**境外组团参展合作协议**

**Exhibition Cooperation Agreement on Overseas Group-participation**

**甲方：上海高登商业展览有限公司（以下简称甲方）**

**乙方： （以下简称乙方）**

**甲、乙双方本着充分发挥各自资源优势与展会做强做大长远发展的原则。经友好协商，就该2017 FBIE CHINA –第九届中国国际进出口食品及饮料展项目合作达成如下协议：**

**Organizer: Shanghai Golden Commercial Exhibition Ltd. Co. (hereinafter referred to as Organizer)**

**Agency: (hereinafter referred to as Agency)**

**On the principle of making good use of its own resources and advantages, and maintaining long-term development so as to make our cooperation better and greater, the two parties in the spirit of friendship, have entered into the following agreement regarding the project of 2017 FBIE CHINA-9th China International Import and Export Food and Beverage Exhibition.**

**第一条 合作项目**

展会名称：2017 **第九届中国国际进出口食品及饮料展**（简称：FBIE CHINA）

展会地址：上海市浦东新区龙阳路2345号

展馆名称：上海新国际博览中心

展会日期：2017年7月19日-7月21日

**Term 1: Project**

**Exhibition name: 2017 9th China International Import and Export Food and Beverage Exhibition (short form: FBIE China)**

**Exhibition site add: No.2345Longyang Road, Pudong, Shanghai**

**Exhibition venue: Shanghai New International Expo Center**

**Exhibition date: 19th -21st July, 2017**

**第二条甲方的责任与义务**

1、负责展馆的选定与租用展览会场的费用。

2、负责展会的筹备、展览会的整体方案策划及国内外招展工作。

3、负责展会网站建设、印制招展书、入场券、会刊等相关资料，保障在该平台的宣传，以及官微、短信等平台宣传。

4、负责指定展台搭建，指定包含物料的运输工作，以及展会有关公安、消防、治安等手续的办理。

5、组织展览会观众等会务接待工作。

**Term 2: Organizer’s duties and obligation**

1. Organizer shall be be responsible for choosing exhibition venue and the venue rent.

2. Organizer shall be in charge of exhibition’s organization and whole program planning, as well as exhibition invitation domestic and overseas.

3. Organizer shall be responsible for website building, printing of exhibition catalogue, entrance ticket, fair directory and other related files. It shall ensure promotion on those media and other means such as official Wechat account, short massage etc.

4. Organizer shall be responsible for booth setting up and material delivery (designated in contract) which has been confirmed by both parties. It will also be responsible for fire control and venue security.

5. Organizer shall take charge of audience’s organization and reception.

**第三条乙方的责任与义务**

1、甲方邀请乙方作为本届展会的合作单位之一，随同展会进行宣传。

2、乙方通过自身资源向企业发布展会信息进行招商。

3、乙方必须使用本协议规定的展会名称作为主展名称进行招商不得擅自变更展会名称。

4、乙方需要通过自身平台完成招商服务工作的所有流程，直至达成企业签约。乙方可以定期或不定期的向甲方索取招商所涉及的文本资料，如遇困难也可与甲方预约时间开会讨论，直至问题解决，整个招商过程乙方需独立完成，甲方不参与任何与乙方平台企业的沟通。

5、代理招展列入乙方年度工作计划，随时向企业推广，乙方网站及其他相关平台同步宣传展会进展情况。

6、在活动举办过程中，有义务对双方合作项目进行正面推广宣传，以扩大影响及提升形象。

**Term 3 Agency’s duties and obligations**

1. Agency is invited by Organizer as one of its coordinator, and shall conduct the promotion together with the Organizer.

2. In order to invite exhibitors to participate, Agency shall distribute exhibition information through its own resource.

3. In the process of invitation, agency shall not modify the exhibition name by its own.

4. Agency shall use its own platform and resources to accomplish all working process till contract signed. Agency can ask for detailed information about exhibition from Organizer regularly or anytime Agency needs. If encountering any problem, Agency and Organizer could hold meetings and talk through all the problems, until solved. Whole working process shall be handled independently, organizer will not involve in any communication with agency’s enterprises.

