12-14/07/2013

Brand expansion continues
Business opportunities to be seized

參展商手冊  Exhibitors’ Manual
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      6. Exhibit Transportation Service Application Form
      7. Furniture and Miscellaneous Lease Application Form
      8. Electrical Installation Application Form
      9. Water/Drainage and Compressed Air Application Form
     10. Food Preparation Waiver and Indemnification Agreement
     11. Media Badge Application Form

Organisers:
   • Macao Trade and Investment Promotion Institute (IPIM)
   • Brazilian Franchise Association (ABF)
   • Association of Chain and Franchise Promotion, Taiwan (ACFPT)
   • Macau International Brand Enterprise Commercial Association (MIBA)
   • Macao Chain Stores & Franchise Association (MCFA)
   • Licensing & Franchising Association of Hong Kong (HKLFA)

Supporting Organisations:
   • China Chain Store & Franchise Association (CCFA)
   • International Franchise Association (IFA)
   • Japan Franchise Association (JFA)
Co-Organiser:
- Korea Franchise Association
- Malaysian Retailer-Chain Association

Coordinator:
- The Association of Advertising Agents of Macau (AAAM)

Event Manager:
- Impecc Event Production Co. Ltd
- Secretariat
- Press Conferences
- Logistics Support
- Public Relations Support Services
- Transportation Support
- Souvenir Support
- Printing Support
- Official Website Design, Registration System and IT Support
- Questionnaire and Analysis Support
- Photo and Video Support
- Construction Support
- Exhibition Functional Area Design, Build and Dismantle
- Exhibition Standard Booth Design and Build
- Official general contractors services to assist in the setup of the exhibition area facilities, seminar area and food court area
- Cleansing and Garbage Duties Support
- Official On-site Advertising, Space Rental and Construction Support Services

TEL: +853 2831 3220
FAX: +853 2831 3221
EMAIL: admin@mfe.mo

Hotel Accommodation Support:
- Speakers and Guest Accommodation Services
- Mainland and Overseas Professions and Merchants Accommodation Services
- Exhibitors Accommodation Services

TEL: +853 2871 0360
FAX: +853 2871 0353
EMAIL: estoril@macau.ctm.net
目錄

• 澳門青年國際旅遊有限公司
  電話：+853 8797 3052
  澳門流動電話：+853 6633 6789
  中國流動電話：+86 153 4480 1990
  傳真：+853 2870 2770
  電郵：66336789@jitmacau.cn
  Q Q：1613193312
  網頁：www.jitmacau.com

• 行家假期 - 長暉國際旅遊有限公司
  專線：+853 6623 1212
  傳真：+853 2826 2871
  電郵：mfe2013@topholidaysmacau.com

大會宣傳及推廣服務：
• 奧圖媒體有限公司
  • 電子媒體服務
    電話：+853 2835 6881
    傳真：+853 2875 3493
    電郵：info@o2macau.com
    網頁：www.o2macau.com

• 安永廣告及策劃
  • 提供戶外廣告
  • 本地、國內及海外媒體廣告
    電話：+853 2871 5688
    傳真：+853 2871 5677
    電郵：jenny@onsadv.com / afra@onsadv.com
    網頁：www.onsadv.com

聯絡資料：
• 澳門國際品牌連鎖加盟展2013秘書處
  地址：澳門宋玉生廣場263號中土大廈十九樓澳門商務
  促進中心
  電話：+853 2831 3220
  傳真：+853 2831 3221
  電郵：sec@mfe.mo

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• Macau Juventude International Travel, Ltd.
  TEL: +853 8797 3052
  Macau Mobile: +853 6633 6789
  China Mobile : +86 153 4480 1990
  FAX: +853 2870 2770
  EMAIL: 66336789@jitmacau.cn
  Q Q: 1613193312
  Website: www.jitmacau.com

• Top Holidays-P & E International Travel Co., Ltd
  TEL: +853 6623 1212
  FAX: +853 2826 2871
  EMAIL: mfe2013@topholidaysmacau.com

Advertising Services:
• O2 Media Limited
  • Electric Media Promotion Service
    TEL: +853 2835 6881
    FAX: +853 2875 3493
    EMAIL: info@o2macau.com
    Website: www.o2macau.com

• ON’s Advertising & Marketing
  • Provide Outdoor Media Support Services
  • Local, Mainland and Overseas Media Support Services
    TEL: +853 2871 5688
    FAX: +853 2871 5677
    EMAIL: jenny@onsadv.com / afra@onsadv.com
    Website: www.onsadv.com

Contact information:
• Macao Franchise Expo 2013 Secretariat
  Address: Macao Business Support Centre 19th floor, Edif.
  China Civil, Plaza Alameda Dr Carlos d‘Assumpcao No.263,
  Macau
  TEL: +853 2831 3220
  FAX: +853 2831 3221
  EMAIL: sec@mfe.mo
Payment Methods:

1. Cheques
   Money orders should be made payable to “IMPECC COMPANHIA DE PRODUCAO LIMITADA”
   Address: Macao Business Support Centre Macao Franchise Expo 2013 Secretariat 19th floor, Edif. China Civil, Plaza Alameda Dr Carlos d’Assumpcao No.263, Macau

