

CATALOGUE ENTRIES & ADVERTISEMENTS Check List

DEADLINE: 29th February 2008

The Official Catalogue will not only be distributed to potential buyers, trade & business visitors at the exhibition but, more importantly, will also become a very good reference book as well as important buyer's guide even after the exhibition as the catalogue provides complete information of both exhibitors and exhibits.

In order to further maximize your company image, product exposure and brand name awareness for important trade and business visitors at **2008 China Shoes / China Shoetec**, please refer to the Catalogue Entry Forms for various advertising options.

The Official Catalogue will consist of following sections to be completed and submitted by exhibitors. Please print in block letters and send us the Forms by fax or email. Please also make sure all information is legible. The Official Catalogue Service Provider will not take any responsibility if mistakes were made in the catalogue due to unclear messages or handwriting. The Official Catalogue Service Provider also reserves the right to edit and proofs will be submitted for approval if exhibitor returns the catalogue entry forms before the submission deadline.

From	Form Details	Entry Fee	Remarks
1A	Alphabetical List of Exhibitors (I)	One company name (English & Chinese) with Hall and Booth no, 1 address, 1 telephone, 1 fax number, 1 e-mail, 1 website and company description (3 lines in English, 3 lines in Chinese) is free of charge. The free-of-charge printed lines of company description in both English & Chinese are not interchangeable and replaceable. The line width is 85mm (approx. 55 English or 25 Chinese characters including spaces) Each additional printed line will be charged at US\$ 30.00	Must return on/before 29th February 2008
1A	Listing of Local Office /Distributor /Agent	Each printed line will be charged at US\$ 30.00	Must return on/before 29th February 2008
1B	Alphabetical List of Exhibitors (II)	Trademark/Company Logo: US\$ 100.00 per logo Product photo: US\$ 200.00 per photo	Optional Deadline: 29th February 2008
2A	Product Category Index	Please refer to the Form 2B	Optional Deadline: 29th February 2008
2B	List of Exhibitors by Product Categories	Entry Fee: Each printed line will be charged at US\$ 30.00 per each product category Trademark/Company Logo: US\$ 100.00 per logo per each product category Product photo: US\$ 200.00 per photo per each product category	Optional Deadline: 29th February 2008
3A	Advertisement	Please refer to Form 3A for various types of advertising rates	Optional Deadline: 14th March 2008
3B	Bookmark	Selling price of Bookmark (both front and back side) is: US\$ 2,500.00	Optional Deadline: 14th March 2008
4	Alphabetical List of Brand Name	US\$ 200.00 for listing of one brand name (text) together with one brand name logo (B/W)	Optional Deadline: 29th February 2008

Catalogue format:
210 mm (High) x 130 mm wide

Language:
English / Simplified Chinese

Payment upon receipt of payment notice.
Compensation for faulty, incomplete or omitted entries and advertisements can only be given, if the damage has been caused by willful or grossly negligent action. The client shall be responsible for the contents of entries and advertisements and any claims arising from such. Place of performance and jurisdiction is Hong Kong

Official Catalogue Service Provider:
Neureuter Hong Kong Ltd
Room 1505, 15/F, Manley Commercial Building
367-375 Queen's Road Central
Hong Kong
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Email: chinashoes@neureuter.com.hk

Neureuter Hong Kong Ltd
Tel: +852-2519 3581 / +86-20-3833 2275
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**Form
1A**

Deadline: 29th February 2008

Contact Person: Mr. Danny Chan /Ms. Jenny Ren
Email : chinashoes@neureuter.com.hk

Catalogue Entry Fees see Terms and Conditions. In accordance with the conditions and costs stated before, which we herewith accept, we order the following entry in the **Alphabetical List of exhibitors**:

1A. Alphabetical List of Exhibitors

Company Details

Free of Charge Basic Entry : -

Hall No.:	_____	Booth No.:	_____
Company Name (in English):	_____		
Company Name (in Chinese, if applicable):	_____		
Address:	_____		
Postcode:	_____	City:	_____
	_____	Country:	_____
Tel no:	_____	Fax no:	_____
Email:	_____	Website	_____

Company Description (in English/Chinese)– Entry fee : Each extra printed line is charged at US\$ 30.00

3 printed lines in English & 3 printed lines in Chinese company description is free of charge. The line width is 85 mm (approx. 55 English or 25 Chinese characters including spaces). Each extra printed line is charged at US\$30.00. Please use the space below:

Listing of Local Office /Distributor /Agent–Entry fee: Each printed line is charged at US\$ 30.00

