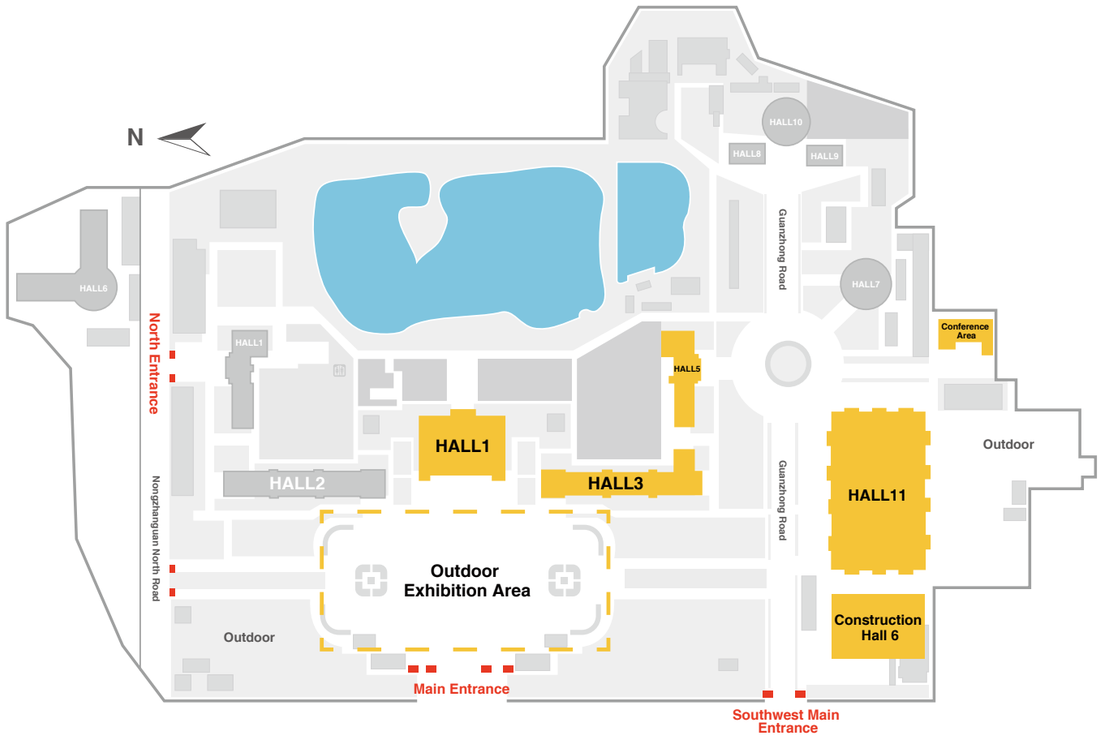
Floor Plan of National Agricultural Exhibition Center



Contact Information

Asian Culture and Tourism Exhibition

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ASIAN CULTURE AND TOURISM EXHIBITION

亚洲文化旅游展

招展册

EXHIBITION INVITATION MANUAL

Organized by

Ministry of Culture and Tourism, PR China

Operated by

Beijing Sunny International Communications Ltd.

Министерство международных и внешнеэкономических связей Свердловской области
27.03.2019
Вх. № 943



Introduction

Asian Culture and Tourism Exhibition, on the eve of the 70th anniversary of the foundation of the People's Republic of China and riding the waves of culture and tourism integration, aims to showcase to the world a whole-new and all-encompassing image of Asian civilizations, cultures and tourism. Seizing the opportunity and platform that is Conference on Dialogue of Asian Civilizations (CDAC), which China is promoting and staging, the exhibition is building diverse channels for dialogues among Asian civilizations. With culture and tourism in Asia as its key content, the exhibition comprises themed exhibitions, cultural performances, cultural forums, trade talks for culture and tourism products, image exhibition and the promotion of guest-of-honour countries and themed provinces, cities and autonomous regions. The achievements of culture and tourism development in China and countries around Asia will be presented, while the latest trend of development in cultural and tourism industries revealed. The communication and exchange of experience between Chinese culture and Asian civilizations will be promoted, as tourism in China and Asian countries co-develops harmoniously to achieve the all-round development and prosperity of Asian civilizations.

Proposed by Chinese President Xi Jinping, the Conference on Dialogue of Asian Civilizations (CDAC) will comprise events such as an opening ceremony, 6 parallel forums including Forum on Asian Culture, Tourism and People-to-People Exchanges and "Asian Civilization Week". Asian Culture and Tourism Exhibition, within the framework of "Asian Civilization Week", which is organised by the Ministry of Culture and Tourism of the People's Republic of China and operated by Beijing Sunny International Communications Ltd., will take place at the National Agricultural Exhibition Center in Beijing from 16 to 18 May 2019.

With the government's focused support and guidance, operated by culture and tourism brand marketing service & professional MICE organizer, this international gala of culture and tourism will be presented to the world and you are cordially invited!

