

Quick Guide

Opening dates: October 12 – 13, 2021

LOCATION

Shanghai World Expo Exhibition & Convention Center (SWEECC)

1099 Guo Zhan Rd, Pudong

Shanghai, China

+86-21-20893600

www.shexpocenter.com

HALL 3

BUILD-UP	
Sunday, 10 October 2021	9:30 – 18:30 Contractor Only Move-in/Build-up (Raw Space Stands Only)
Monday, 11 October 2021	10:00 – 22:00 Exhibitor & Contractor Move-in/Build-up Exhibitors with shell scheme provided by Milton may enter for build-up during this time. All exhibitors/contractors must be done decorating and exit the exhibition hall by 22:00.

All exhibitors/contractors must be done decorating and exit the exhibition hall by 22:00 on Monday, 11 October 2021.

Late night access to continue exhibit space build is possible for an additional fee. This fee and arrangement are enforced directly by the venue. Please see a member of the Milton staff onsite (or visit the Milton Information Counter) to apply for this. Payments are to be made directly to the venue.

SHOW DATES	SHOW OPEN HOURS
Tuesday, 12 October 2021	09:30 – 17:00
Wednesday, 13 October 2021	10:00 – 16:00

Exhibitors have early access to the hall one (1) hour earlier on show days (08:30 on Tuesday and 09:00 on Wednesday).

BREAKDOWN DATES	BREAKDOWN TIMES
Wednesday, 13 October 2021	16:00 – 21:30

All exhibitors must clear their exhibit space by 21:30 pm on 13 October 2021. The organizer cannot be held responsible for any items left unattended after this time.

Any equipment/ products left will be removed at the exhibitor's expense.

Technical Help and Advice

Please contact Milton's contacts as below for any advice or assistance you may need with regards to your exhibit space at World Breakbulk Expo 2021:

Zoe Zhang /Trudy Tang

T: +86 21-6183 0607/0682

csc@milton-sh.com

Exhibitor Passes

Please register online for your exhibitor badges. They can be collected onsite. Additional badges can be obtained at the registration desk onsite.

Please find FAQs on next page.

FAQs

Where will I receive my badge?

Badges can be picked up at the registration desk onsite. Please bring your confirmation email for easy reference and quick processing.

Registration Link:

[WBX 2021 | Main \(corpit.com.cn\)](http://WBX 2021 | Main (corpit.com.cn))

I don't remember my password to the registration portal. How do I get it?

Please use the link on the registration page to retrieve your password. If you are unsure of the email address used as the main point of contact or cannot receive the email, please email pengyuchen@corpit.com.cn

I'd like to register my colleagues or bring some of my customers/guests. How do I do that?

Every exhibiting company will receive eighteen (18) complimentary passes per 3x3 (9sqm) booth space. To register them, please select the "Next" button in the registration portal.

I've run out of staff passes. How do I get more?

Additional passes are available to purchase in the exhibitor registration portal once your current allocation is used. Additional passes are available for 25% off the current visitor price with your discount code. Please contact jane.xu@wbx-sh.com to get your discount code.

I need a visa invitation letter to attend. How do I get one?

If you require a Shanghai Foreign Affairs visa invitation letter, please prepare the documents below and send to jane.xu@wbx-sh.com. Visa invitations will NOT be issued to unpaid exhibitors so please ensure your booth space has been paid for in full.

Exhibitors should prepare documents and information below:

1. Copy of Passport scanned in color.
2. Company dispatch letter by the company (With company name letter head), click [here](#) for reference.
3. Photocopy of all pages of Chinese visa (If have)
4. The date of arrive in and departure from China.
5. Delegate Details
 - Full Company Name
 - Full Company Address
 - Country (where passport is issued)
 - Full Name on Passport
 - Date of Birth
 - Date Passport Issued
 - Expiration Date
 - Passport Number
 - Direct Phone Number
 - Personal Email Address

Note: The Foreign Affairs Office will take 15-20 working days to issue the official invitation letter if all of the documents are in line with the above instructions.

Where can I get a receipt for my payment?

Receipts for orders are available in the Visitor Registration Portal. Please log in and select Invoice.

