World Breakbulk Expo
March 17-18, 2027 | Shanghai

Quick Guide

OPENING DATES: March 17-18, 2027

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	
Monday, 15 March	09:30 – 18:30 Contractor Only Move-in/Build-up (Raw Space Stands Only)
Tuesday, 16 March	09:30 – 20:30 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 20:30.

All exhibitors/contractors must be done decorating and exit the exhibition hall by 20:30 on Tuesday , 16 March 2027.

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**
Wednesday, 17 March 2027	09:00 – 17:00
Thursday, 18 March 2027	09:30 – 16:00

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

BREAKDOWN DATES	**BREAKDOWN HOURS**
Thursday, 18 March 2027	16:00 – 21:30

All exhibitors must clear their exhibit space by 21:30 pm on Thursday 18 March 2027. 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 2027:
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 August , 2026, China has implemented a 240-HOUR VISA-FREE TRANSIT for citizens of 57 countries, allowing stays of up to 240 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://www.nia.gov.cn/n741440/n741577/c1731205/content.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.

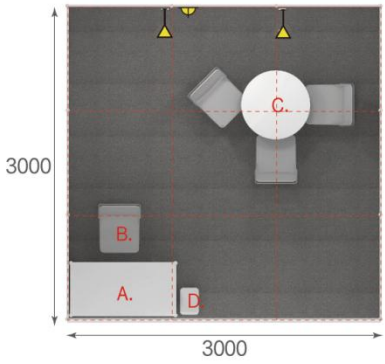
Exhibitor parking is accessible through the South Square Entrance of the SWEECC in lot B1. The rate is RMB 10/hour. Please go to the North Square to enter the exhibition hall.

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





区域配置

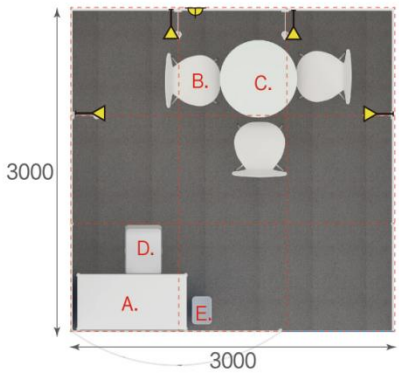
A.	Information Counter 咨询桌 1000L * 500W * 750H mm	x1
B.	Folding Chair 折椅 460W * 400D * 455H mm	x4
C.	Round Table 圆桌 660C * 780H mm	x1
D.	Wastepaper Basket 废物箱 250L * 170W * 290mmH	x1
	Led Spotlight Led射灯	x2
	Power Socket 插座 500W	x1

见光尺寸 Visible size
展位尺寸 Booth size

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

9sqm





区域配置

A.	Information Counter 锁柜咨询桌 1000L * 500W * 1000H mm	x1
B.	Glisso 葫芦椅 460W * 400D * 455H mm	x3
C.	Round Table 圆桌 660C * 780H mm	x1
D.	Bar Stool 吧椅 460W * 400D * 455H mm	x1
E.	Wastepaper Basket 废物箱 250L * 170W * 290mmH	x1
	Led Spotlight Led射灯	x4
	Power Socket 插座 500W	x1

