

Quick Guide

OPENING DATES: March 19-20, 2026

LOCATION:

HALL 3

Shanghai World Expo Exhibition & Convention Center (SWEECC)

North Square Entrance: 850 Bocheng Rd, Pudong New Area Shanghai, China

South Square Entrance: 1099 Guozhan Rd, Pudong New Area, Shanghai, China

<https://sweecc.dlg-expo.com/>

TEL: +86-(0)21-2089 3600

BUILD-UP	
Tuesday, 17 March	09:30 – 18:30 Contractor Only Move-in/Build-up (Raw Space Stands Only)
Wednesday, 18 March	09:30 – 21:30 Exhibitor & Contractor Move-in/Build-up Exhibitors with shell scheme provided by ViewShop may enter for build-up during this time. All exhibitors/contractors must be done decorating and exit the exhibition hall by 21:30.

All exhibitors/contractors must be done decorating and exit the exhibition hall by 21:30 on Wednesday , 18 March 2026.

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 ViewShop staff onsite (or visit the ViewShop Information Counter) to apply for this. Payments are to be made directly to the venue.

SHOW DATES	OPENING HOURS
Thursday, 19 March 2026	09:00 – 17:00
Friday, 20 March 2026	09:30 – 16:00

Exhibitors have early access to the hall half an (0.5) hour earlier on show days (08:30 on Thursday and 09:00 on Friday).

BREAKDOWN DATES	BREAKDOWN HOURS
Friday, 20 March 2026	16:00 – 20:30

All exhibitors must clear their exhibit space by 20:30 pm on Friday 20 March 2026. 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 ViewShop's contacts as below for any advice or assistance you may need with regards to your exhibit space at World Breakbulk Expo 2026:

Mr. Lancer.Ma/Ms.Change Jiang

Phone: +86 136 2194 3997/132 6292 1684

Email: Lancer.ma@viewshop.net/change.jiang@viewshop.net

Exhibitor Passes

During the setup period, authorized personnel from your company can collect their exhibitor badge at the registration desk by presenting ID Card, Passport or the exhibitor confirmation code. Each individual is entitled to one badge only, transfer or sharing of badge is strictly prohibited.

Please find FAQs on next page.

FAQs

Registration Link:

Please log in to the 'Exhibitor Portal' using your company's account and password, then click 'Exhibitor Badges'. You can submit collectively or share the exhibitor registration link to your colleagues.

Link of Exhibitor Portal: <https://wbx.corpit.com.cn/WBXexhibitor/UserExhibitor/Loginen>

Where can I get my badge?

Please bring your ID Card /Passport/exhibitor confirmation code which will be sent to you via e-mail after you registered. You can collect your Exhibitor Badge during the set-up period at the "Exhibitor Registration Counter" on the 2nd floor.

I forget the password for the 'Exhibitor Portal'. How could I get it?

Please contact the organizer or technical team at hunterliu@corpit.com.cn for assistance with your backend password.

How can I bring some of my clients/customers to WBX?

Each participating exhibitor will obtain a certain number of admission tickets (ticket quantity = booth area * 2. e.g.: your booth area is 18 sqms and you can get 36 tickets). These tickets can be used to invite clients and partners to register for visitors. For detailed usage instructions, please refer to the '[Invitation Code -Usage Guide](#)'.

How can I apply for additional exhibitor credentials if the current quantity is insufficient?

Exhibitor badges allow for early admission 30 minutes prior for preparations. The number of exhibitor badges = 1/3 of your booth area (e.g.: 6 exhibitor badges for an 18 sqm space). For minor adjustments or updates to badges information, please contact your account manager. Alternatively, you may register as a visitor using the invitation code for entry.

How can I pay for additional tickets? How can I obtain an invoice/receipt?

If you have used up your free tickets, please contact your account manager or email marketing@wbx-sh.com to apply for additional tickets. You will enjoy a 25% discount on the sale price. We will inform you of the cost and payment method based on your purchase quantity and price. After you complete the payment, we will issue the invoice for your tickets. (Tickets are non-refundable once sold, but can be transferred to another person before use.)

If you have any other questions about tickets/invoices:

Please email our technical team at hunterliu@corpit.com.cn, or call on +86-(0)21-6566 0922 / +86-17740811941 (Mr. Liu), or email the organizer at marketing@wbx-sh.com for assistance. (Working Hours: 9:00-18:00 CST)

How can I apply for a visa support letter for my visa application?