Individuals can log into the registration resource center to print a receipt. Please visit this page <https://wbx.corpit.com.cn/WBXVisitor/UserAuth/HomeEn> and follow the Already Registered prompt.

Please contact CorpIT's contacts as below for any other questions about receipts:

Pengyu Chen

T: +86 216566 0922

pengyuchen@corpit.com.cn

My exhibitor badge question isn't listed above.

Please reach out to *Jane Xu* at jane.xu@wbx-sh.com for assistance.

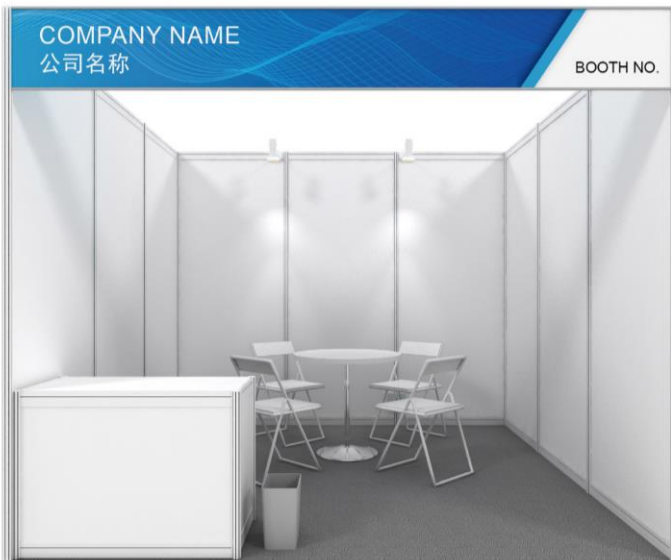
My event operations question isn't listed above

Please reach out to *Sylvia Fei* at sylvia.feifei@wbx-sh.com for assistance.

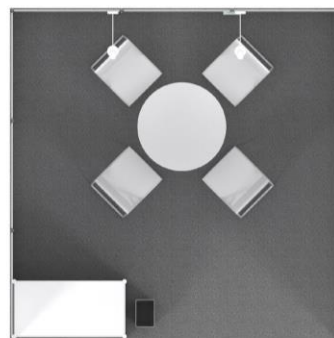
Directions and Travel

On arrival at the Shanghai World Expo & Exhibition Center (SWEEC), please follow directional show signage to Hall 3 on the 2nd Floor. Exhibitor parking is accessible through the South Square Entrance of the SWEECC in lot BF1. The rate is RMB 8/hour. Public transportation is readily available to the area.

What is Shell Scheme? What is included in my Shell Scheme Package?



Area/SQM	9
Lockable cabinet (1mW x 0.5mD x 0.75mH)	x1
Folding chair	x4
Round table	x1
Wastebasket	x1
10W LED longarm spotlight	x2
500W electrical socket	x1



SIZE:3000 x 3000 x 2500mm(H)

Exhibitor Booth Shell Scheme Package (3x3)

- 2.5mH structure with white partitions
- Company name in English & Chinese on fascia board
- (9) sqm carpet
- (1) information counter
- (1) lockable cabinet
- (1) power socket
- (2) spotlights

- (4) folding chairs
- (1) round table
- (1) waste basket
- Daily cleaning included

Please contact your Sales Manager if you have ordered an Intermediate or High Impact shell scheme package.

Do I have to submit a floorplan of my exhibit space?

All island exhibit spaces must submit drawings of their exhibit spaces for approval referring to Exhibitor Portal.

Submission deadline is 10 September 2021

Is furniture provided for my exhibit space?

Raw space booths do not come with furnishing packages. Please order from our official contractor Milton:

Zoe Zhang /Trudy Tang

T: +86 21-6183 0607/0682

csc@milton-sh.com

Does carpet come with my exhibit space?

Shell scheme booths include carpeting. Raw space booths do not.

Will my exhibit space be cleaned?

Shell scheme booths include 1x per day cleaning (vacuuming, furniture wipe down) in the morning. Raw space booths do not include cleaning. These must be ordered. Please refer to Exhibitor Portal to order this.

Does my exhibit space include electricity?

