



THE ATTRACTIONS INDUSTRY'S PREMIER EVENT IN ASIA.

CONFERENCE: 10-13 August 2021 | TRADE SHOW: 11-13 August 2021

SHANGHAI, CHINA

IAAPA Expo Asia 2021 Exhibitor Bulletin #2 – 7 May 2021

请见下面的中文翻译

Exhibitor Registration is Open!

Complimentary exhibitor staff badges are provided for exhibitors and their staff working in exhibitor booths during the exhibition days. Exhibiting companies are **allotted five (5) staff badges for the first 9 net square meters of exhibit space and two (2) staff badges for each increment of 9 net square meters of exhibit space up to a maximum of 50 complimentary exhibitor badges**. See the chart [here](#) for details. Additional staff badges are available at the early bird member/non-member rate.

Guidelines:

- Registration includes complimentary access to the trade show floor. IAAPA exhibitor members also have complimentary access to the education sessions.
- Exhibitors may purchase tickets to special events including the Opening Reception during the registration process. Members save on ticketed event prices. Ticketed events require pre-registration, and space is limited. You are permitted (and encouraged) to purchase tickets early to these special events for you and your customers. Please do not wait until your arrival on-site to purchase tickets, as they often sell out.
- Children under the age of 18 are NOT permitted on the trade show floor during move-in and move-out and should not be registered with exhibitor badges.
- Please do not register buyers or any other non-exhibitors through the Exhibitor Registration site. IAAPA will charge a US\$150 penalty per exhibitor staff badge used by a buyer. Use the [Exhibitor Guest Program](#) to register current/prospective clients to attend the IAAPA Expo Asia for free.

Instructions:

1. Go to the Exhibitor Registration site: <https://regs.huiyibaba.cn/iaapa/index.html>
2. Enter a few letters of your company/"exhibiting as" name and click the "Search" button.
3. Locate your company name, click the "Confirm" button, then click "Next."
4. Use your IAAPA Company ID as your password.
5. Once logged in click the "Register Personnel" button.
6. Once you complete a registration, you can come back to this screen to edit or delete a staff person. You can also click the "Edit" button if you need another copy of the confirmation or visa invitation letter (if completed).
7. You can make changes to your booth staff and register additional staff online until midnight **5 August (ET)**.

Exhibitors are reminded to follow physical distancing guidelines in their booth based on a 2-meter radius space separating individuals. To determine the maximum number of people in your booth at one time, divide your booth's total square meters by 2.65. Please consider booth staff as well as any perspective buyers visiting your booth during the expo.

Mandatory ID Submission and Badge Pickup

New this year, all registrants will be required to provide their identity card, passport, or travel permit number during the registration process. Please bring this same identity card/passport/travel permit with you to show site to collect your badge. Each person must pick up their own badge. Exhibitors will NOT be permitted to pick up the badges for their entire team, like they have done in the past. More information is available [here](#).

Discounted Hotel Rates Available

Don't forget to reserve your hotel room at the best hotels near Shanghai New International Expo Centre (SNIEC). The official hotel of IAAPA Expo Asia is **Kerry Hotel Pudong**. To reserve the IAAPA Expo Asia special rate of RMB 1,100++ complete the [Kerry Reservation Form](#) and send directly to reservations.khpu@thekerryhotels.com. Exhibitors of IAAPA Expo Asia 2021 can receive discounted rates at additional area hotels. For a full list of hotels and to access the booking links, click [here](#).

Food and Beverage

All food and beverage sampling must be approved by the building in advance. No outside food or beverage is permitted inside the SNIEC. If you wish to arrange any booth catering for your staff or customers, you may contact the [food concessions](#) in the SNIEC. Please inform IAAPA at Exhibitors@IAAPA.org of any food sampling or catering arrangements for building approval.

Booth Design Guidelines

As you begin to plan for your exhibit on-site, make sure you are familiar with IAAPA's [booth display guidelines](#). Exhibit fixtures, components, and attached identification signs in shell scheme and raw space-only booths that are 3 meters deep are limited to 2.5 meters high. Booths 6m deep and above may extend up to 6m. Double-sided signs, graphics, and logos above 2.5m must be setback 3m from the adjacent booths or be covered/finished on the side facing the adjacent booth. Booths that have a height of 4.5m and higher, with a roof/covering more than 50% of the contracted space, or any multi-level booths will also need to submit a registered structural engineer report. Review all the guidelines [here](#). Please submit your proposed layout online through the [Booth Layout form](#) by **25 June**.

