



Maker Faire® Shenzhen

Exhibitor Manual 2014

2014.4.6-4.7

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Dear Exhibitor,

Welcome to Maker Faire Shenzhen 2014!

You will find everything you need to know about exhibiting here. Please read this manual carefully to make sure that your exhibit goes smoothly.

Please feel free to contact us should you have any other questions.

Maker Faire Shenzhen Organizing Committee

March, 2014



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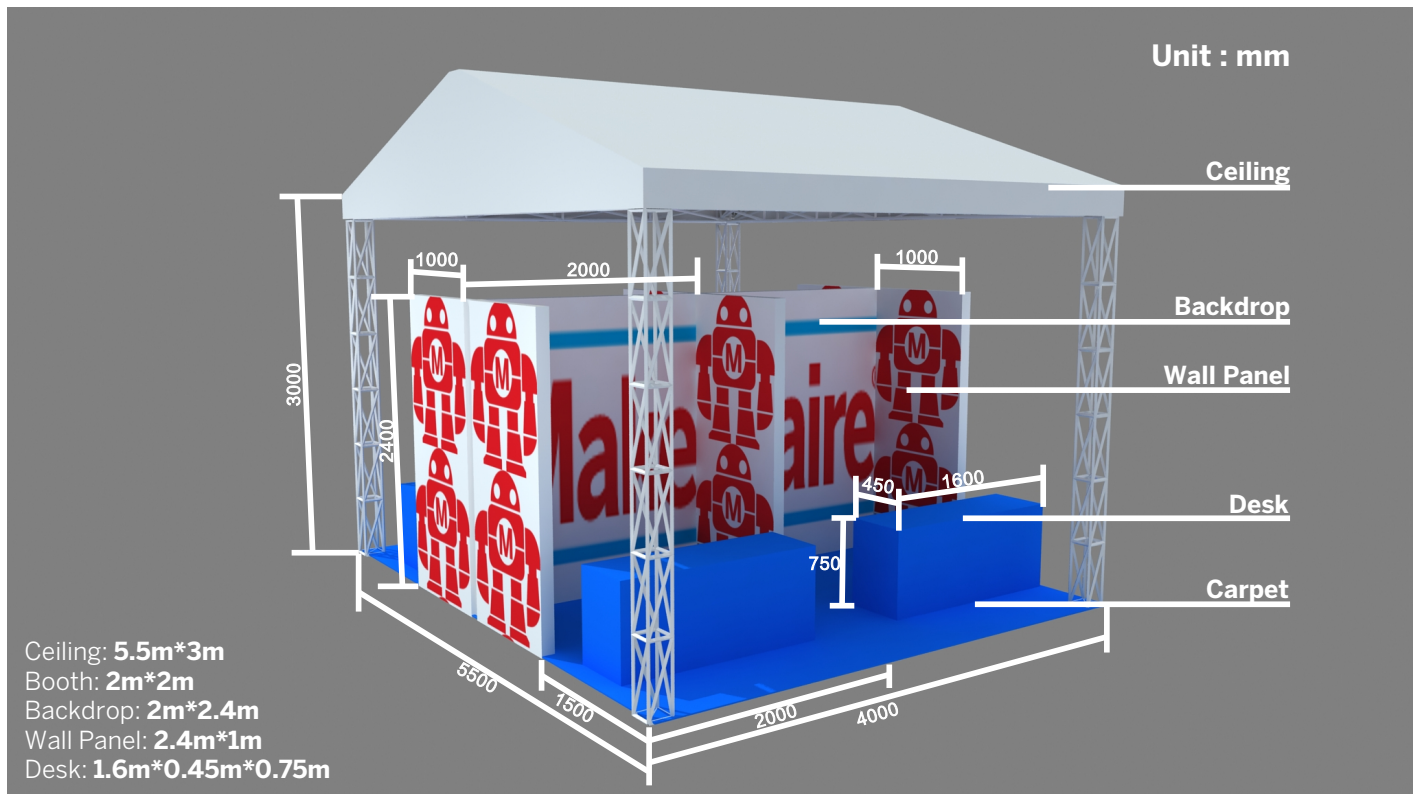


