - 00:00am another day (RMB 24 / hour / m²). If overtime request is received after 3:00pm on that day, 20% surcharge will be imposed.

To ensure all the logistics run smooth during the move-in and move-out period, the Organisers have appointed the Official Freight Forwarder to arrange all the exhibit's logistics matter. Please contact directly with our Official Freight Forwarder for more details.

The Venue and the Organisers will not collect and take any responsibility for the exhibits sent by the exhibitors. Please do not send any exhibits or goods directly to the Venue or the Organisers.

2. Show days

- We strongly recommend all exhibitors arrive at their booths 30 minutes before the show opens for security reasons.
- Visitor registration counters will be closed 30 minutes before the show closes.
- Show closes at 5:00pm on 9 – 10 April 2026 and 4:00pm on 11 April 2026, all exhibitors and visitors should leave the venue before 5:00pm and 4:00pm respectively.

3. Move-out Period

- Any goods need to move-out during the show period and move-in period, a "Release Slip" issued by the Organisers are required. Please apply in the Organiser Office.
- All exhibitors should not move-out and dismantle their booth before 4:00pm on 11 April 2026. All exhibits are allowed to leave the venue only after 4:00pm on 11 April 2026.
- Raw space booth construction materials can only be moved out through the West entrance. Moving out through the front entrance is forbidden. Exhibitors can contact the Organiser Office on-site for further details on the exact location.

Vehicles for move-out could access venue only after 4:00 pm on 11 April 2026.

2.3 Exhibitor Badge and Vehicle Permit

1. Exhibitor Badge

Please submit [Form A01](#) to the Organisers for exhibitor badges application.

Business card or booth confirmation, and ID are required for badge collection during move-in period. The exhibitor registration counter is located in the South Lobby. Exhibitors should go to the South Lobby to collect exhibitor badges. The number of exhibitor badges will be issued based on the booth size. For details, please refer to [Form A01](#).

2. Vehicle Permit

Exhibitors' notice with the detail for move-in and move-out will be announced one month before the show period.

3. Permit for non-Shenzhen vehicles to Shenzhen (only for vehicles, trucks are not restricted)

- a) Vehicles with a non-Shenzhen license is counted as non-local. The restricted time for non-local vehicles in Shenzhen: 7:00am - 9:00am, 5:30pm - 7:30pm on weekdays. Application of car permit shall be applied in advance if non-Shenzhen vehicles need to enter Shenzhen.
- b) If non-local cars enter from the exit of Fengtang Avenue of Guangzhou-Shenzhen Yanjiang Expressway (S3) to venue and does not enter downtown, mentioned car permit will not be needed. Hong Kong licenses (Hong Kong Mainland licenses, Mainland Hong Kong licenses) are not restricted.
- c) Exhibitor who needs to apply the permit by clicking "Star User" → "More Services" → "Car Driving Management Service" → "Apply for permit (foreign car)" in the menu bar of "Shenzhen Traffic Police" WeChat Official Account. The permit allows 2-day district entrance, and can only be applied once per month. Or you may refer to [Form B07](#) for permit application via the Organisers.

2.4 Exhibition Rules & Regulations

Aiming at keeping exhibition (the "Exhibition") in order and ensuring the Exhibition in compliance with laws and regulations of People's Republic of China (the "P.R. China") in all aspects, the Organisers of the exhibition ("Organisers") hereby formulates and issues these Exhibition Rules & Regulations (the "Regulations").

Each exhibitor ("Exhibitor") shall strictly abide by the stipulations under these Regulations. In case any exhibitor violates any stipulations hereunder, the Organisers have the right to require such exhibitor to correct its violation or even revoke its exhibiting qualification.

1. Governing Law

Exhibitors are required to observe and comply with all the laws of P.R. China.

2. Admission to the Exhibition

a) Exhibitor

For security reasons, exhibitors must put on the exhibitor badges during the move-in, show days and move-out period to gain access into the venue. Please submit [Form A01](#) to the Organisers for exhibitor badges application before deadline.

b) Visitor

The exhibition is open to trade visitors. Trade visitors may register for admission before the show through the official pre-registration website or once arrive at the exhibition hall. Please note visitors age under 16 are not allowed to enter the exhibition halls, and remind your buyers not to bring children or guests under 16 years old to attend the show. Public visitors can only enter the exhibition at 12:00pm on the last show day.

c) Non-Official Contractor

Non-official contractors that appointed by exhibitors must present contractor badges issued by Organisers in order to enter the exhibition halls during the move-in and move-out periods for the purpose of booth construction and dismantling.

The badge is for personal use only and is non-transferable. The badge holder must follow the Organisers' security inspection procedures wherever necessary. The Organisers reserve the right to confiscate the badge or refuse admission at any time.

3. Visa Application

- a) All foreign visitors to P.R. China MUST apply for a visa and comply with the health requirement on entering into China. Please ensure that all your colleagues have obtained the relevant visa document prior to departure to China.
- b) The Organisers will provide assistance, but is not responsible for obtaining visa for exhibitors.
- c) Unsuccessful visa applications will not constitute a basis for cancellation of exhibitor contract.
- d) Please refer to [Form E01](#) for details regarding visa invitation.

4. Security & Insurance

- a) The Organisers are responsible for the general security of the entire venue but will not undertake any financial or legal responsibility for any type of risk concerning or affecting the exhibitors, their personal belongings and exhibits. Furthermore, the Organisers will not undertake any financial and legal responsibility for any loss or damage suffered by any third party by theft, fire, public (including occupier's liability) and other natural causes. Exhibitors are therefore responsible for effecting all necessary insurance which should include (but is not limited to) their displays, exhibits, booth fittings and fixtures, and other third parties against loss or damage by theft, fire, public (including occupier's liability) and other natural causes.

- b) Each exhibitor is responsible for any damages done to the Organisers, other exhibitors, booths, the venue's property or to the property of third parties.

5. Promotional Materials Censorship

- a) All promotional materials (including presentation materials and samples), such as printed matters, films, video-cassettes or slides to be shown to the visitors during the exhibition, must be pre-censored by the Chinese authorities.
- b) All video products used for exhibition purpose must be provided to censorship authorities 45 days before show opening / display of materials. The materials will only be allowed for temporary import after receiving the approval and permit from censorship authority. All video products (CD / DVD / USB, etc.) CANNOT be distributed to visitors during the show. Video products are only allowed to be displayed during the exhibition and have to be returned to the origin after the show.

6. Customs Clearance

Exhibition hall is regarded as bonded area. All goods inside the exhibition halls are tax exempted for temporary import during the exhibition. No goods are allowed to be taken out of the halls without prior approval of the Customs. Exhibitors are requested to:

- a) Inform the Official Forwarder on Customs clearance of exhibits by completing and returning the "List of Exhibits" supplied by the Official Forwarder. Exhibitors may appoint other forwarders for forwarding issues and customs clearance, please also submit appointed forwarder information to Official Forwarder by completing [Form D01](#). The Organisers will not be responsible for any delays or inconveniences caused by Customs detention of goods.
- b) All exhibits and promotional materials (including promotional materials, gifts, souvenirs, etc.) brought into P.R. China in the form of hand-carried may be detained by the customs at the airport and levied import taxes and other taxes when you enter P.R. China. The Organisers are not responsible for any delay or inconvenience caused by exhibits detained by the customs.
- c) Please ensure to always keep all receipts issued by the Customs, which might need as record.
- d) All the shipments will be Customs cleared on temporary basis only for showing in the exhibition and exhibitors are not allowed to on-spot sell or give away exhibits subject to Chinese Customs Regulations. Exhibits should be sold under signing a general contract with the buyer, the buyer should also finalise Customs formalities and pay the duty / tax before collecting the exhibits. If necessary, the Official Forwarder can provide assistance to the buyer for processing the Customs formalities, or provide information to exhibitors at cost.

7. Delivery of Exhibits

- a) The Organisers will NOT accept or sign for any goods, exhibits or other materials on behalf of any Exhibitors. Exhibitors should make sure that a representative from their company will be at the booth to receive the goods.
- b) Heavy exhibits and materials that require mechanical handling aid must be transported through access at the freight and cargo entrances by Official Forwarder. Exhibitors are required to appoint the Official Forwarder for delivery to their booths. Only light hand-carried exhibits and materials would be allowed delivery to booth through the front entrance.
- c) There is no storage space for empty crates / boxes or packing material in the exhibition halls. Any goods or packing material left at the corridor may be disposed without prior notice and extra removal charges will be incurred. Exhibitors who need temporary storage service, please contact the Official Forwarder for arrangement.
- d) No exhibit is allowed to be taken into the booth once the show has been officially opened, and no exhibit can enter / leave the venue before the end of the show, except those with special permission from the Organisers. Exhibitors must present the move-out permit to security guards at exit upon transporting exhibits out of the exhibition halls every time.

- e) For forwarding issues during move-in and move-out period, please contact the Official Forwarder. For safety reason, please appoint legal forwarder and follow the move-in routing provided by the Organisers.

8. Move-out of Exhibits

- a) Removal of exhibits should commence only after show ends.
- b) The Organisers are not liable for any losses or damages to the exhibits or booth material left behind at the fairground. All such materials will be deemed as something abandoned and will be disposed of at the expense of the exhibitor concerned.
- c) No mechanical lifting or handling equipment is permitted to enter the exhibition halls for the removal of exhibits except those used by Official Forwarder.

9. Electricity Supply

- a) For safety reasons, all electrical installation work connecting to the main electric network at the exhibition venue must be carried out solely by the Official Contractor. Only authorised staff of the venue can access to the pipeline system inside the utility holes on the floor of the exhibition hall, any persons find violating the rule and open the slots without authorisation, all construction work of associated booth will be requested to stop and certain penalty will be applied.
- b) Main switch and distribution board of the booth is required to be installed at a designated location within the booth area at Official Contractor's discretion, please contact Official Contractor for details.
- c) Exhibitors may order lighting and electrical items according to the [Form C02b](#) supplied by the Official Contractor. Prices include wiring connection from the main power supply to your booth, power consumption, standby technician, safety inspection, fixtures and fittings.
- d) Each power outlet is allowed to be connected to one electrical appliance / machine at any time. Connection for lighting purpose from power outlet is **NOT** permitted. The requirements of all electrical appliances are subject to the discretion of the venue management.
- e) Exhibitors requiring special arrangements (such as different voltages and frequency or connections to equipment) must arrange their own transformers, converters, etc. themselves or from the Official Contractor.
- f) The safe loading capacity shall be taken into consideration when exhibitors apply for electric wattage. The electric facilities must not be overloaded and safe operation must be ensured.
- g) Before lighting and electricity supplied for individual booth, exhibitors who may need proceeding electricity supply for testing should contact the Official Contractor for prior arrangement. The provision of this service may depend on its availability and be subject to extra cost.
- h) Multi-function sockets are prohibited.
- i) Electricity supply will be cut off when the show closes. Exhibitors are requested to turn off any power supplies, dispose any containers and samples before leaving the exhibition halls. If 24-hours electricity supply at the booth is required, please apply by submitting request to the Official Contractor.
- j) Electricity supply to booth will be cut off if exhibitors or appointed contractors who found to violate the rules, any expenses caused to the venue will be borne by the exhibitors.
- k) Gas line should adopt fire-retardant cables and insulated and sheathed wire. During linking wire, porcelain and plastic insulated connector should be used rather than the insulating tape directly dressed. Insulation protection measures should also be taken.

10. Lighting

- a) Light boxes should have heat dissipation arrangement. Fireproof paint must be painted in wooden advertising light boxes and lamp posts. The rectifier and trigger of lamps and lanterns should use conformity product.

- b) There should be protecting cover for the lightings of power above 100W. Lighting equipment with power output more than 500W is not allowed (such as quartz lamp, iodine tungsten lamp, etc.). All exhibitors must abide by the rules and regulations established by the exhibition hall and relevant legal departments. The venue and the Organisers reserve the right to request for rectification and eventually terminate any activities if the rectification is not satisfied.
- c) Lighting equipment should be installed at a distance of not less than 30cm away from the exhibits. The heat source equipment should be installed at a distance of not less than 3m from the fixed wiring facilities of venue. It is forbidden to emit heat to power facilities.

11. Fire & Safety Regulations

- a) Smoking is prohibited in the exhibition hall.
- b) No fire or cold firework is allowed in the exhibition hall.
- c) Any flammable and explosive materials being brought into the exhibition halls should be applied to and approved by the Fire Protection Department beforehand.
- d) All materials for booth construction or decoration in exhibition hall should meet the non-flammability standard of grade B1 or above according to the regulation of the Fire Protection Department.
- e) Do not damage or obstruct any fire-fighting facilities in the venue.
- f) All personnel must properly wear safety helmets during move-in and out periods. Labor must wear safety shoes to enter the hall for working.
- g) Permitted safety tools such as safety belts, scaffolding and genie lift must be used by all contractors who work at high levels, i.e. $\geq 2\text{m(H)}$ from ground. Safety helmets and safety shoes must be properly always worn by operating personnel. For the protection of personal safety, a safety area should be set up around the workspace, and attended by professionals. Clear safety signs should be placed at the safety area. Accidents caused by failure to take safety measures are at their own risk and the Organisers will not be held liable.
- h) The Organisers may, upon instruction from the related authorities, issue other guidelines whenever necessary.

12. Booth Decoration

- a) All decorative items must be placed inside the booth area.
- b) All audio visual devices should be set to mute.
- c) Any TV screen / computer monitor facing the public aisle that could potentially cause crowding in the surrounding area is required to set back 1m inside the booth.
- d) The booth (including entrance frontage and surrounding areas) should be kept in a clean and presentable condition.
- e) The site operation time schedule must be strictly adhere to; setting of decoration must be carried out within the show opening hour unless prior approval has been obtained from the Organisers.
- f) Helium balloon is not allowed inside the venue.

13. Obstructions and Safety Hazards

Structure and display of exhibit shall not be jutted out of the booth area, or which encroached the gangways or other facilities or which the Organisers consider unsafe or a danger or a hazard to safety. If the exhibitors violate the rule, the Organisers reserve the right to remove the aforementioned structure and display. Any costs and expenses incurred thereby shall be borne by the exhibitors.

14. Pressure Tank

- a) Exhibitors shall be responsible for the proper transportation and storage of all pressure tanks such as those containing helium, compressed air, argon, carbon dioxide etc.
- b) Exhibitors shall immediately remove improperly located pressure tanks to the appointed location once informed by the Organisers.
- c) All pressure vessels and equipment brought into the venue must conform to all relevant safety standards and regulations. The safe pressure of the materials and tubes for pneumatic equipment shall be $\geq 15\text{kg/cm}^2$, and the pipe joint must be fixed by hoop instead of iron wires or any other materials.

15. Air Compressor

According to the fire and safety regulations of the venue, the use of compressor is not permitted in the venue. If exhibitors require compressed air for operating the exhibits, please contact the Official Contractor.

16. Dangerous Material

The following articles are forbidden to be exhibited in or brought into the venue without the prior approval from the Organisers: arms, guns, swords, ammunition, explosives, inflammable materials, radioactive substances and any other dangerous goods, goods prohibited for import, goods infringing upon intellectual property rights, goods that may affect the normal operation of the Organisers, and any items prohibited by the relevant government departments.

17. Photographing, Video Shooting, Public Performance and Sound Recording

- a) Any films, video cassettes or slides to be shown to the visitors during the show must obtain prior written approval from the Chinese authorities or arranged by the Organisers on their behalves.
- b) Noise level of all audio-visual demonstration at indoor, outdoor exhibition area or of other functional area must be below 65 decibels, not to cause annoyance to visitors or other exhibitors. The Organisers reserve the right to terminate any audio-visual presentation at their discretion.
- c) Exhibitors are required to apply to the appropriate authorities for exercising the rights in respect to the broadcasting and public performance of all sound recording owned or controlled by them.
- d) Exhibitor is not allowed to film, carry out video or sound recording, telecasting and broadcasting at the fairground unless prior written approval is obtained from the Organisers.

18. Distribution of Materials

Promotion materials should be distributed within the booth area. Exhibitors' promotional activities are prohibited in gangway and public areas in the venue.

19. Demonstration, Performance and Operation of Exhibits

When demonstrating or operating equipment at their booths, exhibitors should:

- a) Provide the Organisers before the show with full details in writing, of any operating machinery involved.
- b) Display all exhibits or promotional materials only within their booth area.
- c) Demonstrate their laser and lighting equipment within their booth area. The laser and lighting effect casted into other exhibitor's booth and public areas are forbidden. The verbal warning will be implied if the demonstration affects other exhibitors.
- d) Ensure that the exhibits are operated under strict control and comply with proper safety regulations.
- e) Ensure that the exhibits are equipped with sufficient safety devices that can only be removed when the machines are not in operation and not connected to the power source.
- f) Guard all moving parts of the machines adequately against possible injury to any persons.

- g) Cause no annoyance to visitors or other exhibitors. Any complaints raised that the Organisers find justifiable, the Organisers reserve the right to impose limitation on the operation of the exhibits.
- h) Not use any industrial gas of inflammable or toxic nature for demonstration purpose.
- i) Be responsible for the removal and disposal of waste material generated by working demonstration of exhibits.

20. Noise Level

Exhibitors are prohibited from causing annoyance to visitors or other exhibitors. The noise level from indoor, outdoor exhibition area or other functional area within the venue shall be below 65 decibels. Any complaints raised that the Organisers find justifiable, the Organisers reserve the right to impose limitation on operating the exhibits or presentation.