Shell scheme booths include basic electricity (13A/220V socket – ML004, 500W max). Electricity is not included in raw space exhibit spaces. Please refer to Exhibitor Portal to order this.

IT IS IMPORTANT THAT YOU REVIEW THE FOLLOWING ITEMS CAREFULLY TO UNDERSTAND YOUR SAFETY AND RESPONSIBILITY REGARDING ELECTRICAL POWER.

1. All equipment provided by customer must comply with all National Electrical Codes, and state and local safety codes.
2. 2-Wire cords (Ripcords or Zip cords) are unacceptable unless the cord is a component part of an assembly which is specifically approved. All electrical material and equipment must be properly grounded.
3. **SAFE WIRING IS ESSENTIAL:** Milton Exhibits is responsible for the total electrical distribution system and the linking of all items in an exhibit with the power services of the building. All electrical work must be done by these electricians, including installation of all cords under carpets. **SERIOUS RISKS** are involved which can be reduced with accurate under exhibit spacing of basic requirements. Safe wiring inside an exhibit area is essential.
4. All electrical cords must be the three-wire, grounded type. All exposed non-current carrying metal parts of fixed equipment which are liable to be energized shall be grounded.
5. Each motor of 1 HP or over must be equipped with a fusible switch.

When do I need to have my exhibit space set up?

Monday, 11 October 2021 by 22:00. All exhibitors/contractors must be done decorating and exit the exhibition hall by 22:00.

When can I begin packing to leave?

Exhibitors may begin packing on Wednesday, 13 October 2021 at 16:00. No exhibits can be dismantled until all visitors have left the exhibition hall. Contractors will have access beginning at 17:00.

Is there an age requirement for exhibitors and attendees?

For insurance reasons, no one under the age of 18 is permitted on the show floor during build-up or breakdown periods. This includes directly after the show closes on Wednesday 13 October evening.

Can I distribute literature & Promotional Materials at the show?

Yes, but distribution of literature or promotional materials and products must be limited to your exhibit space only. Companies found distributing promotional material in the aisle or at the entrance area will have the material confiscated – there are limited sponsorship opportunities to distribute material away from your booth, please contact your Sales Manager directly.

Is security provided for my exhibit space?

The SWEECC provides adequate security for the facility only, during build-up, breakdown and show days. Please note you are responsible for insuring your own goods whilst they are on-site at World Breakbulk Expo 2021

. To help ensure good security at the show, please follow these points:

- Delegate one member of your staff to be responsible for your company's security at the exhibition.
- Do not leave cash, handbags, valuables, laptops etc. in unlocked drawers, cupboards or in your exhibit space.
- Laptops or mobile phones should not be left unattended at any time.
- Please note that build up and breakdown days are high-risk periods. You are recommended to work in pairs so that the exhibit space is staffed always.
- Make sure you arrive prior to the official opening time and do not leave your exhibit space before the hall is clear of visitors.
- Should you have small valuables that you wish to leave on your exhibit space, you are advised to arrange lockable cabinets or other safe storage areas.

NEW: Insurance for international exhibitors

It is a requirement of your contract to exhibit that you have adequate insurance protection in place from point of move in, thru the event and thru move out. You must submit your insurance and liability declaration form by 10 September 2021. If you do not have insurance, you can order it through Exhibitor Portal.

When/how do I get my goods delivered to the venue?

If you have utilized the official freight forwarder ITPC's Advance warehouse services, your goods will be waiting for you in your booth when you arrive.

Besides freight delivered by the official freight forwarder ITPC, a representative of your company MUST be present to sign for any deliveries to SWEECC. For security reasons the organizers are not able to sign for deliveries on your behalf.

How can I get goods delivered?

Please note that any re-stocking done during show open hours will be strictly limited to hand carry goods only. All deliveries should be carefully addressed to your exhibit space.

How should I label my deliveries?

Please use Shipping Labels available In the Online Exhibitor Manual.

How do I protect my materials after they are delivered to the show?

We recommend that you arrange for a representative to stay with your materials or that you hire security services to safeguard your materials.

When would I need Rigging?

Rigging is not permitted.

When would I need a Forklift?

