

Information about the German Pavilion at CKE China Kids Expo 2018 Shanghai/PR China, October 16 - 18, 2018



Fig 1 Sample Inf Booth

We are pleased that at the request of the **didacta Association CKE 2018** is again included in the Federal Foreign Trade Fair Program. Koelnmesse GmbH is commissioned by the Federal Ministry for Economic Affairs and Energy with the organization and implementation of the "official German Pavilion".

Companies that present themselves under the roof "Made in Germany" within the framework of a joint stand benefit from favorable conditions, a common infrastructure and professional support. Depending on the option you will receive a "turnkey" stand (G) or a small area (IZ) including flooring, back and partition walls, basic furniture, uniform design,

company lettering, lighting and a power outlet. Of course you also have the **opportunity** to book a **raw space** area with us and to join the German participation with your own, **individual CI**. The design of the stand design of the joint stand will be coordinated with the didacta Association. The attached figures are examples only for illustrative purposes.

Who can participate?

According to the "General Terms and Conditions for Participation of the Confederation in Fairs and Exhibitions Abroad", goods may be exhibited in the German Pavilion which were produced in the Federal Republic of Germany or abroad by German branches or under German license

I.e. the following companies may participate:

- German companies
- Foreign subsidiaries of German companies
- Foreign representatives of German companies
- Foreign companies manufacturing products under German license

How can you participate?

You have **two options** to present yourself in the German Pavilion:

Joint Company Exhibition (G)

- with stand construction (min. 9.00 sqm)
- without stand construction (min. 50.00 sqm)

Information Centre (IZ)

- only with stand construction
- Size: ca. 2.00 sqm

Joint Company Exhibition (G) with stand construction



Fig. 2: Sample Joint Company Exhibition (G)

Information Centre (IZ) with stand construction



Fig. 3: Sample Information Centre (IZ)

Basic equipment (G) (included in the participation fee*)

Minimum size 9.00 sqm

- Walls, flooring, ceiling construction
- Booth-/fascia board lettering
- 1 table
- 4 chairs
- 1 lockable sideboard
- 1 infocounter
- 1 coat hanger
- 1 dustbin
- 1 power supply (220 V, max 2 kW)
- General lighting

Basic equipment (IZ) (included in the participation fee*)

Size ca. 2.00 sqm

- Walls, flooring, ceiling construction
- Booth-/fascia board lettering
- 1 infocounter
- 1 bar stool
- 1 brochure rack
- 1 wall graphic
- 1 power supply (220 V, max 2 kW)
- General lighting

**For prices and details please see „Participation Fees“
Additional equipment available at extra costs.*

Take advantage of participation within a "German Pavilion"

- A German joint participation offers the ideal opportunity to discover a new market, as all organizational matters such as renting space, organizing the stand construction, ordering the required technical connections for the basic supply of the stands, etc. are handled by experienced employees
- So you have a contact person in Germany for all matters that affect your trade show appearance and you do not have to break through the "jungle" of the various departments and service providers of the foreign organizer.
- The stand construction for a German pavilion is of very high quality and the construction work will be accompanied on site by an architect specialized in trade fair construction, who of course will gladly support the exhibitor in the planning phase.
- In addition, interested companies with a minimum floor space of 50 sqm can also participate with the option "Space without stand construction" and thus join the German participation with their own CI.
- The level of attention attracted by a German Pavilion is much higher than a single stand "somewhere in the hall". Thus, the likelihood that even a smaller booth will receive a corresponding stream of visitors is higher.
- The "Made in Germany" logo always enjoys a very good reputation abroad and attracts a lot of attention.
- Apart from providing the stand space and the stand construction with basic furniture, every German Pavilion will be accompanied by an internet presence in which all exhibitors within the German Pavilion are listed and who will be online for one year. In addition, a flyer is printed, which is issued locally.
- There is an information booth with a lounge area where soft drinks and snacks are provided free of charge to exhibitors and their customers, as well as Internet access and a telephone / fax machine and copier.
- The participant pays a fixed price in EURO and thus bears no price risk. The costs of a participation are calculable from the beginning.

Your Contacs

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CKE 2018
China Kids Expo
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- Yes, we are interested in exhibiting within the German Pavilion at the **CKE China Kids Expo 2018** and probably need _____ sqm space.
- No, we are not interested in participating, please delete us from your mailing list. Reason:

Company _____

Name of the contact person _____

Street, Nr. / P.O.B. _____

ZIP, City _____

Phone _____ Fax _____

E-Mail _____

Date, Signature