21. Booth Cleaning

- a) The Organisers will arrange the general cleaning of the exhibition halls prior to the opening of the exhibition and daily thereafter. However, it is the responsibility of exhibitors to always maintain their booths in tidy condition. Exhibitors need to clean up all the waste products in the booth, including but not limited to the exhibition samples, wastes left after the product demonstration, packaging materials, etc.
- b) Toxic wastes must be sealed in suitable containers with clear markings, and must be handled according to the relevant government rules governing waste disposal.

22. Accident Report

In the case of any accident occurs in its exhibition booth or caused by it, the exhibitor shall notify the Organisers immediately and take all actions to help the sufferer, reduce the loss and maintain the order. Afterwards, it shall submit a written report to the Organisers within 12 hours to provide the account of the accident, clarify the reason and give the settlement plan.

23. Political Issue

All exhibitors should note that no political related wordings such as "R.O.C.", "Republic of China", "中华民国", "Formosa", "福尔摩萨", "福摩萨", "福尔摩莎" and "钓鱼台" should appear in all the advertising or promotional materials as well as name cards or decorative items at the booth. This issue is very sensitive in the P.R. China. Police checks onsite and any materials containing these wordings are not allowed for distribution and will be confiscated.

24. Force Majeure

The force majeure events referred to but not limited to: earthquakes, typhoons, floods, epidemics, wars, strikes, demonstrations, water and power cuts, the cause of which not being able to be controlled by the Organisers, any reforms made to the venue according to the instructions of government or any renovation of exhibition hall facilities and any other government actions that lead to any changes to the exhibition hall or changes in schedule and other unforeseen circumstances that cannot be prevented or avoided. The Organisers reserve the right to cancel, alter in character, reduce in scale, shorten or extend the duration of the Exhibition at any time without incurring any liability whatsoever to the Exhibitors or Visitors due to force majeure circumstances outside the Organisers' control. You can click [here](https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html) to refer to the details in 'General Terms & Conditions of Participation' or contact the Organisers for more information.

(<https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html>)

25. Unforeseen Circumstances

In the event of any problems or disputes on-site, the decision of the Organisers, being leaseholder of the premises, will be final. The Organisers also reserve the right to amend any earlier decision made in order to meet and satisfy any unforeseen or prevailing circumstance for the benefit of the Exhibition and concerned parties.

26. Others

- a) The PA system of the venue is used by the Organisers for official announcements only. Neither paging service nor exhibitors' announcements can be made.
- b) Outside food or beverages are not allowed in the venue. Exhibitors and visitors may have food / beverages at the cafeteria inside the exhibition halls or at the venue's restaurants.
- c) Each exhibitor is responsible for any damage done to the Organisers, other exhibitors, booths, show's property and third parties' property.
- d) If exhibitors fail to follow the rule and regulations, the Organisers shall have the right to impose penalty on the exhibitor and / or relative at their sole absolute discretion. Exhibitors should bear the consequence and responsibility may cause.

2.5 General information about the City & Country

1. Weather

It is mostly sunny and dry in April of Shenzhen, around 21°C to 28°C during daytime, chances of rain.

2. Time

Shenzhen is eight hours ahead of Greenwich Mean Time (+8 hours GMT).

3. Currency

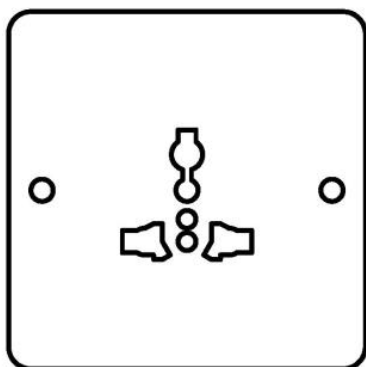
The unit of currency is Chinese Yuan. Foreign currencies can be exchanged at hotels and banks at the daily exchange rate.

(1 USD is approximately RMB 7.1, 1 Euro is approximately RMB 7.64)

4. Electricity

The voltage in China is 220 Volt / 50 Hertz.

The socket (3 Amps, 500 Watts) in the fairground as below:



5. Entry Requirement

All foreign visitors to P.R. China must apply for visa and comply with the health requirement on entering China. Please ensure that all your colleagues have already obtained the relevant visa prior to departure (please refer to [Form E01](#) for applying visa invitation letter). Please note the responsibility for obtaining a visa is neither from the Organisers nor from the Official Travel Agents. (Unsuccessful visa applications will not constitute a basis for cancellation of exhibitor contract.)

6. Communication Habit

Address Chinese officials as Mister, Miss or Madam – Chinese women do not use their husband's surname and therefore should not be addressed as Mrs. The Chinese surname comes first and followed by the given names, e.g. Mr Wang Zhongming should be addressed as Mr Wang.

7. Communication Tool

The social media app, WeChat, is widely used for personal and business communication among Chinese WeChat contacts can be exchanged for business communication after the show.

8. Interpreters are Strongly Recommended

Since not all Chinese business people in the field can speak English. Business cards are very important as means of communication. They should be translated into Simplified Chinese as well (please refer to [Form B05](#) for translation services). It is very important for business associates to exchange business cards. Cards are always offered and received with both hands after the initial greeting.

3 Fairground

3.1 Venue Information

Venue Name: Shenzhen World Exhibition and Convention Center

Address: No.1 Zhancheng Rd, Fuhai Street,
Bao'an District, Shenzhen

Exhibition Hall: Halls 11 - 16

3.2 Transportation

Transportation Means	Details
Metro	Metro Line 12/20 to Shenzhen World North station. Shenzhen Metro website: www.szmc.net/szmc_en
Railways and High-speed rail	From <u>Futian Station</u> , take Line 11 to Airport North Station and transfer to Metro Line 20 to Guozhan Station/Guozhan North Station. From <u>Shenzhen Station</u> , take Metro Line 1 to Chegongmiao Station, transfer to Metro No. 11 to Airport North Station, and then transfer to Metro No. 20 to Guozhan Station/Guozhan North Station. From <u>Shenzhen North Railway Station</u> , take Line 5 to Lingzhi Station and transfer to Metro Line 12 to Guozhan Station/Guozhan North Station. From <u>Shenzhen East Railway Station</u> , take Line 14 to Gangxia North Station, transfer to Metro Line 11 to Airport North Station, and then transfer to Metro Line 20 to Guozhan Station/Guozhan North Station. From <u>Fuhai West Station</u> (Guangzhou-Shenzhen intercity railway), take Metro Line 12 to Guozhan Station/Guozhan North Station.
Bus	Take bus Route No. 8892 from Fuyong Bridge Comprehensive Station, get off at "Shenzhen World North Bus Terminal" station and walk to the venue.
Taxi	Initiate rates RMB 10 per first 2 km and RMB 2.70 per km afterward. (exact fare subjects to latest update). It will charge around RMB 40 from Bao'an International Airport to Shenzhen World Exhibition and Convention Center. On-call Taxi service, Tel : 95128
Airport	Take Line 20 from Airport North Station to Guozhan Station/Guozhan North Station.
From Hong Kong downtown by MTR	Take MTR to Lok Ma Chau Station by East Rail Line, through Futian Port of Entry for immigration and customs inspections. You can take a taxi to the exhibition venue. It takes about 60 minutes from the Futian Port of Entry to the exhibition venue.
From Hong Kong downtown by cross-border bus	Take the cross-border bus to Shenzhen Bay Port. The Organisers will provide a shuttle bus (to be confirmed) or you can take taxi directly to the exhibition hall. The journey takes about 45 - 50 minutes (the fare is about RMB 100).

3.3 Location Map





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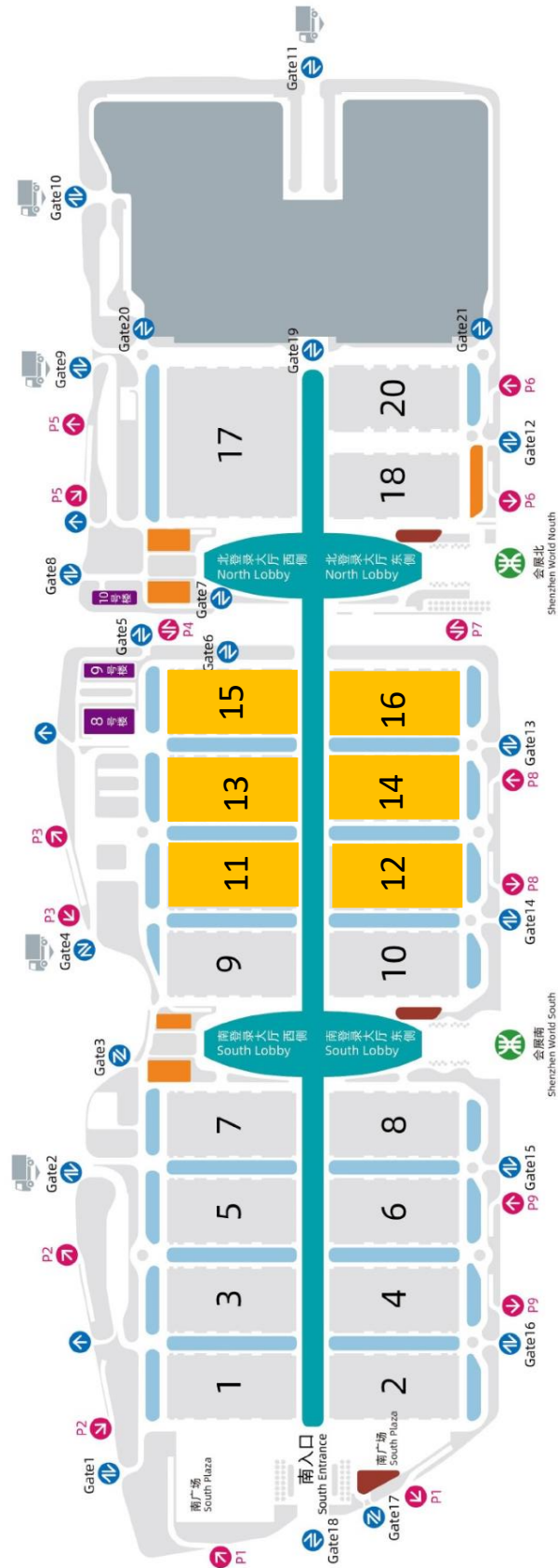


baby&stroller
CHINA



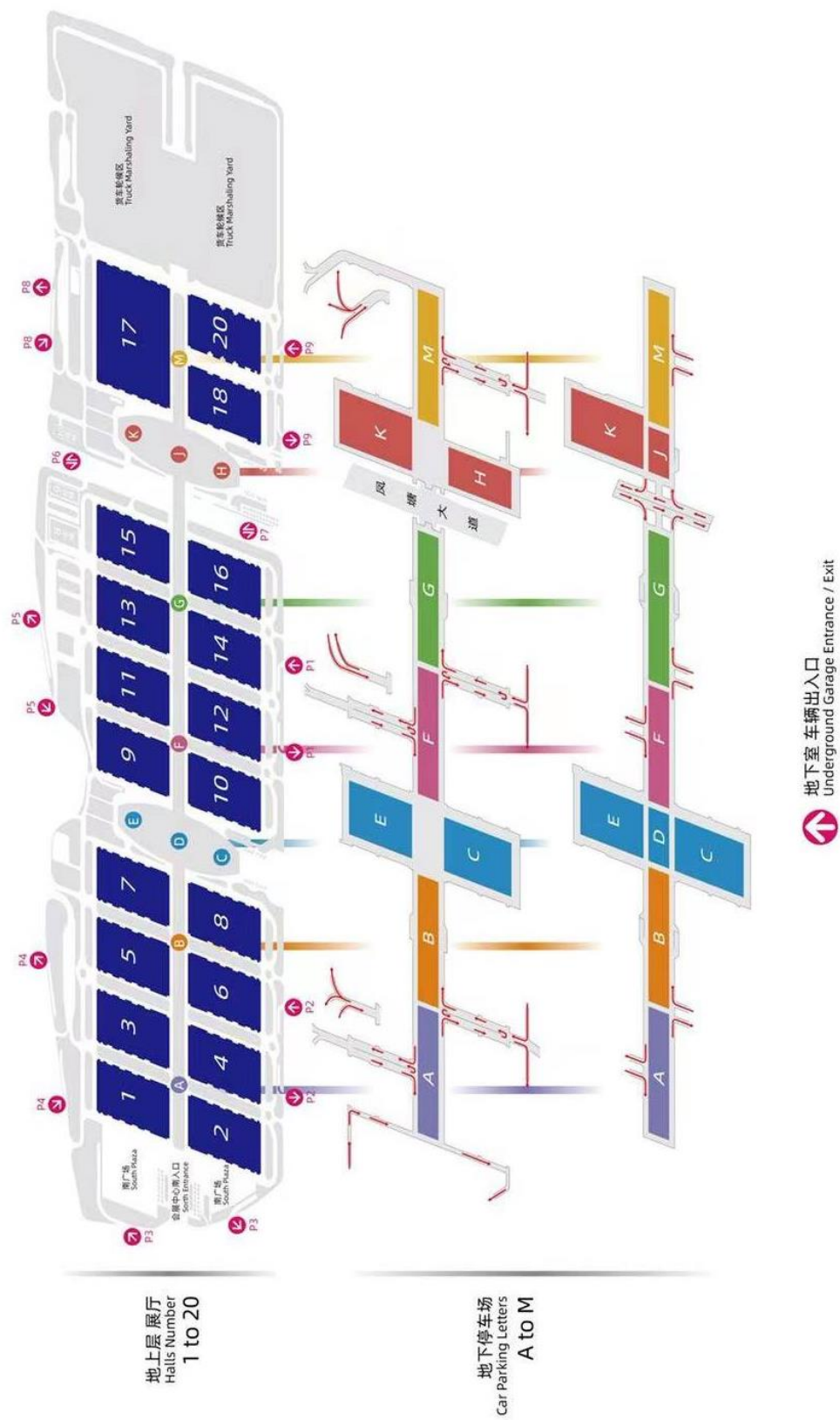
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3.4 Overall Venue Plan





3.5 Car Park Location



3.6 Venue Service Points

Service	Location	Service Details
Power Bank Rental Station	Distributed throughout the venue	Each location contains 12 quotas
Business Centre	The 2nd floor of the North Lobby	Providing printing, scanning, business card production, pull-up banner production, inkjet services
Huamei Green	North side of the 2nd floor of South Lobby	Plant selling
Food & Beverage	On the 2nd and 3rd floors of each exhibition hall On the ground floor of the central corridor	Food courts, cafes and convenience stores
Travel Service	Between hall 11 and hall 12 on the 1st floor of the central corridor South side of the 1st floor of South Lobby	Booking hotels, transportation tickets, flight tickets
Courier	Onsite service point	Courier service
Car rental service	Onsite service point	Car rental
Baggage storage	The 1st floor of the North Lobby	Baggage deposit
Remark: For travel agency, courier service, car rental – You can directly search the " Shenzhen World Exhibition and Convention Center " on WeChat		

4 Booth Construction

4.1 Official Contractor Information

The Organisers has appointed below contractor as the Official Contractor to provide package booth construction and other services including equipment rental according to the attached order forms.

Official Contractor Milton Exhibits & Engineering (Shanghai) Ltd. Guangzhou Branch

Address: Room 2403-2405, Central district, Jiangwan Commercial Center, 298 Yanjiang Middle Road, Yuexiu District, Guangzhou, 510115, China

Raw Space Booth Design Submission

Contact: Mr Zhang Tel: +86 20 8128 3137

Mr Huang Tel: +86 20 8128 3112

Email: toyshow@milton-gz.com

Other Exhibitor Service

Halls 11, 12

Contact: Mr Terry Shen

Tel: +86 20 8128 3147

Email: terryshen@milton-gz.com

Halls 13, 14

Contact: Ms Vena Zheng

Tel: +86 20 8128 3103

Email: venazheng@milton-gz.com

Hall 15, 16

Contact: Mr Ryan Wu

Tel: +86 20 8128 3109

Email: ryanwu@milton-gz.com

Milton Online Submission Platform:

<https://toyshow.milton-exhibits.cn/>

1. **Additional facilities** may be ordered from the Official Contractor by directly submitting via the **Milton Online Submission Platform** on or before 17 March 2026. Please note that late orders after 17 March 2026 will be subjected to surcharge as listed below.

Electrical services

Late submission

20% surcharge will be imposed for orders received after 17 March 2026.

No additional electrical order submitted via **Milton Online Submission Platform** will be accepted after 30 March 2026.

On-site orders

20% surcharge will be imposed for orders received on-site. (Subject to availability)

The order will be valid only when full payment is settled.

Other additional services

Late submission

20% surcharge will be imposed for orders received after 17 March 2026.

No additional order submitted via **Milton Online Submission Platform** will be accepted after 30 March 2026.

On-site orders

20% surcharge will be imposed for orders received on-site. (Subject to availability)

The order will be valid only when full payment is settled.

2. Once the exhibitors have submitted the order forms to Official Contractor, the Official Contractor will issue Debit Notes to exhibitors. Exhibitors must settle the payments by the deadline stipulated on the Debit Notes.
3. Orders without remittance WILL NOT be handled. The Official Contractor reserves the right of not delivering for those orders with payment is on the way even though the bank document is received.

Where it is not otherwise stated, the prices are for the duration of the exhibition days and subject to change without prior notice.