(If space is sufficient, please type on separate sheet)

Name of contact person:	_____		
Company Name (in English):	_____		
Company Name (in Chinese, if applicable):	_____		
Address:	_____		
Postcode:	_____	City:	_____
	_____	Country:	_____
Tel no:	_____	Fax no:	_____
Email:	_____	Website	_____

Company Name:	_____	Contact Person:	_____
Tel:	_____	Fax:	_____
Email:	_____	Authorized Signature and Co Stamp	

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Contact Person: Mr. Danny Chan /Ms. Jenny Ren
Email : chinashoes@neureuter.com.hk

**Form
1B**

Deadline: 29th February 2008

Catalogue Entry Fees see Terms and Conditions. In accordance with the conditions and costs stated before, which we herewith accept, we order the following entry in the **Alphabetical List of exhibitors**:

1B. Alphabetical List of Exhibitors

Trademark / Company Logo

Yes, we would like to include our Trademark / Company Logo in "**Alphabetical List of Exhibitors**" section

Entry fee: Each logo will be charged at **US\$ 100.00**

Please send us your Trademark/Company Logo by email or disk in jpg, tif or pdf format (300 dpi)

The Specifications of Trademark/Company are as follows:

Image and Text, Black and white, Maximum size: 15 mm high x 45 mm width

Product Photo

Yes, we would like to include a photo in black & white underneath our entry in "**Alphabetical List of Exhibitors**" section.

Entry fee: Each photo will be charged at **US\$ 200.00**

Please send us your Product Photo by email or disk in jpg, tif or pdf format (300 dpi)

The Specifications of Product Photo are as follows:

Image and Text, Black and white, Maximum size: 45 mm high x 70 mm width

Company Name: _____	Contact Person: _____
Tel: _____	Fax: _____
Email: _____	Authorized Signature and Co Stamp

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Contact Person: Mr. Danny Chan /Ms. Jenny Ren

Email : chinashoes@neureuter.com.hk

**Form
2A**

Deadline: 29th February 2008

**2008 China Shoes / China Shoetec
Index of product categories**

Please note that only the corresponding index numbers for each product category have to be entered into the boxes provided on Order **FORM 2B** (e.g. 70111; 7021).
No entries for product group headings (**bold**) !
US\$30.00 per printed line per product category entry

701 Dongguan China Shoes**Footwear**

- 70111 Men's shoes - Boots
- 70112 Men's shoes - Dress
- 70113 Men's shoes - Casual
- 70114 Men's shoes - Sandals
- 70115 Men's shoes - Slippers / Indoor Shoes
- 70116 Men's shoes - Sports
- 70117 Men's shoes - Others
- 70121 Women's shoes - Boots
- 70122 Women's shoes - Dress
- 70123 Women's shoes - Evening
- 70124 Women's shoes - Casual - Pumps
- 70125 Women's shoes - Casual - Loafers
- 70126 Women's shoes - Sandals
- 70127 Women's shoes - Slippers / Indoor Shoes
- 70128 Women's shoes - Sports
- 70129 Women's shoes - Others
- 70131 Kid's shoes - Infants
- 70132 Kid's shoes - Boys
- 70133 Kid's shoes - Girls
- 7018 Safety shoes
- 7019 Health shoes
- 7010 Footwear - Others

702 Accessories

- 7021 Ornament
- 7022 Small leather goods (Belt & Wallet)
- 7023 Handbag / Luggage
- 7024 Leather care product
- 7025 Accessories - Others

7082 Service

- 70821 Trade media
- 70822 Institute
- 70823 Service - Others

Dongguan China Shoetec**703 Material**

- 7031 Semi-finished and finished leather
- 7032 Tanner
- 7033 Raw hides and skins
- 7034 Synthetics
- 7035 Natural textile
- 7036 Material - Others

704 Machinery & Equipment

- 7041 Shoe-making machinery
- 7042 Tanning machinery
- 7043 Repair Machine
- 7044 Testing equipment
- 7045 Machinery & Equipment - Others

705 Chemical & Dye

- 7051 Chemical
- 7052 Dye

706 Component

- 7061 Heels
- 7062 Shoe parts
- 7063 Rubber
- 7064 Component - Others

7081 Technology

- 70811 CAD / CAM software and hardware
- 70812 Technology - Others

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Form
2B

Deadline: 29th February 2008

Catalogue entry fees see Terms and Conditions. In accordance with the conditions and costs stated before, which we herewith accept, we order the following entries in the List of Exhibitors by Product Categories:

2. List of Exhibitors by Product Categories

Please note that only the corresponding index numbers of each product category (see Form 2A -index of product categories) have to be entered into the boxes provided below.