As of November 17, 2023, China has implemented a 144-HOUR VISA-FREE TRANSIT for citizens of 54 countries, allowing stays of up to 144 hours. Travelers from these nations can transit through Shanghai with valid international travel documents and confirmed onward tickets for a

specified date and time. During their stay, they are permitted to engage in tourism and short-term business activities within designated areas without the need for a visa.

The specific countries and regions eligible for this policy, and documents required can be found at the following link:

<https://english.shanghai.gov.cn/en-VisaFreeTransit/index.html>

If you do need a visa support letter, please send the following documents and applicant information to marketing@wbx-sh.com. The organizer will reply with the stamped documents needed for visa processing within 3-5 working days.

Please provide documents and information below:

1. Copy of Passport scanned in color.
2. Personal Information (these will appear on the visa support letter, please ensure consistency with official documents)
 - Full Company Name
 - Country (where passport is issued)
 - Full Name on Passport
 - Gender
 - Position
 - Date of Birth
 - Expiration Date
 - Passport Number
 - Phone Number
 - Email Address

Visa support letter application requirements and terms:

- To apply for a visa support letter, please ensure that your booth fee has been fully paid for.
- WBX visa support letters will only be issued for the period of the event and for entry into China. No other date and / or countries requests will be supported.
- Please bear the corresponding costs incurred for your visa application to China.

Traffic information

Location: Shanghai World Expo Exhibition & Convention Center (SWEECC)

Address: 850 Bocheng Rd, Pudong New Area, Shanghai, China (North Square Entrance)

1099 Guozhan Rd, Pudong New Area, Shanghai, China (South Square Entrance)

Website: <https://sweecc.dlg-expo.com/MouldV/NewsInfo?WenMenuId=108>

Public transportation:

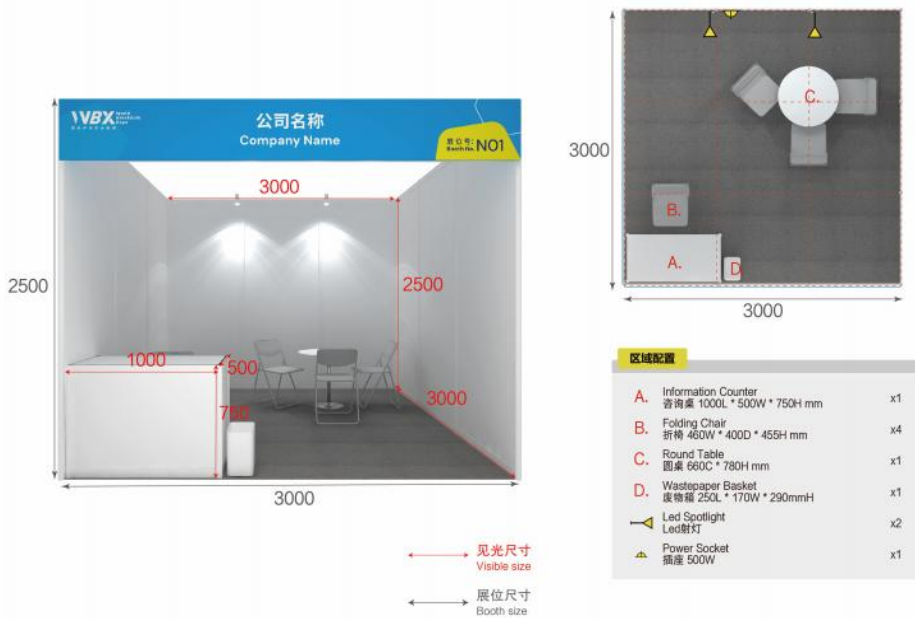
Shanghai Metro Line 8: China Art Museum Station Exit 3; Line 7: Yaohua Road Station Exit 4;
Line 13: Shibo Avenue Station Exit 2.

Exhibitor parking is accessible through the South Square Entrance of the SWEECC in lot B1. The rate is RMB 10/hour. Please go to the North Square to enter the exhibition hall.

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

1-01 标准展台(单开) (3000*3000*2500H) Units: mm
SHELL SCHEME

9sqm



VIEWSHOP

Viewshop Exhibition & Display Shanghai Co., Ltd.
Room 408, 411, 4th, 2008 Chen Shou Road, Shanghai, China, 200208
Phone: 0086 21 5033 1330
E: info@viewshop.com.cn
http://www.viewshop.com

Event: 2026 WBX

Duration: 2026

Venue: SWEECC

Designer: VIEWSHOP
Date: 2025.6

2-01 进阶展台(单开) (3000*3000*3500H) Units: mm
INTERMEDIATE SHELL SCHEME

9sqm



VIEWSHOP

Viewshop Exhibition & Display Shanghai Co., Ltd.
Room 408, 411, 4th, 2008 Chen Shou Road, Shanghai, China, 200208
Phone: 0086 21 5033 1330
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Date: 2025.6



6

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:** ViewShop 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?