4.2 Pavilion Booth and Standard Booth Package & Design

Facilities and services included for a 9m² (3m x 3m) **International Pavilion Booth** are as follows:

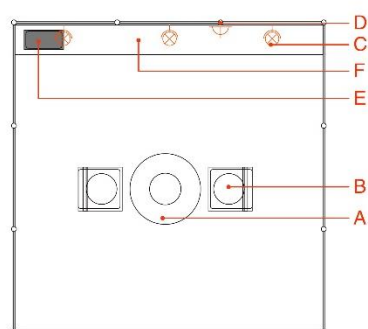
- Wall-to-wall carpeting (9m²)
- White stand partitions (2.5mH)
- Structure material
- 1 round table
- 6 flat shelves
- 2 black leather chairs
- 1 waste bin
- 3 long-arm spotlights (100W)
- 1 socket (220V, 1P, max 500W)
- Fascia board with company name, booth number, company logo & LED Strip Light

**No curtain will be provided.

Standard Items: (Facilities will be multiplied according to your booth size)				
Stand area in m ²	9m ²	18m ²	27m ²	36m ²
Round table	1	2	3	4
Flat shelf	6	12	18	24
Black leather chair	2	4	6	8
Waste bin	1	2	3	4
Long-arm spotlight (100W)	3	6	9	12
220V socket (max 500W)	1	2	3	4

9m²标准配置 Entitlements

编号	材料名称	数量	图标
A	圆桌 Table	1	
B	黑皮椅 Black Leather Chair	2	
C	长臂射灯 Long-arm Spotlight	3	
D	500W插座 Socket	1	
E	垃圾桶 Dustbin	1	
F	层板 Shelf	6	



Below shows booth designs of a 9m² (3m x 3m) International Pavilion Booth in 2026 for reference.

Shenzhen International Toy and Hobby Fair



Shenzhen International Stroller, Mother and Baby Product Fair



Shenzhen International Licensing & Licensed Product Fair



*The Organisers reserve the right to change / modify the configuration and location of facilities without prior notice.

Facilities and services included for a 9m² (3m x 3m) **Standard Booth** are as follows:

- Wall-to-wall carpeting (9m²)
- White stand partitions (2.5mH)
- Structure material
- 1 square table
- 6 flat shelves
- 2 folding chairs
- 1 waste bin
- 5 long-arm spotlights (100W)
- 1 socket (220V, 1P, max 500W)
- Fascia board with company name, booth number and logo

**No curtain will be provided.

Standard Items: (Facilities will be multiplied according to your booth size)				
Stand area in m ²	9m ²	18m ²	27m ²	36m ²
Square table	1	2	3	4
Flat shelf	6	12	18	24
Folding chair	2	4	6	8
Waste bin	1	2	3	4
Long-arm spotlight (100W)	5	10	15	20
220V socket (max 500W)	1	2	3	4

Below shows the basic equipment & booth design of a 9m² (3m x 3m) standard booth.



*The Organisers reserve the right to change / modify the configuration and location of facilities without prior notice.

4.3 Important Notes for Pavilion Booth and Standard Booth Exhibitors

1. Please refer to previous page for the basic equipment & booth design of the international pavilion booth and standard booth. All pavilion booths and standard booths shall be designed and built by the Official Contractor.
2. All standard booths are on rental basis and not permitted to be removed from the venue.
3. All standard booths are on rental basis and not permitted to be removed from the exhibition hall. It is not allowed to take furniture(s) from other booths.
4. Standard booth exhibitors require additional equipment such as furniture, power supply and internet line should place the orders by submitting via the **Milton Online Submission Platform** (<https://toyshow.milton-exhibits.cn/>) on or before 17 March 2026. Full payment in advance will be required.
5. Exhibitors are not allowed to make any alterations to the structure of the standard booths or remove any integral parts from the booths (for example: fascia board, wall panels). Exhibitors wish to remove or change the location of facilities (for example: shelves, extra panels or doors) within their booths should inform the Official Contractor by 17 March 2026. Notifications of booth equipment alteration / removal received after the deadline will not be considered. Late charges may apply for request of booth equipment alteration received after the deadline and subject to technical feasibility.
6. Exhibitors occupying booths at the corner can request to close the additional side(s) by submitting requests via the **Milton Online Submission Platform** (<https://toyshow.milton-exhibits.cn/>) on or before 17 March 2026. The Organisers and the Official Contractor will assume that exhibitors occupying corner booths would choose to open the additional side(s) by removing the partitioning panels in between, and a fascia including company name and booth number will be arranged. Application after the deadline will be subjected to surcharge according to the price set by the Official Contractor.
7. Exhibitors occupying two or above Standard Booths can request to remove or keep the panel wall(s) between booths located at by submitting request via the **Milton Online Submission Platform** (<https://toyshow.milton-exhibits.cn/>) on or before 17 March 2026. The Organisers and the Official Contractor will assume that the exhibitors would choose to remove the intermediate panel(s). Application after the deadline will be subjected to surcharge according to the price set by the Official Contractor.
8. Aluminium roof beams may run from the front to the back of the booth if necessary. Truss structure and decoration inside standard booth is prohibited without prior approval by the Organisers.
9. The partition wall as well as the fascia should maintain predominantly white as the background colour. Painting, coloring and sticking are strictly prohibited. No additional booth-fitting or display can be attached to the booth structure. Any alternation to the booth structure is not allowed.
10. No fixtures or nails can be made to the wall panels. Brackets are suggested for the hanging of signs. Velcro or double tape may be used for lighter items only. Screwing, drilling or nailing on any of the aluminium frames or wall panels are NOT permitted. Exhibitors shall be liable for any damages to the booth or fixture, and full price of the items will be charged for compensation.
11. The maximum loading weight for hanging up exhibit display for each 1mW shelf is 2kg (evenly distributed along the span). If the exhibit weighs more than 2kg, please contact the contractor to make corresponding adjustments and additional fees may be charged. If the shelves are damaged due to overweight or any accident is caused, the exhibitor will bear the responsibility and compensation.

12. The maximum loading weight for hanging up exhibit display for each 1mW panel is 5kg (evenly distributed along the span). For exhibits heavier than 5kg, please contact the Official Contractor for additional fixation at exhibitor's own cost, if any, exhibitors shall be liable or compensate for any panel damages or accident caused by overweight.
13. Height limit of booth panel is 2.5m. No objects inside the booth (including company names, logos and advertising materials) can exceed a height of 2.5m or extend beyond the boundaries of the booth area. The Organisers have the right to require removal of exceeding objects. If any cost causes by alternation, the exhibitor will bear the responsibility and compensation.
14. Booth partitions and booth fascia must maintain the original colors. No decoration logos or any other alterations on the fascia are allowed, except the official contractor. Unauthorized amendment on fascia will subject to a penalty of RMB 2,000 per 9m² of booth area.
15. The electricity supply of spotlights and sockets is connected to each other. Removing the spotlight may also disconnect the electricity supply of the sockets. Any alternations or removal of spotlights must be handled by the Official Contractor. Exhibitors must submit via the **Milton Online Submission Platform** (<https://toyshow.milton-exhibits.cn/>) on or before 17 March 2026.
16. The ONE unit of 3A socket (500W power) for each standard booth can be connected to non-lighting items and low electricity consuming appliances only, such as laptop computer and cell phone chargers, etc. The electricity supply cannot support lighting fixtures, therefore, no lighting fixture, electrical kettle and multi-plugs are permitted. Exhibitors need extra electricity supply for lighting, please apply by submitting via the **Milton Online Submission Platform** (<https://toyshow.milton-exhibits.cn/>) on or before 17 March 2026. Late application will lead to extra cost and delay.
17. Electricity supply, water supply and telecommunication facilities for all exhibitors must be contracted through the Official Contractor. For water and air supply, exhibitors are required to bring along their connection adaptors to connect to their equipment. Exhibitors must bring their own special regulating units if they require very specific water temperature and / or water pressure. Exhibitors with very sensitive equipment are advised to bring their own stabiliser to cater for voltage fluctuation. Please contact Official Contractor for further details or assistance.
18. Wooden structure booth must use the fire-retardant plywood, flame retardant woods (relevant fire-retardant treatment report, corresponding invoice and the corresponding copy should be submitted to the venue when required.) Otherwise, for all the wood materials, must be coated with fire spray treatment by 0.5 kilograms per square. Any wooden structure used in booth, including counter, walls or decoration, should pay RMB 3,000 as deposit for move-out clearing.
19. The Organisers undertake no financial or legal responsibility for any type of risk concerning or affecting the exhibitors/visitors, their personal belongings and exhibits. The Exhibitor shall, at its sole cost and expense, purchase and maintain, throughout the term of the Exhibition, public liability insurance against claims of bodily injury or death and property damage occurring resulting from its activities during the exhibition. The Exhibitor shall also be responsible for effecting insurance which shall include (but not limited to) its displays, exhibits and stands against loss or damage by theft, fire, water, public (including occupier's) liability and any other natural causes. The public liability limits under the insurance policy shall be sufficient to cover the Exhibitor's risk and recognize Messe Frankfurt (HK) Ltd as an additional insured. The Exhibitor shall submit such policy of insurance to the Organisers upon request.
20. In case any accident occurs in its exhibition booth or caused by it, the Exhibitor shall notify the Organisers immediately and take all actions to help the sufferer, reduce the loss and maintain the order. Afterwards, it shall submit a written report to the Organisers within 12 hours to provide a detailed account of the accident, clarify the causes and give a compensation or settlement plan.

21. Exhibitors shall use the booth in an appropriate way and maintain the booth to ensure that it is in good condition. Exhibitors shall notify the Organisers and the Official Contractor immediately in case of discovering any defects or damages at the booth. Exhibitors are not allowed to fix the booth by themselves or retain any other contractors to do so. The cost for repairing the defect or damage due to the exhibitors' lack of care, inappropriate usage, negligence, or intentional act shall be borne by the exhibitors.
22. If no representative has ever shown up at the booth until 12:00pm on 8 April 2026, the Organisers have the right to use the booth for any purpose without the exhibitors' permission nor refund.



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Form C01

Pavilion Booth and Standard Booth Fascia Board

Messe Frankfurt (HK) LtdAddress: 35/F China Resources Building
26 Harbour Road, Wanchai Hong Kong

Attn: Ms Penelope Wong

Tel: +852 2230 9249

Fax: +852 2598 8771

Email: penelope.wong@hongkong.messefrankfurt.com

This form must be submitted before Deadline: 17 March 2026

1. All standard booth and pavilion exhibitors should indicate the company name or brand name to be shown on the fascia board.
2. Please submit clearly in **BLOCK letters** to indicate the exhibiting name for fascia board, up to a maximum of 40 English letters and 20 Chinese letters.
Please omit “,”(comma) and “.”(full-stop); eg. MESSE FRANKFURT (HK) CO LTD
3. If exhibitor would like to display the Chinese company name as well, please indicate on this form. Otherwise, only English company name will be displayed on the fascia board.
4. If fascia detail is not received by the deadline, the company name and details on the application form will be used. In all cases, abbreviations will be used, e.g. **Limited=Ltd.**

ENGLISH: PLEASE USE BLOCK LETTERS (If display both Chinese & English company name, max 40 characters. If display English company name only, max 40 characters)

CHINESE: PLEASE WRITE CLEARLY (MAX 20 CHARACTERS)

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

COUNTRY: _____

Remarks:

1. The length of your fascia name is subject to space availability.
2. Any other alterations are not allowed on the fascia. If any alteration is found, RMB 2,000 per 9m² will be charged as penalty.
3. The Official Contractor will use the company's name as same as that in official fair catalogue to be shown on the fascia board if this form has not been received on or before 17 March 2026.

Company Logo

All International Pavilion Booth exhibitors will be offered a logo shown on fascia for free, please submit the logo along with this form to Official Contractor via email. File format: **tif** or **ai**, not less than 300dpi.

Logo size: Proportional

Position: Before the company name

Color: 4C

Company Name: _____ **Booth No.:** _____

Contact Person: _____ **Title:** _____

Tel: _____ **Fax:** _____ **E-mail:** _____

Authorised Signature: _____ **Date:** _____

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CHINA

Form C02a

Additional Order (Furniture)

(For pavilion Booth and Standard Booth Exhibitors only)

**Milton Exhibits & Engineering (Shanghai) Ltd.
Guangzhou Branch**Address: Room 2403-2405, Central district, Jiangwan
Commercial Center, 298 Yanjiang Middle Road,
Yuexiu District, Guangzhou, 510115, China

Attn: Mr Terry Shen (Halls 11, 12)

Tel: +86 20 8128 3147

Email: terryshen@milton-gz.com

Attn: Ms Vena Zheng (Halls 13, 14)

Tel: +86 20 8128 3103

Email: venazheng@milton-gz.com

Attn: Mr Ryan Wu (Hall 15, 16)

Tel: +86 20 8128 3109

Email: ryanwu@milton-gz.com**Login and complete the order
on or before 17 March 2026**<https://toyshow.milton-exhibits.cn/>

Please login to the link below to complete the order

→ <https://toyshow.milton-exhibits.cn/>

No.	Item	Description	Unit Price (RMB)
1	Information counter	1030L x 535W x 750H mm	120
2	Square table	700L x 700W x 715H mm	100
3	Round table	800Φ x 750H mm	120
4	Folding chair	460L x 400W x 455SH mm	20
5	Black leather Arm chair	570L x 440W x 455SH mm	80
6	Lockable Cabinet	1030L x 535W x 750H mm	200
7	Low Showcase	1030L x 535W x 310H mm	180
8	Show counter	1030L x 535W x 750 / 310H mm	350
9	Flat Shelf / Sloped Shelf	1000L x 300W mm	30
10	Wire Mesh	950W x 1500Hmm	45
11	Tall system showcase	1030L x 535W x 2000H mm	550
12	Low system showcase	1030L x 535W x 1000H mm	400
13	LED long-armed Spotlight		100
14	150W HQI		200
15	500w power socket	only for standard booth, not for light	150
16	42" Plasma	excludes socket	1,800

※Note: Official Contractor will issue a payment notice after receiving the order. Please complete payment.**Remarks:**

1. Additional order received after 17 March 2026 and onsite order are subjected to a 20% surcharge (Subject to availability)
2. Onsite order must be full paid for validation.
3. All items are on rental basis only.
4. Furniture included in the standard booth package is not exchangeable or refundable.
5. For other request or enquiry, please contact the official contractor.



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* For equipment or furniture not listed in the price list, please contact the official contractor directly.

家具及配件租赁 Furniture & Accessory Rental



1 咨询台
Information Desk
1030 x 535 x 750ht mm



2 方台
Square Table
700 x 700 x 715ht mm



3 白圆桌
Round Table (White)
dia. 800 x 720ht mm



4 折椅
Folding Chair
460 x 400 x 720ht mm



5 黑皮椅
Leather Arm Chair (Black)
570 x 440 x 760ht mm



6 锁柜
Lockable Cabinet
1030 x 535 x 750ht mm



7 平台
Showcase
1030 x 535 x 310 ht mm



8 高低展柜
Showcase
1030 x 535 x 750/310 ht mm



9 平层板 / 斜层板
Flat Shelf / Sloped Shelf
1000 x 300W mm



10 铁网格
Wire Mesh
1000 x 1500ht mm



11 高玻璃展示柜
Tall System Showcase
1030 x 535 x 2740ht



12 标准玻璃展示柜
Low System Showcase
1030 x 535 x 1000ht mm



13 长臂射灯
Longarm Spotlight
100W



14 金卤灯
HQI
150W



15 500瓦单相插座(只供标准展台)
Power Socket
Max. 500W



16 42" 等离子显示器
连DVD播放器
42" Plasma with DVD



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Form C10

Pavilion Booth and Standard Booth Exhibitors Confirmation Letter

Messe Frankfurt (HK) Ltd

Address: 35/F China Resources Building
26 Harbour Road, Wanchai, Hong Kong

Attn: Mr Ryan Lau

Tel: +852 2230 9229

Fax: +852 2598 7887

Email: op@hongkong.messefrankfurt.com

**This form must be submitted before
Deadline: 17 March 2026**

By referring to section 4.3 "Important Notes for Pavilion Booth and Standard Booth Exhibitors" of the Exhibitor Manual:

(Please ✓ the below box provided for acknowledgement)

- ☐ **We have read and agree to comply the rules and regulations stated in section 4.3 "Important Notes for Pavilion Booth and Standard Booth Exhibitors" of the Exhibitor Manual. We (including all personnel, employees, guests, suppliers and any other relevant third parties of our Company) agree such undertaking will be binding upon the execution of this confirmation letter, this confirmation letter shall constitute valid and legally binding obligations of us, enforceable against us in accordance with its respective terms and conditions.**

Please note:

Failure to respond to this Confirmation Letter before the deadline set forth hereunder shall be deemed as refusal to make acknowledgement by the Exhibitor, and any dispute or responsibilities arising therefrom shall be handled or assumed by the Exhibitor on its own, and the Organisers have the right to revoke the exhibiting qualification of the Exhibitor.

Company Name: _____ Booth No.: _____

Contact Person: _____ Title: _____

Tel: _____ Fax: _____ Email: _____

Authorised Signature: _____ Date: _____

2. Plans & Design Proposals

- a) Booth plans, design proposals and electrical installation plans must be submitted via the **Milton Online Submission Platform** (<https://toyshow.milton-exhibits.cn/>) to the Official Contractor for approval by 17 March 2026. Late charge: RMB 30/m²
- b) Drawings submitted must be in a reasonable scale of not less than 1:100. Drawings submitted have to be clearly mark the size, height of platform, equipment, colour, material, moving racks, electrical installation plans, weights and loading point of exhibits etc.
- c) All raw space exhibitors or appointed contractors are requested to submit the location plan indicating the position of power supply, water supply and internet / telephone connection points on separate drawings to the Official Contractor.
- d) The Official Contractor may require amendments or variations to be made to the design plan or proposals before approval, or may withhold approval at its discretion. No construction work shall be permitted at the exhibition hall unless the booth plan and design proposals has been approved by the Official Contractor. Any costs or delay caused should be borne by the exhibitors and appointed contractors.
- e) Once the booth plans and design proposals have been approved by the Organisers, exhibitors shall build the booth strictly according to them. Without the written consent of the Organisers, exhibitors are not allowed to deviate from or make any additions, deductions or amendments to the approved booth design.

