

A Step-by-Step Guide through the Exhibitor Services Guide

参展商服务手册分步使用指南

FIRST STEPS 第一步

1. Review the [Important Show Information](#) for key details and the [Booth Safety Guidelines](#).
请查阅[展览会重要信息](#)，以及[展台安全指南](#)。
2. Review, print, and post near your calendar the [Deadlines / To Do List](#) to ensure you don't miss ordering or discount deadlines.
检查[展览会截止日期/需要提交的信息](#)并将其提上您的日程，从而防止遗漏任何订单或错过截止日期。
3. [Register](#) your on-site Booth Staff. Your password is your IAAPA Company ID.
为您的展台工作人员[注册](#)。登陆密码是您的 IAAPA 公司编号。
4. Make your [Hotel Reservations](#) (review the [Exhibitor Schedule](#) dates and times to ensure you include ample time for set-up and tear-down of your booth). Visa information is available on the last page [here](#).
[预定酒店](#)（请核对[参展商日程表](#)上的时间和日期，保证为搭建和撤馆预留了足够的时间）签证相关的信息请参阅最后一页，您可点击[这里](#)查看。

BOOTH ELEMENTS 展台相关内容

1. Complete the forms for your booth type:
根据您的展位类型填写相关表格
 - a. [Shell Scheme Exhibitors](#)
[标准展位参展商](#)
 - b. [Raw / Space Only Exhibitors](#)
[光地展位参展商](#)
2. Review the [Booth Layout and Display Guidelines](#) information so you understand the height limits and other booth guidelines.
关于展台限高和其他展台设计指南请参阅[展台设计规则](#)
 - a. Everyone must [login](#) to note if they need to submit a booth design.
每一家参展商都必须[登陆](#)系统来确定是否需要提交展台设计图纸。
 - b. Is your booth raw space only, displaying inflatables, or needs a variance?
您的展位是否为光地展位、是否展示可充气设备或需要特殊设计？
 - i. **YES** → Upload file(s) of your booth layout/design for approval.
是→请上传您的展台设计图以供审核。
 - ii. **No** → Submit the form with no attachments.
否→填写表格，不上传附件。
3. All booths must have Carpet or some form of floor covering over the contracted booth space.
[Shell Scheme](#) booths include 0503 Purple carpet. If you would like to change this color or if your booth is raw space, do you need to order Carpet? **YES** → Complete the [Carpet Order Form](#).

所有的展位地面必须使用地毯或以其他形式覆盖。[标准展位](#)的配置中包含了 0503 号紫色的地毯。若您标准展位参展商，是否需要更改地毯颜色？如果您是光地参展商，是否想预定地毯？**是** → 请填写[地毯预定表格](#)。

4. Do you need Counters, Tables, Chairs, or Furniture items? **YES** → See the [Furniture](#) Form.
您是否需要柜子、桌子、椅子或其他家具、展具？**是** → 请参阅[家具租赁](#)表格。
5. Basic electrical is included with [Shell Scheme](#) booths. If you need additional or your booth is raw space, will you need electricity in your booth (laptop, lights, display materials)? **YES** → Complete the [Electrical Order Form](#).
标准展位已经包含了基本的电源供应，若您需要额外的电源，或您是光地参展，展位内需要用电（电脑、灯、展示材料等）？**是** → 请填写[电源电器租赁表](#)。
6. Will you need internet access in your booth beyond the basic WiFi? **YES** → Complete the [Internet Order Form](#).
除了基础 WiFi 以外，您的展位内是否还需要额外的网络？**是** → 请填写[网络租赁表格](#)。
7. Do you need other Utilities for your booth? **YES** → See the order forms below.
您的展位上是否需要其他设施？**是** → 请参考以下表格。
 - a. [Water & Drain](#)
[排给水](#)
 - b. [Compressed Air & Gas](#)
[压缩空气](#)
 - c. [Lighting](#)
[照明](#)
8. Consider other booth enhancements you may need:
考虑到其他升级需求，您可能还需要：
 - a. [Audio-Visual & Computers](#)
[视听设备及电脑](#)
 - b. [Floral/Plants](#)
[植物](#)
 - c. [Graphics / Printing](#)
[制图、打印](#)
 - d. [Interpreters](#)
[翻译](#)
 - e. [Lead Retrieval](#)
[数据采集器](#)
9. All exhibitors must complete the [Audience Participation Safety Form](#). Are you bringing a dynamic device? **YES** → Submit all necessary documents including higher liability insurance coverage.
所有参展商必须填写[观众安全参与表格](#)。您是否展出机动装置？**是** → 请提交包括高于一般展位保额的保单在内的所有必要文件。
10. Animals, Drones, Food and Beverage, and more are restricted in the SNIEC. Review the guidelines [here](#).

