



Please submit the finished form to:
 Email: expo@ciga.me
 Inquiries, please contact:
 Contact Person: M RTu
 Mobile phone#13918022937

WEPLAY Game Expo

Dear Valued Exhibitor:

Thank you for your interest in taking part of the biggest gaming culture celebration in China, WePlay 2017! We are glad to have you along for the ride. Please fill out the form below, so that we may better provide for your exhibition needs. After you've submitted this form, we will send you the WePlay 2017 Exhibitors Handbook.

1. Exhibitor Information

Country: _____ City: _____
 Company Name: _____
 Contact Person: _____
 Contact E-mail: _____
 Contact Phone Number: _____
 Address: _____

2. Space Selection (Please Select The Space You Want)

| Space Size | Price |
|---|----------------------------------|
| 1、 3m x 3m Standard Booth includes 5 expo passes, table and chairs | \$1.400 <input type="checkbox"/> |
| 2、 6m x 9m Upgraded Booth、 Raw Space includes 10 expo passes, Booth Design will need to be submitted for safety check in advance | \$8.640 <input type="checkbox"/> |
| 3、 7.3 m x 7.5m Upgraded Booth 、 Raw Space includes 10 expo passes, Booth Design will need to be submitted for safety check in advance | \$8.760 <input type="checkbox"/> |
| 4、 9m x 6.7m Premium Booth、 Raw Space includes 15 expo passes, Booth Design will need to be submitted for safety check in advance | \$9.648 <input type="checkbox"/> |

- 5、 9m x 7.5m Premium Booth 、 Raw Space
includes 20 expo passes, Booth Design will need to be submitted for safety check in advance \$10.800
 - 6、 10m x 11m Premium Booth 、 Raw Space
includes 25 expo passes, Booth Design will need to be submitted for safety check in advance \$17.600
 - 7、 10m x 14m Premium Booth 、 Raw Space
includes 30 expo passes, Booth Design will need to be submitted for safety check in advance \$22.400
 - 8、 Special Pavilions Offer \$10.000
 includes Following contents
 - A pavilion with 6 booths (3m x 3m each) = 54 m²
 - Feature page on Show Directory
 - Top booth Banner – self design
 - 20 exhibitor badges
 - 10 conference passes (27th Oct)
 - Volunteers
 - 2 tables for each booth
 - 3 chairs for each booth
 - 1 junk box for each booth • Socket and lights
- Please submit this form via e-mail to: expo@ciga.me We will follow-up with you once this form is received to complete the registration process.

3. Marketing Opportunities

| Sponsor Options | Available Slots(Limited) | Price |
|---|--------------------------|------------|
| ● Top Sponsor (includes Following contents) | 1 | \$ 220,000 |

| Returns | Number | Remarks |
|---------------------------------------|--------|---|
| Huge ad at the main entrance (Unique) | 1 | No less than 1/4 from the whole image |
| Ads boards in open square | 2 | Along the audience route |
| Ads boards on space corridor | 2 | Along the audience route |
| Venue Walls | 2 | |
| Ticket | 2 | 4 in total |
| Show Directory | 2 | Full color pages |
| Raw Space (Square meters) | 140 | |
| 15 mins on the main stage every day | 1 | Play promotion video 8 times per day |
| Entrance Tunnel (Unique) | 1 | Need designs |
| Developer Conference | 1 | 1 Speech slot |
| Award Ceremony | 1 | Special guest to be on stage and speech |
| Feature in all news and promotions | \ | Official news and all print works. |

| | | |
|---|---|-----------|
| ● Special Sponsor (includes Following contents) | 6 | \$ 36,000 |
|---|---|-----------|

| Returns | Number | Remarks |
|---------------------------------------|--------|-----------------------------------|
| Ad boards in open square | 1 | Along the audience route |
| Venue Walls | 1 | |
| Ad boards on Space corridor | 1 | Along the audience route |
| Ticket | 1 | |
| Show Directory | 1 | Full |
| Raw Space (Square meters) | 1 | No less than 60 m ² |
| Play promoEon video on stage | 2 | Emes per day 1 Video within 1 min |
| Logo and Etle presents in the lobby | | |
| Logo and Etle presents in print works | | |
| Official website and news | | |