Wednesday, 18 March 2026 by 21:30. All exhibitors/contractors must be done decorating and exit the exhibition hall by 21:30.

When can I begin packing to leave?

Exhibitors may begin packing on Friday, 20 March 2026 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 Friday 07 March 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 2026

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.
 - If any items are lost or stolen, you can report to the police station at the exhibition hall.
- Add: Please take the passenger elevator in Hall 3 to the M floor

Tel: (021) 22044110

Do I need to purchase booth insurance?

If your booth is of a standard booth type, additional booth insurance is not required.
If your booth is a space-only type, 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 February 2025. 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 to rent the trolley service?

You can rent the trolley service from the ITPC of the on-site transport team, and advance reservations are not accepted. The fee is RMB 85 per trip (the cargo must be under 1.5 cubic meters and within 100 kg).

Ordering method: place and pay for your order through the ITPC official account, and the staff will contact you within 30 minutes.



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 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?

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?

Please contact the official contractor directly.

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 WBX 2025 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.

Are there any recommended hotels near the exhibition center?

For WBX 2026 we are glad to offer you the below options for your accommodation. You can click the link to book your favorite hotel.: <https://www.orient-explorer.net/wbx/indexen.htm>

If you have any questions, please contact:

Orient Event Service Co., Ltd

Ms. Huang

Tel: +86 130 2411 2752

Mail: booking@orient-explorer.com.cn

What official promotional materials are available for me to utilize?

WBX supplies exhibitors with official promotional materials, including WBX logo, email signatures, and invitation letters for client outreach. Please download these materials from the "Download Center" within your exhibitor portal. <https://wbx.corpit.com.cn/WBXexhibitor/UserExhibitor/Loginen>

Whom should I contact in case of an emergency?

Emergency Number: Call the SWEECC Customer Service Centre +86 (0)21 2089 3660

This number should be called first in the case of an emergency. The venue staff will immediately engage local fire, ambulance and police services as required, and will escort emergency vehicles through the venue.

Medical: +86 (0)21 120

Fires: +86 (0)21 110

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

ORGANIZER CONTACTS

For shipping service, please contact our official transportation agent:	
<p>Mr. Ryan Xia Phone: +86 138 1728 3199 ryan.xia@itpc.net.cn</p>	
For exhibitor questions and/or services, please contact our official stand builder/contractor:	
<p>Mr. Lancer.Ma/Ms.Change Jiang ViewShop Exhibition & Display (Shanghai) Co., Ltd. Phone: +86 (0)21 3251 3138*100/216 +86 136 2194 3997/132 6292 1684 lancer.ma@viewshop.net/change.jiang@viewshop.net</p>	
Registration & Exhibitor Promotion Services	Registration (Technical Assistance)
<p>Ms. Coco Han WBX Marketing Dept. TEL: +86 (0)21 2089 3551 marketing@wbx-sh.com</p>	<p>Mr. Hunter Liu CorpIT Phone: +86 (0)21 6566 0922 hunterliu@corpit.com.cn</p>
Company Bio, Sponsor Logo & Advertising (if applicable)	Visa Support Letter
<p>Ms.Coco Han WBX Marketing Dept. TEL: +86 (0)21 2089 3551 marketing@wbx-sh.com</p>	<p>To receive a Visa Support Letter, each exhibiting company must have paid in full for their participation at WBX 2026. Please contact marketing@wbx-sh.com for more information.</p>
Sales & Sponsorship	
<p>Ms. Wendy Tao Sales Manager Phone: +86 181 1631 7719 wendy.tao@wbx-sh.com</p>	<p>Ms. Sylvia Fei Senior Sales Consultant Phone: +86 185 0173 5860 sylvia.fei@wbx-sh.com</p>
Official Recommended Contractor	Official Recommended Contractor (E-Booth)
<p>Mr. Tiff Song Phone: +86 137 6101 0585 info@shfwexpo.com</p>	<p>Ms. Amy Zhang Phone: +86 139 1740 1037 amy.zhang@viewshop.net</p>
Inquiry for External Caterers at Exhibition Venues	
<p>Mr. Nicky Wang Phone: +86 138 1694 9128 78378570@qq.com</p>	