Please indicate how you would like your company details to appear under each product category you have chosen. Below please find several options for you to choose from. If Options "A" and "B" are not suitable for you, please tick "C" and provide us with the details. If you do not tick any of the options below, Option "A" will be automatically applied for all product categories chosen.

Entry fee : **US\$30.00 per printed line per product category entry.**

The line width is 85 mm (approx. 55 English or 25 Chinese characters including spaces)

- A** Yes, please include our Company Name, Address, Telephone, Fax, Email, Website and Company Description to be printed under each product category entry (see Order Form 1A)
- B** Yes, please include our Company Name, Address, Telephone, Fax, Email and Website to be printed under each product category entry (see Order Form 1A)
- C** No, please include the following information to be printed under each product category entry (Minimum to list Company Name):

Trademark / Company Logo

- Yes, we would like to include our Trademark / Company Logo above our entry in "List of Exhibitors by Product Categories" section.
Entry fee: Each logo will be charged at **US\$ 100.00 per product category**

Please send us your Trademark/Company logo by email or disk in jpg, tif or pdf format (300 dpi)

The Specifications of Trademark/Company Logo are:

Image and Text, Black and white, Maximum size: 15 mm high x 45 mm width

Product Photo

- Yes, we would like to include a photo in black & white underneath our entry in the "List of Exhibitors by Product Categories" section.
Entry fee: Each photo will be charged at **US\$ 200.00 per product category**

Please send us your Product Photo by email or disk in jpg, tif or pdf format (300 dpi)

The Specifications of Product Photo are as follows:

Image and Text, Black and white, Maximum size: 45 mm high x 70 mm width

Company Name: _____	Contact Person: _____
Tel: _____	Fax: _____
Email: _____	Authorized Signature and Co Stamp

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Email : chinashoes@neureuter.com.hk

Form
3

Deadline: 14th March 2008

Catalogue entry fees see Terms and Conditions. In accordance with the conditions and costs stated before, which we herewith accept, we order the following entries in the following Advertisement(s) / Bookmark

3A. Advertisements:

	Position	Price	Please tick as required
Run-off page	1/1 page (4C)	US\$ 1,200.00	
	1/1 page (B/W)	US\$ 900.00	
Special placements	Outside Back Cover	US\$ 2,500.00	
	Inside Front Cover	US\$ 2,300.00	
	Inside Back Cover	US\$ 2,100.00	

NOTE:

1. Size of Catalogue: 210 mm high x 130mm wide
2. Bleed format: Full Page: 210 mm high x 130 mm wide + 5 mm on each side for trimming
3. Please send the advertisement to the Official Catalogue Service Provider by email (**pdf, jpg or ai format, at least 300 dpi**) on/before **14th March 2008**.

3B Bookmark:

Exhibitor may choose the option of Bookmark to maximize their presence and exposure to trade fair. There will be at least one Bookmark in the show catalogue being offered on a first-come-first-served basis.

Both front and back sides of the bookmark can be made available as advertising space. Advertiser is to provide the layout of the Bookmark (both front and back sides)

Selling price of Bookmark is: **US\$ 2,500.00** (Size of the Bookmark is: **150 mm high x 50 mm wide**)

Yes, we would like to confirm one Bookmark in the show catalogue at **US\$ 3,000.00**. Please contact us by return.

Company Name: _____	Contact Person: _____
Tel: _____	Fax: _____
Email: _____	Authorized Signature and Co Stamp

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**Form
4**

Deadline: 29th February 2008

Catalogue entry fees see Terms and Conditions. In accordance with the conditions and costs stated before, which we herewith accept, we order the following entries in the following **Alphabetical List of Brand Name**

5 Alphabetical List of Brand Name:

To maximize Exhibitor's corporation image and brand name awareness for industry buyers and visitors, each exhibitor may also list your own brand name in this section.

Entry fee: **US\$ 200.00** per each Brand Name (text) & Brand Name Logo (B/W)

	<u>Brand Name (text)</u>	<u>Represented by (Company name)</u>	<u>Stand No</u>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____

Note:

Please send us your Brand Name logo by email or disk in jpg, tif or pdf format (300 dpi)

The Specifications of Brand Name logo are:

Image and Text, Black and white, Maximum size: 15 mm high x 45 mm width

Company Name: _____ Contact Person: _____	
Tel: _____ Fax: _____	Authorized Signature and Co Stamp
Email: _____	