Online Ordering of Exhibitor Services

Have you started reviewing the [Exhibitor Services Guide](#) containing all the information and order forms you need to successfully exhibit at IAAPA Expo Asia? If not, [get started now](#). Once you're ready to order your services, use the AMC (Exhibits) [online ordering](#) portal. Your password is your IAAPA Company ID (same password used for Exhibitor Registration). Don't delay—[deadlines](#) are approaching!

Visa Invitation Letter

Exhibitors can request a visa invitation letter during the [exhibitor registration process](#). The IAAPA visa invitation letter DOES NOT guarantee entry into China, so we encourage you to verify with your local embassy or consulate what is needed to meet the requirements for entry into the country. **If you have any concern regarding international travel, please reach out to ExhibitSales@IAAPA.org.**

Last Call! Increase Your Visibility at IAAPA Expo Asia and Become a Sponsor

Maximize your brand awareness and industry support by sponsoring one of the special events at IAAPA Expo Asia! Sponsorship opportunities are now available to equip your team with industry credibility while increasing your sales leads. Our team is seeking a few additional sponsors for Insights Day, the Education Sessions, Opening Reception, and the Post-Tour. View all events [here](#), and contact Emily Popovich, Director Global Sponsorship & Advertising, at EPopovich@IAAPA.org to sign up now!

Upcoming/Past Deadlines

- 23 April [Censorship Material to APT](#)
- 31 May [Exhibitor Promotion Program](#)
- 25 June [Booth Layout Form](#) (compulsory)
- 2 July [Order forms for official contractor \(AMC\)](#)
- 9 July [Audience Participation Safety Form](#) (compulsory)

See the complete list of [Exhibitor Deadlines](#).

Quick Links

- [Exhibitor Services Guide](#)
- [Exhibitor Staff Registration](#)
- [Login](#) to submit IAAPA-required documents and update company profile for attendees
- [Exhibit Hall Floor Plan](#)
- [Hotel Reservations](#)
- [Exhibitor Schedule](#)

For a complete list of links to exhibitor information, check out the [Exhibit and Sponsor](#) webpage to help guide you to exactly what you need!

Did you miss the last Exhibitor Bulletin? Find each past issue [here](#). If you have any questions as you prepare to exhibit, please [contact](#) an IAAPA representative.

2021 年 IAAPA 亚洲博览会 参展商通告#2-2021 年 5 月 7 日

参展商登记现已开放

在展会期间，IAAPA 将会免费向参展商工作人员提供参展商工作人员胸牌。参展公司将获配参展商工作人员胸牌，配额标准为首 9 平方米净展位面积 5 张，随后每增加 9 平方米净展位面积增加 2 张，但参展商可获配的胸牌最多不超过 50 张。请参阅[下表](#)。额外的参展商工作人员胸牌可按早鸟会员/非会员价购买。

参展商工作人员胸牌使用指南

- IAAPA 成员之参展公司可免费进出展会和教育会议。非 IAAPA 成员参展商只能免费进出展会。
- 参展商可以在网上登记时购买特别活动的门票，包括 IAAPA 安全学院、开幕典礼、联谊招待会、业界领袖早餐会和教育考察团。名额有限，须预先登记。IAAPA 成员可在登记活动时节省更多。由于这些活动的门票经常会售罄，IAAPA 鼓励您和您的贵宾尽早购买这些特别活动的门票。

- 未满 18 岁之儿童严禁在布展和撤展期间进入展厅，并且不能登记使用参展商工作人员胸牌。
- 请不要在参展商登记网站给非参展商登记。若参展商将工作人员胸牌给买家使用，国际游乐园及景点协会 (IAAPA) 将对其收取每张胸牌 150 美元的罚款。请使用[参展商嘉宾计划](#)为现有/潜在客户登记，免费出席 IAAPA 亚洲博览会。