| | | |
|---------------------------|---|-----------|
| ● Lanyard | 1 | \$ 7,200 |
| ● Badge | 1 | \$ 7,200 |
| ● Ticket | 4 | \$ 7,200 |
| ● Show Directory | 5 | \$ 1,450 |
| ● Main Entrance (Unique) | 2 | \$ 14,500 |
| ● Ad Board in open square | 6 | \$ 3,000 |
| ● Venue Wall | 6 | \$ 5,800 |
| ● Mission card (Unique) | 2 | \$ 14,500 |
| ● Staff T-shirt (Unique) | 1 | \$ 5,800 |

| | | |
|----------------------------------|---|---------------------------|
| ● Ad board on space corridor | 6 | \$ 4350 |
| ● Nominated games booth | 2 | \$ 21,800 |
| ● TV Device Sponsor | 1 | / |
| ● Developers Conference – Gold | 2 | \$ 14,500 |
| ● Developers Conference – Silver | 2 | \$ 11,600 |
| ● Award Ceremony | 1 | \$ 21,800 |
| ● Beverage | / | \$ 7,200+beverage sponsor |
| ● Entrance tunnel (Unique) | 1 | \$ 21,800 |
| ● Stage | 2 | \$ 7,200 |
| ● Photo Area | 2 | \$ 4,350 |
| ● Ticket office | 1 | \$ 7,200 |

4.WePlay FAQ

1、 Q: How do I purchase on-site advertising space?

A: Thank you for your support for WePlay 2017. Regarding the purchase of onsite advertising space, please speak to your designated event host. They will be able to help you determine the pricing related to the location and size of the space you are interested in.

2、 Q: Do exhibitors receive additional tickets to invite friends, family and fans to attend the expo?

A: Unfortunately, for this year's WePlay Games Culture Expo, ticketing is done through a third-party registration system. If you need additional passes, please contact your Expo host or the official ticketing channels to prevent purchasing or receiving fraudulent tickets.

Show passes are limited to one-per person and allow for entry only for the dates printed. There are no refunds and loss passes cannot be replaced, please make sure to keep the passes safe.

3、 Q: What kind of events are there during the expo?

A: There are different activities planned for each day of the expo. Activities are subject to change, please check the official WePlay website and social media accounts for the most up to date information.

CiGA Developers Conference 2017 Oct 27 10:00—17:00 (Friday)

WE PLAY Games Expo 2017 Oct 28 09:00—17:00 (Saturday)
2017 Oct 29 09:00—17:00 (Sunday)

Independent Games Festival 2017 Oct 29 17:00—19:00 (Sunday)

4、 Q: What kind of public transportation is available near the Expo location?

A: Shanghai Everbright Convention and Exhibition Center is near the following public transportation stops:

Bus lines: 92, 92B, 93, 113, 122, 171, 205, 252Express, 257Express, 735, 763, 909, Shang She line

Metro lines: 1, 12, to Caobao Lu Station, five minutes away from the convention center by foot.

5、 Q: Are there parking spaces available?

A: We recommend those driving to the convention park at the Everbright Convention and Exhibition Center parking lot or the hotel's parking lot as there are parking attendants.

6、 Q: Do you have any recommended routes to the convention center?

A: Given that there may be quite a lot of people near the Everbright Convention and Exhibition Center, there maybe traffic congestion on the roads near the expo site. Additionally, on-site parking spots are limited. We highly recommend convention attendees arrive via public transportation.

7、 Q: How many entrances are there ?

A: There are one entrance for attendees and one for exhibitors. The expo floor entrance is at door number 2. Exhibitors is located at entrance number 3. For a map and more details, please see the official WePlay 2017 official website.