3. Approval of Design Proposals

Raw space exhibitors must ensure that they and their appointed contractors are fully aware of the following points when preparing design proposals. Failure to observe these rules may result in costly on-site alterations required by the Organisers and / or the venue at the exhibitor's expense:

- a) No parts of any structure may extend beyond the boundaries of the site allocated, neither plane nor elevation surface. This includes spotlights and exhibitors' names or logos. No booth decorations stand fittings or exhibits shall exceed 4.5m in height. (30m² or above: maximum 4.5m height; under 30m²: maximum 3.5m height). Please contact the Organisers for stand construction that exceeds the specified height limit for approval.
- b) No booth decoration, booth fitting or exhibit shall exceed the height of booth.
- c) The length of any single span wood structure must be limited within 6m wide, and any single span steel structure and steel wood structure (including the inner steel tube and iron stand) cannot exceed 8m wide. The width of the ready-made wire frame can be a bit longer based on its cross section, but must not exceed 12m (except for steel wire frame for professional stage building). Excessing the maximum length of span and steel frame structure, crossbeam and metal load-bearing vertical support should be installed.
- d) Double-storey construction is prohibited.
- e) To ensure sufficient contact between the wall and the floor, the width of the booth's main structural wall cannot be less than 12cm. The thickness of light steel keel for the main body shall not be less than 6cm. The thickness of wooden wall for booth without a frame structure shall not be less than 30cm. A cross girder must be added in between the long span structure to provide horizontal support when any wall and steel frame are exceeding 6m wide. And a pillar support must be added at the lower part to ensure the overall rigidity and stability of the booth. Wooden walls with a height more than 3m requires to contain square steel or seamless round pipes as inner support. For booth only containing a single back wall, it must be reinforced with diagonal supports and other structures, and the counterweight must be added for stability. The design of wooden wall shall meet the stability and longitudinal strength requirements.
- f) Professional truss booth structure must have industrial design instructions or design drawings provided by a qualified design unit for reference. The use of self-welded trusses is strictly prohibited. Metal fasteners must be used between the truss column and the beam and must be tightly engaged, without gaps and shaking.
- g) The loading capacity of the metal load-bearing shall be directly transmitted to the ground instead of grounding to wooden platform.

- h) For booths with additional beam connections on the top, detailed structural drawings on beams connections to the main body shall be provided in the design proposals. The structural strength of beams shall meet the strength requirement.
- i) For platform which exceeds 10cm height, a slope shall be used for the transition from the ground. Relevant step safety signs shall be provided for the platform which less than 10cm height.
- j) The names and booth number (e.g. 11A01) on fascia, backdrop or door head, which the font height is not less than 15cm, must be prominently displayed and faced to the aisle. The Organisers reserve the right to affix them as they see fit and to charge the cost incurred to the exhibitor.
- k) Partition wall or structure directly facing adjacent booth(s) cannot contain any company names or company logos. Any construction containing company name or company logo directly facing adjacent booths must have at least 0.5m set back from the adjacent booth(s). All surfaces of booth construction exposed to the public view shall be decorated to a finish approved by the Organisers (inclusive of backside panels / parts of booth adjoining other booths or aisles). The back of the booth must be covered by nice white finishing, either by paint or non-flammable material.
- l) Exhibitors must construct own back wall(s) to divide their booth from neighbouring booths, and should not share the back wall of neighbouring booths nor put any decorations on it. Where booths are adjacent, exhibitors may not use the reverse of the neighbouring booth's wall.
- m) The layout of exhibits and the booth design should be planned in consideration of visual effects on neighbouring booth and visitor flow. All booths in the exhibition, irrespective of height, must have at least 75% of any frontage facing an aisle left open and should not be blocked with separated wall structure. 2 evacuation exits in the exhibition area with partitions are enclosed with the distance between the nearest of two adjacent evacuation exits not less than 5m. An evacuation exit can be set when the area of this type of display area is not more than 120m². The evacuation exit must be opened and the net width is greater than 5m, and the distance from the farthest point in the area to the evacuation exit does not exceed 15m. The Organisers suggest exhibitors to adopt booth design keeping the frontage(s) facing an aisle open for attracting buyers.
- n) Exhibitors are not allowed to construct neither a permanent false ceiling nor a ceiling structure covering more than 30% of the total booth area. No suspensions are to be made from the ceiling of the exhibition hall, nor may any fixing be made to the floor, walls or any other parts of the building. The ceiling of storage area cannot be blocked.
- o) **Carpets should meet the non-flammability standard of grade B1 or above according to the regulation of the Fire Protection Department and fire-retardant certificate should be provided.** Exhibitors must provide approved protection between carpet and any raised platforms. All materials used in the booth construction, decorations or set-ups must be flame-retardant with a burning diffusion rate not lower than Class B1 and present relevant certification issued by authorized testing department onsite for possible inspection by the venue and / or the Organisers. There shall be necessary fire extinguishers and fire safety measures within the booth. Exhibitors should also conform to the rules and regulations of the venue and those of any public authority or department of the Chinese Government. If such materials are rejected by the venue operator or any of the said relevant units and government departments, the exhibitor concerned solely bear all liabilities, the Organisers are not obligated to bear any liabilities.
- p) Booth must be equipped with 6kg (ABC) dry powder fire extinguishers; the installation standard must be placed in a conspicuous, open position every 20m², and those with less than 20m² are also configured according to the above standards.

- q) All decoration materials in booth construction shall be non-combustible or flame-retardant materials. Textile materials such as cloth and gauze are allowed to be used but it must be undergone fireproof processing with certificates. Wooden structures must be painted with fire retardant coating. Flammable materials such as grass, bamboo, rattan, wood, foam, foam board (**include KT board, should be replaced by PVC foam board / PVC expansion sheet**), combustible carpets, fabrics and other materials without flame-retardant treatment are prohibited in the exhibition halls. Smoking and any fire-related activities are strictly prohibited inside the exhibitor halls.
- r) Wooden structure booth must use the fire-retardant plywood, flame retardant woods (relevant fire-retardant treatment report, corresponding invoice and the corresponding copy should be submitted to the venue when required.) Otherwise, all the wood materials must be coated with fire spray treatment by 0.5 kilograms per square. Any wooden structure used in booth, including counter, walls or decoration, should pay RMB 3,000 as deposit for move-out clearing.
- s) No objects should be placed or blocked within 1m in front of the fire hydrant, 30cm surrounding the ground fire well and 1.5m surrounding the fire extinguisher. The fire equipment shall not be blocked in any situation.
- t) Any objects should not block fire safety equipment, electricity facilities, emergency exits and main gangways of exhibition halls during construction / dismantling period.
- u) To avoid copyright infringement, exhibitors must own the copyright of their booth design drawings and build the booth strictly according to the drawings. If there is any copyright disputes which seriously affect the reputation and order of the exhibition, exhibitors should bear the cost and all consequences.
- v) It is forbidden to bring balloons into the venue without the written approval of the venue. The use of hydrogen balloons is prohibited.

4. Electricity

- a) Raw space exhibitors or appointed contractors have to prepare own secondary switch box. It is prohibited to connect venue electric box directly. Due to the venue requirement, industrial connectors and connectable plugs must be used for connection of primary and secondary electrical boxes. If the electrical box cannot be placed in the designated position, the exhibitors or contractors can prepare a cable to the location of another electrical box.
- b) The installation of electrical facilities must comply with the national power industry regulations and related rules and regulations of the venue. The installation must comply with the national "Regulations on Security Administration of Large-scale Mass Activities" and the Fire Control Law "Code for Design of Low-voltage Electrical Installations (GB50054-2011)", "Technical Code for Safety of Temporary Electrification on Construction Site (JGJ46-2005)", "Code for Acceptance of Construction Quality of Building Electrical Engineering (GB50303-2015)", "Code for Design of Electric Distribution of General-purpose Utilization Equipment (GB50055-2011)" and other regulations which are relevant fire safety regulations of the venue and the specific requirements of this manual.
- c) Electricity is not included in raw space package. Raw space exhibitors or appointed contractors **MUST** order the individual power point by submitting via the **Milton Online Submission Platform** (<https://toyshow.milton-exhibits.cn/>) to the Official Contractor by 17 March 2026, and all exhibitors should ask their appointed contractor to handle the connection between their machine and power point. Qualified electricians with effective license should carry out any electrical installation works; any power tools used in the construction must meet safety requirements after safety inspections.
- d) 24-hour power socket could be arranged only upon exhibitors' request. If 24-hour electricity supply is needed, raw space exhibitors or appointed contractors can order by submitting [Form C02a](#) to the Official Contractor by 17 March 2026 (together with an electricity plan indicating the location of the 24-hour power socket). 24-hour electricity supply for lighting connection is prohibited.

- e) Individual circuit should be classified for general lighting, mechanical power, frequency-conversion equipment, thermistor control equipment, amplifying equipment and 24-hour electrical equipment. Shared circuit is prohibited.
- f) The Official Contractor must carry out all electrical works at the exhibitors' expense. Electrical installation plan of the booths must be submitted to Official Contractor for approval together with the booth design proposal. Electricity can be supplied in 220V / 50Hz (+/- 6%), single phase. Electric current of a higher voltage three phases will be supplied subject to prior arrangement with the Official Contractor. The power distribution box applied for the booth should refer to the total power consumption.
- g) The maximum number of electrical equipment (including lamps and sockets) for each protection circuit of lighting power distribution is 25, and the total capacity shall be less than 2kW or 10A current.
- h) Insertion of electrical wire into electrical outlet or hanging at the end of the switchblade for electricity supply are strictly forbidden, the connection should be made by using a plug and fixed port screws. No multi-plugs or adapters are permitted.
- i) The electrical materials, equipment and facilities must meet the state product quality standards, certification requirements and the fire prevention safety requirements of the Government. The electrical materials must have sufficient safe current carrying capacity, which must be larger than the rated current of the switch inside the power distribution box. For electrical wirings, ZR-BVV (PVC Insulated & Sheathed Flame-Retardant electric wire), ZR-RVVB sheath wires or ZR-VV cables (please refer to the 3-core or 5-core cables for the 3-phase 5-wire low voltage distribution system) must be used. Twisted pair wires (flexible wires), 4-core wires (cables) and aluminium-core wires are strictly forbidden. Cable connections must be solid and reliable. Cable docking must use ceramic or plastic fittings with certified insulation protection measures in place.
- j) Electrical wirings must be fixed and not be laid on the display stand, floor or passageway. Electric circuit that crosses passageways must be protected with a protective ramp. Wires underneath the carpet or installed inside the construction materials cannot have connecting points within the wires and must be protected with conduit (metal conduit or fire-retardant plastic tubes). A plug or a fastening port screw is required for power supply. It is forbidden to plug the power cord directly into the power socket for electricity. All electrical wires (cables) connection must be connected by using terminal blocks or switches, insulating tape for connection purpose is strictly forbidden. All metal structures, metal shells of equipment and facilities, and the main control electric of the booths must be safely grounded. Multi-strand soft-core copper wire shall not be less than 4mm².
- k) An air circuit breaker shall be installed for grading protection and loading of three-phase non-mechanical power should be 20A or above. If the single-phase load is greater than 16A, the three-phase power distribution shall be installed to evenly distribute the electricity loading.
- l) Switches and all electricity distribution panels must be installed within booth area. The main control electric box should be arranged at a safe and accessible location inside the booth where easy for operation and inspection. Exhibitors or their appointed contractors must bring their own main control electric box which has equipped with a safe and reliable air break switch and ALCI device (30mA, operating time less than 0.1s) according to the rules. If the rated current of the air circuit breaker for the booth cannot be adjusted, exhibitors or their appointed contractor should replace it with a compliant one. Only one master cable is allowed to be connected from the power distribution box applied for the booth. Inflammable items are prohibited to be placed around the power distribution box. All lighting rectifiers and triggers must pass the inspection carried out by the Fire Department.
- m) Spray painting, cutting machines, saws and welding machines are not allowed to be used in the exhibition halls, except the exhibitors declares to the fire department and obtains the permit certificate by the Official Contractor.

- n) According to the rules and regulations of the venue, exhibitors or the appointed contractors must apply the "temporary power supply" during move-in period, no other sources of power will be allowed. Electricity will not be supplied to the booth if "temporary power supply" have not been applied. Exhibitors or the appointed contractors need to notify the electrician from the venue for safety inspection of power box after the electrical installation work is done. Electricity supply will be arranged once the electrician of the venue and the Official Contractor have confirmed there is no potential hazard on the electrical installation work.
- o) Temporary power supply cords should use sheathed copper core flexible cords, with no connection. Protection switches shall be equipped.
- p) If the switch protection of the fixed power distribution facilities in the exhibition hall trips and causes a power outage in the booth, the electrician on duty at the contractor's booth shall check whether the electrical equipment and wiring are faulty or not. Meanwhile, the electrician should inform the venue. If accidents and economic losses are caused by non-authorization, the venue and the Organisers have the right to claim for further compensation.
- q) If the venue finds that there is potential safety hazard related on the electrical installation work of the booth, exhibitors or the appointed contractors are requested to take soonest action to fix the problem, or can take mandatory actions such as cutting off the power supply to ensure safety. In the event of serious potential safety hazard or violations of the rules and regulations, the venue has the right to cut off the power supply immediately without any prior notice.
- r) At the end of each day of the exhibition before the close of the exhibitor halls, the appointed contractors by exhibitors must turn off all power except for those fire safety related connection and must remove all flammable goods before leaving the booth. Mandatory power-off measurement will be taken for those cases, which are fail to rectification as advised by the Organisers, and any liabilities will be borne by the exhibitors.

5. Draining

- a) Liquid waste contains animal and vegetable fats, flour, butter, etc., which can be condensed into agglomerates, or contains emulsions, cyanide, acids and alkalis, industrial oils, heavy metal ions and other toxic and hazardous wastes. It must not be directly discharged into the drainage system of venue. Exhibitor shall handle after leaving the red line of the exhibition hall.
- b) For exhibitor who produce wastewater that does not meet the discharge requirements, exhibitor should inform the venue the drainage type and treatment plan, etc. If it needs to be discharged to the drainage system of venue, the wastewater must be treated to meet the national sewage discharge standards (relevant supporting documents are required) before discharge.
- c) Exhibitors will be responsible for equipment damaging, polluting, accident, violation of laws and regulations caused by improper drainage.
- d) Exhibitors and their appointed contractors shall not dismantle or damage water supply and drainage facilities without authorization. It is forbidden to split forks, drill holes on the main water supply pipe, and connect the pipes.

6. Hanging Point

- a) No objects can be hung in the exhibition hall without prior approval.
- b) The hanging point must be applied to the Official Contractor in advance, and the relevant expenses shall be borne by the exhibitor. The Organisers must individually approve the design and specifications of the hanging points. The technical department of the venue has the right of final decision on the number of hanging points required.
- c) Application of hanging points must be applied for and approved on or before 17 March 2026. 30% surcharge will be imposed after the deadline. Application will not be accepted after the 13 March 2026. For the hanging point rules and regulations and, please submit via the **Milton Online Submission Platform** (<https://toyshow.milton-exhibits.cn/>) to the

Official Contractor contact the Official Contractor for inquiries.

7. Booth Construction

- a) Site measurements are given in metric measurements. Exhibitors, upon arrival and before commencing construction work, are required to check if the site is set out as per the floor plan issued by the Organisers, and to report any errors to the Organisers immediately. The Organisers will not be liable for any errors that are not reported before construction begins.
- b) Exhibitors and their appointed contractor are responsible for the transporting, assembling, dismantling and removing of all booth construction materials. The exhibitors must clear construction waste and surplus materials from the exhibition halls. All such works must be carried out according to the arrangements and timeline specified by the Organisers. Exhibits and construction material shall not occupy fire gangway or public area.
- c) For electricians and welders of the appointed contractors to carry out onsite work during move-in period, non-official contractor badges must be arranged for them to gain access into the exhibition halls.
- d) Raw space exhibitors are responsible for laying their own floor covering. Carpets should meet the non-flammability standard of grade B1 or above according to the regulation of the Fire Protection Department and fire-retardant certificate should be provided. All carpets and floor coverings should be affixed with double-sided tapes. The use of paint or glue on the floor of exhibition hall is strictly forbidden. Exhibitors shall be liable for any damages on the floor and will be charged for compensation.
- e) The lighting, power electric boxes (cabinet), telephone wiring boxes and fire-fighting facilities of venue shall not be obstructed during move-in period. It is to ensure that clear the passage and maintain sufficient operating space for inspection and reparation.
- f) Fire prevention treatment is required inside the light box. Light boxes and showcases must have heat-dissipating holes.
- g) Glass materials used in booth decoration must be tempered (A proof of tempered glass and a purchase invoice are required), the strength and thickness of the glass must be ensured (the thickness of the curtain glass wall should not less than 8mm). Metal frame must be made and professional hardware must be used for glass installation. The material is used as the cushion to ensure the safety of the glass. The installation of glass should be reasonable and reliable. Caution sign must also be displayed on the glass to raise awareness. If a glass platform is used, the structural support pillar and wall must be fixed under the platform, not directly on the smooth glass. Booth structure cannot setup on the glass surface.
- h) The ceiling beam and the pillar must be strongly connected by using bolts or other safe fixing materials. The main components must not be connected with gun nails or wood-grain screws, and bolts must be fully tightened. The door lintel, ceiling beam and the wall must be connected with a supporting structure or inserted in the wall. Side connection structure is prohibited.
- i) Exhibits, promotional materials and logos cannot be hung on the passageway, stair corner, elevator door, fire control facilities nor air conditioner inlet, etc. Besides, adhesive medium cannot be used on the pillars in the exhibition halls.
- j) Official fire certificate from government department of security and fire control should be ready for possible onsite inspection by official authorities at all time. Exhibitors shall take full responsibility and it shall be irrelevant to the Organisers in case the aforesaid certificate is rejected by the venue, public authority or related department of government.
- k) Spray painting, cutting machines, saws and welding machines are not allowed to be used in the exhibition halls, except the exhibitors declares to the fire department and obtains the permit certificate by the Official Contractor.