EXHIBITOR REMINDER & DEADLINE CHECKLIST

TASK	DUE DATE	LINK	CONTACT INFORMATION
Book Your Hotel / Sleeping Rooms	Based on availability	http://www.orient-explorer.net/wbx	Orient Event Service Co., Ltd Ms. Huang Phone: +86 130 2411 2752 booking@orient-explorer.com.cn
<i>Hotels are based on availability. For availability & booking requirements, please check the hotels directly via the WBX website.</i>			
Register your Exhibition Staff	Tuesday, 10 February	Please visit Exhibitor Portal registration site here	Ms.Coco Han TEL: +86 (0)21 2089 3551 marketing@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	Thursday, 22 January	Please visit Exhibitor Portal registration site here	Ms. Coco Han TEL: +86 (0)21 2089 3551 marketing@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 Exhibitor Portal.</i>			
Submit Insurance	Tuesday, 10 February	Please visit Exhibitor Portal registration site here	Exhibition Risk Management Website Mr. Kaelyn Phone: +86 138 1887 2429 Yzerm2@163.com
<i>This is required to be submitted by all stands.</i>			
Submit Stand Contractor Registration	Tuesday, 10 February	Please visit Exhibitor Portal registration site here	ViewShop Exhibition & Display (Shanghai) Co., Ltd. Mr. Lancer Ma/Change Jiang Phone: +86 136 2194 3997/132 6292 1684 lancer.ma@viewshop.net Change.jiang@viewshop.net
<i>All contractors are required to pre-register at SWECC & WBX. Please see below (Purchase Stand Contractor Registration) for relevant fees.</i>			
Stand Contractor Pre-Registration	Tuesday, 10 February	SWECC Site	SWECC Certificate Preparation Center Phone: +86 (0)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	Tuesday, 10 February	Please visit Exhibitor Portal registration site here	ViewShop Exhibition & Display (Shanghai) Co., Ltd. Mr. Lancer Ma/Change Jiang Phone: +86 136 2194 3997/132 6292 1684 lancer.ma@viewshop.net Change.jiang@viewshop.net
<i>This is required for all shell scheme booths. Both English and Chinese text is required.</i>			
Order Stand Furnishings	Tuesday, 10 February	Please visit Exhibitor Portal registration site here	ViewShop Exhibition & Display (Shanghai) Co., Ltd. Mr. Lancer Ma/Change Jiang Phone: +86 136 2194 3997/132 6292 1684 lancer.ma@viewshop.net Change.jiang@viewshop.net
<i>This is optional for exhibitors and is at the exhibitors' own cost.</i>			
Order Internet (Broadband)	Tuesday, 10 February	Please visit Exhibitor Portal registration site here	ViewShop Exhibition & Display (Shanghai) Co., Ltd. Mr. Lancer Ma/Change Jiang Phone: +86 136 2194 3997/132 6292 1684 lancer.ma@viewshop.net Change.jiang@viewshop.net
<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	Tuesday, 10 February	Please visit Exhibitor Portal registration site here	ViewShop Exhibition & Display (Shanghai) Co., Ltd. Mr. Lancer Ma/Change Jiang Phone: +86 136 2194 3997/132 6292 1684 lancer.ma@viewshop.net Change.jiang@viewshop.net

<i>Inner booth cleaning is not included with raw space stands. Please remember to purchase cleaning!</i>			
Order Utilities (Electrical, Compressed Air, Water Supply)	Tuesday, 10 February	Please visit Exhibitor Portal registration site here	ViewShop Exhibition & Display (Shanghai) Co., Ltd. Mr. Lancer Ma/Change Jiang Phone: +86 136 2194 3997/132 6292 1684 lancer.ma@viewshop.net Change.jiang@viewshop.net
<i>This is an additional, optional purchase. Costs are the exhibitors' responsibility.</i>			
Order Audio Visual	Tuesday, 10 February	Please visit Exhibitor Portal registration site here	ViewShop Exhibition & Display (Shanghai) Co., Ltd. Mr. Lancer Ma/Change Jiang Phone: +86 136 2194 3997/132 6292 1684 lancer.ma@viewshop.net Change.jiang@viewshop.net
<i>This is optional for exhibitors and is at the exhibitors' own cost.</i>			
Hire Temporary Staff/Hostesses	Tuesday, 10 February		Mr. Wilson He (CorpIT) Phone: +86 137 0171 7447 wilsonhe@corpit.com.sg
<i>This is an additional, optional purchase. Costs are the exhibitors' responsibility.</i>			
Order Catering	Friday, 13 March		Mrs. Jan Zhang (Gusto Catering, SWEECC) Phone: +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) Phone: +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>			
Order Alarm Platform Service	Please refer to Exhibitor Manual Appendix III Special Reminder		Mrs. Skylar Zhu Phone: +86 156 1869 6999 15618696999@163.com