2. Cash
   Please come to Macao Franchise Expo 2013 Secretariat to pay The Exhibitor Fee by cash (MOP).
   Address: Macao Business Support Centre Macao Franchise Expo 2013 Secretariat 19th floor, Edif. China Civil, Plaza Alameda Dr Carlos d’Assumpcao No.263, Macau

3. Remitted to
   Bank Name: BANK OF CHINA MACAO BRANCH, MACAO
   A/C No.: 05-01-10-102903 (MOP)
   A/C Name: IMPECC COMPANHIA DE PRODUCAO LIMITADA
   Swift Code: BKCHMOMX
   Address: BANK OF CHINA BUILDING AV. DOUTOR MARIO SOARES MACAO
   Bank’s Tel: +853 2878 1828

1. General Information

1.1 Name of the Expo
   Macao Franchise Expo 2013 (2013MFE)

1.2 Venue
   The Venetian Macao Resort Hotel CotaiExpo™ Hall A

1.3 Exhibition Period and Opening Hours

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 July, 2013 (Friday)</td>
<td>11:00 - 20:00</td>
<td>Trade Visitors</td>
</tr>
<tr>
<td>13 July, 2013 (Saturday)</td>
<td>11:00 - 20:00</td>
<td>Public</td>
</tr>
<tr>
<td>14 July, 2013 (Sunday)</td>
<td>11:00 - 18:00</td>
<td>Public</td>
</tr>
</tbody>
</table>

1.4 Opening Ceremony
   The Venetian Macao Resort Hotel CotaiExpo™ Hall A
1.5 Nature of the Expo

The Exhibition is belonging to the “Trade and Investment Fair”, and target at the Trade Visitors only, public selling starts at 14:30 on 13th July to 14th July during the Expo.

Exhibition: Exhibition franchising, chain stores and brand agency products, including food and beverage categories, retail, services, and education, etc., and for other auxiliary display (such as: financing, retail leasing, marketing, consultants, etc.)

Forum: Trade association leaders, corporate investors, senior management and experts as keynote speakers to share information on the form of lectures and introduce the brand’s strategy of franchising success story.

Business Matching: To assist exhibitors and participants to find partners, develop own market.

Seminars & Presentation: The franchisors will promote their own brands.

1.6 Business Matching Area, Seminars and Presentations Area, Protocol Signing Center

In order to assist the exhibitors and visitors in their search for business partner, franchisee and agent, 2013MFE specially established the “Business Matching Area”, Seminars and Presentations Area providing free space and free “Business Matching Service” for all participating entrepreneurs to develop the business opportunities. Meanwhile, the “Protocol Signing Centre” is ready for hosting the signing ceremony of successful transaction and co-operation. On the other hand, “One-stop Service” for investing in Macao, legal advisory service, CEPA Advisory Service and related services and available for all participating entrepreneurs at the “Business Matching Area” during 2013MFE.

1.7 Entry Tickets

Free Distribution at the Venue Main entrance.
### 1.8 Exhibition and Dismantling Schedule

<table>
<thead>
<tr>
<th></th>
<th>Official Contractor</th>
<th>Non-Official Contractor</th>
<th>Exhibitors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Installation</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 July, 2013</td>
<td>08:00–23:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 July, 2013</td>
<td>08:00–23:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14 July, 2013</td>
<td>18:00–23:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 July, 2013</td>
<td>09:00–21:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Dismantlement</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14 July, 2013</td>
<td>18:00–23:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 July, 2013</td>
<td>09:00–21:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Move-in</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 July, 2013</td>
<td>12:00–23:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 July, 2013</td>
<td>09:00–23:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Move-out</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 July, 2013</td>
<td>20:00–23:00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 July, 2013</td>
<td>09:00–21:00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 1.9 Venue Loading Specification

**Floor load:** 2 tons per square meter

**Freight elevator:** 1

**Cargo channel:** 5.5 to 9 meters width, 4.3 meters height
2.1 Definition

i. “Organiser” means the Macao Franchise Expo 2013 (2013MFE)

ii. “Exhibitor” refers to any government, chambers of commerce, sole business, partnership or limited company participants (or their representatives), agents and employees, and its exhibition of the application that has been formally accepted.

iii. “Venue” means The Venetian Macao Resort Hotel CotaiExpo™ Hall A

iv. “Official Contractor” means the official appointed company for the construction of standard booths, responsible for the electricity plan connection of electrical facilities, in the Venue and Provision of rental service for exhibition equipment.


2.2 Eligibility of Exhibitors

i. Upon submission of application form from Exhibitors, the Organiser will consider the application in accordance with the terms and conditions on the application form. The Organiser has the absolute right in not giving any reason or explanation to accept or reject the application for the exhibition.

ii. Exhibitors must accept that the application form, once signed, that is on its behalf agree to abide by this rule, to all the terms and provisions of the Organiser and all the additional rules there in, and agree to also bear all the responsibility.