参展商登记说明

1. 请前往参展商登记网站：<https://regs.huiyibaba.cn/iaapa/index.html>
2. 输入公司/参展名称的首几个字母 (即合同上注明的“参展”名称)，然后单击“搜寻”按钮。
3. 找到您的公司名称后，单击“确认”按钮，然后单击“下一步”
4. 您的密码为您的 IAAPA Company ID。
5. 登录后，单击“登记人员”按钮。
6. 完成登记后，您可以返回此屏幕编辑或删除展位人员。如果您需要另一份确认信或签证邀请函 (如果已完成)，也可以单击“编辑”按钮。
7. 您可于 8 月 5 日午夜 (东部时间)前，在线更改已登记的展位人员信息或登记更多展位人。

参展商须遵守间隔 2 米半径的物理距离规定，要确定展位的瞬时最大人数，请将展台总面积除以 2.65，在计算过程中请将展台工作人员和任何会到访您展位的潜在买家都纳入考量。

强制提交身份证明及胸卡领取

近几年，所有参展商在注册登记过程中都必须提交其身份证、护照或旅行许可证证件号，请携带您注册时使用的身份证、护照或旅行许可证到现场领取您的胸卡。胸卡只能由本人领取，参展商不能像往年一样为同事带领胸卡。更多信息请参考[这里](#)。

酒店预订

请不要忘记预定上海新国际博览中心 (SNIEC) 附近最佳的酒店，IAAPA 推荐的酒店是**上海浦东嘉里大酒店**。如需在 IAAPA 亚洲博览会期间，以 1,100 元++ 的折扣价预定该酒店，[请填写嘉里酒店预订表](#)并发展送至 reservations.khpu@thekerryhotels.com。2021 IAAPA 亚洲博览会的参展商也可以折扣价预定其他区域的酒店，详细的酒店列表和预定链接请点击[这里](#)。

食物及饮料

所有食物及饮料样本必须预先得到上海新国际博览中心的批准。上海新国际博览中心不允许自行携带外来食物及饮料。如果您希望在展位上安排任何展位餐饮给您的员工及客户，您可以联系[SNIEC 内的餐厅](#)。如欲于展位派发食物及饮料样本或在展位安排餐饮服务，请发送电邮至 Exhibitors@IAAPA.org，以便我们向展馆取得批准。

展位设计指引

在您开始策划现场的展出细节之际，请确保您已经熟知 IAAPA 的[展台设计规则](#)。标准展台及 3 米宽的光地展台的展示装置、组件及附加指示牌之限高为 2.5 米。宽度达到或超过 6 米的展位限高为 6 米。超过 2.5 米高的双面标识、画面、logo，必须和相邻展位间隔 3 米，或遮挡住面对相邻展位的一面。达到或超过 4.5 米的展位；顶部遮挡面积大于 50% 的展位；或任何双层、多层展位都必须提供结构工程师的审核意见。请点击[这里](#)查看限高的具体要求。请于 6 月 25 日前通过[展会设计/平面图表格](#)在线提交拟议的展位布置图。

参展商线上订购服务

您是否已开始阅读[展商服务手册](#)？当中含所有助您成功参展的重要信息及订购表格。现在就立即[开始阅读](#)！如欲订购设施或服务，请使用建同展览有限公司的[在线订购服务](#)订购。您的登入密码是您 IAAPA 的公司 ID (跟参展商登记登入密码一样)。 [截止日期将至，马上订购！](#)

签证邀请函

参展商在[参展商登记](#)的过程中可申请签证邀请函。请注意，国际游乐园及景点协会 (IAAPA) 提供的签证邀请函不能保证您可以入境中华人民共和国，所以我们建议您与当地的大使馆或领事馆联系，以了解入境中华人民共和国的要求。

若您对国际旅行有任何顾虑，请联系 ExhibitSales@IAAPA.org。

把握最后机会成为赞助商！

通过赞助 IAAPA 亚洲博览会的一个特别活动，扩大您的品牌知名度、提升行业支持度！现有一个赞助机会，为您的团队提供行业信誉，同时增加您的销售影响力。我们的团队正在为交流活动、教育课程、开幕酒会以及会后参观游找寻一小部分赞助商，[请点击这里查看所有活动](#)。联系 Emily Popovich 全球赞助及广告总监，EPopovich@IAAPA.org 立即报名吧！