Exhibition Timetable

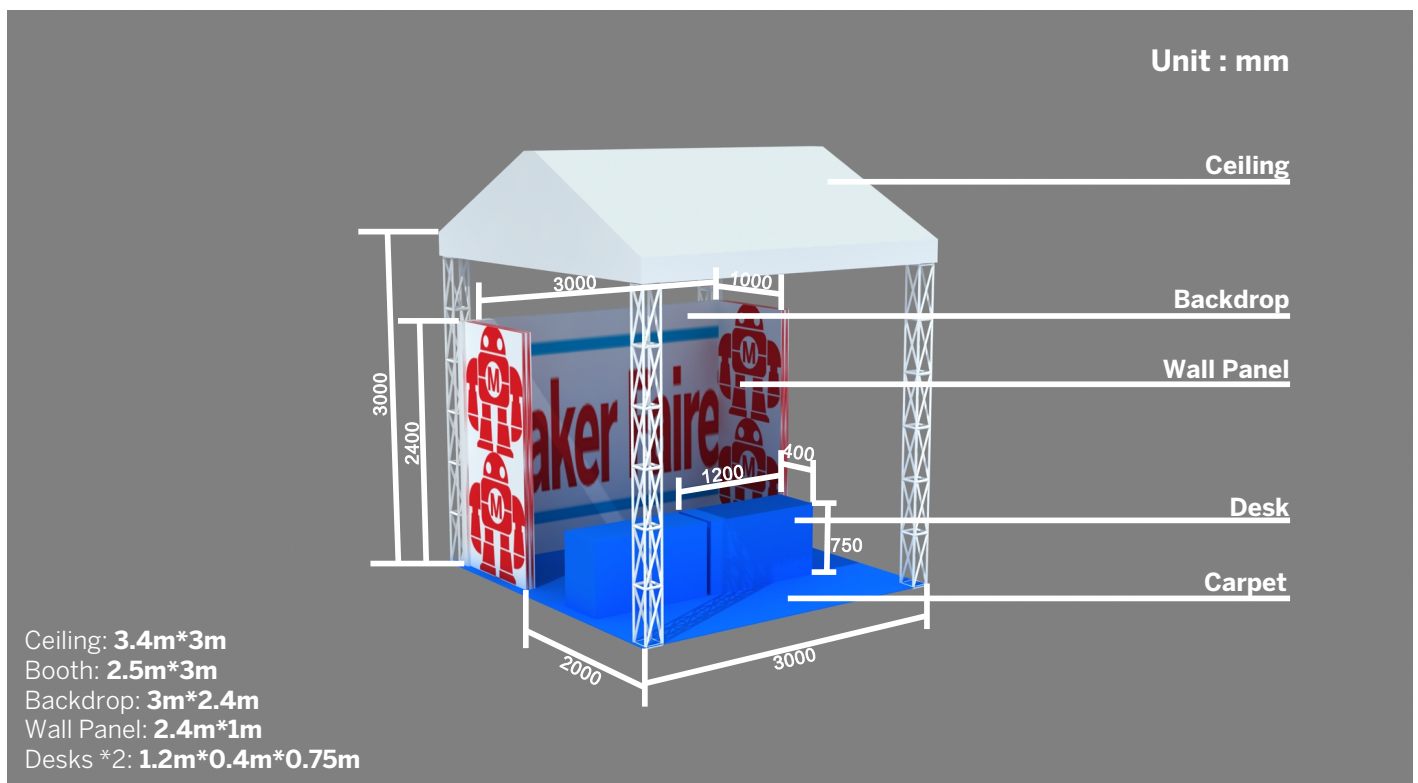
No.	Date	Time	Zone	Description	Add
1	Apr. 6th	10:00—18:00	Reception	Visitor Reception	Sea World
	Apr. 7th	10 肅00—17 肅00		Large Exhibits Show	
2	Apr. 6th	10 肅00—18 肅00	Exhibition Faires	Consumer Electronics	Nanhai ECool
				Electronic Prototype	
				Machining	
				3D Printing	
				High-tech Products	
	Apr. 7th	10 肅00—17 肅00		Development Kits	
				Game Kits	
				Handicrafts	
				Platform Services	
				Integrated Products	
3	Apr. 6th	11 肅00—17 肅00	Centre Stage	Star Products Exhibition	Nanhai ECool
	Apr. 7th	11 肅30—16 肅30		Robot Performance	
				Creative Show	
				8-minute speech	
				Wearable Products Exhibition	
4	Apr. 6th	10 肅00—18 肅00	Workshops	Mixer Clay	Nanhai ECool
				Bionic Frog	
				Pinhole Camera	
				Crazy Picasso	
	Apr. 7th	10 肅00—17 肅00		Arduino	
				Heartbeat T-shirt	
				Sumo Robot	
				Others	
5	Apr. 6th	10 肅00—12 肅00	Forum	Keynotes	Nanhai ECool
	Apr. 6th	14 肅00—17 肅30		Maker in Visionary	
	Apr. 7th	10 肅30—12 肅00		Maker in Education	
		14 肅00—17 肅30		Maker in Business	
		6		Apr. 7th	