上海新国际博览中心对动物、无人机、食物及饮料等有限制，详情请点击[这里](#)。

AMC ONLINE ORDERING / FORM SUBMISSION: AMC 的线上下单、填表地址如下：

<https://amc-manual.com/IAAPA2021/exhibitor/login.php> (password is your IAAPA Company ID 密码是您 IAAPA 的公司编号)

GETTING YOUR EXHIBIT TO THE SHOW 展品运输

1. Review the [Schedule](#) for the earliest date and time you have access to the show floor.
请查看[日程](#)，以了解您最早可进入展馆的时间和日期。
2. Will you have materials to ship to the show?
您是否需要运输资料到展馆？
 - a. **YES** → Review [Shipping and Freight Handling Information](#)
是 → 请参考[运输指南](#)
 - b. **NO** → Review the [On-Site Handling Information](#)
否 → 请参考[物品入场指南](#)
 - i. Are you driving your materials to the show? **YES** → Refer to the Transport Pass and Waiting License on page 7 [here](#).
您是否开车运输物资到展馆？**是** → 请点击[这里](#)查看车证及轮候证说明。

ON-SITE SET-UP 现场展台搭建及布置

All booths must be set-up and ready for inspection by 17:00 Monday, 10 August.
所有的展位都必须在 8 月 10 日星期一 17 点前完成搭建并接受检查。

1. Are you unable to send staff to the Expo to work your booth? Will you need a booth manager to set-up and manage your booth during the show? **YES** → Contact exhibitors@IAAPA.org for assistance.
是否您的工作人员无法到现场参加展览会？您是否需要一位展台经理来监督展台搭建并在展览会期间管理您的展位？**是** → 请联系 exhibitors@IAAPA.org 以获取帮助。
2. Are you using a company other than the Official Contractor or your staff to build/set your booth? **YES** → Review the [Non-Official Contractor/Exhibitor-Appointed Contractor](#) information.
您是否雇佣了第三方搭建公司来搭建您的展位？或是由您自己的员工来进行搭建、布置？**是** → 请参阅[参展商指定搭建商](#)信息。
3. If your booth is 6mx6m or larger, will you need to hang anything over your booth? **YES** → Complete the [Rigging Form](#).
若您展台面积大于 6 米 x 6 米，您是否需要在您的展位上方悬挂物品？**是** → 请填写[吊点申请表](#)。
4. Don't forget to review the Show Rules!
请务必仔细阅读展览会规则！
 - a. [Show Rules & Violations](#)
[展览会规则及处罚条例](#)
 - b. [IAAPA Contract Terms](#)
[IAAPA 合同条款](#)
 - c. [Intellectual Property Policy](#)
[知识产权政策](#)
 - d. [Show Policies](#)
[展览会政策](#)
 - e. [Health and Safety Guidelines](#)
[健康及安全指南](#)

MARKETING YOUR EXHIBIT 展位推广机会

1. Update your [Exhibitor Profile](#) for the Show Program. Consider a [digital promotion package](#).
为展览会宣传更新您的[参展商资料](#)。考虑是否升级[数字展位](#)。
2. Consider a [sponsorship](#) or [advertising](#).
考虑[赞助](#)或[广告](#)。

3. Invite your customers and prospects to visit your booth for **free** through the [Exhibitor Guest Program](#).

免费邀请您的客户和潜在客户参观您的展位，请查看[参展商特邀嘉宾计划](#)。

For additional information and full details relating to the Expo, please review the [Exhibitor Service Guide](#). You can view/print the material by individual page. Further questions can be directed to Exhibitors@IAAPA.org.

若您需要展览会相关的其他信息或详细说明，请查看[参展商服务指南](#)。您可在独立的页面上查看/打印您所需的资料。若有其他疑问，请直接联系 Exhibitors@IAAPA.org。