- l) Exhibitors and workers are not permitted to do any construction related work out of their booth area. Any alternations to the structure and facilities of the venue, such as dismantling, nailing, painting or drilling are forbidden. Putting fixture or painting on wall panels and ground are forbidden.
- m) The pipeline system inside the utility holes on the floor of the exhibition hall provides electricity, water, gas, fire prevention and communication network connection for all booths. Only authorised staff of the venue can access to these facilities, unauthorised access or open the slots are forbidden. No construction unit can use the utility holes on booth wiring purpose. All wirings are restricted within the booth area.
- n) If the Organisers found any defect in the booth during the construction period or the show period, the Organisers has the right to require the exhibitors to fix immediately. If the exhibitors fail to do so, the Official Contractor at the expense of the exhibitors will remedy such defects. In addition, if the Organisers consider any booths are in dangerous condition and might cause safety hazard, the Organisers has the right to require exhibitors to stop using the booths immediately.
- o) If no construction work takes place until 12:00pm on 7 April 2026, a standard booth will be built at the expense of the exhibitors. And booth dismantling will be started after 3:00pm on 11 April 2026.
- p) Safety helmets must be properly always worn by operating personnel.
- q) Permitted safety tools such as safety belts, scaffolding and genie lift must be used by all contractors who work at high levels, i.e. $\geq 2\text{m(H)}$ from ground. Safety helmets must be properly always worn by operating personnel. For the protection of personal safety, a safety area should be set up around the workspace, and attended by professionals. Clear safety signs should be placed at the safety area. All accidents caused by failure to take safety measures are at their own risk and the Organisers will not be held liable.

8. Construction Liabilities

The exhibitors and their appointed contractor shall be fully responsible for construction liabilities ("Construction Liabilities") which including but not be limited to:

- a) Personal injuries or property damage suffered by the exhibitors or their appointed contractors (including but not limited to their personnel, employees, workers, guests, suppliers) on the construction site;
- b) Personal injuries or property damage suffered by any third parties caused by or related to the action or inaction of the exhibitors or their appointed contractors or the construction built by the appointed contractors.

The exhibitors agree to fully indemnify and keep fully indemnified the Organisers, the Official Contractor, employee and agent against all costs, expenses (including legal costs) and damages arising from any Construction Liabilities set forth above.

Appointed contractors should also read the raw space contractor guideline provided the Official Contractor, Milton. All the detailed rules shall prevail.

9. Insurance

- a) The Organisers undertake no financial or legal responsibility for any types of risk concerning or affecting the exhibitors / visitors, their personal belongings and exhibits. The exhibitors shall, at their sole cost and expense, purchase and maintain, throughout the term of the Exhibition, public liability insurance against claims of bodily injury or death and property damage occurring resulting from its activities during the exhibition. The exhibitors shall also be responsible for effecting insurance which shall including (but not limited to) its displays, exhibits and stands against loss or damage by theft, fire, water, public (including occupier's liability) and any other natural causes. The public liability limits under the insurance policy shall be sufficient to cover the exhibitor's risk and recognise the Organisers as an additional insured. The exhibitors shall produce such policy of insurance to the Organisers upon request.

- b)
- c) The exhibitors shall cause their appointed contractor purchase and maintain, throughout the term of construction and the Exhibition, the public liability insurance against claims of bodily injury or death and property damage occurring resulting from the appointed contractors activities during the exhibition. The insurance coverage should be enough to any of the exhibitor's own risk.
- (1) Insurance coverage: loss of buildings, various fixed equipment, grounds and foundations of exhibition venues; personal injury caused by hiring staff, pensions, medical expenses and other related expenses; personal injury of third parties, Incurred pensions, medical expenses and other related expenses.
 - (2) The start and end date of insurance policy must include the first day of construction and the last day of dismantlement, **from 00:00 on 7 April 2026 to 24:00 on 11 April 2026.**
 - (3) Insurance compensation limits: the exhibition area of each booth is taken as a unit:

Exhibition space	Type	Compensation limit	Premium
50m ² or below	Exhibition	Cumulative compensation of 8 million; Limit of 6 million per accident; 500,000 per person per accident	RMB 200
50 - 100 m ²			RMB 300
100 - 200 m ²			RMB 500
200 - 300 m ²			RMB 700
300 m ² or above			RMB 900

Insurance Application Process

Required information: Policyholder and insured company name (business licence); contact person's name, telephone number, email address, stand area and stand number.

Application procedure as follows:

- i. Upon receiving application details, the insurer calculates the premium and issues a proposal form and payment notice;
- ii. Upon confirmation and policy details by the Organisers, the insurer issues the policy accordingly;
- iii. The client makes payment per the payment notice and provides invoicing details;
- iv. Upon receipt of premium, the insurer issues an electronic policy and electronic invoice.

For Enquiry and full regulations, please contact Ms Guo Tel: 13710469855 or Mr Liu Tel: 13808862837 Email: 1913850619@qq.com China Life Property & Casualty Insurance Company Limited (中国人寿财产保险股份有限公司)

10. Relevant Fee

- a) Raw space exhibitors or their appointed contractors have to settle the electricity fee, hall management fee and related deposit by 17 March 2026. Any delay or additional charges caused by overdue payment will be borne by the exhibitors.
- b) Raw space exhibitors or their appointed contractors are liable to pay RMB 20/m² for hall management fee, RMB 42/m² for raw space cleaning fee and refuse deposit (refundable) when collecting badges during move-in period at the onsite service counter of the Official Contractor. At the end of the move-out period, the deposit shall be refunded if all materials of the special designed booths of the raw space exhibitors are removed from the venue, confirmed not damaging any hall facilities and not violating any rules and regulations stated in this exhibitor manual. Otherwise, the refuse deposit shall be forfeited for settling the corresponding lost and damages.

- c) Each working permit is only for one person, cost RMB 20 each. Contractors without this working permit will not be allowed to enter the hall nor carry out any construction work.

The refuse deposit is charged as below:

- Below 54m², RMB 10,000
- 54 – 100 m², RMB 20,000
- Over 100 m², RMB 30,000

11. Vehicle Pass

Details will be announced.

12. Refuse Deposit Refund

Please ensure that appointed contractors comply with the conditions herein. Without prejudice to the Organisers' rights to indemnification and / or reimbursement specified herein and in the rules and regulations, the Organisers may deduct the specified amount / percentage of the refuse deposit upon failure to comply with a condition as specified below without prior notice.

a) 100% deposit deduction

- i. The design, structure or materials for booth construction are not in accord with the blueprints / drawings approved by the Official Contractor, including: 1) The booth design plan conceals the height, the single layer is double-layered, the on-site booth structure is high or the exhibits are high, and the structure is vertical The projection exceeded the scope of the booth, etc.; 2) The use of materials did not comply with the fire protection regulations, and the safety hazards in the rectification notice issued by the conference were not rectified on time.
- ii. Booth structural / safety issues caused accidents, injuries or even death. Safety pitfalls are not rectified (in time) or still exist in the booth. If the deposit could not offset the compensation, the venue and the Organisers have the right to claim for further compensation.
- iii. Privately connected / mobile power, gas, and water sources and other fixed facilities, the electricity exceeds the actual reported usage, resulting in the waterproof quick connector melting. Hire an unqualified electrician to operate causing safety problems.
- iv. Early move-out and dismantling the booth in advance against the show schedule.
- v. Use flammable materials such as polyurethane foam, KT board, ordinary sponge, stretch cloth, yarn products, grid cloth as building materials; the carpets and materials used do not meet the national B1 fire protection standards.
- vi. Engage in public performances that do not meet the relevant regulations of the public security department, and perform without pornographic approval (such as pole dancing, body painting, etc.).
- vii. The sound of booth exhibits or performances exceeds the decibels stipulated, which adversely affects the surrounding exhibitors and the image of the fair.
- viii. In terms of brutal construction, illegal construction and demolition of stands (push and pull, etc.) without setting the security warning zones.
- ix. Fail to clear up the construction materials, garbage and packing stuff (such as building materials, scraps, empty cases, wooden structures, display boards or tools) within present time in the move-in / move-out period.

b) 50% deposit deduction

- i. In aerial work without qualified and safe lifting tools or platforms and specialised personnel to command, care and set up security zones.
- ii. Using the structure of the exhibition hall or neighbouring stands to stabilise or to decorate the exhibitors' own booth.

- iii. For piling up debris that block and interrupt the fire exits, escape routes, emergency exits, firefighting facilities and operation facilities around the exhibition, they must be dismantled for recovery.
- iv. For the use of flammable, explosive and other forbidden objects against the fire safety requirements of the exhibition hall; or without flame-retardant treatment on materials.
- v. Not set up enough fire extinguishers, sprinkler system and automatic alarm as regulated. One extinguisher should be prepared for per 20m².
- vi. For special operations personnel who forge, alter or misuse special operations permit or unlicensed operations during construction without taking safety measures.
- vii. Raw space exhibitors / appointed contractors of raw space booths did not cut off the electrical power supply before leaving the booth during move-in / show / move-out period.
- viii. For fights and activities that disturb public order within the exhibition hall.
- ix. The structure, decoration, light fittings, exhibits, projection, etc. exceeds the booth area.
- x. Any uncovered structure surface facing the neighbouring booth, or the covering substance are not pure white, smooth or consistent with the building materials at actual cost.
- xi. The empty boxes, waste materials, packaging materials, wooden structures, and signboards that have been constructed have not been placed in the storage area of the conference in accordance with the provisions of the conference.

c) 30% deposit deduction

- i. Working overtime secretly or delaying work against the regulations without applying for overtime work.
- ii. The booth frontage at height 2.5m or below is less than half-open or closed according to the requirement.

d) Deposit deducting according to actual charges

- i. Use a herringbone ladder with a height of 2m or more, and do not use a mobile work platform or scaffolding for working at heights above 2m at RMB 500 penalty.
- ii. For not wearing a valid document issued by the Organisers on the construction site; or on-site construction workers not properly wearing qualified helmets at RMB 500 – 1,000 per case.
- iii. The booth number was not showing clearly as required. [Booth design must include the booth number and be displayed at a clear location of the booth (signboard, background board or heading). The booth number must be fully displayed, including the hall number and the booth number, such as 9A01 (the font height of the booth number is not less than 15cm) at RMB 300 penalty.
- iv. For not using qualified safety tools such as safety belts, scaffolding and genie lift who work at high levels at RMB 500 – 1,000 penalty per case.
- v. Smoking at the construction site at RMB 500 penalty per case.
- vi. Before 12:00pm on 8 April 2026, the booth electrician still not check in at the Official Contractor counter, RMB 1,000 penalty per case.
- vii. Bring paint buckets into the site / painting, spraying on site, RMB 3,000 per case.
- viii. In terms of hot work such as paintwork, electrical welding, gas welding and cutting in the exhibition hall without written permissions at RMB 500 – 1,000 per case.
- ix. The construction is not protected by the ground, and the exhibition ground (paint, oil, fuel, carpet glue, film, etc.) is polluted in any way at RMB 1,000 – 5,000 per case.
- x. Operate / move the venue fixed facilities of electrical, compressed air or water (including the trench cover) without approval or authorisation from the venue at actual cost.
- xi. Ditch boards, unloading area signs, etc. were damaged during the exhibition at actual cost.
- xii. Damage made to the hall facilities (walls, gates, floor, pillars, etc.) at actual cost.
- xiii. Loss of power box, power box baffle / damage of waterproof quick connector, electrical box shell, air switch, damage caused by dismantling booth, damage of

venue facilities, etc.

- xiv. Other violation according to actual situation at actual cost.
- e) Exhibitors and their appointed contractors have to cooperate with all the rectification necessary; otherwise, the power supply will be fully cut until the rectification is made.
- f) The refuse deposit will be returned by bank transfer. Exhibitors / appointed contractors are required to provide the relative information concerning company name, name of bank, bank account no. (In accordance with the account info when transferring), remittee's name and contact details when he applies for the refund of deposit at the onsite service counter of the Official Contractor. If the exhibitors / appointed contractors could not return the original receipt of deposit or written receipt documents, the Official Contractor has the right to refuse refunding the deposit.
- g) **Regulations on the management of "blacklist" booth contractors**
In the following situations, the appointed contractor will be included in the blacklist. The venue as well as the Organisers have the right to cancel its qualification of booth contractor in the next shows.
 - i. There are no rectifications or corrective actions in accordance with the requirements of the Organisers after receiving rectification notice against irregularities.
 - ii. The booth dismantling has not been completely implemented by the end of move-out period.
 - iii. The designs, structures or materials for booth construction is not in accordance with the blueprints / drawings approved by the Official Contractor, or does not conform to any of the construction / fire protection / safety regulations.
 - iv. Any accidents or injuries occur in the booth construction process.
- h) The Organisers reserve the right of final decision in case of any controversies.

Milton Exhibits & Engineering (Shanghai) Ltd.
Guangzhou Branch

Address: Room 2403-2405, Central district, Jiangwan Commercial Center, 298 Yanjiang Middle Road, Yuexiu District, Guangzhou, 510115, China

Attn: Mr Terry Shen (Halls 11, 12)

Tel: +86 20 8128 3147

Email: terryshen@milton-gz.com

Attn: Ms Vena Zheng (Halls 13, 14)

Tel: +86 20 8128 3103

Email: venazheng@milton-gz.com

Attn: Mr Ryan Wu (Hall 15, 16)

Tel: +86 20 8128 3109

Email: ryanwu@milton-gz.com

**Login and complete the order
on or before 17 March 2026**

<https://toyshow.milton-exhibits.cn/>

Please login to the link below to complete the order

→ <https://toyshow.milton-exhibits.cn/>

Item	No.	Description	Unit Price (RMB)
Lighting-use power	1	16A/220V Single-phase (<3.5KW)	1,100
	2	16A/380V Three-phase (<8KW)	1,780
	3	32A/380V Three-phase (<16KW)	2,600
	4	63A/380V Three-phase (<30KW)	4,550
	5	125A/380V Three-phase (<62KW)	9,200
Electrical Box Deposit	6		1,000
Electrical box industrial interface (includes 1m cable)	7	16A/220V Single-phase	150 each
	8	16A/380V Single-phase	200 each
	9	32A/380V Three Phase	250 each
Temporary power supply for move-in	10	16A/220V	550

※ **Note: Official Contractor will issue a payment notice after receiving the order. Please complete payment.**

Remarks:

1. Additional order received after 17 March 2026 is subjected to a 20% surcharge and for onsite order (Subject to availability).
2. For exhibitor or appointed contractor, please sketch power points on a separate drawing.
3. The location of electrical box shall be informed to the official contractor 15 days before move-in. Relocation of electrical box will NOT be accepted onsite.
4. The prices above are only for indoor booth. All items are on rental basis only.
5. Raw Space Exhibitors should order the individual power point (minimum 15Amp / 380V) with its own distribution box equipped with circuit breaker and leakage protector. All power main installation from source to outlet must be carried out by the Official Contractor.
6. The electrical power outlets are strictly for single exhibit / machinery usage only. Power outlets are not to be used for lighting purposes. According to venue's regulations, 24-hour power supply will be three times of electricity fee.
7. For other request or enquiry, please contact the official contractor.



电力接驳示意图 POWER FACILITIES

展馆方提供

由接驳井至展位（预留）

单相16A插座（一）

预留插座图样



单相16A链接插座（二）



三相5芯32A链接插座



三相5芯63A链接插座



三相5芯125A链接插孔



参展商自备（或现场租用）

配套插头图样



配套电箱与电

单相16A插头（一）

需配备相应规格电箱开关与电缆

单相16A工业插头（二）

需配备相应规格电箱开关与电缆

三相5芯32A工业插头

需配备相应规格电箱开关与电缆

三相5芯63A工业插头

需配备相应规格电箱开关与电缆

三相5芯125A工业插头

展馆一级电箱



光地搭建商自行配备工业接口及二级电箱

**Milton Exhibits & Engineering (Shanghai) Ltd.
Guangzhou Branch**

Address: Room 2403-2405, Central district, Jiangwan
Commercial Center, 298 Yanjiang Middle Road,
Yuexiu District, Guangzhou, 510115, China

Attn: Mr Terry Shen (Halls 11, 12)

Tel: +86 20 8128 3147

Email: terryshen@milton-gz.com

Attn: Ms Vena Zheng (Halls 13, 14)

Tel: +86 20 8128 3103

Email: venazheng@milton-gz.com

Attn: Mr Ryan Wu (Hall 15, 16)

Tel: +86 20 8128 3109

Email: ryanwu@milton-gz.com

**Login and complete the order
on or before 17 March 2026**

<https://toyshow.milton-exhibits.cn/>

Please login to the link below to complete the order

→ <https://toyshow.milton-exhibits.cn/>

No.	Description	Unit Price (RMB)
1	Wireless Broadband (20M, only for one device)	1,800
2	Optical Fiber Broadband (500M download, 50M upload, only for one device)	6,000

※Note: Official Contractor will issue a payment notice after receiving the order. Please complete payment.