2.3 Payment

i. All Exhibitors should settle their appropriate application fee on or before 14th June 2013. Otherwise, Organiser reserves the right to decline application.

ii. The Organiser has the right whether or not to accept the exhibition application. If the application is declined, the Organiser will return the documents and cross cheque (or bank draft) to the applicant.

iii. If an Exhibitor withdraws or reduces the number of booth(s), for whatever reason, before receipt of a rejection on application or after its application has been approved, the application fee is non-refundable.

iv. The Organiser reserves the right to cancel, alter in nature, scale, shorten or extend the duration of the Exhibition at any time without incurring any liability whatsoever to the Exhibitor due to circumstances beyond the Organiser’s control, such as nature disasters, plague, embargo, civil unrest, legal proceedings or government regulations that make it impossible or impractical, for the Organiser in their absolute discretion to hold the Exhibition. The Exhibitor shall have no claim against the Organiser or their agents or representatives, whether for loss or damage. For the Exhibition Fee paid to the Organiser, only the remaining (if any) will be refunded to the Exhibitor, with no interest, after deducting all the expenses and costs incurred by the Organiser.
2.4 Venue Allocation

i. Organiser reserves the right at any time to change the Plans or Venue allocation of the Expo, without prior notice to exhibitors.

ii. Organiser has full discretion in the allocation and planning of the exhibition booth space and location of all exhibitors participating in the Expo. Complaint of that nature will not be accepted.

iii. Organiser has the right to modify plans as and when necessary such as Reallocation of booths that has been allocated to Exhibitors and so will not be able to receive any compensation from the Organiser.

iv. In order to maintain the image of the Expo, under the circumstances of Exhibitors who do not show up on the first day of the Expo, the Organiser reserves the right to seal or assign other usage for any vacant booth, without prior notice to Exhibitors. Exhibitors thus informed will not receive any compensation from the Organizer.

2.5 Move-In (Booth Installation & Decoration and Displays Move-In) and Move-Out

i. Exhibitors should install their booths (self-installation) in time, strictly to what are approved by the Organiser based on the submitted layouts, and the installations must be finished before the deadline. The Organiser takes its right to make necessary modification to fit the main theme of the Event. All incurred extra costs will be on the relevant Exhibitor’s expense.

ii. Exhibitors should not damage any belongings in the Venue or that belonging to the other parties during Move-In, Move-Out or throughout the Exhibition. Compensation will be charged to the damager(s).

iii. No fixed facility can be assembled on walls, floors or any parts of the venue architecture. Furthermore, usage of any facility should be with caution with consideration to Public Safety.

iv. No spray paint, welder, or electric saw is allowed.

v. Each Exhibitor should receive a permit for moving out of the Venue. The Organiser authorizes the right to the appointed security to check on the relevant Exhibits.

vi. Organiser is not responsible for receiving or storing any booth materials or exhibits, Exhibitors should make their own arrangements of staff on this.
2.6 Badges

For security reasons, seven types of official working badges will be issued:

<table>
<thead>
<tr>
<th>Type</th>
<th>Pre-registration date</th>
<th>Badge Collection Date</th>
<th>Location / Method of Badge Collection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organiser</td>
<td>2013/6/25</td>
<td>2013/7/1</td>
<td>Will be issued in advance</td>
</tr>
<tr>
<td>Staff</td>
<td>2013/6/25</td>
<td>2013/7/1</td>
<td>Will be issued in advance</td>
</tr>
<tr>
<td>VIP</td>
<td>2013/6/25</td>
<td>2013/7/1</td>
<td>Will be sent out by actual requirement when necessary</td>
</tr>
<tr>
<td>Guest</td>
<td>2013/6/25</td>
<td>2013/7/1</td>
<td>Will be sent out by actual requirement when necessary</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>2013/6/25-2013/7/5</td>
<td>10-11 July</td>
<td>On-Site Registration Counter</td>
</tr>
<tr>
<td>Media</td>
<td>2013/7/5</td>
<td>12-14 July</td>
<td>On-Site Registration Counter</td>
</tr>
<tr>
<td>Contractor</td>
<td>2013/7/1</td>
<td>9-11 July</td>
<td>On-Site Registration Counter</td>
</tr>
</tbody>
</table>

*Staff Badge* - For Security purpose, all working staff should wear the working badge. The Organiser holds the right to check the identity of the badge-holder.

*Exhibitors Badge* - Each exhibition booth is given three Exhibitor Badge (including the period during moving in & moving out). During the period of exhibition, an Exhibitor must wear the badge at all times in the exhibition venue and should not pass his badge to any other person. The application form (Form 2A) can be found in this manual or downloaded from the official website, please fill in and return by fax to the Macao Franchise Expo 2013 Secretariat.

*Contractor Badge* - It is decided specifically for Non-Official Contractor during the booth installing and dismantling. Non-Official Contractor must apply it from the Official Contractor by filling out the form 2B, which can also be downloaded from the official website, this form will be only accepted when it is submitted personally on the spot. All badges are strictly non-transferable. The security guards and the Organiser’s staff have the right to check the badge holder’s identification during the fair.
2.7 Booth Design & Construction

i. The Raw Space Exhibitors is free to hire the Official Contractor for booth design and construction. If a Non-Official contractor is appointed by the Exhibitor, any construction by the Non-Official contractor must be in accordance with all applicable legal Law of Macau SAR and terms and regulations from the Organiser. Otherwise, the Organiser reserves the right to terminate the construction. The Exhibitors should bear any expenses caused thereafter. All Non-Official contractors should register and obtain the authorized Badges at the Official Contractor’s Counter before entering the Exhibition Hall.

ii. Exhibitors are not allowed to make any alterations to the structure of the booths or remove any integral parts from the booths. Request of maintenance and restructure should be submitted to the Organiser for approval. During Exhibition, the above work can only performed during closing hours.

iii. All Exhibits, materials and fittings used for displayed in the booth must be fire-proof and are in accordance with all applicable fire prevention and building regulations of Macau SAR.

iv. All booth decorations, fittings or exhibits with a height over 4 meters should be reported to the Official Contractor for approval.