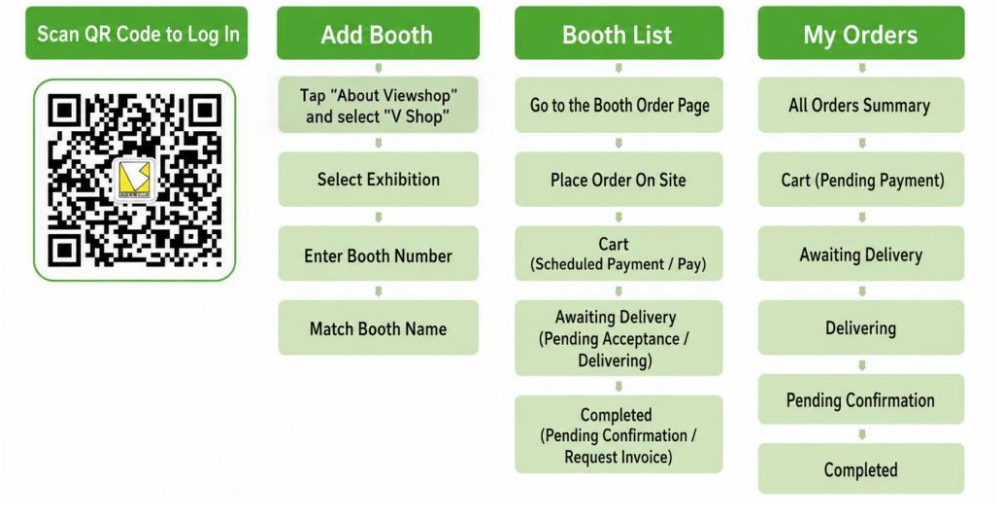
见光尺寸 Visible size
展位尺寸 Booth size



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 22 February 2027

Is furniture provided for my booth?
For raw space booths, exhibitors must arrange for their own furniture.
If you need to rent additional furniture for a standard booth, please contact our official general contractor, Viewshop:
Contact Persons: Mr. Ma Liang / Ms. Jiang Qianqian
Tel: +86 136 2194 3997 / 132 6292 1684
Email: Lancer.ma@viewshop.net / change.jiang@viewshop.net



Does carpet come with my exhibit space?
Shell scheme booths include carpeting. Raw space booths do not.

Will my booth be cleaned?
Standard booths are cleaned by designated personnel twice daily (morning and evening); please place the trash bin in a visible location. Staff will not enter booths that have been sealed with tape. For raw space booths, please coordinate with your booth contractor to arrange for on-site personnel to handle cleaning.

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: 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.

6. In accordance with venue requirements, separate power applications must be submitted for LEDs and large machinery; these must not be connected to the lighting power supply.

When do I need to have my exhibit space set up?
Tuesday, 16 March 2027 by 20:30. All exhibitors/contractors must be done decorating and exit the exhibition hall by 20:30.

When can I begin packing to leave?
Exhibitors may begin packing on Thursday, 18 March 2027 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 Thursday 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 2027
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 22 February 2027. 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 increase the height of my booth?
Exhibitors in standard booths are not permitted to alter the official uniform fascia board or add height extensions to their graphics. This includes unauthorized additions to the aluminum structure or using the back walls of adjacent booths to display extended graphics. Any such instances discovered on-site will be subject to mandatory removal, rectification, and restoration to the original state.

Can I bring my own graphics and furniture?
If you wish to use your own graphics for a standard booth, you must first pay a deposit of RMB 500 per booth to the official general contractor, ViewShop. You must ensure that all graphics are packed and removed from the site after the exhibition and that no damage is caused to structures such as display panels. The deposit will be refunded to the original account within seven working days after the exhibition concludes. Any self-provided graphics must comply with the venue's fire safety regulations (specifically the Class B1 flame-retardant standard).If you bring your own furniture to a standard booth due to specific display requirements, a deposit of RMB 800 per booth is required. All furniture must be removed from the venue after the exhibition, and the deposit will be refunded to the original account within seven working days.If any items are left behind or damage occurs, the deposit will be forfeited to cover cleaning or repair costs.

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 2027 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 2027 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

<table>
<tr><th colspan="2">For shipping service, please contact our official transportation agent:</th></tr>
<tr><td colspan="2">Mr. Ryan Xia
Phone: +86 138 1728 3199
ryan.xia@itpc.net.cn</td></tr>
<tr><th colspan="2">For exhibitor questions and/or services, please contact our official stand builder/contractor:</th></tr>
<tr><td colspan="2">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</td></tr>
<tr><th>Registration & Exhibitor Promotion Services</th><th>Registration (Technical Assistance)</th></tr>
<tr><td>Ms. Coco Han
WBX Marketing Dept.
TEL: +86 (0)21 2089 3551
marketing@wbx-sh.com</td><td>Mr. Hunter Liu
CorpIT
Phone: +86 (0)21 6566 0922
hunterliu@corpit.com.cn</td></tr>
<tr><th>Company Bio, Sponsor Logo & Advertising (if applicable)</th><th>Visa Support Letter</th></tr>
<tr><td>Ms.Coco Han
WBX Marketing Dept.
TEL: +86 (0)21 2089 3551
marketing@wbx-sh.com</td><td>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.</td></tr>
<tr><th colspan="2">Sales & Sponsorship</th></tr>
<tr><td>Ms. Wendy Tao
Sales Manager
Phone: +86 181 1631 7719
wendy.tao@wbx-sh.com</td><td>Ms. Sylvia Fei
Senior Sales Consultant
Phone: +86 185 0173 5860
sylvia.f@wbx-sh.com</td></tr>
<tr><th>Official Recommened Contractor</th><th>Official Recommened Contractor（E-Booth）</th></tr>
<tr><td>Mr. Tiff Song
Phone: +86 137 6101 0585
info@shfwexpo.com</td><td>Ms. Amy Zhang
Phone: +86 139 1740 1037
amy.zhang@viewshop.net</td></tr>
<tr><th>Inquiry for External Caterers at Exhibition Venues</th><th></th></tr>
<tr><td>Mr. Nicky Wang
Phone: +86 138 1694 9128
78378570@qq.com</td><td></td></tr>
</table>