Remarks:

1. Additional order received after 17 March 2026 is subjected to a 20% surcharge and for onsite order (Subject to availability).
2. For exhibitor or appointed contractor, please sketch connection points on a separate drawing.
3. The location of connection points shall be informed to the official contractor 15 days before move-in. Relocation of electrical box will NOT be accepted onsite.
4. The prices above are only for indoor booth. All items are on rental basis only.
5. For other request or enquiry, please contact the official contractor.



toy&hobby



baby&stroller



licensing

Form C03

Raw Space Design Approval

Milton Exhibits & Engineering (Shanghai) Ltd. Guangzhou Branch

Address: Room 2403-2405, Central district, Jiangwan
Commercial Center, 298 Yanjiang Middle Road,
Yuexiu District, Guangzhou, 510115, China

Attn: Mr Zhang / Mr Huang

Tel: +86 20 8128 3137 / +86 20 8128 3112

Email: toyshow@milton-gz.com

**Login and complete the order
on or before 17 March 2026**

<https://toyshow.milton-exhibits.cn/>

Raw space exhibitor and the appointed contractor have to apply and settle the following fees via the Milton Online Submission Platform

<https://toyshow.milton-exhibits.cn/> on or before 17 March 2026:

- Top view design with detailed dimensions.
- Facade view with detail dimension.
- 3D views from multiple angles.
- Material usage specification.
- Electricity plan (including the location of the main electricity box, types of lighting fixtures, power rating, installation position).
- Electricity connection drawing (including total power, rated current of the main switch, voltage of the main switch (220V/380V), wire model and installation method, and electricity consumption calculation for the booth).
- Steel structure perspective view.
- Detailed connection drawings.
- Copy of the contractor company's business license.
- ID card of the legal representative of the contractor.
- Copy of electrician qualifications.
- Attachment 4: Special Decoration Declaration Form (stamped by the exhibiting company and the contractor).
- Attachment 4-1: Declaration of On-site Operation Safety.
- Attachment 5: Responsibility Agreement for Safe Electricity Usage in the Booth.
- Acknowledgment of Penalty Notice and Reading Receipt.
- Flame-retardant testing report for carpets.
- Flame-retardant testing report for the overall structure of the booth.
- Insurance coverage.

Note: The official contractor will review and respond to the submitted drawings within 3 - 5 working days. The contractor must construct the booth based on the approved design drawings. Unauthorized modifications are not allowed.

Raw Space Exhibitors Confirmation Letter
Messe Frankfurt (HK) Ltd

Address: 35/F China Resources Building
26 Harbour Road, Wanchai Hong Kong

Attn: Mr Ryan Lau

Tel: +852 2230 9229

Fax: +852 2598 7887

Email: op@hongkong.messefrankfurt.com

**This form must be submitted before
Deadline: 17 March 2026**

By referring to section 4.4 "Important Notes for Raw Space Exhibitors" of the Exhibitor Manual:

(Please ✓ the below box provided for acknowledgement)

- ☐ **We have read and agree to comply the rules and regulations stated in section 4.4 "Important Notes for Raw Space Exhibitors" of the Exhibitor Manual. We (including all personnel, employees, guests, suppliers and any other relevant third parties of our Company) agree such undertaking will be binding upon the execution of this confirmation letter, this confirmation letter shall constitute valid and legally binding obligations of us, enforceable against us in accordance with its respective terms and conditions.**

Please note:

Failure to respond to this Confirmation Letter before the deadline set forth hereunder shall be deemed as refusal to make acknowledgement by the Exhibitor, and any dispute or responsibilities arising therefrom shall be handled or assumed by the Exhibitor on its own, and the Organisers have the right to revoke the exhibiting qualification of the Exhibitor.

Company Name: _____	Booth No.: _____
Contact Person: _____	Title: _____
Tel: _____ Fax: _____	Email: _____
Authorised Signature: _____	Date: _____

5 Forwarding Service

5.1 Official Forwarder Information

The Organisers have appointed below forwarder as the Official Forwarder for transportation services of exhibits and other exhibition related materials.

Official Forwarder

JES Logistics Limited

Address: 26/F., Winsan Tower, 98 Thomson Road,
Wanchai, Hong Kong

Delivery of Exhibits (Overseas)

Contact: Mr Stanley Chan
Tel: +852 2563 6645
Fax: +852 2597 5057
Email: stanley@jes.com.hk

Delivery of Exhibits (Domestic)

Contact: Mr Wang Xiao
Tel: +86 20 8355 9738
Fax: +86 20 8355 3765
Email: wangxiao@jes.com.hk

Exhibitors may appoint the Official Forwarder or other forwarders for forwarding issues and customs clearance, please submit appointed forwarder information to Official Forwarder by completing [Form D01](#).

Official Forwarder's agents / representative offices:

Australia	Brazil
CTL Fairs & Exhibitions Contact: Chris Millane Tel: +61 2 9700 1655 Email: chris@ctl.net.au	Waiver Expo Ltda Contact: Claudia Grigolon Tel: +55 11 2281 7882 Email: claudia.grigolon@waiverexpo.com
Germany	Japan
BTG MESSE-SPEDITION GMBH Contact: Peter Kees Tel: +49 0821 4986 161 Email: peter.kees@btg.de	Nissin Corporation Contact: Hiroaki Tanabe Tel: +81 3 3238 6500 Email: h_tanabe@nissin-tw.com
Korea	Malaysia
Kemi-Lee Co., Ltd. Contact: Eric Jo Tel: +82 2 565 3400 Email: ericjo@kemi-lee.co.kr	Curio Pack Sdn Bhd Contact: Ngiam Chong Terk Tel: +603 3325 3777 Email: ctngiam@curiopack.com.my
Singapore	Taiwan
Transit Air Cargo Singapore Pte Ltd Contact: James Ng Tel: +65 6438 1686 Email: ng@tacs.com.sg	Dragon Exhibition Transport Ltd Contact: Luson Lee Tel: +886 2 8772 2451 Email: luson@dragon-trans.com.tw
UK	USA
Space-Pods Ltd./a EwePack Contact: Steve Lawson-Smith Tel: +44 207 118 7447 Email: steve@ewepack.com	3-WAY Contact: Henrique Schumann Tel: +1 909 5399972 Email: hschumann@threeway.com

****Please contract Official Forwarder - JES Logistics Limited directly if you have enquiry on forwarding services for countries are not listed above.**

5.2 Forwarding Schedule

1. Sea freight (All exhibition goods must be sent to Hong Kong for transshipment to Shenzhen)

Sea Freight Timeline	Details
20 February 2026	Submit Form D01 - Appointment of Forwarder & Transport Order Copies of relevant documents must be sent to Official Forwarder prior to the arrival of vessel. (including List of Exhibits (LOE), bill of lading, insurance (if any) and fumigation certificate (if any))
9 March 2026	Arrival of sea freight consignments (LCL) to Hong Kong for consolidation and send to Shenzhen by truck.
9 March 2026	Arrival of sea freight consignments (FCL) to Hong Kong for consolidation and send to Shenzhen by truck.

2. Air freight (All exhibition goods must be sent to Hong Kong for transshipment to Shenzhen)

Air Freight Timeline	Details
20 February 2026	Submit Form D01 - Appointment of Forwarder & Transport Order Copies of relevant documents must be sent to Official Forwarder by email prior to the arrival of vessel. (including List of Exhibits (LOE), bill of lading, insurance (if any) and fumigation certificate (if any))
9 March 2026	Arrival of air freight consignments to Hong Kong for consolidation and send to Shenzhen by truck.

3. Collection of Local Exhibits in Hong Kong

Collection from Hong Kong Timeline	Details
20 February 2026	Submit Form D01 - Appointment of Forwarder & Transport Order List of Exhibits (LOE) and required documents must be sent to Official Forwarder by email.
10 March 2026	Local exhibits collected in Hong Kong warehouse and send to Shenzhen by truck.

5.3 Important points

1. General

- a) All shipping instructions are subject to the Official Forwarder General Trading Terms and Conditions, which will be available on request.
- b) All orders of the services automatically imply acknowledgement and acceptance of the Official Forwarder General Trading Terms and Conditions.
- c) For the smooth setting up of the exhibition, only the Official Forwarder is entrusted with the overall organisation of freight / exhibits transportation within the exhibition halls.
- d) No cars, forklifts or handling equipment (trolleys, pallet jack, forklift etc.) other than that of the Official Forwarder (except hand-carried exhibits), will be permitted inside the exhibition halls.
- e) Exhibitors should be responsible for all consequences if their exhibits' dimensions, weight or floor loading exceeds the limits stated without prior arrangement with the Official Forwarder.
- f) Prior arrangements must be made with the Official Forwarder for on-site storage of exhibitors' properties, packing cases and surplus material.
- g) Holiday adjustments during Labour Day, National Day, and Dragon Boat Festival definitely affect the regular arrangement of customs clearance and collection of cargoes; adhering to documents and cargoes receiving period is IMPORTANT to avoid any delays.

2. Customs Clearance

a) Exhibits Selling

Without prior approval of the Chinese Authorities, exhibits are prohibited from being sold by retail to visitors on spot. Any sales, irrespective of value, is mandatory to go through official procedures – packed and returned to the customs bonded warehouse after the fair pending till the completion of import formalities, and clearance of tax and duties, local transportation, as well as bonded warehouse storage charges by the exhibitor, buyer or official importer.

b) Promotional Materials

If an exhibitor has an intent of using visual aids and distribution of promotional materials on site, accompanied with completed Declaration Form for Temporary Import Exhibits, please courier all visual aids – CD, VCD, DVD, film, photograph, map, etc. – and two samples of publicities – catalogue, leaflet and souvenirs, etc. to the Official Forwarder with requested schedule. The Official Forwarder will on forward them to the related authorities for censorship. The grant of this intent is subject to the Authorities' approval and levies.

c) Give-away to China company

Give-away items means the exhibitor provides its agent, sub-company, and corporate partners in P.R. China with its exhibits free for the purpose of business development. The clearance procedures are same as exhibits selling. Exhibits need to be properly packaged and transported back to the bonded warehouse by the Official Forwarder. The goods can only be picked up after the permanent import declaration procedures for general goods and tax payment are completed. The exhibitor or receiver pays all the relevant taxes, transportation fees and warehouse fees.

d) Abandoned Exhibits

Under the Customs' rules and regulations, no abandoned exhibits are allowed to be disposed by exhibitor's own arrangement. They must be re-packed and handed over to the Customs' disposal via the Official Forwarder. Waste treatment charges, storage, and related charges are at the exhibitor's account. It is also subject to the Authorities' approval for abandoned that the earlier submission of your declaration of abandoned exhibits, the more storage charges you could save. Despite of abandoned exhibits, any violation of these official rules and regulations will also drag you into the possibilities of fine and penalties. After the submission of declaration, the Authorities accept no change.

3. Insurance & Liability

- a) The Official Forwarder will not be responsible for any damage of uncrated, unpacked or not properly packed materials, or concealed damage and loss or theft of exhibits after they have been delivered to the booth, nor before they are being picked up again for return at the close of the exhibition.
- b) It is the responsibility of exhibitors to arrange a full transit Insurance Policy covering the entire journey (including the exhibition period). The insurance coverage shall include the insurance of the liability accident of the carrier. Exhibitors are requested to prepare the insurance document or a copy for inspection, in case of any defects or damages that may be found onsite for inspection. Insurance should include the waiver of subrogation of official freight forwarders and their agents and / or subcontractors.
- c) Exhibitors can choose to take out insurance on their own, or alternatively ask the Official Forwarder do so on their behalf. Exhibitors who arrange their own insurance are reminded to ask their insurance company for the name and contact information of the local office or representative.

**toy & hobby**
CHINA**baby & stroller**
CHINA**licensing**
CHINA**Form D01****Appointment of Forwarder & Transport Order****JES Logistics Limited**Address: 26/F, Winsan Tower,
98 Thomson Road, Wanchai, Hong KongAttn: Mr Stanley Chan (Overseas) /
Mr Wang Xiao (Domestic)

Tel: +852 2563 6645 / +86 20 8355 9738

Email: stanley@jes.com.hk / wangxiao@jes.com.hk**This form must be submitted before****Deadline:****20 February 2026 (Overseas)****18 March 2026 (Domestic)**

For exhibitors who may want to have their own forwarder to transport exhibits to venue, please be advised that JES Logistics Limited is the **ONLY** official forwarder permitted to deliver goods to your booth. Your nominated forwarders should liaise with official forwarder for delivery of goods.

1. Appointment of forwarder

☐ We are interested in appointing official forwarder to transport our exhibits to / from the fair.

(Please fill in Part 2)**2. ☐ Inbound**☐ by Sea freight☐ by Air freight**☐ Outbound**☐ by Sea freight☐ by Air freight

No.	Number & description of packages	Gross weight per package	External measurement per package in CM (L x W x H)	Cubic measurement (CBM)
1				
2				
3				
4				

**Please attach a separate sheet to this form if given space is insufficient.*

Onsite contact:

Mr / Ms / Mrs _____ who will be presented on-site on _____.

Mobile no. _____

Company Name: _____ Booth No.: _____

Contact Person: _____ Title: _____

Tel: _____ Fax: _____ Email: _____

Authorised Signature: _____ Date: _____

6 Travel Service

6.1 Official Travel Agent Information

The Organisers have appointed below travel agent as the Official Travel Agent for hotel booking and VISA invitation letter application.

Official Travel Agent

JL Best Meeting

Address: Room 101, West Side of the South Lobby,
Shenzhen World Exhibition & Convention Center

Contact: Ms Hu / Ms Ceng

Tel: +86 755 8288 0055 / 90

Mobile/WeChat: +86 181 2646 4213 / +86 177 2257 0869

Email: service@bestmeeting.net.cn

Website: <http://www.miceclouds.com/bookingquery.htm?id=2675>

6.2 Visa Invitation and Application

1. All foreign visitors to P.R.China MUST apply for a visa and comply with the health requirement on entering into China. Please ensure that all your colleagues have obtained the relevant visa document prior to departure to China.
2. Please apply the visa invitation letter by submitting [Form E01](#) to Organisers by 6 March 2026.

6.3 Hotel Recommendation



Crowne Plaza Shenzhen World Exhibition and Convention Center ★★★★★

Address: No. 8 Zhanyun Road, Bao'an District, Shenzhen

The hotel is ideally located at Zhanyun Road, Bao'an District. It is 530 meters as the crow flies from Shenzhen World Exhibition and Convention Center, 100 meters from Metro Line 20 "Shenzhen World South" Station, 2.2 kilometers as the crow flies from "Fuhai Railway Station", Guangzhou-Shenzhen Intercity Railway, 16 kilometers as the crow flies from Shenzhen Bao'an International Airport and 15 kilometers as the crow flies from Fuyong Port, which provides convenient access by ferry to neighboring Hong Kong and Macau.



Hilton Shenzhen World Exhibition & Convention Center ★★★★★

Address: No. 80 Zhanfeng Road, Bao'an District, Shenzhen

The hotel is located in the new exhibition city area of Bao'an district, Shenzhen, close to Shenzhen World Exhibition & Convention Center, the largest comprehensive convention and exhibition center in the Asia Pacific, within walking distance through the air corridor. The location is also near to the transportation hubs, within walking distance to Shenzhen Metro Line 20.



Hilton Garden Inn Shenzhen World Exhibition & Convention Center ★★★★★

Address: No. 85 Zhanjing Road, Bao'an District, Shenzhen

The hotel is located in the exhibition new city area of Bao'an district, Shenzhen, close to Shenzhen World Exhibition & Convention Center, within walking distance. Hotel has 5 dynamic function rooms provide optimum flexibility for various of medium or small scaled events. The all-day-dining restaurant and lobby lounge provides delicious and value priced food & beverages. The hotel is well equipped with facilities and amenities including fitness center, 24-hour self-service laundry service and the shop.



InterContinental Shenzhen WECC ★★★★★

Address: 101 Block 7 Phase 2, East City Plaza, Expo Bay, No. 93 Fuyuan 2nd Road, Bao'an District, Shenzhen

The InterContinental Shenzhen WECC is an upscale, 5-star hotel in Shenzhen's Bao'an district, offering luxury accommodation, diverse dining options, and extensive amenities like a fitness center, indoor pool, and sauna. The hotel is located near the Shenzhen World exhibition center and is convenient to Shenzhen Bao'an International Airport, making it suitable for both business and leisure travelers. It features a sophisticated, art-inspired design and family-friendly amenities, including themed suites and a playground.



Bay Area ICC International Hotel ★★★

Address: NO.66.Binjiang Avenue, shajing street, Bao'an District, Shenzhen

Boasting a convenient location, the hotel is just 5km from Fuhai Railway Station and 21km from Shenzhen Bao'an International Airport. Just a short walk from Shenzhen World North Metro Station, traveling to most city destinations is a breeze. The nearby area boasts an abundance of attractions including Waterland Resort, Shenzhen World Exhibition & Convention Center.



Shenzhen DeKing Convention International Hotel ★★★★★

Address: No.38 Fuyuan 1st Road, Bao'an District, Shenzhen

The hotel is only 1km from Fuhai Railway Station and 16km from Shenzhen Bao'an International Airport, giving guests a number of convenient transportation options. Just a short walk from Fuhai West Metro Station, traveling to most city destinations is a breeze. Visiting Shenzhen's tourist attractions from this hotel is easy with Shenzhen World Exhibition & Convention Center, Waterland Resort and Lixin Reservoir all close by.



Shenzhen Dejin Garden Hotel ★★★

Address: No.315, Qiaohe Road, Bao'an District, Shenzhen

With Fuhai Railway Station just 700m away and Shenzhen Bao'an International Airport only 15km away, transportation for guests is very convenient. Being just minutes away from Fuhai West Metro Station allows guests to explore the city with ease. There is no shortage of things to see in the area, with the Shenzhen World Exhibition & Convention Center, Lixin Reservoir and Waterland Resort all nearby.