2.8 Exhibits Imports Compliance

All exhibitors with exhibits (including gifts, retail, food tasting) are required to meet legal requirements of the Macao Special Administrative Region of imports. If you have any questions, please call or visit the following website.

- Macao Customs(SAR)
  Hotline: +853 8989 4317
  http://www.customs.gov.mo

- Macao Economic Services (SAR)
  Hotline: +853 8597 2618 / +853 8597 2602
  http://www.economia.gov.mo

- Civic and Municipal Affairs Bureau
  Hotline: +853 8795 2643 / +853 8795 2646
  (CN) http://www.iacm.gov.mo/admin/detail.asp?service_id=2&serv_no=22
  (Eng) www.iacm.gov.mo/admin/read_e.asp?service_id=2&serv_no=022&subserv_no=1
2.9 Freight Forwarding
i. The Freight Forwarder is entrusted by the Exhibitor for freight / Exhibits transportation. The Organiser will not bear any responsibility on this.

ii. Exhibitors should make self-arrangement for the receipt and storage of their exhibits, products or booth materials.

iii. The transporters should have a representative of the Exhibitor accompanied when entering the Venue.

iv. After 14:00 of the last exhibition day 14th July, 2013, the Organiser will issue a “Move-out Permit”. The Exhibitor should appoint representative to collect.

v. The Organiser will dispatch questionnaire and intended transaction amount to the Exhibitors who should return the above data to the Organiser before 16:00 of 14th July, 2013, in exchange for the “Move-out Permit”, which is used for moving out exhibition goods.

vi. Exhibitors must not remove any of their exhibits after the Fair commenced and until the Fair is officially closed, unless otherwise permitted by the Organiser. Stand-by security guards will have the right to check and collect the “Move-out Permit”, before exhibitors can remove exhibits and leave the Venue.

vii. All logistics in the exhibition hall is operated by MFE official Forwarder. Exhibitors have to inform and provide all relevant cargo information (type, size, and weight) to the Forwarder 7-10 working days before the exhibition.

viii. All logistics equipment in the exhibition hall will be provided by MFE official forwarder. For equipment rental, please contact the Forwarder in advance to make arrangement.

ix. For Macau local logistics service, Exhibitors are able to arrange the logistics on their own or contact the MFE official Forwarder one month before the exhibition for logistics service.

x. For Oversea logistics service, Exhibitors are able to arrange the logistics on their own or contact the MFE official Forwarder 10 working days before the exhibition for logistics service.

xi. All of the above incurred costs will be the responsible by the Exhibitors. Please refer to the MFE official forwarder.

Contact
Contact Person: Jerry Lai
EMAIL : MFE@vps-logistic.com
TEL : +853 6299 0901 / +853 2835 5663
FAX : +853 2835 5665
2.10 Cleaning and Waste Disposal

i. The removal and disposal of the empty boxes, crates, large trashes, booth fittings or other materials are not covered by the rental; the exhibitors should arrange the clean up by themselves. Any packages and exhibits left behind at the exhibition venue will be deemed abandoned, remaining rubbish requiring clean ups by the Organiser will be at the expense of the exhibitor(s) concerned. The exhibitors must clear away their empty boxes and crates daily before the Exhibition’s opening hours.

ii. The Non-Official Contractor appointed by the exhibitors must make their own arrangements for removal of their packing materials, construction debris etc. which should not be left inside the exhibition area.

iii. The Organiser will provide cleaning service for the Exhibition. For security reasons, cleaners will not be allowed to enter the booths for cleaning. Exhibitors may leave small pieces of rubbish outside the booth for the cleaners to collect.

3.1 Usage of Booths

i. Exhibitors cannot transfer, sub-let or allow for any usage by any third party. Only Exhibitor’s staffs are allowed to work inside the booths. The Organiser reserves the right to immediately terminate an offender’s right to participate in the Fair without prior notice. The Organiser shall also have the right to instruct the offender to immediately move all articles intended for exhibition away from the exhibition venue, all respective relocation costs shall be borne by the Exhibitor. Furthermore, the offender will be blacklisted and prohibited to participate in future exhibition activities held by the Organiser.

ii. Exhibitors are not allowed to solicit for business such as placing / selling / marketing of goods and distribution of leaflets outside the premises of their own booths as it would disturb others. The space beyond the exhibition booth is prohibited for soliciting of businesses. Exhibitors shall assume all responsibility arising from any accident or legal proceedings due to the violation of this condition. The Organiser shall have the right to instruct the Exhibitor to withdraw any such items, without giving any reasons and decline any responsibility. All related removal costs shall be borne by the offending Exhibitor.
iii. If the activities arranged by the exhibitors (such as autograph, auctions, raffles or lucky draws and etc.) cause congestion or blockage to aisle of the exhibition areas, Organiser reserves the right to terminate the activities, hence pre-approval should be obtained from the Organiser.

iv. Exhibitors are not allowed to provide any activities with gambling element or sales of lottery tickets or the like.

v. Exhibitors are not allowed to provide any activities which may be considered as animal abuse.