临近/已超时的截止日期

- 4 月 23 日 [向主场运输 APT 提供审查材料](#)
- 5 月 31 日 [参展商推广计划](#)
- 6 月 25 日 [展台设计表](#)（必须提交）
- 7 月 2 日 [提交给主场搭建商](#)（AMC）的表格
- 7 月 9 日 [观众参与活动安全表格](#)（必须提交）

点击查看完整的[截止日期说明](#)。

快速链接

- [参展商服务指南](#)
- [参展商员工登记](#)
- [登陆](#)以提交 IAAPA 亚洲博览会所需文件或更新公司信息
- [展馆平面图](#)
- [酒店预定](#)
- [展览会日程](#)

参展商如需获取详细的信息清单，请点击[参展商及赞助商](#)页面找到您所需的项目！

您是否错过了上一封参展商通告？点击[这里](#)以查看之前的通告。若您在准备参展的过程中有任何问题，请[联系](#) IAAPA 代表。

[Privacy Policy](#)

Email Exhibitors@IAAPA.org if you wish to be removed from receiving exhibitor bulletins.

[隐私政策](#)

若您不想接收参展商公告，请联系 Exhibitors@IAAPA.org



THE ATTRACTIONS INDUSTRY'S PREMIER EVENT IN ASIA.

CONFERENCE: 10-13 August 2021 | TRADE SHOW: 11-13 August 2021

SHANGHAI, CHINA

IAAPA Expo Asia 2021 Exhibitor Bulletin #1 – 2021 年 4 月 8 日

请见下面的中文翻译

Thank you for your participation at IAAPA Expo Asia 2021!

We look forward to making your exhibiting experience the best it can be. To ensure you don't miss any important information, updates, or reminders related to exhibiting at the show, you will receive email bulletins every three or four weeks with all the details you need to know. If someone else on your team should be receiving these, please let us know.

Health and Safety is Our Top Priority

IAAPA is focused on providing a safe and healthy environment for attendees, exhibitors, and our team at IAAPA Expos. IAAPA is working closely with our partners at the Shanghai New International Expo Centre and the local health department to develop and implement a comprehensive plan focused on a safe and successful IAAPA Expo Asia 2021. IAAPA is also following the latest guidance and recommendations for large groups and meetings from the [World Health Organization](#). The current health and safety guidelines are [here](#). Throughout the [Exhibitor Services Guide](#) you will find other health and safety tips to consider for your booth.

Exhibitor Services Guide – AVAILABLE NOW!

The exhibitor order forms and information for IAAPA Expo Asia 2021 are posted online at www.IAAPA.org/AsiaServicesGuide. Here are links to some key documents:

- [Important Show Information](#) including location, show colors, details about booth design submission requirements, height restrictions, and overall key information relevant to all exhibitors.
- [Exhibitor Schedule](#) including move-in and move-out details
- [Deadlines](#) for submitting required information and ordering equipment you will need on-site
- [Shipping](#) customs information and on-site handling request form
- [Show Rules](#) including potential fees, and loss of seniority points should you not abide by them
- [Booth Layout Information and Guidelines](#) to help with the design of your booth
- Specific information for [Shell Scheme](#) exhibitors and [Raw Space/Modified Shell Scheme](#) exhibitors
- Order forms from [vendors](#) including [carpet](#), [electrical](#), [furniture](#), and more. Online ordering is available [here](#). Search your company name and the password is your IAAPA Company ID.

All exhibitors—regardless of booth type, size, or products exhibited—are **required** to provide several items **in advance** to IAAPA. Those include the following:

- [Exhibitor Listing](#) for online and printed Show Program
- [Booth Design/Layout Form](#) (due 25 June)
- [Audience Participation Safety Form](#) (due 9 July)

These items can all be submitted in one location! Follow these easy steps:

1. Log in to your online booth at www.IAAPA.org/AsiaProfile.
2. Click “Edit Booth Info” to update your exhibitor listing.
3. Click “Exhibitor Required Documents” and then click the link for the required and optional forms.