Standard Booth Diagram



2m*2m/standard booth (2 booths above)



2.5m*3m/standard booth

⚠ **Note: Your booth posters can only be posted to your own backdrop. Do not put posters on the wall panels.**



Exhibit Setup Information

1. Exhibit Setup Location & Time

Check-in Location: Outside the Starbucks at Building 1, Nanhai ECool

- Standard booth check-in time: 10:30 - 17:30, April 5th, 2014
- Premium booth set-up time: 18:00 - 21:00, April 4th, 2014

2. Exhibit Setup Type

Premium booths are larger booths in prominent locations constructed with special materials for greater visibility.

3. Exhibition Construction and Safety

- 1) The exhibit must be less than 3.5 meters tall.
- 2) The construction should comply with any other regulations for the exhibit.

4. On-site Management

- 1).The main constructor specified by the organizing committee will be in charge of the filed management, including but not limited to providing reception and registration service and overseeing all the construction on site.
- 2). More information on exhibition equipment rental service can be found on the main constructor information session.

On-site Exhibitor Instruction



1. Opening Time

April 6th, 2014 09:00-18:00

April 7th, 2014 09:00-17:00

2. Booth Management

- 1). No exhibitor may reassign, sublet, sell or share any portion of the booth. It would be a violation of the contract if the booth user is not the same as the applicant, including:
 - a. Reassigning the booth to joint enterprises in the name of joint venture;
 - b. Reassigning the booth to other enterprises in the name of reassigning/ lending;
 - c. Exchanging booths without permission; and
 - d. Other behaviors of reassigning, subletting, selling or sharing of the booths.
- 2). Each booth should designate a person to be in charge during the exhibition. The person in charge must be part of the regular staff of the exhibit. He/she must stick to the position, and is answerable to the organizing committee for the booth usage.
- 3). Please take care of the exhibits during the exhibition. The organizing committee will not bear any corresponding responsibility if any loss occurs.

3. Exhibits and Publicity Materials Management

- 1). Exhibits may include:
 - a. Handmade products (any style);
 - b. Tools, materials and accessories, etc.;
 - c. Services (software, internet service, etc.);
 - d. Hands-on activities and making things; and
 - e. Performances and shows of products.
- 2). Advertising materials
 - a. Any advertising materials from the exhibitor would only be distributed or placed in their own booth, but not other booths or aisles.
 - b. All the advertising materials and information relating to the exhibitor must comply with related regulations.

4. Security and Safety

- 1). Every reasonable precaution will be taken by the organizer to ensure the security during the exhibition. And the organizing committee takes no responsibility for any injuries, damages or loss prior or during the event.
- 2). Exhibitors should designate particular person for the responsibility of safety and security. Take security seriously, and develop training and management procedures to help keep everyone and everything safe..
- 3). Exhibit staff should wear a badge which must not be lent to others.
- 4). Take fire prevention seriously. Exhibitors must comply strictly with electrical safety and fire safety rules. Train your staff in fire prevention. The person in charge is responsible for fire prevention. Report to staff on-site or security guards if you find any potential danger (The word for fire is 火, or hu 火, pronounced similar to "hwah").
- 5). Before leaving, exhibitors should clean up their booths, especially flammable things and

other potential sources of accidents. Turn off the electric power and take away all valuables.

6). There will be many attendees during the exhibition. Be sure to store valuables such as wallets, laptops, cameras, cell phones, etc. in protected areas or take them with you. Do not leave valuables unattended at any time. The organizing committee will not bear the responsibility if any losses happen.

5. Transportation Management

Cars entering the exhibition area should comply with safety regulations of the organizing committee; follow traffic signs and instructions as well as the commands of the staff.