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
Hotels are based on availability. For availability & booking requirements, please check the hotels directly via the WBX website.			
Register your Exhibition Staff	Monday, 22 February	**Please visit the Exhibitor Portal**	**Ms.Coco Han** TEL: +86 (0)21 2089 3551 marketing@wbx-sh.com
This includes any temporary staff assisting during the event. Each delegate must register separately for his or her own badge/pass.			
Submit Company Profile for Online Listing	Friday, 22 January	**Please visit the Exhibitor Portal**	**Ms. Coco Han** TEL: +86 (0)21 2089 3551 marketing@wbx-sh.com
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.			
Submit Insurance	Monday, 22 February	**Please visit the Exhibitor Portal**	Exhibition Risk Management Website **Mr. Kaelyn** Phone: +86 138 1887 2429 Yzerm2@163.com
This is required to be submitted by all stands.			
Submit Stand Contractor Registration	Monday 22 February	**Please visit the Exhibitor Portal**	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
All contractors are required to pre-register at SWEECC & WBX. Please see below (Purchase Stand Contractor Registration) for relevant fees.			
Stand Contractor Pre-Registration	Monday, 22 February	**SWEECC Site**	**SWEECC Certificate Preparation Center** Phone: +86 (0)21 2089 3508
Please contact SWEECC Certificate Preparation Center for any questions. Original copy of all documents should be submitted to the center.			
Submit Fascia Name	Monday, 22 February	**Please visit the Exhibitor Portal**	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
This is required for all shell scheme booths. Both English and Chinese text is required.			
Order Stand Furnishings	Monday, 22 February	**Please visit the Exhibitor Portal**	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
This is optional for exhibitors and is at the exhibitors' own cost.			
Order Internet (Broadband)	Monday, 22 February	**Please visit the Exhibitor Portal**	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
Free Wi-Fi is not offered by the SWEECC. If internet is required, please purchase directly from Exhibitor Portal. This is optional for exhibitors and is at the exhibitors' own cost.			
Order Inner Booth Cleaning	Monday, 22 February	**Please visit the Exhibitor Portal**	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

Inner booth cleaning is not included with raw space stands. Please remember to purchase cleaning!			
Order Utilities (Electrical, Compressed Air, Water Supply)	Monday, 22 February	**Please visit the Exhibitor Portal**	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
This is an additional, optional purchase. Costs are the exhibitors' responsibility.			
Order Audio Visual	Monday, 22 February	**Please visit the Exhibitor Portal**	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
This is optional for exhibitors and is at the exhibitors' own cost.			
Hire Temporary Staff/Hostesses	Monday, 22 February		**Mr. Wilson He** (CorpIT) Phone: +86 137 0171 7447 wilsonhe@corpit.com.sg
This is an additional, optional purchase. Costs are the exhibitors' responsibility.			
Order Catering	Friday, 12 March		**Mrs. Jan Zhang** (Gusto Catering, SWEECC) Phone: +86 183 0177 8558 gusto_jan@163.com
This is an additional, optional purchase. Costs are the exhibitors' responsibility.			
Order Shipping Services	Please refer to Shipping Manual	**Shipping Manual**	**Mr. Ryan Xia** (ITPC) Phone: +86 136 2169 2959 ryan.xia@itpc.net.cn
Please contact ITPC for any shipping requirements to WBX. Please read freight deadline information carefully.			
Order Alarm Platform Service	Please refer to Exhibitor Manual Appendix III Special Reminder		**Mrs. Skylar Zhu** Phone: +86 156 1869 6999 15618696999@163.com