8、 Q: Can you take photos on the Expo floor?

A: Yes, photos are allowed on the Expo floor. Please use discretion when taking photos during the setup phase. Some exhibitors may ask for no photos before the show begins.

5.The Rules and Guidelines of WePlay

1) ★ According to Shanghai City Fire Department Regulations, all exhibition booths must be made using inflammable materials. Any flammable materials need to be masked by anti-fire materials. Additionally, electricity cannot be run through backboards and all booths must be open air due to fire safety. Should any of these regulations not be met, building management reserves the right to stop booth construction and request said booth to be taken down. At the end of every show day, please make sure any and all electric outlets have been turned off. The building management will shut off power at the end of each day, should you require power overnight, please let your WePlay host know ahead of

time to arrange.

2)When putting up your booth, please make sure you are not obstructing the emergency lanes and exits.

3)WePlay 2017 is gaming and gaming culture centric. Please provide experience stations at your booth. If you are a merchandise vendor, please set up as many display stands in your allotted space in the merchandise and collectibles area.

4)Should you need to set up large decorations, you must utilize professional workers to ensure safety

5)All electricity at the show will run through the building management. All additional electricity needs will have to be discussed and approved by the building management. Individual power solutions are forbidden.

6)To ensure a stable and enjoyable show for all, we request all booth AV systems operate below 75 decibels. Should there be any complaints or violations, the organizer retains the right to warn the offender. Should there be multiple violations, the organizer retains the rights to stop the power to the booth, all consequences will be the sole responsibility of the exhibitor. Please work with us to ensure a pleasant and awesome show.

7)During show hours, please ensure that at least one staff member staffs your booth. If you are exhibiting content, please ensure there is someone available to demo or show content. Should any booth be empty or without content for more than 30 minutes, the show organizers reserve the rights to administer warnings. If you accrue more than 3 warnings, the organizers reserve the right to ask you to leave. Additionally, violators will not be asked to return to future WePlay events.

8)As we WePlay is all about the games and gamers, we politely ask you to understand that all showgirls or lewd content is strictly forbidden from the show. Should there be showgirls or show boys, they will be escorted off the premises.

9)Cosplay is 100% allowed at the show. Please ensure that all cosplay is in good taste. We ask that cosplayers, exhibitors, and vendors ensure that cosplayers do not reveal too much skin.

10)During the construction and teardown phases of the show, please make sure that all staff are wearing

safety apparatuses from helmets to belts. Ladders over 3 meters are prohibited. Safety helmets must be worn at all times. We highly recommend platform ladders for safety purposes. Building security will ask staff members without safety helmets to leave the premises. Safety first.

11)Gas compressors or compression systems are strictly forbidden on the show floor. If you need anything for display purposes, please use stage safe models.

12)To prevent backups and problems at the loading bay during construction and destruction of exhibit booths, please make sure you employ professional grade movers. Please do not engage with random movers as there maybe risk of damages.

13)When putting up or tearing down your booth, please make sure you do not damage the premises. Any damages found on the premises will incur said booth fines and fees.

14)Absolutely no stickers are allowed as swag or promotional material. Stickers are great and all, however they can lead to property damage.

15)No roofs/ceilings on any booths.

16)All exhibitors must utilize circuit breakers with on and off switches for safety reasons. Additionally, should a booth require power and internet lines that cross pathways, said lines should be covered and taped down to prevent accidents.

17)When loading and offloading at the exhibition/convention hall, please make sure to receive a parking slip and listen to parking staff instructions before heading over to the loading docks.

18)All booths must be show ready before 9:00 am. Show ready is defined by having booths staffed and demo stations ready for players. Should a booth not be show ready and becomes a detriment to the show experience, the organizer reserves the right to withhold invitations to future shows WePlay Expos.

19)Please make sure to be on time. Exhibitors that arrive after the pre-show entry time will have to enter the show with the regular crowd.

The final interpretation of the activities shall be owned by the WePlay .