Highlights

01

》 An industry gala with an exceptional threshold, level and standard

Organized by the Ministry of Culture and Tourism of China, this is a national-level exhibition and trade platform for culture and tourism, also the first professional culture and tourism exhibition to be staged following the reconstitution of the Ministry of Culture and Tourism.

02

》 A platform for trade exchange with extensive business opportunities, making seamless business collaboration a reality

The exhibitors include relevant units and businesses from countries and regions in Asia, key source countries from Europe, America and Oceania and 31 provinces, cities and autonomous regions in China, such as cultural-tourism institutes, cultural and art institutes, cultural-communication institutes, intangible cultural heritage institutes, troupes, tourism and cultural and creative institutes, travel agencies, tourist attractions, tertiary institutes and research institutes. The extensive participation promises broad influence and significant result.

03

》 Experiencing the charm of national cultures and tourism and boosting destination competitiveness through culture and tourism communication

Colorful events will be staged during the exhibition, such as the events promoting culture and tourism in China, and the promotional week for guest-of-honour countries and themed provinces, cities and autonomous regions, etc. Emphasizing more profound industry development and opportunities, the focus is placed on new directions and opportunities in the strategies of cultural and tourism integration and global tourism collaboration and development.

04

》 Using image art to promote the development of Asian cultures and tourism

An image exhibition showcasing world heritage in Asia will take place during the exhibition, where master photographers, special guests and artists from around the world will gather to show the world the beautiful natural and human landscapes from the Pan Asia-Pacific region. A tour of the world heritage at the exhibition, an unusual Asia to the world.

05

》 Building a collaborative platform to promote culture and tourism globally and encourage international communication and collaboration

Asian Travel Operator Conference will be held during the exhibition, where high-quality buyers from source markets of tourists both overseas and China domestic are invited to establish business networking with exhibitors; professional B2B networking services are offered to exhibitors.

06

》 "Conferences + Exhibition" and "Exhibition and Marketing in One", drawing visitors by innovative format

The innovative format is that combines conferences and exhibition, where the conferences will promote the exhibition and vice versa while incorporating exhibition, marketing, performances and cultural and creative experience. Meanwhile, a large number of trade and public visitors will be organized to come and purchase, bringing more benefits to exhibitors.

07

》 Building a diverse communication and trade platform for the exhibition to elevate the effects and efficiency of participation

The exhibition has developed official website, social media accounts such as WeChat and Weibo, which combine on- and off-line features such as exhibition, trade and registration, etc. In addition, exhibitors may take advantage of online matchmaking and on-site business networking and trade to enhance the effects and efficiency of their participation.

08

》 Releasing event information with high intensity and frequency through diverse channels to reach the target audience

The exhibition will invite state, local and overseas Chinese media (including traditional, online and we media) to feature and promote coverage of the exhibition from different directions, angles and platforms. Exhibitors will be able to enhance their brand value and influence via Chinese domestic and overseas coverage.









Asian Culture and Tourism Exhibition

Date: 16-18 May 2019

Venue: National Agricultural Exhibition Center, Beijing

Scale: 30,000 ㎡ ; Estimated standard booths: 1,200

Organized by: Ministry of Culture and Tourism , PR China

Operated by: Beijing Sunny International Communications Ltd

Schedule

13-15 May 2019 Booth set-up, exhibitor registration

16 May 2019
Morning: opening ceremony; walkabout; B2B networking
Afternoon: Asian Travel Operator Conference
Evening: Promotion on Culture and Tourism in China
All day: Asian Culture and Tourism Products Purchasing Meeting
Asian World Heritage Image Exhibition
Professional day

17 May 2019
Morning: B2B networking
Promotion of guest-of-honour countries and themed provinces, cities and autonomous regions
Afternoon: Promotion of culture and tourism projects of exhibitors
Evening: Promotion of culture and tourism of themed provinces, cities and autonomous regions
All day: Asian Culture and Tourism Products Purchasing Meeting
Asian World Heritage Image Exhibition
Professional day

18 May 2019
All day: Asian Culture and Tourism Products Purchasing Meeting
Asian World Heritage Image Exhibition
Open day to the public

19 May 2019 End of exhibition, departure

(Note: In the event of schedule changes, notifications will be given)

Booth Price

International booth | **Standard booth: ¥23,000/ booth**
Raw space: ¥20,700/ 9 ㎡





Exhibition Areas

The exhibition occupies an area of 30,000 ㎡ and comprises general and featured exhibitions. The general exhibitions have 4 areas, namely Introduction to Asian Culture and Tourism, Chinese Culture and Tourism Exhibition, Spectacular Asian Culture and Tourism Exhibition and Asian Cultural and Artistic Exchange and Performance Area. The featured exhibitions have 2 areas, namely Culture and Tourism Themed Exhibition (including dedicated guest-of-honour countries and tourism-year areas) and Culture and Tourism Innovation Exhibition. Asian World Heritage Image Exhibition area is also set up. Details of each exhibition areas are as follows:

1 Introduction to Asian Culture and Tourism

With Chinese culture and tourism development as the key, the exhibition focuses on the history and achievements of culture and tourism development in China and other Asian countries. Major events and accomplishments in the communication and collaboration between China and other Asian countries are also on display.