vi. In no circumstances will microphone or loudspeakers be allowed to use at the exhibitors booth. All sound audio-visual equipment must be under control to ensure no disturbances to all visitors. The Organiser reserves the right to intervene if the sound level causes disturbances to other exhibitors and visitors.

vii. Exhibitors must ensure that (at least one staff to be in charge of guarding their booth).

viii. No dismantling or moving out from the exhibition before the official closing.

ix. Exhibitors should not use any inflammable liquid/materials or any illegal decorative materials within the exhibition area.

x. The Exhibitor shall be solely responsible for the public’s losses or injuries caused by any illegal decorative materials in the exhibition area.

xi. The Exhibitors shall be solely responsible for the public’s losses or injuries caused by any removal or operation of the exhibits. Any exhibit contains potential dangers (such as laser products) must be operated or monitored by competent persons authorized by the Exhibitor, the Exhibitor must receive the written approval from the Organiser before displaying this kind of exhibits.

xii. Compressed gas filled balloons shall not be permitted under any circumstances.

xiii. Open retail shall not be permitted under any circumstances.

xiv. Town gas flame cooking inside the venue shall not be permitted under any circumstances.
3.2 Articles for Display and Sale
i. During the Fair, products (including gifts) / services displayed and intended for sale by the Exhibitor must be consistent with the content and the brand shown in the declaration form. If an Exhibitor is unable to submit details of the products for display and sale when applying for participation as an Exhibitor, complete additional information must be presented to the Organiser for approval, at least one month in advance. The Organiser shall have the sole and absolute discretion to decide whether to approval such application.

ii. If the Organiser or the Coordinator finds any brand, product and product type on display or for sale in the venue has not been previously declared by the Exhibitor and/or is not been recognized by the Organiser, then the organizer or the Appointed Coordinator shall have the right to take appropriate action to request the Exhibitor to immediately stop to display and sale such articles or terminate the Exhibitor’s participation rights. The offending Exhibitor shall not entitled to any compensation from the Organiser.

3.3 Promotion Activities of Exhibitors
i. Exhibitors organizing various activities during the Expo must be responsible for all activities arising from the concept of queuing and audiences, the queue should not exceed the one meter booth length, and arrangements must be made to maintain safety and order. Adequate staff and security personnel are arranged by the exhibition expense to maintain order and ensure that the crowd will not impede the normal operation of the neighboring booths. To avoid crowd blockade of the aisle that may affect public safety within the premises, exhibitors need to prepare crowd control barrier for keeping the queue in line and order.

ii. For the safety of the visitors and for the benefits of other Exhibitors, the Organiser has the right at any time, in response to disturbances, to terminate any of the activities even that were previously approved.
3.4 Guidelines for Free distribution of gifts and Food tasting

i. Food and Beverages can only be displayed within the designated booth, food and beverages and the booth must be kept clean and tidy. And also should adhere to health requirements and storage requirements to ensure that they are fit for human consumption.

ii. In the case of food tasting or sale of ice cream, food and drinks etc., there should be sufficient trash and garbage bags to collect discarded cups and containers. Exhibitors will be held responsible for all spilled food, beverages, soups, or garbage. Cleaning should be done regularly at the exhibitors’ own expense or they can hire cleaning contractors designated by the Organiser.

iii. The aim of the exhibitors is to promote food and beverage tasting (non-retail products), and therefore the retail price should not be made publicly. If there are any violations, the Organiser reserves the right to terminate the trade immediately.

iv. Any town gas flame cooking is prohibited. If there is any violation, the Organiser reserves the right to immediately terminate the act of the Exhibitor.

3.5 Security and Insurance

i. The Organiser undertakes no financial or legal responsibility for any type of risk concerning or affecting the exhibitors / visitors, including their personal belongings and exhibits. Exhibitors are therefore responsible for all necessary insurance to cover their exhibits and belongings, the exhibitors’ employees, and the public insurance for those who visit the booths.

ii. General security service will be provided at the exhibition venue.

iii. All exhibitors must take care of their exhibits and belongings during the move-in and move-out period. If it is needed, the exhibitors may hire outside security guards for security purpose.

iv. Exhibitors should lock the showcase in the booth. Cash or important items are not recommended to be left in the showcase.

v. The exhibitors should have enough staff to look after their exhibits and belongings.

vi. If any suspects are found, please inform the Organiser or security guards immediately.

vii. If the exhibits are with high value, before entering into the venues, the exhibitor must have the own insurance and inform the Organiser.
3.6 Business Trading and Individual Principles

i. The Organiser forbids on all companies with sale of drugs, medicines and health care products. If found in the Fair any Exhibitors to sell the above items, the Organiser has the right to request immediate termination of Exhibitors related activities, and related exhibitors will held liable for legal responsibilities.

ii. Exhibitors should respect intellectual property rights (including registered, registered trademark, copyright, design, product name and patent). Any commercial activities or demonstrations of pirated goods and unauthorized articles are prohibited.

iii. Any sale or obscene, low quality or faulty products is prohibited and the Organiser reserves the right to prevent sales or dispatch of these products.

iv. No products of indecency, coarse features can be sold or any commercial actions against any Macau SAR laws can be taken. The Organiser reserves the right to cease the activities and report to the police.

v. Exhibitors are expected to conduct themselves in a discipline manner. Activities, which may cause disturbance to other exhibitors or visitors like distribution questionnaires or harassing visitors, are not allowed.