If you have trouble locating any information or have any questions, please refer to the [Contact Information](#) document for the appropriate person to assist you.

Warning: Non-Official Vendors and Scams

Be aware that many companies inappropriately represent themselves as official vendors for IAAPA, especially offering services such as hotel rooms, audio-visual services, furniture, mailing lists, show guides, etc. in conjunction with an IAAPA trade show. It is always best to check the show’s [Official Vendor list](#) before responding to their solicitation to determine if they are IAAPA-approved.

In addition, over the past few years, more and more companies have been fraudulently claiming to sell “IAAPA Attendee Lists.” These lists are **not** lists from IAAPA events—IAAPA does not sell or release attendee contact information from any event. For your own protection, you should refrain from conducting business with these rogue companies. For more information click [here](#).

International Exhibitor Rep Program

IAAPA has partnered with the International Exhibitor Rep Program (IERP) to help exhibiting companies set-up and run their booth on-site at IAAPA Expo Asia if they are not able to travel to Shanghai. IERP is more than a staffing company. They provide local personnel that are professionally trained in exhibit management. They work with exhibitors pre-show to develop an action plan for onsite execution and exhibiting success. This is a great solution for companies that want to have a presence at IAAPA Expo Asia but aren’t able to travel there in person. Contact exhibitors@IAAPA.org for more information.

Exhibitor Promotion Program

IAAPA wants to help promote new products exhibitors are bringing to IAAPA Expo Asia 2021 through an exhibitor promotion program. Just [login](#) to your eBooth, click Exhibitor Required Documents, then Exhibitor Logo and New Products form. The deadline is **31 May**.

Exhibitor and Guest Registration Opening Soon

[Exhibitor registration](#) will open the end of April for your on-site staff attending IAAPA Expo Asia and by the end of May for the [Exhibitor Guest Program](#) for your guests and prospects. Watch your email or check out the [Exhibitor Services Guide](#) for the live links to be posted.

Shine in Funworld’s Asia-Pacific & Global Theme Park Issue

Make your company's spotlight shine in Funworld! Feature your products and strategies to make guests feel welcome as they return to parks and attractions in 2021. IAAPA’s July/August issue of Funworld will put a spotlight and focus on the Asia-Pacific region and global theme parks. Funworld, IAAPA's official magazine, is the perfect place to share products and services directly with decision-makers. This issue will also be distributed on-site at IAAPA Expo Asia 2021. Contact +1-321-319-7645 or Advertising@IAAPA.org. The deadline is **25 May**.

If you have any questions as you prepare to exhibit, please [contact](#) an IAAPA representative.

2021 年 IAAPA 亚洲博览会 参展商通告#1-2021 年 4 月 8 日

感谢贵司参展 2021 年 IAAPA 亚洲博览会！我们将以最高素质服务阁下，令展会顺利完成。阁下将于每 3 到 4 个星期收到我们的电子参展商通告，发布所有关于参展的重要信息、更新及提示。如有其他同事也需要获得此资讯，请通知我们加入邮件名单。在此呈上第一期参展商通告！

健康和安是我们的第一考量！

国际游乐园及景点协会 (IAAPA) 致力于为观众、参展商和参与 2021 年 IAAPA 亚洲博览会的工作人员提供一个安全和健康的展览环境，我们与上海新国际博览中心和当地卫生部门保持紧密联系，为 2021 年 IAAPA 亚洲博览会的安全、成功举办制定并落实一份综合性方案。国际游乐园及景点协会 (IAAPA) 也将遵循 [国际卫生组织](#) 制定的大型活动及会议的最新指导方针和建议，目前的有关健康和安指导意见请参考[这里](#)。您可在[参展商服务指南](#)中找到健康和安提示以供设计展台是参考。