5. After including the exhibition invitation into agency’s annual plan, agency shall promote as possible as it can, and update exhibition information on its website and other related platforms, information on those platforms should be synchronized.

6. During the exhibition opening, agency is obliged to promote the project positively, so as to expand its influence and improve its image.

**第四条展会对外报价**

1. 展会对国外企业统一报价为室内光地1500人民币 /平米/展期，国际标准展位16800人民币/标展（3m\*3m）/展期。

标准展位费用包括：三面白色壁板、中（英）文楣牌制作、咨询桌一张、折椅二张、地毯满铺、展位照明、220V/5A电源插座一个、废纸篓一个。

（如需租赁其他展示家具或用品，需要另外向大会组委会申请并支付费用）

1. 乙方在招展招商期间，展会价格最低按照7折以上（含7折）进行对外销售。乙方在销售过程中，如低于7折需经甲方同意方可对外销售，否则甲方不予安排展位。

**Term 4 Quotation**

1. Organizer’s official price for overseas exhibitors is: indoor raw space 1500RMB/sqm/3-day exhibition

; and standard booth 16800RMB/3m\*3m/3-day exhibition.

Built-in Facilities for standard booth: 3-sided white wallboards, 1 fascia board in both English and Chinese, 1 reception counter, 2 chairs, full-covered carpet, booth lighting system, 1 power socket 220V/5A, and 1 trash bin. (If any other furniture needed, exhibitor shall apply firstly and extra fee will be paid to organizer.)

2. During exhibition invitation period, agency shall not sell booth less than 70% of the official price. (Including 70%) If price is less than 70% (including 70%), Agency shall notify organizer in advance and get approve from it, otherwise, booth will not be arranged.

**第五条服务与费用结算**

1. 甲乙双方确认合作，乙方通过自身资源所组织企业参展，甲方按照国外企业官方报价固定收取70%费用，作为甲方的营业收入，超出官方报价70%的金额作为佣金返还给乙方。国外企业官方报价为16800人民币/9平米。
2. 结算方式：

2.1成功签署3-5个展位，甲方收取官方报价的70%作为甲方的收入，合同金额扣除甲方固定收取的费用后，剩余的金额作为乙方的佣金。

计算公式为：合同金额 – 甲方固定收入= 乙方佣金

2.2如成功签署6个展位（含6个）），甲方收取官方报价的70%作为甲方的收入，合同金额扣除甲方固定收取的费用后，剩余的金额作为乙方的佣金。另外，甲方免费提供一个标准展位给乙方使用，作为乙方独立的展示空间。

计算公式为：合同金额 – 甲方固定收入+ 一个标摊 = 乙方佣金

2.3如成功签署10个展位（含10个）），甲方收取官方报价的70%作为甲方的收入，合同金额扣除甲方固定收取的费用后，剩余的金额作为乙方的佣金。另外，甲方免费提供一个标准展位给乙方使用，作为乙方独立的展示空间，并且提供5000人民币的额外奖励。

计算公式为：合同金额 – 甲方固定收入+5000人民币+ 一个标摊 = 乙方佣金

1. 增值服务

3.1 只要达成合作，甲方免费提供一页会刊彩页广告给予乙方作为宣传用途。乙方需自行设计画面，最终将设计的画面在规定的时间内提交给甲方。过期提交视为放弃，不予刊登。

 会刊广告画面提交的截止日期为2017年6月15日前，过期提交视为放弃，不予刊登。

3.2 如成功签署15个展位（含15个），甲方免费向乙方提供独立的展团宣传册，数量为1000份，

 放置在大会签到处，免费派发给参展观众。

4、所有的合同款项需全部汇入甲方组委会指定账户，甲方在收到合同总额后的7个工作日内将约

定的佣金汇入乙方指定的账户内：

甲方组委会指定账户 乙方指定账户：

户名：**上海高登商业展览有限公司**  户名：

户行：**工行自贸试验区外高桥保税区支行** 户行：

账号：**1001279919006941058** 账号：

**Term 5 Service and Payment**

1. After cooperation confirmed by both parties, Agency shall organize enterprises to participate through its own resources, Organizer will received 70% of the official price as its revenue. Agency will receive the left part of the total amount as the commission. Official price for oversea exhibitor is 4800 USD/9 Sqm for standard booth.