vi. Exhibitors and their staffs are prohibited from entering other exhibitor booth unless invited.

vii. Once the Exhibitor’s behavior is found and proved to have any damage to the reputations of China, Macao (SAR), exhibition, Organiser and any other organizations, the Organiser reserves the right to cancel the Exhibitor’s qualification. It includes product safety, respect for intellectual property rights, labor rights, environmental and other laws etc.

viii. Exhibitors may not do anything which hurt the image and reputation of “Macau Franchise Expo”. The Organiser has the right to request termination of the behavior, and to call for any loss and liability to Exhibitors.
3.7 Display of Special Exhibition Materials / Limitations on Sale and Publicity

i. According to the “Guidelines for the Import of Medicine for Exhibition Purpose”, published by the Health Bureau of the Macao SAR Government, Department of Health, “it is prohibited to sell, offer as gift or otherwise distribute any pharmaceutical product to the public inside the exhibition venue” (save for display purpose).

ii. According to the requirements of the Health Bureau of the Macao SAR, selling of medical and health care devices is prohibited at the Fair venue (except for display of merchandise). Exhibitors intending to display the above-mentioned items and pharmaceutical products should submit the details of the relevant products to the Health Bureau for approval. (This Procedure could be exempted in case the item in question has already been registered with the Health Bureau of the Macao SAR Government.)

iii. According to the “Guideline for the Release of Health Food Advertisements during the Exhibition Period”, enacted by the Health Bureau of the Macao SAR Government: “The Organiser should submit the advertisements of the products to the Health Bureau for record keeping no later than 15 days prior to the start of the event, otherwise, such advertisements are not allowed to be displayed or distributed at the exhibition venue.”

iv. As stipulated in Article 3 of the Labeling Law enacted by the Macao SAR Government, (1) the packaging of all items for exhibition must be labeled with the company name, company contact phone number, product composition, production date and use by date. (2) if the exhibitors are agents for the merchandises not registered in Macao (in conformity with the sales regulations of Macao SAR), but yet they would like to sell the products in the exhibition and sales area, then the packing of the merchandises must be labeled with the detailed contact information of the agent (Exhibitor). Pursuant to the requirement of the Customs of the Macao SAR Government, all electrical appliances for display and sale should confirm to the safety standards. Products from Mainland China must bear the CCC mark before being approved for display and sale.

v. In the event of any Exhibitor violating the rules and regulations above, the Organiser has the right to request immediate termination of relevant activities and also the right to claim for legal liabilities arising there from.
3. Terms and Conditions

3.8 Admission
The Organiser reserves the right to refuse admission of any visitors, exhibitors or their agents who are at the absolute discretion of the Organiser regarded as unfit, intoxicated or in any way likely to create disturbance or discomfort to the exhibition or other exhibitors or visitors.

3.9 Propaganda and Posters
The Organiser has the right to remove any propaganda or posters which in the opinion of the Organiser do not conform to the purpose and image of the Exhibition.

3.10 Requirements for Hygiene, Safety and Fire Management
Please refer to the information of the venue provider The Venetian Macao Resort Hotel.

4. Others

4.1 Bad weather and typhoon
The special arrangements during the time of contract installations for move-in and move-out.

i. If a Typhoon Signal No. 8 or Black Rain storm is hoisted before 08:30, Exhibition Venue will be closed temporarily.

ii. If a Typhoon Signal or rain storm or cancelled before 13:00, the Exhibition Venue will re-open in 2 hours.

iii. If a Typhoon Signal or rain storm cancelled after 13:00, Exhibition Venue will be closed for the day.

4.2 Disclaimer (Exclusion of Liability)

i. The Organiser is not liable for any of its decision/action that in any way whatsoever causing the exhibitor any loss or damages. The exhibitors are responsible for the safeguarding of their belongings, properties and exhibits in due course no matter in the transportation course or in the venue.

ii. The Organiser shall not be responsible in any manner whatsoever for the consequences of any introduction or commercial transaction made during or as a result of the Fair.

iii. The Organiser reserves the right to exercise a general lien over any property the exhibitor has in the exhibition venue in respect of all monies due to the Organiser (including claims for the damages) in connection with the Fair.

iv. The Exhibitor must insure the goods brought in the exhibition will not cause any complaint or legal proceeding. If so, the exhibitor must be responsible for all indemnifications, compensations or expenses incurred due to lawsuit.
4.3 Intellectual Property
Exhibitors should respect intellectual property rights (including registration, registered trademarks, copyrights, design, product name and patent). Any commercial activities and demonstrations of pirated goods and unauthorized articles are prohibited. If there is sufficient evidence to show that the sale or display of Exhibitors participating in the above-mentioned products will be treated as illegal behavior processing. The Organiser has the right to terminate the right of the use of the booth and hand it over to the Macao Customs or relevant Government Departments. Exhibitors will be added Organiser in a special reference that which will prohibit its participation in future exhibitions.

4.4 Prevention of Epidemic Diseases or Infectious Diseases
i. The Organiser considers certain circumstances that is deemed to be necessary, all exhibitors, visitors and staff shall be admitted to the venue only after undergoing a body temperature measurement.
ii. The Organiser considers that circumstances are deemed to be necessary, face masks and hand sanitizer will be mended. The organiser may require all exhibitors and visitors to wear masks before entering the exhibition venue.
iii. All Exhibitors that arrange for the sale of food and beverage should wear masks and gloves before touching food in order to maintain public health. After using the toilet or contact of infectious material one must clean one's hands.