展商服务手册 - 可立即登陆！

2021 年 IAAPA 亚洲博览会参展商订购表格和信息已经在线发布 —

www.IAAPA.org/AsiaServicesGuide。本页面包含了展会所有重要事项。以下是一些关键文档的链接：

- [重要展会讯息](#) 包括地点、展厅颜色、有关展位设计图提交要求、高度限制和总体适用于所有参展商的重要信息
- [展会流程](#) 包括进场及撤场详情
- [截止日期](#) 提交所需资料及订购会场内需要的设备
- [托运](#) 海关信息及现场装卸代理申请表
- [展会规则](#) 包括违反展会规则的潜在罚款及展出资历扣减
- [展台设计信息及指南](#) 设计展台时可供参考
- 给 [标准展位](#) 参展商的重要信息及给 [光地/标改](#) 参展商的重要信息
- 大会 [供应商](#) 订单表格包括 [地毯](#), [电力](#), [家具](#) 等。在线下单请点击 [这里](#)。请查找到贵司公司名称，密码是您的 IAAPA 公司 ID。

不管是什么展位类别、尺寸或展示产品，所有参展商均需于展会前向 IAAPA 提交以下文件：

- 在线、打印版会议及博览会会刊 [展商名单](#)
- [展位设计图/布置](#) (截止提交日期：6 月 25 日)
- [观众参与与安全表格](#) (截止提交日期：7 月 9 日)

以上文件都在线上同一个地方提交！请遵循以下简单步骤：

1. 登录您的在线展位：www.IAAPA.org/AsiaProfile。
2. 点击 “Edit Booth Info” (编辑展位信息) 以更新您的展商名单信息。
3. 点击 “Exhibitor Required Documents” (参展商所需文件)，然后点击所需提交或自选提交的表格链接，上传所需文件档案。

如有任何疑问，请参阅[联络人信息](#)。

警告：非大会指定供应商和诈骗

请注意，许多公司不恰当地表示自己为国际游乐园及景点协会 (IAAPA) 的大会指定供应商，特别是在 IAAPA 商展期间提供酒店客房、视听、家具、与会者通讯录、展会指南等服务。我们建议先查看展会的[大会指定供应商名单](#)，以确定他们是否获得 IAAPA 批准。

此外，在过去几年，越来越多的公司以欺诈手段声称出售“IAAPA 与会者名单”。这些列表并不来自 IAAPA 活动 — IAAPA 不会出售或发布任何活动的与会者联系信息。为了保障贵司权益，请避免与这些非官方公司开展业务。欲了解更多信息，请点击[此处](#)。

国际参展商代理计划

针对无法到现场参加 2021 年亚洲博览会的企业，国际游乐园及景点协会 (IAAPA) 合作推行了国际参展商代理计划 (IERP)，以帮助您搭建并管理您的展位。IERP 不仅仅是一家人力资源公司，他们可提供当地专业的展览会管理人员，展前帮助展商制定现场行动指南，确保顺利展出。对于无法到场的企业来说，这无疑是一个完美的解决方案！如需了解详情，请联系 exhibitors@IAAPA.org。

参展商推广计划

国际游乐园及景点协会 (IAAPA) 有志于通过参展商推广计划，帮助参展商推广将在 2021 年亚洲博览会中将推出的新产品，参与方式非常简单，仅需[登陆](#)您的网上展位，点击参展商需要提交的文件，然后点击参展商 Logo 和新产品表格即可。截止日期为 5 月 31 日。

参展商及嘉宾登记即将开放

[参展商登记](#)将于 4 月底开放予贵司将参与 2021 年亚洲博览会的员工。[参展商嘉宾登记](#)则于 5 月底开放予贵司的嘉宾及潜在客户。有关登记连结，请留意您的邮箱或查阅[展商服务手册](#)。

在 FUNWORLD 杂志的亚太主题公园板块大放异彩

将贵司的闪光点发布在 FUNWORLD 上吧！以贵司的特色产品和策略，让您的客户在 2021 年回归乐园时感到如沐春风，IAAPA 亚洲博览会的官方杂志 **FUNWORLD** 七月/八月刊将聚焦于亚太地区及全球的主题公园议题，这将是您向决策者们直接地展示产品和服务的绝佳机会！这个议题也将在 2021 年 IAAPA 亚洲博览会现场发布。您可联系+1-321-319-7645 或 Advertising@IAAPA.org，广告截止日期：2021 年 5 月 25 日

如对以上有任何疑问，请[联系](#)国际游乐园及景点协会 (IAAPA) 代表处。

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[隐私政策](#)

若您不想接收参展商公告，请联系 Exhibitors@IAAPA.org