2. Payment:

2.1 If signed booth quantity is between3-5, organizer will receive 70% of the official price as its revenue. Agency’s commission is total contract amount minus organizer’s fixed revenue.

 Calculation formula: Agency’s commission = Total contract amount-organizer’s fixed revenue

2.2 If signed booth quantity is over 6 (including 6), organizer will receive 70% of the official price as its revenue. Agency’s commission is total contract amount minus organizer’s fixed revenue. In addition, organizer will offer one standard booth to agency for its own promotion.

 Calculation formula: Agency’s commission = Total contract amount-organizer’s fixed revenue+1 standard booth

2.3 If signed booth quantity is over 10 (including 10), organizer will receive 70% of the official price as its revenue. Agency’s commission is total contract amount minus organizer’s fixed revenue. In addition, organizer will offer one standard booth to agency for its own promotion and an extra 5000 RMB bonus.

 Calculation formula: Agency’s commission = Total contract amount-organizer’s fixed revenue+ 1 standard booth+5000RMB

1. Added value service
	1. If there is exhibitor’s participation, organizer will offer one page Advertisement of our Fair Directory to Agency for free. Agency shall give its own design to organizer within required date.

Deadline of Ad submitting: 15th June, 2017. Ad will not be printed, if agency submits after the deadline.

* 1. If signed booth quantity is over 15 (including 15), Organizer will print group booklet for 1000 copies. Part of these copies could be placed on the general reception counter of organizer’s committee and distribute to the audience by organizer.
1. All of the exhibitor’s contract payment should be delivered directly to organizer’s designated account. After receiving the total contract amount, organizer shall deliver Agency’s commission to its designated bank account within 7 work-days.

**Organizer’s designated bank account**

**Account name：Shanghai Golden Commercial Exhibition Co.,Ltd**

**Bank name：Industrial and Commercial Bank of China, Waigaoqiao Free Trade Zone Sub-Branch**

**Account number：1001279919006941058**

**Agency’s designated bank account**

**Account name：**

**Bank name：**

**Account number：**

**第六条其他**

1、在展会的筹备和举办过程中，双方在各方面应密切配合，充分沟通，资源共享。

2、双方应定期交流有关筹备的进展情况，未尽事宜，双方协商解决。

3、本协议一式两份，甲乙双方各执一份，具有同等法律效力。本协议自双方签字并盖章之日起生效实施，至本届展会结束及双方款项完全结清之日自然终止。

4. 本协议的任何修改须以书面形式做出并由双方签字并盖章同意。

**Term 6 Other terms**

1. Both parties shall cooperate closely and communicate thoroughly and share the resources during the all process of invitation and holding period.

2. Both parties shall communicate and discuss about the exhibition update regularly, unsettled issues shall be solved after bilateral discussion.

3. This contract shall be provided in duplicate, with each party holding one copy and the two copies having the same legal validity. The contract shall become effective upon signatures and stamps of both parties and come to the termination after all payments are cleared.

4. Any modification to this agreement, shall be in written, and with prior consent from both parties upon signatures and stamps.

**甲方：上海高登商业展览有限公司 乙方：**

Organizer: Shanghai Golden Commercial Exhibition

Co., Ltd Agency:

Stamp盖章 Stamp盖章

项目负责人 (签字)： 项目负责人（签字）

Project Manager signature: Project Manager signature:

日期 日期：

Date: Date: