



HANGZHOU,  
CHINA  
September 17<sup>th</sup> - 19<sup>th</sup> 2025

September 17-19, 2025  
2025年9月17-19日  
Hangzhou Grand Convention and Exhibition Center  
杭州大会展中心

# WORLDDIDAC ASIA 2025 第十一届亚洲教育装备博览会 暨人工智能教育大会

Shanghai International Advertising Exhibition Co.Ltd  
上海国际广告展览有限公司  
Tel: 86-21-61363414  
yanrende@meorient.com  
www.worlddidacasia.com 英文  
www.worlddidacasia.cn 中文

## Contract 企业参展合同

Please select which categories your institution can be indexed 请选择您的机构类别：

- IE  EdTech  Early Learning  k-12  TVET  Higher Education  Special Education  
 教育国际化  教育信息化  学前教育  基础教育  职业教育  高等教育  特殊/继续教育

Complete name and address of company 完整的公司信息

Company Name 公司名称 \_\_\_\_\_

Address 地址 \_\_\_\_\_ Post Code 邮编 \_\_\_\_\_

City 城市 \_\_\_\_\_ Country 国家 \_\_\_\_\_ Website 网站 \_\_\_\_\_

Telephone 电话 \_\_\_\_\_ Fax 传真 \_\_\_\_\_ E-mail 邮箱 \_\_\_\_\_

Owner of company 法人 \_\_\_\_\_ General Manger 总经理 \_\_\_\_\_

Contract signed person 合同签订人 \_\_\_\_\_ Telephone 电话 \_\_\_\_\_ E-mail 邮箱 \_\_\_\_\_

Exhibition Contact person 展会联系人 \_\_\_\_\_ Telephone 电话 \_\_\_\_\_ E-mail 邮箱 \_\_\_\_\_

Preferred stand layout 期望的展位类型

- Shell Scheme 标摊  Raw Space 光地 Space 面积: \_\_\_\_\_ m<sup>2</sup> Frontage 长: \_\_\_\_\_ m Depth 宽: \_\_\_\_\_ m
- USD 1,620/9m<sup>2</sup>  USD 180/m<sup>2</sup>  RMB 10,800/9m<sup>2</sup>  RMB 1,080/m<sup>2</sup>  
 ≥ 9m<sup>2</sup>  ≥ 36m<sup>2</sup>  ≥ 9m<sup>2</sup>  ≥ 36m<sup>2</sup>
- Foreign Exhibitors 国外展商  Foreign Exhibitors 国外展商  Domestic Exhibitors 国内展商  Domestic Exhibitors 国内展商

\* Booth configuration: The standard booth includes three sideboards, carpet, one inquiry desk, two folding chairs, two spotlights, one 13 amp power socket, Chinese and English company fascia board, and one waste paper basket; The bare space booth only provides venue and exhibition lighting, public area cleaning, and on-site management and services, and is self built. 展位配置: 标准展位包括: 提供三面展板、地毯、一张问询桌、两把折椅、两盏射灯、一个13安培电源插座、中英文公司楣板、废纸篓1个; 光地展位仅提供场地、展厅照明、公共场所清洁及现场管理与服务, 搭建自理。

Exhibition Discount Information 参展优惠:

- \* Early Bird Discount: A 10% discount is available for those who register for the exhibition before May 1st, 2025. 早鸟价格: 2025年5月1日前报名参展优惠10%;
  - \* Member Discount: Member organizations of CEEIA and the WORLDDIDAC Association are eligible for a 10% discount. 会员优惠: 中国教育装备行业协会与世界教具联合会的会员单位可享受10%优惠。
- Note: The Early Bird discount and the member discount can be enjoyed simultaneously for members only. 说明: 会员可同时享有早鸟价格与会员优惠。

Promotion Package 展会宣传配套项目

- Exclusive Sponsorship/展会冠名赞助  Website Ad Banner/ 亚教展官网首页  Exhibitor Dinner/ 展商晚宴
- Co-organizer Sponsorship/协办方赞助  Live Interviews/ 亚教展直播采访  Shuttle Bus Sponsorship/ 接驳大巴
- Forum Sponsorship/论坛赞助  Media Interviews/ 教育媒体专访  Give-away/ 大会伴手礼
- Edtech Day Sponsorship/技术首发日赞助  PCatalogue Ad/ 大会会刊广告  Volunteer Uniforms/ 志愿者服装
- New Product Launch Sponsorship/新品发布会  Show Bag/ 大会手提袋  Technology Sponsorship/大会智能产品&技术赞助
- Best Practices Award /优秀案例集录入  Badgesackage / 展商胸牌  Exhibition Center Ad/ 展馆户外&室内广告

The promotion opportunities for this exhibition are only open to exhibitors. We will provide abundant promotional resources to assist participating companies in fully utilizing the popularity advantage of the exhibition, effectively expanding brand influence, quickly narrowing the distance with professional audiences, and achieving the maximization of promotional effects. If you are interested in booking promotional opportunities, please check the relevant options before the deadline and send them to us. We will send you a detailed Sponsorship Handbook for exhibitors to refer to and choose from.

本次展览会的推广机会仅面向参展商开放。我们将提供丰富的推广资源, 助力参展企业充分利用展会的人气优势, 有效扩大品牌影响力, 快速拉近与专业观众的距离, 实现宣传效果的最大化。如您有意向预定推广机会, 请在截止日期前勾选相关选项并发送至我们。我们将为您发送详细的《赞助商手册》, 供参展单位参考选择。

## Payment Terms 费用支付细则

- 1) A down payment of 50% of all participation should be paid to organizer in 7 days after signing the contract;  
参展单位自合同签订之日起7个工作日内支付50%的展位费用作为定金;
- 2) If organizer doesn't receive the payment, the organizer has no duty to reserve the booth for enterprise;  
参展单位未及时支付参展费用的, 主办单位将不确保预定展位;
- 3) Compensation shall be charged when withdraw from the exhibition: Before May. 1, 2025 - 50% of contracted amount;  
2025年5月1日前参展单位退展, 需按合同金额50%支付给主办方作为补偿;
- 4) Compensation shall be charged when withdraw from the exhibition: After May. 1, 2025 - 80% of contracted amount;  
2025年5月1日后参展单位退展, 需按合同金额80%支付给主办方作为补偿;
- 5) Compensation shall be charged when withdraw from the exhibition: After August 1, 2025 - 100% of contracted amount;  
2025年8月1日后参展单位退展, 需按合同金额100%支付给主办方作为补偿;
- 6) The balance should be paid before July 1, 2025 Otherwise, the sponsor shall be deemed to be abandoned;  
展位费余款须2025年7月1日之前付清, 否则主办单位将视其放弃参展;
- 7) The enterprise who be the sponsor after August 1, 2025 should pay 100% sponsoring fee in 7 days after signing the contract.  
在2025年8月1日后参展的单位, 须在7个工作日内全额付清参展费用。

### 8) Payments accounts 付款账户信息:

Payment in RMB 人民币支付:

公司名称: 上海国际广告展览有限公司

开户银行: 交通银行上海闸北支行

行号: 301290050359

账号: 310066441018170070820

\*若您需支付外币, 请先联系您的业务人员, 获取形式发票。

If you want to pay in a foreign currency,  
please contact your sales representative to get the INVOICE first.

USD/EUR 美元/欧元支付:

Account Name:

Shanghai International Advertising and

Exhibition Co., Ltd.

SWIFE CODE: COMMCNSHSHI

Account No.: 310066441018170070820

BENEFICIARYS BANK:

BANK OF COMMUNICATIONS SHANGHAI BRANCH

ZHABEI SUB-BRANCH

ADDRESS:

NO.211 HENGTONG ROAD SHANGHAI CHINA

## Organizer's Confirmation 主办单位信息确认 (Filled by Organizer 主办方填写)

Booth Size

确认展台尺寸: (Frontage 长) m × (Depth 宽) m

Exhibition Area

确认展台面积: \_\_\_\_\_ m<sup>2</sup>

Booth No.

展台号: \_\_\_\_\_

Booth Fee

展位费用: \_\_\_\_\_

Promotion Package

推广套餐: \_\_\_\_\_

Advertising Fee

广告费用: \_\_\_\_\_

Prepaid Exhibition Fee

预付费用: \_\_\_\_\_

Date

支付日期: \_\_\_\_\_ Before / /  
年 月 日前

Total 总价: \_\_\_\_\_

Note 备注: \_\_\_\_\_

### For exhibitor service 展商服务说明:

Since the contract takes effect, the organizer would provide exhibitors a series of exhibitor services. Confirmation letter, marketing promotion, visitor invitation, exhibition notices etc. are all included.

Therefore, please fill in correct and frequent used email address and phone number so as to receive the service emails.

自合同签署生效后, 主办方将向展商以邮件形式提供一系列展商服务。包括展位确认、在线展商中心用户名发放、市场宣传方案、展会客户邀请、参展注意事项提示等全方位服务。请展商在合同第一页正确填写公司地址、常用电子邮箱和电话, 并及时查收主办方邮件!

\*\*\* If the Chinese and English have differences in the contract, the Chinese language version shall prevail. Final interpretation is owned by organizer.

合同中英文以中文表述为准, 主办方保留最终解释权。

Exhibitor stamp and legally signature

申请单位盖章

Organizer stamp and legally signature

主办单位盖章

Contact 经办人:

Contact 经办人:

Chief 负责人:

Chief 负责人:

Date 日期: \_\_\_\_\_ 年 月 日

Date 日期: \_\_\_\_\_ 年 月 日

# General Trade Fair and Exhibition Conditions 参展条款

## 1.Contract Conclusion

All exhibitors who are willing to participate in this exhibition must sign this contract and submit the stamped copy of this contract to Shanghai International Advertising Exhibition Co., Ltd. to confirm their willingness to participate. Once the contract is signed, the exhibition terms of this contract shall be deemed accepted and have legal effect.

## 2.Acceptance of Trade Fair and Exhibition Conditions

Every exhibitor, his agent or contractor, must observe the rules and regulations laid down and enforced from the date of this exhibition, including any amendments which may be applicable from the date of the exhibition and introduced by the relevant authority or the organizer. Failure to observe these rules and regulations may result in the authority or the organizer ordering the closure and removal from the exhibition hall all or part of the stand or exhibits in the event that this occurs, the authority and the organizer will not be held liable for any loss or damage thereby suffered by any exhibitor.

## 3.Co-Exhibitors, Other Third Parties

Any partial or complete relinquishment of booth floor space to co third parties, as well as the acceptance of contracts for other companies, must be approved by the organizer. Request for approval must be submitted to the organizer along with precise identification of the co-exhibitor or other third party.

The exhibitor is responsible for ensuring that his co

represents comply with the terms of participation.

Exhibitors must not transfer, dispose of, part with, or otherwise sub part, their contracted space, office meeting area, store area, or other accommodation whatsoever, whether for financial consideration or otherwise, or enter into any agreement to do so. Otherwise, the organizer has the right to remove the booth and will not be held liable for any loss thereby suffered by the exhibitor.

## 4.Terms of Payment, Right of Retention

If the exhibitor is in arrears with regard to his financial obligations, the organizer is entitled to exercise his right of retention of booth floor space and all other contractual services. The exhibitor has to assume liability for loss of or damage to pledged property through the fault of his own.

## 5.Contract Termination

The exhibition contract is fundamentally legally binding. It can only be terminated for good cause, and withdrawal is only possible in accordance with applicable legal requirements.

Otherwise, apart from the statutory rights to withdraw from the contract, the exhibitor has no right to withdraw from this contract. If the exhibitor states that he is withdrawing from the contract, this means – regardless whether the exhibitor has the right to withdraw from the contract or not. The exhibitor is renouncing his right to take part in the trade fair. The organizer is entitled to re without being obliged to do so, even if the exhibitor has no right to withdraw from the contract.

## 6.Intellectual Property Rights

Only exhibits / products (including the promotion materials in booth or the promotion materials distributed in the trade fair) uninvolved in any intellectual property rights dispute for which they are agent, distributor or dealer could be displayed. In the trade fair of any problems or disputes on-site, the decision of the organizer, being lessee of the premises, will be final. The organizer also reserves the right to amend any earlier decision made in order to meet and satisfy any unforeseen or prevailing circumstance for the benefit of the exhibition and concerned parties.

## 7.Exhibits & Promotion Materials

All exhibits, goods, products, posters, documents or services presented by the exhibitor shall be relevant to the exhibition theme and be part of the exhibits profile. The organizer reserves the right to remove any exhibit, article or item complementary to an exhibit which violates the above regulation. Any cost incurred will be borne by the exhibitors.

## 8.Photography, Filming, Video and Recording

Only persons or group authorised by organizer in possession of a valid exhibition pass may film, photograph, or make video recordings in the exhibition halls. Under no circumstances may photographic or other images or recordings be made of other exhibitors' stands. If this rule is infringed, the organizer can demand that the recorded material be surrendered and take legal steps to achieve this end.

The organizer is entitled to have photographs, drawings, films and video recordings made of events at the trade fair, of stands and exhibits, and to use them for advertising or general press publications.

## 9.Stand Cleaning & Removal of Waste

The organizer will arrange for the general cleaning of the exhibition halls and shell scheme prior to the opening of the exhibition and daily thereafter. It is the responsibility of the exhibitors to maintain their stands in a tidy condition at all times.

At the end of the exhibition, contractors must remove from the site all the materials especially the double-sided carpet tape used from their clients stands by the respective timings which the organizer specifies.

## 10.Contract Termination

All electrical installation, wiring and dismantling work at the exhibition must be carried out by the official stand contractor. No exception is permitted.

The organizer reserves the right to disconnect the electrical supply to any installations, which in the opinion of the electrical consultants, is deemed dangerous or likely to inconvenience exhibitors or visitors.

## 1.合同签订

所有有意愿参加本次展会的参展商必须签订此合同, 并将本合同敲章件提交 上海国际广告展览有限公司, 确定参展意愿。一旦合同签订, 本合同的参展条款被视为接受, 并具有法律效力。

## 2.展会规章制度遵守

参展商必须遵守中华人民共和国法律及公安、海关、商检等有关部门的政策法规。遵守主办方和展馆的有关规定(包括本合同所有条款)。若未遵守, 主办方和展馆有权撤除、封锁参展商所有或部分展品或展台。并且主办方和展馆将不对参展商的任何损失负责。

## 3.联合参展商及其他第三方

参展商同意其合作伙伴、代理公司等第三方使用其展位空间或转让其展位的部分空间, 并不代表主办方允许此行为。参展商必须向主办方提交申请, 申请批准后方可进行联合参展。

参展商向承担自身责任一样, 保证其关联方遵守展会规章制度。

展会期间参展商不得以任何理由转让、拼接展位, 或将租赁的会议室等空间转让。一经发现, 主办方有权收回展位, 并对展位申请单位予以处罚。转让或拼接展位出现的全部责任由该展位原申请单位承担。

## 4.付款方式及保密权

参展商必须按照本合同规定的时间付清款项, 若逾期未付清合同约定的款项, 主办方有权取消参展商的展位预定及其他相关服务, 且展商需自行承担未履行合约所造成的损失。

## 5.合同终止

本合同具有法律效力, 只有在合理情况下, 经参展商和主办方双方协商达成共识, 方可终止合同。

否则除了法定的撤销合同权利, 参展商无权撤销此合同。如果参展商表示其撤销合同, 这意味着不论其是否有权撤销合同, 参展商都表示了宣布放弃参加此次展览会。既使参展商没有权利撤销合同, 主办方也可以重新出租展位或者自己使用此展位。

## 6.知识产权保护

参展商对其展出的产品(包括展位内摆放的产品及张贴的宣传图片、发放的资料)须拥有自主知识产权或经知识产权人的授权许可, 不得存在侵权行为。未经参展企业许可, 本次展会现场严禁拍摄照片。如参展商的展品确属侵权, 参展商应撤出展品, 配合主办方和相关法律法规机构进行调查, 并不以展品被撤为由要求退还展位费。若因知识产权问题引起法律纠纷, 其责任及损失全部由申请该展位的参展商承担。

## 7.展品及宣传品

参展商展示的产品、服务及宣传资料必须符合展会主题及在主办方规定的展示范围内。主办方有权要求参展商撤除不符合展会主题的产品、服务及宣传资料。由此产生的损失由参展商承担。

## 8.摄影、摄像、录音行为

只有经主办方授权并拥有有效胸卡的个人或团体才能在展览馆内进行摄影、摄像、录音行为。在任何情况下都不允许未经授权人员根据他人展台内的展品制作照片或者其它性质的图像或者录像。一旦发现, 主办方可以要求其上缴所录材料并可以采取进一步法律手段追究此事。

主办方有权拥有依据展览会上展品制作的摄影、图画、电影和录像, 并有权在广告宣传或者一般的媒体出版物上使用。

## 9.清洁

展览会布展、撤展期间的标准展位和公共区域的清洁工作由主办方负责, 特装展位的清洁由参展商自行负责。

申请特装展位的参展商在撤展时需将展架或装修材料一并撤展展馆, 主办方将向特装展会展施工单位收取清洁押金, 在撤展时凭展馆保洁、保安人员的签字方可退回押金。

## 10.电力

主办方提供展厅内的整体照明。所有电源接驳须经主办方指定的主场搭建商执行。

主办方有权切断所有被视为有安全隐患的电源, 拆除任何危及公共安全的用电装置。

# General Trade Fair and Exhibition Conditions 参展条款

## 11. Dismantling

The removal of products /exhibits, as well as partial or complete dismantling of the booth may not be executed until after the close of the event.

Exhibition floor space must be fully vacated at the latest by the time designated for the completion of dismantling. If the floor space is not vacated on time, the exhibitors must apply for overtime work. Exhibitors are required to inform the Organizer of any overtime work during stand construction and dismantling time. Otherwise, the organizer is entitled to vacate the floor space and to place objects left behind into storage at the expense of the exhibitor. The exhibitor has to assume liability, loss and extra cost for the overtime work.

## 12. Liabilities and Insurance

All exhibitors participating in this exhibition must arrange at their own cost "all-risk" insurance coverage from origin country up to the exhibition stand including duration of the exhibition period and return to domicile.

Exhibitors are strongly advised to pack and remove from the exhibition area all portable, attractive and valuable items at the end of each day when the exhibition closes as this is the time that there is the greatest risk of loss and theft. All these items MUST NOT be left unattended or out of sight at any time. The organizer will not be responsible for the safety of articles of any kind brought into the exhibition by the exhibitors, their agents, contractors, visitors or any other persons whatsoever.

## 13. Dilapidation

Exhibitors are responsible for the cost of making good or replacing any damage or dilapidation to the exhibition premises, whether caused by themselves, their agents, contractors or by any person or person employed or engaged on their behalf by such agents or contractors or by any other person. Exhibitors occupying shell scheme stands are also responsible for the cost of making good, any damage to the contractor's stand structures, floor covering, light fittings and any other hired items, whether caused by themselves, their agents, contractors or by any person or person employed or engaged on their behalf by such agents or contractors or by any other person. The cost of repairing and replacing for any damages will be assessed by the official stand contractor and charged to the exhibitor concerned.

## 14. Force Majeure

The timing and duration of the exhibition may be altered, due to any cause whatsoever, beyond the control of the organizer. The organizer shall not be responsible for any loss sustained by the exhibitor, which is directly or indirectly attributed to force majeure such as fire, flood, earthquake, windstorm or other natural disasters, act of any sovereign government, and any law and judgement relating to labour dispute. In the event of such circumstances, the money paid by the exhibitor, or any part therefore, may not be refunded to the exhibitor.

## 15. Unforeseen circumstances

In the event of any occurrence not foreseen in these "Rules and Regulations" and the terms of contract stated in the contract, the decision of the organizer shall be final.

## 16. Important Notice

The Organizer strongly suggests all the exhibitors choose the organizer appointed official contractors for any additional furniture rental and shipping service. Exhibitors may appoint their own contractor for stand design and construction - but all approved contractors must lodge a performance bond and damage deposit with the official stand contractor. Any loss due to not using the organizer appointed official contractors, the exhibitor has to assume liability, cost and damage by himself.

## 17. Assignment Clause

The Organizer and/or the Manager may without the consent or approval of the Exhibitor assign or transfer its rights and/or obligations under this Agreement. The Exhibitor may not assign or transfer any of its rights or obligations under this Agreement without consent of the Organizer and/or the Manager.

## 11. 撤展

为了保证安全和维护展览的统一形象, 展示企业及体现员工的素质, 依据国际惯例, 不允许提前撤展。参展商不得以任何理由要求提前撤展。

参展商须将展位内建筑垃圾及胶布、标记残留物清理干净, 否则将不予退还垃圾处理押金。若由于施工造成对展馆的损害, 其修补费用由参展商承担。

参展商如果未在主办方规定的时间内撤展完毕, 由此产生的额外费用或损失需由参展商自行承担。

## 12. 责任和保险

组织单位对于展商的物品、展商、其代理、观众或其他任何人带进展馆的物品的安全不负责任。建议展商提前为其展品在运输、布展、开幕、闭幕及撤展的整个时间段内投保(包括盗、遗失、破损及火险)。展商应确保补偿组织单位由于展商或其代理、搭建公司或客人行为造成的任何损失及其相关的费用。

展会期间小型贵重物品最易丢失, 特别建议参展商在所有便携物品搬走或打包及租用器材、设备归还供应商之前, 请确保您的展台有人照看。

## 13. 损坏赔偿

由参展商代理、搭建公司或与之相关雇员造成的展览场地设施的破损所发生的费用由参展商负责。

对于申请“标准装修展台”的参展商, 由参展商、其代理、搭建公司或相关雇员造成的展台装饰材料如地面铺装物、灯具和租用设备的损坏所发生的费用将由参展商负责。

## 14. 不可抗力

由于不可抗力因素, 展览会的时间有可能改变。主办方不承担参展商直接的或间接的由于以下因素受到的损失: 遭遇火灾、洪水、地震、风暴或其他自然灾害, 政府行为等不可抗力, 劳工争端引起的法律判决。在以上情况下, 主办方不会退还参展商已付的款项, 或部分款项。

## 15. 不可预见情况

如有超出本“规定”和参展合同内指明的不可预见情况发生, 主办方的决定将是最终决定。

## 16. 特别提醒

主办方建议参展商使用主办方指定的搭建商及运输商。请勿轻易相信自称是主办方指定合作伙伴或展会现场活跃的非法的社会人员。特别是请勿从展会现场的流动摊贩处租赁家具, 若由此发生任何纠纷, 后果自负。上述情况造成的损失, 由参展商自行承担。请广大参展商提高警惕、维护自身利益。

## 17. 转让条款

组织方和/或管理方可不经客户同意, 将其在本协议下的权利及/或义务进行转让或转移。客户未经组织方及管理方向意不得将其在本协议下的权利或义务进行转让或转移。