6. Booth Cleaning

In the booth setup and booth removal periods, the event organizer will be responsible for cleaning the standard booths and public areas. The premium booth cleaning will be up to the exhibitors themselves. During the exhibition, exhibitors should keep the booths clean.

7. Insurance Responsibility and Risk

Exhibitors should purchase property liability insurance for their exhibits or other valuables in case of any loss or damage. Accident insurance and third party liability insurance should also be purchased for the exhibit staff.

8. Sound Control

The use of sound systems by the exhibitors should only be allowed inside the booth and in levels that do not disturb other exhibitors.

9. Notice to Overseas Exhibitors

1). Regulations and Laws: Exhibitors must submit to and comply with the relevant local regulations.

2). Visa Application

Exhibitors must complete the health and legal requirements for the entry visa. The organizing committee can provide some support.

10. Dangerous Goods and Air Compressors

1). Open flames are forbidden. Working with fire tools such as blowtorches Bunsen burners are not allowed. Flame inside a container, such as a lantern, may be permitted. Flammable or explosive gases are not permitted. Soldering irons and other heat sources that do not use flames are allowed.

2). Exhibitors should submit a list including flammable, explosive and radioactive substances to couriers for local departments to take precautionary measures in safety inspection prior to and during the exhibition.

3). Exhibitors should make application if they want to keep necessary flammable liquid in the booth, considering the fire safety of the booth.

4). Air compressors are not allowed in the exhibition. Exhibitors who need air compressors must contact the contractor in advance.

11. Other Regulations

1). Laws

Exhibitors must abide by all laws of the People's Republic of China.





Exhibition Removal Information

1. Removal Arrangement

Upon the completion of the exhibition on April 7th, the exhibitors should remove their exhibits from the exhibition area by themselves according to the removal arrangement. More details can be found below:

1). Vehicles: Small vehicles should be parked in the basement parking lot or near the exhibition area according to on-site direction. Larger vehicles such as vans are not provided with long-term parking sites.

2). Attendees leave: 16:30 - 17:00

No more visitors will be allowed to enter during this time.

3). Exhibitors, constructors, and contractors: 17:00-24:00

Vans enter the above-ground parking lot. All items on display, equipment, and booths will be removed from the exhibition area.

2. Removal Regulations

1). The exhibition will be closed on 17:00, April 7th, 2014. Exhibitors are not allowed to pack up their items on display or remove their exhibits before the exhibition closure.

2). After the closure of the exhibition, exhibitors can start packing up their exhibited items, equipment, and documents immediately.

3). All items left after the removal of the exhibition will be removed, unless the exhibitors have specifically requested to let the items remain.

4). During the removal, exhibitors are not allowed to remove or move any electronic devices set up in the exhibition area. Those who, without authorization, take away electric devices and facilities, including exhibited items, equipment, machines, and communication devices, will be charged the full price of those items as compensation. Those who offend the provisions severely will be sent to the security department.

5). Exhibitors should follow the equipment removal arrangements and provisions published by the committee.

3. Removal Service

1). Deposit return procedure:

a. Please return all rented equipment to the rental service counter 30 minutes before the closure of the exhibition for a refund of the deposit.

b. Before the completion of the removal, please remove all garbage at your booth from the exhibition area.

(2) Exhibited items return

Please consult the your shipping and logistics contractors.

Getting Here



Traffic Map

You can show add to taxi drivers:

海上世界：深圳市南山区蛇口望海路 1128 号

南海意库：深圳市南山区蛇口新华路 6 号

Airport— Maker Faire

Metro: Airport Express—Luobao Line (Airport E.—Window of the World)—Shekou Line (Window of the World—Sea World Exit D) 24 Stations | Estimated Time: 61 min | Metro Fare: 8 Yuan

Taxi: Approx. 27km | Estimated Time: 40 min | Taxi Fare: 75 Yuan (for reference only)

Luohu Railway Station— Maker Faire

Metro: Luobao Line (Luohu—Window of the World)—Shekou Line (Window of the World—Sea World Exit D) 23 Stations | Estimated Time: 55 min | Metro Fare: 7 Yuan

Taxi: Approx. 29km | Estimated Time: 50 min | Taxi Fare: 80 Yuan (for reference only)

Shekou Port— Maker Faire

Metro: Shekou Line (Shekou Port—Sea World Exit D)1 Station | Estimated Time: 5 min | Metro Fare: 2 Yuan