This is for moving heavy goods. If you need any product removed from your truck and moved to your booth or large items repositioned, a forklift is required. Please contact our official freight forwarder ITPC (ryan.xia@itpc.net.cn) for further advice. Please see our exhibitor manual for more details.

Can I drill in the floor?

This is strictly prohibited.

Can I have a sign above my exhibit space?

Rigging is not permitted. There are limited sponsorship opportunities for additional branding and signage around the exhibition hall and venue, please contact your Sales Manager directly.

If I have a lighting rig, would the electrical wires come from the ceiling?

Rigging is not permitted.

How will a column affect my exhibit space?

It won't. Columns will not be placed within the exhibition booth spaces.

What other promotional opportunities are available to Breakbulk Asia exhibitors?

There are a limited number of additional opportunities for your company to extend your reach and increase your ROI before the show and on-site. Please contact your Breakbulk sales manager for details on advertising, branding and sponsorship opportunities.

For WBX 2021 we are glad to offer you the below options for your accommodation. You can click the link to book your favorite hotel.:

Option 1 - InterContinental Shanghai Expo Hotel

Booking link:

[Luxury Hotels in Shanghai | InterContinental Shanghai Expo \(ihg.com\)](#)

Option 2 - ATOUR HOTEL

Booking link:

[Life is Atour \(yaduo.com\)](#)

If you have any questions, please feel free to contact us at:

ORGANISER CONTACTS

Exhibitor Operations or Technical Assistance: Exhibitor COI, Stand Rendering & Risk Assessments Questions	
<p>Ms. Sylvia Fei Phone: +86 21 2089 3553 sylvia.fe@wbx-sh.com</p>	
For exhibitor questions and/or services, please contact our official stand builder/contractor:	
<p>Ms. Zoe Zhang /Ms. Trudy Tang Milton Exhibits & Engineering (Shanghai) Ltd. Phone: +86 21-6183 0607/0682 csc@milton-sh.com</p>	
Registration & Exhibitor Promotion Services	Registration (Technical Assistance)
<p>Ms. Jane Xu Marketing Manager Phone: +86 21 2089 3551 jane.xu@wbx-sh.com</p>	<p>Mr. Chen Pengyu CorpIT Phone: +86 21 6566 0922 pengyuchen@corpit.com.cn</p>
Company Bio, Sponsor Logo & Advertising (if applicable)	Visa Letter of Invitations
<p>Ms. Jane Xu Marketing Manager Phone: +86 21 2089 3551 jane.xu@wbx-sh.com</p>	<p>To receive a Visa Letter of Invitation, each exhibiting company must have paid in full for their participation at WBX 2021. Please contact jane.xu@wbx-sh.com for more information.</p>
Sales & Sponsorship:	
<p>Ms. Sarah Gu Event Director Phone: +86 21 2089 3554 sarah.gu@wbx-sh.com</p>	<p>Ms. Dreamer Wang Sales Manager, Phone: +86 156 9211 5728 dreamer.wang@wbx-sh.com</p>
<p>Mr. Rafiq Sayyad Sales Manager Phone: +91 841 2092 522 rafiq.sayyad@wbx-sh.com</p>	<p>Ms. Wendy Tao Sales Manager Phone: +86 181 1631 7719 wendy.tao@wbx-sh.com</p>