4.5 Others
i. Exhibitors should not employ any activities that will violate the image of the exhibition.
ii. If exhibitors need to play any music or demonstration requiring music, the Exhibitors should be liable of the copy right of the broadcast music.
iii. Smoking is prohibited at the Exhibition Venue at all times.
iv. The Organiser has the right to change and re-arrange any Floor Plan and Layout while Exhibitors cannot redeem any indemnity.
v. Under no circumstances the Organiser will be required to explain the change of exhibitor booth and cancellation of Exhibitors qualification.
vi. The Organiser has the right to stop and fine any inappropriate activities held and bear no responsibilities to the Exhibitors. The Organiser reserves the right of interpretation of this Exhibitors Manual.
vii. If any Exhibitors violate any rules and regulations, the Organiser has the sole right to ban the exhibitor without refunding any Exhibition fee and deposits involved.
viii. All rules and regulations of the Exhibitors’ Manual are based on the Chinese version and English is used for reference only.
4.6 Regime of Tobacco Prevention and Control

Law No. 5/2011 of the Macao Special Administrative Region (Regime of Tobacco Prevention and Control) has entered into effect as from January 1st, 2012. The new tobacco control law stipulates the prohibition of smoking in all indoor and outdoor spaces (with the exception of the designated smoking areas). Offenders are liable to a maximum fine of MOP600.00. For details about the above mentioned Law, please visit the following website www.ssm.gov.mo/News/smoke-free or dial the following hotline: +85328556789.

5.1 Standard Booth

- Size: 3M X 3M (with booth renderings)
- Booth Facilities: 100W Spotlights X2, 13A/220V Socket(500W) X1, Information Desk X1, Folding Chairs X2, Fascia Board, Rubbish Bin X 1.

Notes:
- Unless requested by the Exhibitors, the panel(s) between two or more consecutive booths of the same Exhibitor will be removed.
- No nails are allowed on the exhibition panel walls, or a penalty for each panel wall will be charged to the Exhibitor.
- All electrical fittings (including lighting) should be approved by the Official Contractor and only certified electronic devices can be used. Any Exhibitor requires extra furniture or electrical supplies, please approach the Official Contractor.
- The Organiser reserves the right to install power switches and fuse boxes inside an appropriate place in the booth(s).
- All exhibits and booth materials shall be removed immediately after the closing of the Exhibition according to the arrangements. And within the time limits specified by the Organisers. Any exhibits or booth materials left behind at exhibition venue shall be deemed abandoned. Exhibitors are responsible for the expense of the disposed items.
5.2 Raw Space Booth

i. Plans and Design Proposals
If an exhibitor appoints a Non-Official Contractor for any design and construction work, the original plans and design proposals in triplicate must be submitted to the Official Contractor for approval not later than 14th June 2013. Drawing submitted must be to a reasonable scale of not less than 1:100 in full dimensions and must contain information such as Floor Plan, booth elevation, telephone (upon request), electrical fitting, or any audio-visual equipment to be used etc. If there are any questions to the height limit of the booth, please contact the Official contractor. The Organiser reserves the right to withhold granting approval to the drawings or require amendments or variations of the proposals.

ii. Fire Precaution
All materials and fittings used or displayed in the booth must be fire-proof and accordance with all applicable fire prevention and building regulations of Macao (SAR). Raw Space Contractors are required to prepare one functional fire extinguisher at a conspicuous spot within the assigned area during the construction period for safety reason.

iii. Electrical Supply
All electricity installation should be completed by licensed electrician. Electricity Installation drawing should be submitted to the Official Contractor for approval on or before 14th June 2013. With the approval test from the Official Contractor after Installation, electricity will then be supplied.

iv. Height Limit
Exhibitors must apply for approval on any booth with structure height over 3M from the Official contractor. The Official Contractor permits construction only with an approval. Exhibitors must accept full responsibility for the safety of the structure. The above mentioned exhibition level must also carry a ‘Safety Certificate’ issued by a qualified Engineer/surveyor in Macao. Exhibitors will have to submit this certificate to the Official Contractor on or before 14th June 2013. If this rule is not observed, the Official Contractor reserves the right to prohibit access to the booth.

v. Waste Disposal Deposit
To ensure all contractors for raw space can finish construction, demolition of booth, removal of waste within the time specified by the Organiser; and to improve the efficiency management during the construction period, contractor of raw space are required to pay “Waste disposal deposit” to the Organiser. All exhibitions of raw space are required to pay a deposit of MOP $200 per sqm (minimum levy of MOP $5,000.00) to ensure that their raw space sites are clear of any bulky items or rubbish after the exhibition. The deposit will be refunded to Exhibitors within 30 days, if their exhibition sites are, clear from damages to the exhibition hall and / or of any rubbish.

vi. Booth’s Partitions
Exhibitors should provide set up and decorate their booth’s partition facing onto their own booth area, aisle, and adjacent booths. All surfaces on booth partition must be finished to an acceptable standard.

vii. Paint spraying, welding and the use of electrical saw are strictly prohibited inside the Exhibition Hall.
5.3 General Contractors

Only legal workers of Macao SAR should be appointed by exhibitors of raw space for booth construction. According to the regulation of Macao SAR, exhibitors are responsible to undertake insurance for the employees. If there is any violation, the organiser has the right to request cessation of the consolation. If there is an incident of illegal workers, it will be handed over to the Labor Affairs Bureau and the relevant Government Departments, the exhibition will be fully responsible for the incident. Exhibitors have to submit a declaration for their Contractors by filling in "Non-official Contractor Badge Application Form (for Raw Space Booth Use Only) to apply for badges.