Taxi: Approx. 1.1km | Estimated Time: 3 min | Taxi Fare: 13 Yuan (for reference only)

Shenzhen— Maker Faire

Bus: Sea World Station: NO.22/ 31/ 77/ 79/ 105/ K105/ 204/ K204/ 224/ 226/ 233/ 245/ 331/ 332/ 355/
N1/ N4

Sea World Bus Terminal: NO.22/ J1/ 37/ 79/ 109/ 122/ 217/ 230/ 231/ 232/ 233

Metro: Shekou Line (Line NO.2)—Sea World Exit D



Hotels

Name	Rank	Address	Price(same for single & double)						Breakfast	Reasons of recommendation	Rooms available
			Standard			Luxury					
			Original price	price on ctrip	Price for MFSZ	Original Price	Price on ctrip	Price for MFSZ			
Hilton Shenzhen Shekou Nanhai	5 star	1177 Wanghai Rd, Nanshan District, Shenzhen, 518067	1300RMB	1100RMB	1000RMB	1400RMB	1200RMB	1100RMB	not included	the 5-star hotel that is closest to the venue of MFSZ, 10 minutes by Taxi	5-10
Kempinski Hotel Shenzhen		ShenzhenNanshan DistrictHai De San Dao, Hou Hai Bin Road, Nanshan,Guangdong, China	N/A			1500RMB	1359RMB	1300RMB	not included	Located in Coastal City Commercial center, 50 meters away from the D exit of Metro station (Houhai), 3 stations away from the venue (20 minutes by metro)	5-10
Honlux Apartment Shenzhen	4 star	32 Taizi Road, Shekou, Nanshan-Shekou, Shenzhen, China	588RMB	578RMB	568RMB	N/A			included (2)	20 minutes away from the venue of MFSZ by walking. the closest theme hotels	5-10
Taizi Hotel		No 5 Taizi road,Nanshan District, Nanshan-Shekou, Shenzhen	420RMB	400RMB	360RMB	480RMB	450RMB	400RMB	included (2)	1. close to the venue of MFSZ 2. located in commercial zone, convenient for shopping	5-10
Fuzon Hotel		No.1, Kangle Road, Shekou, Nanshan District, Shenzhen	788RMB	410RMB	350RMB	888RMB	440RMB	370RMB	included (2)	closest to the venue, takes 2 minutes by walking	20
Green Tree Inn	3 star	No.22 Shuiwan Road Shekou Nanshan District	N/A			269RMB	N/A	245RMB	not included	5 minutes by walking; commercial zone, convenient for shopping, diner.	20
7 Days Inn		No. 59, Taizi Road, Shekou, Nanshan	membership			257RMB	N/A		not included	Convenient, close to shopping center.	variable
Hanting Express		No. 61, Taizi Road, Shekou, Nanshan				285RMB			not included		
Shekou Industrial Zone Hostel	economic	No.165, Shangjiefe, Shuiwan, Shekou	N/A			120RMB	N/A	100RMB	not included	economic, close to venue of MFSZ, no toiletries	variable
Sanyuanli Business Hotel	al	Shekou	188RMB	N/A	180RMB	228RMB	N/A	220RMB	not included		variable
Dushi Inn	economic	Nanshan	N/A			238	218RMB	200RMB	not included	Economic, takes 15-20 to venue of MFSZ by taxi	5-10

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ATTENTION

- 1.沈 This exhibition will last for 2 days; exhibitors who cannot ensure a participation throughout will not be authorized;
- 2.沈 All exhibitors must wear the staff badge provided by the Organizing Committee;
- 3.沈 WIFI will not be provided on-site. We are very sorry for this, and know how terrible it is to be without internet. Exhibitors have to find solutions by themselves if they need internet.
- 4.沈 Since this exhibition is held in an outdoor fairground, please take good care of your belongings. The safety of your belongings will be your own responsibility. Please take all your portable exhibits to your hotels after the exhibition closing on April 6th.
- 5.沈 Hotel rooms may be rather limited due to the Qingming Festival; please make your reservation as soon as possible;
- 6.沈 Only one electric outlet will be provided for each booth. If more sockets are needed, please bring a power strip. You may need an outlet adapter. These can be purchased locally. If you choose to buy one here, make sure you have enough time budgeted to buy one.
- 7.沈 To keep the aisles clear, all your exhibits should only be displayed in your exhibition area.