2 Chinese Culture and Tourism Exhibition

Focusing on Chinese provinces, cities and autonomous regions, the exhibition showcases the results and latest achievements of Chinese culture and tourism development, which include but are not limited to cultural and tourism resources, cultural brands, tourism brands, tourism products, intangible cultural heritage projects, cultural and creative merchandise and cultural entertainment.

3 Spectacular Asian Culture and Tourism Exhibition

With 48 Asian countries at its core, the exhibition focuses on the achievements of culture and tourism development in Asian countries and regions and those of exhibiting nations and regions, which include but are not limited to cultural and tourism resources, cultural brands, tourism brands, tourism products, intangible cultural heritage projects, cultural and creative merchandise and cultural entertainment.

4 Asian Cultural and Artistic Exchange and Performance Area

A professional stage with an audience area is set up here, where the opening ceremony will take place. Noted cultural-performance troupes from around Asia will be invited to take to the stage and showcase cultural-and-artistic and entertainment programmes with Asian characteristics. The area is also available for exhibiting nations and organisations to conduct live performances, promotions and events.

5 Culture and Tourism Themed Exhibition

Dominated by noted Asian culture and tourism projects, culture and tourism organisations and businesses, along with internationally renowned tourism destinations and organisations, the exhibition focuses on the most influential culture and tourism brands and products with the greatest potential from Asia and around the world.

6 Culture and Tourism Innovation Exhibition

The exhibition focuses on innovative cross-industry projects and achievements of culture and tourism guided by new technology, concepts and ideas. It serves as an authoritative platform for the launch of the latest culture and tourism products in Asia.

7 Asian World Heritage Image Exhibition

An unrivalled visual feast of fine images and award-winning works of the world heritage.



Policy & Procedure

1 Application

All exhibitors are kindly invited to fill in the Booth Application Form, stamp it with an official seal and submit it via e-mail or fax to the organiser before March 31, 2019

2 Exhibitor Qualification

Relevant units and businesses from countries and regions in Asia; key source countries of tourists in Europe, America and Oceania; and 31 provinces, cities and autonomous regions in China, such as cultural-tourism institutes, cultural and art institutes, cultural communication institutes, intangible cultural heritage institutes, troupes, tourism and cultural and creative institutes, travel agencies, tourist attractions, tertiary institutes and research institutes.

3 Qualification Confirmation

BOOTH APPLICATION and total fee for booth(s) should be received before March 31, 2019. Upon confirmation, the Organizer will send you BOOTH CONFIRMATION, EXHIBITOR SERVICE MANUAL, BOOTH MAP and other materials. Once booth(s) you apply for get confirmed, none of them is allowed to be transferred and rented. Besides, none of products, if out of line with those you applied for, will be allowed to be shown on site.

4 Booth Assignment

Booths will be assigned on the basis of FCFS, booth size and individual requirements, before you are notified in writing of booth number by the Organizer who reserves the right to adjust the locations of booths.Upon submission of BOOTH APPLICATION, any alteration to booth size,without any written notification (stamped with the official chop) required by the Organizer, will be invalid.

5 Booth Cancellation

- The Organizer shall be advised in written form, before March 31, 2019, of your request to either cancel booth(s) or alter booth size;
- A 20% charge will be deducted from your payment for booth(s), as booth cancellation is performed;
- No refund will be granted, if either the Organizer gets advised in writing of your request to cancel booth(s), later than March 31, 2019;
- Banking fee should be paid from your refunds, and the settlement of refund will be scheduled after June 15, 2019.

6 Security & Liability

- Any exhibitor is under obligation to comply with rules, jointly laid down by the Organizer, the official contractor and the administration of exhibition hall, as well as local law and regulations for fire, safety and health, etc;
- The Organizer shall not be liable to any exhibitor for any damage to properties or loss of exhibits in transit caused by any reasons.

BOOTH APPLICATION

(Deadline: March 31, 2019)

Company Name (Chinese) :	
Company Name (English) :	
Address :	
Contact :	Job Title :
Tel :	Fax :
E-mail :	

Booth Reservation:

Standard Booth: RMB 23,000/ 9 m^2, including Chinese & English fascia board, display panel, 3 chairs, carpet, 2 spotlights, 1 table and 1 power socket)

Raw Space Booth: RMB 20,700/ 9 m^2, minimum renting 36 m^2, without any facilities

Apply for Standard Booth_____piece(s)(9 m^2/piece), and the total fee is RMB_____

Apply for Raw Space Booth_____ m^2(minimum renting 36 m^2), and the total fee is RMB_____

Payment:

Account Name: Beijing Sunny International Communications Ltd

Account Number: 860581706110001

Bank Name: Chang'an Avenue Sub-branch, Beijing Branch, China Merchants Bank

Bank Address: 1st Floor, Tianrun Fortune Center, No. 58 Dongzongbu Alley, Dongcheng District, Beijing (Zip Code:100005)

Signed & Sealed by the person in charge: _____

Date: _____

Contact Information

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