5.4 Electricity Supply

i. For the safety and stability of electricity supply, all electrical installation must be implemented by the Official Contractor.

ii. Basic lighting will be provided by the Organisers. The standard level of Power Supply is:

- Single-phase 220 volt (V) 50 Hz (Hz)
- Triple-phase 380 volt (V) 50 Hz (Hz)

iii. The power will be provided daily from 10:00 to 21:00. Additional requirement for power should submit application to the Official Contractor in advance and exhibitors should pay for it.

iv. The Exhibitors should apply in advance the cost incurred for temporary power supply if Non-Official Contractors need power supply during the installation and dismantlement. If there is any enquiry, please contact the Official Contractor.

Please refer to the MFE official website www.mfe.mo to fill in the related form(s) and submit to 2013MFE secretariat.
7.1 Geographic Location
- The Macao Special Administrative Region is located in the Guangdong Province on the western bank of the Pearl River Delta. It is south east of Guangzhou and 64 kilometers km of Hong Kong.
- It has an area of 29.9 sq.km, comprise of the Macau Peninsula, the Islands of Taipa and Coloane.
- Three bridges connect Macao to the Islands. Macao is connected to Mainland China through the Border Gate (Portas do Cerco) to Zhuhai City, and Cotai Frontier Post at the Lotus Bridge to the Hengqin Island.

7.2 Population and languages
- The total population is around 582,000 residents. About 95% are ethnic Chinese. The remaining 5% includes Portuguese, Europeans, and other Nationalities. Chinese and Portuguese are the official languages. Cantonese is spoken widely. English is generally used in trade, tourism and commerce.

7.3 Political Background
- Macao is a Special Administrative Region of the People’s Republic of China since December 20th 1999. Under the principal of “One Country and two systems”, Macao has independent administrative, political, and judicial rights. Its political, economic and social systems can remain unchanged for 50 years. Macao is still a free port and independent.
7. Visitors Information

7.3 Visa

Visitors from the following countries and regions do not require a visa:

Mauritius, Japan, Brazil, Israel, Denmark, Belgium, Lithuania, Iceland, Spain, Andorra, Hungary, Dominica, Greece, Cape Verde, Croatia, Finland, France, United Kingdom (six months), Bosnia and Herzegovina, Poland, Tanzania, Latvia, Albania, Bulgaria, South Korea, Malta, Mali, Macedonia, Egypt, Norway, Netherlands, Czech Republic, Slovenia, Montenegro, Austria, Sweden, Italy, Cyprus, Portugal, Estonia, Ireland, Mongolia, Lebanon, Germany, Luxembourg, and Romania for a stay not exceeding 90 days; Held in Turkey, Canada, Liechtenstein, Indonesia, India, Russia, the United States, South Africa, Malaysia, Uruguay, Namibia, Thailand, Kiribati, Chile, Switzerland, Seychelles, Singapore, the Philippines, San Marino, Mexico, Monaco, Australia, Samoa and basic rationale of Bath passports for a stay not exceeding thirty days; Brunei passport holder can stay not exceeding 14 days. Nationals of China, with valid Macao entry/ depart documents, including residents of mainland China, Hong Kong and Taiwan and overseas Chinese for a stay up to 30 days; The "Hong Kong Identity Card" or "Hong Kong permanent identity card" or Hong Kong re-entry Permit "holders" may stay in Macao for a maximum period of One year. Holders of Diplomatic Passport or "Laissez Passer" issued by the United Nations. Holder Consulate / diplomatic Documents issued by the Macao SAR or Hong Kong SAR. Visas can be obtained from the immigration Officer through embassies / Consulate of the PRC and should be used within the validity; the visa is expired after the valid date Visas are also available on arrival in Macao at the Immigration Office for a period of 30 days. The above information is for reference only, please visit the website for details: www.dsi.gov.mo

China visa application procedures:

i. The Organiser can send out Invitation for the application of Travel Documents to Macao.

ii. With the Invitation, exhibitors can apply for Macao Entry/ Departure document through local office or department of foreign affairs.

iii. Exhibitors can also apply through China Travel Service (CTS), please visit: www.cts.com.mo
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<tr>
<th>Exhibit Number</th>
<th>Company Name</th>
<th>Address</th>
<th>Phone Number</th>
<th>Fax Number</th>
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<th>Email Address</th>
<th>Booth Size</th>
<th>Contact Person</th>
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<tr>
<td>386</td>
<td>SECAMMO</td>
<td>Macau</td>
<td>(852) 2831-3221</td>
<td>2831-4280</td>
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<td>9</td>
<td>Li Ming</td>
<td>General Manager of SECAMMO (China) Ltd.</td>
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<tr>
<td>387</td>
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<td>Jacky Lee</td>
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**Contact Information**

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**Exhibit Description**

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- Booth Size: 9
- Contact Person: Jacky Lee
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