Laurel Hotel Bao'an International Convention and Exhibition Center★★★

Address: 111, building C 2, zone C, Fuyuan road, Bao'an District, Shenzhen

The Laurel Hotel Bao'an International Convention and Exhibition Center Store is a great choice for travelers exploring Shenzhen.

It offers convenient transport with Fuhai Railway Station just 700m away, Shenzhen Bao'an International Airport 15km away, and Fuhai West Metro Station within walking distance. Nearby attractions include the Shenzhen World Exhibition & Convention Center, Shenzhen Guoji Huizhan Center, and Heping Gallery.



DeKing Xinhao International Hotel★★★

Address: No. 31, Haoye Road, Bao'an District, Shenzhen

It is positioned as a high-end business and convention hotel, offering 166 elegantly decorated rooms. The hotel is equipped with comprehensive facilities including a buffet restaurant, Chinese restaurant, gym, meeting rooms, banquet hall, and leisure amenities such as foot massage and chess. Strategically located in the core business district of the Shenzhen International Convention Center and Bao'an International Airport area, the hotel is only an 8-minute drive from the Shenzhen International Convention Center, 5 minutes from the Yanjiang Expressway Convention Center exit, 18 minutes from Shenzhen Bao'an International Airport, and 18 minutes from Fuyong Ferry Terminal, providing convenient access to Hong Kong and Macau via the terminal.

Echarm Hotel (Shenzhen International Convention and Exhibition Center, Airport)★★

Address: 21-2, No.21 Yonghe Road, Bao'an District, Shenzhen



The hotel is only 2km from Fuhai Railway Station and 13km from Shenzhen Bao'an International Airport, giving guests a number of convenient transportation options. In addition, Qiaotou West Metro Station is just a short walk away. There is no shortage of things to see in the area, with the Heping Gallery, OAO Art Space and Lixin Reservoir all nearby.

JL Best Meeting

Address: Room 101, West Side of the South Lobby,
Shenzhen World Exhibition & Convention Center

Attn: Ms Hu / Ms Ceng

Tel: +86 755 8288 0055 / 90

Mobile/Wechat: +86 199 2604 0128 (Ms Zhang) /
+86 150 9992 6081 (Ms Wei)

Email: service@bestmeeting.net.cn

**This form must be submitted before
Deadline: 6 March 2026**

Visa Application to China

All foreigners must obtain an entry visa before proceeding to China. Exhibitors are strongly recommended to process the application **ONE MONTH before departure** from the country of origin.

Exhibitors with Business Visa Invitation

1. All the applicants for visas are required to have an invitation letter from the Chinese authority. The official travel agent will coordinate and forward the information of the application to the Chinese authorities for issuing the invitation letter and presented to your company by fax or email.
2. Upon receipt of this visa authorization, the applicant is required to present his / her passport, recent photograph, a completed visa application form (available from local Chinese Embassy) and forward to the local Chinese Embassy or Consulate for completion of the formalities.

Please fill in all information in Chinese and English block letters according to the requirements below:

No.	First Name	Last Name	Passport No.	Nationality	Job Title
1					
2					
3					
4					

**Please attach a separate sheet to this form if given space is insufficient.*

Company Name:			
Company Address:			
Date of Arrival:		Date of Departure:	
Country / City of Embassy where you would like to apply visa:			

Remarks:

1. Please submit order form with passport copy of each applicant. (Page incl. photo, name and passport no.)
2. Passports must be valid for at least **SIX MONTHS** beyond the intended date of entry into China.
3. The responsibility for obtaining a visa is neither from the Organisers nor the official travel agent.
4. The Organisers will provide assistance but is not responsible for obtaining visa for exhibitors.
5. Unsuccessful visa application will not constitute a basis for cancellation of exhibitor contract.
6. Visa invitation letter will only be processed when this form has been submitted with full payment of application fee before deadline.
7. Charge of invitation letter is non-refundable, whether the visa application success or not.
8. This visa invitation is only suitable for applying travel visa.

Company Name: _____ Booth No.: _____

Contact Person: _____ Title: _____

Tel: _____ Fax: _____ Email: _____

Authorised Signature: _____ Date: _____

JL Best Meeting

Address: Room 101, West Side of the South Lobby,
Shenzhen World Exhibition & Convention Center

Attn: Ms Hu / Ms Ceng

Tel: +86 755 8288 0055 / 90

Mobile/Wechat: +86 199 2604 0128 (Ms Zhang) /
+86 150 9992 6081 (Ms Wei)

Email: service@bestmeeting.net.cn

**Login and complete the order
on or before 13 March 2026**

[http://jl.miceclouds.com/bookingquery.
htm?id=2265](http://jl.miceclouds.com/bookingquery.htm?id=2265)

Please refer to the following hotel details and login
<http://jl.miceclouds.com/bookingquery.htm?id=2265> to complete the reservation.

Please note the following charges for booking hotel:

Star	Hotel	Room Type	Daily Room Rate (RMB)		Distance from Venue	Breakfast
			Single	Double		
5 Star	Crowne Plaza Shenzhen World Exhibition and Convention Center	Superior	750	750	7 mins by walking 3 mins by taxi	Yes
5 Star	Hilton Shenzhen World Exhibition & Convention Center	Superior	850	850	10 mins by walking 5 mins by taxi	Yes
4 Star	Hilton Garden Inn Shenzhen World Exhibition & Convention Center	Superior	680	680	10 mins by walking 5 mins by taxi	Yes
5 Star	InterContinental Shenzhen WECC	Superior	850	850	15 mins by walking 5 mins by taxi	Yes
3 Star	Bay Area ICC International Hotel	Commercial	428	428	3 mins by taxi	Yes
4 Star	Shenzhen DeKing Convention International Hotel	Deluxe	468	468	8 mins by taxi	Yes
3 Star	Shenzhen Dejin Garden Hotel	Deluxe	418	418	10 mins by taxi	Yes
3 Star	Laurel Hotel Baoan International Convention and Exhibition Center	Standard	348	348	7 mins by taxi	No
3 Star	DeKing Xinhao International Hotel	Standard	358	358	15 mins by taxi	Yes
2 Star	Echarm Hotel (Shenzhen International Convention and Exhibition Center, Airport)	Superior	328	328	15 mins by taxi	Yes

Remarks:

1. All hotel bookings are subject to availability. Please submit this form on or before 13 March 2026. Reservation made after the deadline cannot be guaranteed.
2. Cancellation must be made in writing and 7 days prior to arrival. 7 days advance notice is required to modify a guaranteed reservation. Late cancellations will cause a penalty.
3. Once this form is submitted, a hotel booking confirmation will be sent to you either by fax or email within 7 working days. Your credit card is required to confirm the booking. On the arrival day, guests should proceed to the hotel reception counter to check in.
4. The one-way pick-up service is from Shenzhen Bao'an International Airport to your reserved hotel at the cost RMB 400 per trip.
5. For group reservation, please kindly attach a group name list by excel file.
6. The above price includes 15% service charge and tax, including the pick-up shuttle bus fare from the hotel to the venue during show period. All costs will be settled in RMB.
7. A prepayment of 100% of the room rate is required as room guarantee, and rooms without prepayment will not be reserved.
8. For other request or enquiry, please contact the official travel agent.

7 Regulation for Protection of Intellectual Property Rights

7.1 General Provisions

1. Aiming at protecting the intellectual property rights (the “IPR”) including patent, trademark, copyright etc. during the exhibition (the “Exhibition”), this regulation (the “Regulation”) is formulated in accordance with the Measures for Protection of Intellectual Property Rights during Exhibitions jointly promulgated by Ministry of Commerce, State Administration of Industry and Commerce, State Copyright Bureau and State Intellectual Property Office and came into force as of March 1, 2006.
2. The Organisers shall respect and protect the legitimate rights and interests of IPR owners during the Exhibition. The exhibitor shall strengthen their consciousness of IPR protection and undertake that their exhibits will not infringe others’ IPR.
3. Exhibitor must guarantee that all exhibits, packages and relevant advertising materials (including but not limited to brochures, posters, advertising boards, background panel, etc.) do not infringe any IPR of any third party, including but not limited to patent, trademark, copyright, design, name, and registered or unregistered IPR, which shall not be restricted by relevant legal restraint measures.
4. Exhibitor undertakes to strictly comply with the exhibition regulation, laws of P.R. China and regulations, and international treaties etc. and will not infringe on the legal rights of any other entity or its products, or copy, use, produce, extract or modify the trademark, design, package or invention owned by any other entity or its products, or take any illegal actions to prevent any other exhibitors from exercising and protecting their legal IPR and ownership on their products.
5. Exhibitors are required to acknowledge the IPR information (under point 7.1 - 7.6) of this manual by submitting [Form F01](#) to the Organisers by 17 March 2026.

7.2 Complaint Review Panel

1. In order to protect the IPR and to promote the healthy development of the Exhibition, the Organisers establish a Complaint Review Panel (the “CRP”). The CRP will be responsible for consultancy services relating to IPR, and reviewing the IPR disputes occur during the Exhibition in accordance with the laws and regulations in respect of IPR.
2. The CRP shall strictly deal with IPR infringement complaints which occur in the Exhibition venue during the Exhibition period in accordance with this Regulation. The complainant should follow and cooperate with the Organisers and the CRP. During the Exhibition, the complainant shall not directly negotiate with or make oral or written warning to the respondent or communicate with the respondent through other methods regarding the relevant IPR infringement matter onsite during the Exhibition without the prior consent of the Organisers and / or CRP.

7.3 Acceptance of Complaint

1. The complainant shall be the owner or the interested party of the IPR. The interested party shall include the authorised or licensed user, or the legitimate successor of the IPR. The licensees of patent licensing contracts and sole licensing contracts may file the complaint independently; the licensees of exclusive licensing contracts may file the complaint independently with permission of the patent owner. Unless otherwise stipulated in the contract, the licensees of general licensing contracts may not file the complaint independently.
2. The exhibitor shall file a complaint with the CRP in writing as soon as it finds any infringement of its patents, trademarks or copyrights, and shall not communicate with the suspected infringing exhibitor directly by itself.
3. The complainant shall fill in a IPR Complaint Record Form and submit the following materials in two copies when filing a complaint with the CRP:
 - a) Legal and valid ownership certification of intellectual property rights:
 - i. If a patent is involved, the photocopies of the patent certificate or the duplicate of patent register, the text of patent announcement, the identity certification of the patentee, and the certification of legal status of the patent signed and confirmed by the complainant shall be

submitted. If the patent involved is utility model or appearance design, the original copy of a patent evaluation report shall also be provided;

- ii. If a trademark is involved, the photocopies of the trademark registration certification documents as well as the identification certification of the owner of the trademark right signed and confirmed by the complainant shall be submitted;
 - iii. If a copyright is involved, the original copy of the copyright certification and the photocopies of the identification certification of the copyright owner signed and confirmed by the complainant shall be submitted.
- b) Basic information of the party suspected of committing infringement, including the name of the exhibits, the name of the respondent and the booth number, etc;
 - c) Photocopy of the complainant's business registration certification (stamped with the common seal of the complainant). If the complainant is not the IPR holder, the complainant shall provide a photocopy of the licensing agreement in respect of such IPR (stamped with the common seal of the complainant);
 - d) Reasons and evidences regarding the suspected infringement;
 - e) If the complaint is filed by an agent, an original copy of Power of Attorney shall be submitted;
 - f) Other materials may be required by the CRP.

If the complainant is a foreigner, foreign entity or other foreign station, the valid certifications submitted shall be duly notarised by a notary public in its own country and attested by the Chinese embassy or consulate in such country; if the complaint is filed by an agent, the Power of Attorney shall also be notarised and attested.

If the complainant is from Hong Kong or Macau area, the valid certifications submitted shall be duly notarised in Hong Kong or Macau and then stamped by China Legal Service (Hong Kong) Limited or China Legal Service (Macau) Limited; if the complaint is filed by an agent, the Power of Attorney shall also be notarised and stamped.

If the complainant is from Taiwan area, the valid certifications submitted shall be duly notarised in Taiwan and verified by Notary Association in Mainland China; if the complaint is filed by an agent, the Power of Attorney shall also be notarised and verified.

If the foregoing documents are written in foreign languages, they shall be translated into Chinese by a PRC qualified translation agency and the corporate seal thereof shall be attached thereto.

4. The complainant shall warrant that all the materials submitted are authentic and effective, and shall be liable for any loss caused to the respondent due to any unauthentic complaint materials or any other untrue complaint.
5. If any of the following occurs, the CRP shall not accept the complaint:
 - a) Where the materials submitted by the complainant do not meet the CRP's requirement and the complainant does not supplement the relevant materials required after notified by the CRP.
 - b) Where a complainant or claimant has filed a lawsuit with a law court in China against the infringement;
 - c) Where the patent is being applied for patent right invalidation proceedings;
 - d) Where there is dispute over the ownership of a patent which is under a trial held by a law court in China or a mediation proceeding held by a patent administrative department in China;
 - e) Where a patent has been terminated and its owner is handling patent restoration formalities;
 - f) Where a trademark right has been invalidated or cancelled;
 - g) Where a complainant is not the owner of the IPR who cannot submit relevant IPR authorization or licensing documents;
 - h) Where a complainant has filed a complaint against the same exhibit for infringing the same IPR during the past exhibitions;
 - i) Other circumstances determined by the CRP.

7.4 Complaints Handling

1. Upon receipt of complaint materials as required, the CRP shall notify the respondent on a timely basis. The respondent shall response within half of a day.
2. If the respondent denies infringement, it shall submit corresponding evidences. The respondent may provide the evidences in accordance with the Section 7.3.3(a), including but not limited to preparing the IPR certificates or legal and valid licenses of all exhibits for inspection by CRP. If the respondent fails to submit valid evidences within the foregoing time limit for response, the respondent shall immediately remove the exhibit being complained and shall not re-exhibit the same during the Exhibition. If the respondent can submit valid evidences proving that the removed exhibit does not infringe others' IPR, the CRP may allow the exhibitor to re-exhibit the removed exhibit.
3. If the respondent does not submit the relevant evidences, or the materials submitted cannot prove that the exhibit does not infringe any IPR, nor does the respondent remove the exhibit suspected of infringement, the CRP shall have the right to request the respondent to: (1) suspend the display of the exhibit suspected of infringement, (2) destroy or cease the distribution of advertising materials on the exhibits suspected of infringement, and (3) to remove the exhibiting board introducing the exhibit suspected of infringement. If the respondent refuses to act as required by the CRP, the CRP may assist the complainant to send relevant complaint materials and relevant information to the competent administration department of IPR for handling in accordance with the law.
4. If the CRP deems it necessary, the CRP may allow and assist the complainant to collect evidence by means of photographing, videotaping, etc., and the respondent shall cooperate.
5. The Organisers may assist the intellectual property administrative department to collect evidence by sampling from or registering and preserving the exhibit suspected of infringement, the respondent shall accept.
6. In order to maintain the order of the Exhibition, after the CRP has handled the complaint and before the end of the Exhibition, the complainant shall not adopt any further action against the respondent at the Exhibition venue.
7. After the end of exhibition, the complainant shall resolve such IPR dispute through law court or administration department. Otherwise, the CRP will not accept the complaint with respect to the same exhibit for infringement of the same IPR in the exhibitions thereafter.

7.5 Penalties

1. If any personnel of exhibitors or non-exhibitors who negotiate with the respondent without permission of the CRP and cause dispute at the Exhibition venue which negatively impacts the order of the Exhibition, the Organisers shall have right to refuse their entrance into the Exhibition venue or order them to leave the Exhibition venue.
2. If the exhibitor refuses to enforce the decision made by the CRP or the intellectual property administrative department and continue to exhibit the exhibit suspected of infringement, or the exhibitor displays the removed exhibits suspected of infringement again without permission of the CRP, the Organisers shall have right to unilaterally terminate the exhibition agreement with such exhibitor, seal the booth, forfeit the participation fee paid by such exhibitor, and pursue the liabilities of breach of contract and infringement against such exhibitor.
3. The Organisers shall have the right to revoke the participation qualification of any future exhibitions of the exhibitor who has displayed the exhibit infringing IPR for several times at exhibitions and adversely affects the reputation of the Exhibition.

7.6 Disclaimer

1. The Organisers do not guarantee the result of handling the complaint regarding IPR dispute, or undertake any responsibility for such result for any relevant parties.
2. Should the complaint or handling the complaint causes any loss or damage to any complainant, respondent, other exhibitor or non-exhibitor, the party which suffers the loss or damage shall pursue legal liabilities against the responsible party through legal actions. The Organisers and the CRP shall assume no responsibility for such loss or damage.



toy&hobby



baby&stroller



licensing

Form F01

Letter of Commitment to the Protection of IPR

Messe Frankfurt (HK) Ltd

Address: 35/F China Resources Building

26 Harbour Road, Wanchai, Hong Kong

Attn: Mr Ryan Lau

Tel: +852 2230 9229

Fax: +852 2598 8771

Email: ryan.lau@hongkong.messefrankfurt.com

This form must be submitted before
Deadline: 17 March 2026

By referring to section 7 "Regulation for Protection of Intellectual Property Rights During Exhibition" of the Exhibitor Manual:

(Please ✓ the below box provided for acknowledgment)

Acknowledgment Letter

- ☐ We have read and agree to comply the rules and regulations stated in section 7 "Regulation for Protection of Intellectual Property Rights During Exhibition" of the Exhibitor Manual. We (including all personnel, employees, guests, suppliers and any other relevant third parties of our Company) undertake to comply with all provisions hereof strictly and such undertaking will be binding upon the execution of this acknowledgment letter.