EXHIBITOR REMINDER & DEADLINE CHECKLIST

TASK	DUE DATE	LINK	CONTACT INFORMATION
Book Your Hotel / Sleeping Rooms	Based on availability	<u>InterContinental Shanghai Expo Hotel</u>	InterContinental Shanghai Expo Hotel T: +86 21 3858 1188 expo@interconti.com
<i>Hotels are based on availability. For availability & booking requirements, please check the hotels directly via the WBX website.</i>			
Register your Exhibition Staff	Immediate	Please visit Exhibitor Portal <u>registration site here</u>	Ms. Jane Xu Phone: +86 21 2089 3551 jane.xu@wbx-sh.com
<i>This includes any temporary staff assisting during the event. Each delegate must register separately for his or her own badge/pass.</i>			
Submit Company Profile for Online Listing	Friday, 13 August	Please visit Exhibitor Portal <u>registration site here</u>	Ms. Jane Xu Phone: +86 21 2089 3551 jane.xu@wbx-sh.com
<i>This is required to be submitted by all participating exhibitors and sponsors. It's advised to submit both English & Chinese translations via the online form.</i>			
Submit Insurance	Friday, 10 September	Please visit Exhibitor Portal <u>registration site here</u>	Ms. Zoe Zhang /Ms. Trudy Tang Phone: +86 21-6183 0607/0682 csc@milton-sh.com
<i>This is required to be submitted by all stands.</i>			
Submit Stand Contractor Registration	Friday, 10 September	Please visit Exhibitor Portal <u>registration site here</u>	Ms. Zoe Zhang /Ms. Trudy Tang Phone: +86 21-6183 0607/0682 csc@milton-sh.com
<i>All contractors are required to pre-register at SWECC & WBX. Please see below (Purchase Stand Contractor Registration) for relevant fees.</i>			
Purchase Stand Contractor Registration	Friday, 10 September	<u>SWECC Site</u>	SWECC Certificate Preparation Center Phone: +86 21-2089 3508
<i>Please contact SWECC Certificate Preparation Center for any questions. Original copy of all documents should be submitted to the center.</i>			
Submit Fascia Name	Friday, 10 September	Please visit Exhibitor Portal <u>registration site here</u>	Ms. Zoe Zhang /Ms. Trudy Tang Phone: +86 21-6183 0607/0682 csc@milton-sh.com
<i>This is required for all shell scheme booths. Both English and Chinese text is required.</i>			
Order Stand Furnishings	Friday, 10 September	Please visit Exhibitor Portal <u>registration site here</u>	Ms. Zoe Zhang /Ms. Trudy Tang Phone: +86 21-6183 0607/0682 csc@milton-sh.com
<i>This is optional for exhibitors and is at the exhibitors' own cost.</i>			
Order Internet (Broadband)	Friday, 10 September	Please visit Exhibitor Portal <u>registration site here</u>	Ms. Zoe Zhang /Ms. Trudy Tang Phone: +86 21-6183 0607/0682 csc@milton-sh.com
<i>Free Wi-Fi is not offered by the SWECC. If internet is required, please purchase directly from Exhibitor Portal. This is optional for exhibitors and is at the exhibitors' own cost.</i>			
Order Inner Booth Cleaning	Friday, 10 September	Please visit Exhibitor Portal <u>registration site here</u>	Ms. Zoe Zhang /Ms. Trudy Tang Phone: +86 21-6183 0607/0682 csc@milton-sh.com
<i>Inner booth cleaning is not included with raw space stands. Please remember to purchase cleaning!</i>			
Order Utilities (Electrical, Compressed Air, Water Supply)	Friday, 10 September	Please visit Exhibitor Portal <u>registration site here</u>	Ms. Zoe Zhang /Ms. Trudy Tang Phone: +86 21-6183 0607/0682 csc@milton-sh.com
<i>This is an additional, optional purchase. Costs are the exhibitors' responsibility.</i>			
Order Audio Visual	Friday, 10 September	Please visit Exhibitor Portal <u>registration site here</u>	Ms. Zoe Zhang /Ms. Trudy Tang Phone: +86 21-6183 0607/0682 csc@milton-sh.com
<i>This is optional for exhibitors and is at the exhibitors' own cost.</i>			

Hire Temporary Staff/Hostesses	Friday, 24 September	Please visit Exhibitor Portal registration site here	Mr. Wilson He (CorpIT) T: +86 137 0171 7447 wilsonhe@corpit.com.sg
<i>This is an additional, optional purchase. Costs are the exhibitors' responsibility.</i>			
Order Catering	Tuesday, 15 October	Please visit Exhibitor Portal registration site here	Mr. Jan Zhang (Gusto Catering, SWEECC) T: +86 183 0177 8558 gusto_jan@163.com
<i>This is an additional, optional purchase. Costs are the exhibitors' responsibility.</i>			
Order Shipping Services	Please refer to Shipping Manual	Shipping Manual	Mr. Ryan Xia (ITPC) T: +86 136 2169 2959 ryan.xia@itpc.net.cn
<i>Please contact ITPC for any shipping requirements to WBX. Please read freight deadline information carefully.</i>			