Please note:

Failure to respond to this Confirmation Letter before the deadline set forth hereunder shall be deemed as refusal to make acknowledgment by the Exhibitor, and any dispute or responsibilities arising therefrom shall be handled or assumed by the Exhibitor on its own, and the Organisers have the right to revoke the exhibiting qualification of the Exhibitor.

Company Name: _____ Booth No.: _____

Contact Person: _____ Title: _____

Tel: _____ Fax: _____ Email: _____

Authorised Signature and Company Stamp: _____ Date: _____

8 Checklist

Important Deadlines	Subject and Details	Contacts	Done / Documents received?
Immediately	Have you settled full payment of your participation fee?	Contact: Ms Penelope Wong Tel: +852 2230 9249 Email: penelope.wong@hongkong.messefrankfurt.com	☐
Ongoing	Have you received booth location confirmation letter?	penelope.wong@hongkong.messefrankfurt.com	☐
6 March 2026	Do you have a valid passport?	Contact: Ms Penelope Wong Tel: +852 2230 9249 Email: penelope.wong@hongkong.messefrankfurt.com	☐
	Have you applied for a visa? [Form E01]	penelope.wong@hongkong.messefrankfurt.com	☐
20 February 2026 (Overseas) OR 18 March 2026 (Domestic)	Have you arranged the shipment of your goods? [Form D01]	Delivery of Exhibits (Overseas) Contact: Mr Stanley Chan Tel: + 852 2563 6645 Email: stanley@jes.com.hk Delivery of Exhibits (Domestic) Contact: Mr Wang Xiao Tel: +86 20 8355 9738 Email: wangxiao@jes.com.hk	☐
13 March 2026	Have you booked your hotel and ticket? [Form E02]	Contact: Ms Hu Mobile/WeChat: +86 181 2646 4213 Contact: Ms Ceng Mobile/WeChat: +86 177 2257 0869 Tel: +86 755 8288 0055 / 90 Email: service@bestmeeting.net.cn	☐
13 March 2026	Have you submitted the content of IPR? [Form F01] *#	Contact: Mr Ryan Lau Tel: +852 2230 9229 Email: op@hongkong.messefrankfurt.com	☐
13 March 2026	Do you need to appoint temp staff or interpreter for assistance? [Form B05]	Contact: Mr Ryan Lau Tel: +852 2230 9229 Email: op@hongkong.messefrankfurt.com	☐
27 March 2026	Have you applied the exhibitor badge for your onsite staff? [Form A01] *#	Contact: Ms Penelope Wong Tel: +852 2230 9249 Email: penelope.wong@hongkong.messefrankfurt.com	☐

Important Deadlines	Subject and Details	Contacts	Done / Documents received?
13 March 2026	Have you purchase the exhibition liability insurance for raw space booth?		☐
17 March 2026	<u>For raw space exhibitor:</u> Have you submitted your booth design to the Official Contractors for approval? [Form C03] #	Contact: Mr Zhang Tel: +86 20 8128 3137	☐
17 March 2026	Have you ordered the electricity service? [Form C02b] # PLEASE NOTE: Orders received after deadline may apply a surcharge.	Contact: Mr Huang Tel: +86 20 8128 3112 Email: toyshow@milton-gz.com	☐
17 March 2026	<u>For pavilion booth and standard booth exhibitor:</u> Have you submitted the information on fascia board? [Form C01] *		☐
17 March 2026	Do you need extra furniture for your booth? [Form C02a] Do you need internet service for your booth? [Form C02c] PLEASE NOTE: Orders received after deadline may apply a surcharge.	Halls 11, 12 Contact: Mr Terry Shen Tel: +86 20 8128 3147 Email: terryshen@milton-gz.com Halls 13, 14 Contact: Ms Vena Zheng Tel: +86 20 8128 3103 Email: venazheng@milton-gz.com Hall 15, 16 Contact: Mr Ryan Wu Tel: +86 20 8128 3109 Email: ryanwu@milton-gz.com	☐ ☐
	Have you printed necessary information in Chinese?		☐
	Have you printed Chinese business cards?		☐

* Compulsory forms for standard package booth exhibitors

Compulsory forms for raw space exhibitors

Please note that the order of the various points can vary depending on when you registered.

Messe Frankfurt (HK) Ltd

Address: 35/F China Resources Building
26 Harbour Road, Wanchai, Hong Kong

Attn: Ms Penelope Wong

Tel: +852 2230 9249

Fax: +852 2598 8771

Email: penelope.wong@hongkong.messefrankfurt.com

**This form must be submitted before
Deadline: 27 March 2026**

Due to security reasons, all exhibitors are required to wear exhibitor badges at all time, otherwise they will be required to leave the exhibition hall. The exhibitor badges are authenticated by real name and is for personal use only and cannot be transferred. The steps and quantity of exhibitor badge application are as follows:

1. Please login to the Online Manual System <https://portal.messefrankfurt.com.hk/services/oms>
2. Enter the login account and password.
3. Click Form A01 "Exhibitor Badge and Additional Badge" to submit exhibitor information. This form is mainly used for adding, deleting, and amending the registration information.
4. The maximum number of exhibitor badges can be entitled as follows:

Booth size (m ²)	Number of badges
6 – 9 m ²	3
10 – 18 m ²	6
19 – 27 m ²	9
28 – 36 m ²	12
37 – 45 m ²	15
46 – 54 m ²	18
55 m ² or above	20

I have understood the function of the service, and have read the entire content of the Privacy Policy; I agree to the collection and usage of my personal data, and sending the commercial advertisements to me in accordance with Privacy Policy. For details of Privacy Policy, please visit <https://www.hk.messefrankfurt.com/hongkong/en/privacy-policy.html>

Remarks:

1. One badge is for 1 person only.
2. Exhibitor badge(s) will be provided to exhibitors at the registration counter at the entrance of the exhibition hall during move-in period.
3. For security reasons, please provide us with the details of all personnel from your company, co-exhibiting companies and official agents / representatives who will be manning the booth during the exhibition. **Please note that we will issue badges to your associated companies only if you have registered them with us.**
4. All personnel entering the exhibition hall must do the real-name registration, please provide your true name, valid ID/Passport numbers & mobile phone number for visitor registration. Before you enter the venue onsite, your original ID card / Passport will be verified`.
5. Commercial Advertisement: We may send you the commercial advertisement, which you may be interested in, and the methods of sending the commercial advertisements include but not limited to telephone call, email, SMS, direct mail, etc. You can unsubscribe it as per the instruction in the commercial advertisement.

Messe Frankfurt (HK) Ltd

Address: 35/F China Resources Building
26 Harbour Road, Wanchai, Hong Kong

Attn: Ms Penelope Wong

Tel: +852 2230 9249

Fax: +852 2598 8771

Email: penelope.wong@hongkong.messefrankfurt.com

**This form must be submitted before
Deadline: 13 February 2026**

One catalogue entry under one exhibiting company is free of charge. If available, please provide us also with your company information in Chinese.

Additional catalogue entries under for co-exhibiting companies will be subject to a charge of USD 200 per entry. Please copy this form and complete the information.

The Organisers / publisher will not take any responsibility if mistakes are made in the catalogue due to unclear handwriting. The Organisers reserve the rights to make changes in grammar and spelling to maintain consistency within the publication.

Please ✓ the appropriate one below:

☐ We agree using company data on the Booth Application Form for fair catalogue publishing.

Or

☐ We agree using the below submitted data for fair catalogue publishing.

Please print or type clearly!

Please note: If we do not receive this Form by **13 February 2026**, you will be listed according to your application form.

Exhibiting Company Name: (ENG) _____
(CHI) _____

Address: (ENG) _____

City: _____ Postal Code: _____ Country: _____

(CHI) _____

Tel: _____ Fax: _____
(Country code) (Area code) (Number) (Country code) (Area code) (Number)

Email: _____

Website: _____

Brand: _____



toy&hobby



baby&stroller



licensing

Form B01

Exhibitor Catalogue Listing (Con'd)

Brief description of products in English: (Maximum 50 words)

In English:

Brief description of products in Chinese: (Maximum 50 words)

In Chinese:

Descriptions exceeding the 50 words limit will be edited at the publisher's discretion.

Co-exhibitor / Overseas Company Information (if desired)

Exhibiting Company Name: (ENG)

(CHI)

Address: (ENG)

City: Postal Code: Country:

(CHI)

Tel: Fax: (Country code) (Area code) (Number)

Email:

Company Name: Booth No.:

Contact Person: Title:

Tel: Fax: Email:

Authorised Signature: Date:

**toy&hobby**
CHINA**baby&stroller**
CHINA**licensing**
CHINA**Form B05****Temporary Staff Order (Interpreter & Booth Helper)****Messe Frankfurt (HK) Ltd**Address: 35/F China Resources Building
26 Harbour Road, Wanchai, Hong Kong

Attn: Mr Ryan Lau

Tel: +852 2238 9229

Fax: +852 2598 7887

Email: op@hongkong.messefrankfurt.com**This form must be submitted before
Deadline: 13 March 2026****Please note the following charges for hiring temporary staff:**

Code	Title	Daily Rate (RMB)
01	Bi-lingual Interpreter (English / Mandarin only) (9 hours, included 1 hour lunch time)	1,050
02	Bi-lingual Interpreter (Korean, Japanese / Mandarin only) (9 hours, included 1 hour lunch time)	1,700
03	Bi-lingual Interpreter (German, French / Mandarin only) (9 hours, included 1 hour lunch time)	1,850
04	Bi-lingual Interpreter (Italian, Spanish / Mandarin only) (9 hours, included 1 hour lunch time)	2,050
05	Helper with Mascot Costume (9 hours, included 1 hour lunch time)	1,050
06	Booth Helper (general level and help with booth operation) (9 hours, included 1 hour lunch time)	750
07	Other personnel	To be quoted upon request

Please indicate your requirements by filling in the following table:

Working Date	Code No.	No. of staff	Duration	Total Working Days	Total Amount (RMB)
Total:					

Remarks :

- Orders received after 13 March 2026 and on site would not be considered.
- All prices are inclusive of lunch of the staff.
- Above daily rate contains working hour from 8:30am – 5pm (including 1 hour lunch time). Daily rate will be applied for less than 8 hours order. The employment period of above daily rate is 3 working days. For required working period less than 3 days, please contact the Organisers for quotation.
- Overtime fee should subject to charges. Exhibitors should bear the transportation and meal cost which caused by overtime work.
- Any cancellation after form submission, 50% daily rate will be charged for each temp staff as cancellation fee. Order cancellation on the show day will not be accepted.
- Full payment must be settled before service started.
- For other request or enquiry, please contact the Organisers.

Company Name: _____ **Booth No.:** _____**Contact Person:** _____ **Title:** _____**Tel:** _____ **Fax:** _____ **Email:** _____**Authorised Signature:** _____ **Date:** _____

Messe Frankfurt (HK) Ltd

Attn: Ms Wendy Lip / Ms Serena Chen
 Tel: +852 2230 9247 / +86 21 6160 8442
 Fax: +852 2519 6800
 Email: digital@hongkong.messefrankfurt.com

This form must be submitted before
Deadline: 10 March 2026

Silver Media Package

Free offer (valued at RMB 900)

- Basic media package
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 1 product page (picture & description)
- 3 keywords

Upgrade Top-up Digital Package

RMB 1,600

- Silver media package
- Additional 4 product pages (picture & description)
- Additional 2 keywords
- 1 social media link
- 1 document download
- 1 video

Add-ons services

Make use of these Add-Ons in the exhibitor and product search at the fair website, thus you can reach thousands of trade fair visitors all year round.

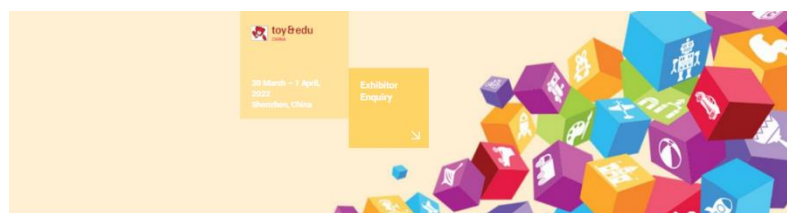
- Product page
- Social media link
- Shop link
- Video
- Keyword

Online banner - Increase your exposure

Online banner can be a photo or a slide show which is also redirected to company website. It offers an exclusive spot to draw the attention from all attendees. Your advertising message will be delivered promptly and remained potentially in audience's mind. Use these popular and limited spaces to make your trade fair presentation even more effective.

Top of Search - Pole position in search results

Trade visitors use the search function intensively. Companies at the top have a clear advantage. With Top of Search, your entry is displayed in first place above all other search results. That makes you easy to find!



Exhibitors & products

2021 exhibitor search
(Including exhibitors of Licensing China)

[Overview](#)



toy&hobby
CHINAbaby&stroller
CHINAlicensing
CHINAForm B06
Digital Services**Messe Frankfurt (HK) Ltd**

Address: 35/F China Resources Building
26 Harbour Road, Wanchai, Hong Kong
Attn: Ms Wendy Lip / Mr Gino Zhao
Tel: +852 2230 9247 / +852 2238 9203
Fax: +852 2519 6800
Email: digital@hongkong.messefrankfurt.com

**This form must be submitted before
Deadline: 10 March 2026**

Item	Description	Unit Price (RMB)	Quantity
upgrade Top-up Digital Package		1,600	
Add-ons services	Product page	500	
	Social media link	500	
	Shop link	500	
	Video	500	
	Keyword	120	
Online banner – under header 10:1	Size: 1,140 × 114 px	8,000	
Top of Search		4,000	
Total:			

*Add-ons services only available after joining Silver or Gold Media Package

We hereby accept the Terms & Conditions and sign below:

Company name (English): _____ (Chinese): _____

Company address: _____

Contact person: _____ Booth no.: _____

Tel: _____ E-mail: _____

Signature (with company stamp): _____ Date: _____

Terms & Conditions:

- Subject to and conditional upon all sums due and payable by each exhibitor having been fully settled. Search, Information and Link Add-Ons are only available upon purchase of an upgraded media package.
- Application for acceptance as a member at the platform must submit a completed and signed application form with company stamp.
- Full payment should be rendered upon receipt of the invoice, the remittance should be faxed / e-mailed to the Organiser.
- Orders without payment or have not submitted remittance will not be processed.
- Reservation of advertising space will be arranged on a 'first come first served' basis.
- The Organiser is not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
- Late arrival will be liable for omission of the advertisement and the cost paid will not be refunded.
- If the exhibitor withdraws his application for whatever reason, after payment received by Organiser, any subscription fee paid will be forfeited.
- Exhibitors are responsible for providing the Organiser with all company logos and materials before deadline, and that all company logos and materials are subject to approval by the Organiser.
- Details of specification of advertisement or all required materials will be notified to exhibitor once Organiser accepted the application.
- The above order form must be accompanied by full payment to the Organiser:
 - Account holder: Guangzhou Li Tong Messe Frankfurt Co Ltd.
 - Bank name: Bank of Communication Guangzhou Branch Zhonghuan Sub-Branch
 - Bank address: 129, Taojin Road, Guangzhou, China
 - Account no.: 441168515018010040316
- Swift code: commcnshgua All bank charges are borne by the exhibitor.
- The Organiser reserves the right to decline any advertisement.
- The exhibitor warrants that the information, logo and pictures thereof and the related publicity materials do not in any way whatsoever violate or infringe any third party's rights including trademarks, copyrights, designs, names and patents whether registered or otherwise. The descriptions and photos for fair websites transmitted by the exhibitor may not infringe the rights of third parties either. The exhibitor indemnifies Messe Frankfurt against all claims asserted by third parties in this connection. The Organiser has the right to refuse participation of members found guilty of infringement of intellectual property rights.
- The applicants are also bound by the General Terms and Conditions, available on the website: www.messefrankfurt.com.hk.
- The publication of exhibitor information on the event website starts with the first day of the trade fair, to which the exhibitor has registered, and ends with the exhibitor search of the next event is available.



toy&hobby



baby&stroller



licensing

Form B07

Non-Local Vehicle Permit Application

Messe Frankfurt (HK) Ltd

Address: 35/F China Resources Building

26 Harbour Road, Wanchai, Hong Kong

Attn: Mr Ryan Lau

Tel: +852 2238 9229

Fax: +852 2598 7887

Email: op@hongkong.messefrankfurt.com

**This form must be submitted before
Deadline: 13 March 2026**

Due to the Shenzhen government's traffic restriction measurements, non-local vehicles are restricted to drive in Shenzhen city area during rush hours. Please be reminded to avoid driving in below time sessions during the show period.

Restriction hours: Monday – Friday (07:00 – 09:00 & 17:30 – 19:30)

If you would like to apply the car permit(s) in order to drive during the above-restricted hours, please provide the relevant vehicle(s) information on or before 13 March 2026 (Friday) as follow. The Organisers will assist you to submit the application.

(Limited to 3 vehicles for each exhibiting company)

1. Exhibitor company name: _____

Vehicle registered information

Vehicle plate no. 1: _____

Vehicle owner: _____

Type of license: _____

Vehicle plate no. 2: _____

Vehicle owner: _____

Type of license: _____

Vehicle plate no. 3: _____

Vehicle owner: _____

Type of license: _____

2. Both sides of the driving license copy (including the annual examination page, the vehicles details & plate number) should be same as the driving license details.

Sample of Vehicle Permit:



***Please note the application must not approve with incomplete material and document, the resubmit application would not be approved.**

****The authority reserves the right to withhold granting approval to any application by the exhibitor without giving any reason. The result will be announced by email in mid-March.**

Company Name: _____ Booth No.: _____

Contact Person: _____ Title: _____

Tel: _____ Fax: _____ Email: _____

Authorised Signature: _____ Date: _____