



Sino-Dental® 2020 Booth Reservation Notice

Dear Exhibitors,

Welcome to the 25th China International Dental Exhibition & Scientific Conference (Sino-Dental® 2020).

Exhibition Date: Jun 9-12, 2020

Venue: China National Convention Center (CNCC), Beijing

Website: www.sinodent.com.cn/en

For exhibitor services, please contact the organizing committee:

Ms. Carol KANG (Chief Coordinator), Ms. Taylor XIN (Daily Service)

Email: info@sinodent.com.cn / sino-dental@qq.com

Tel: +86-10-88393917/3883

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Information Release

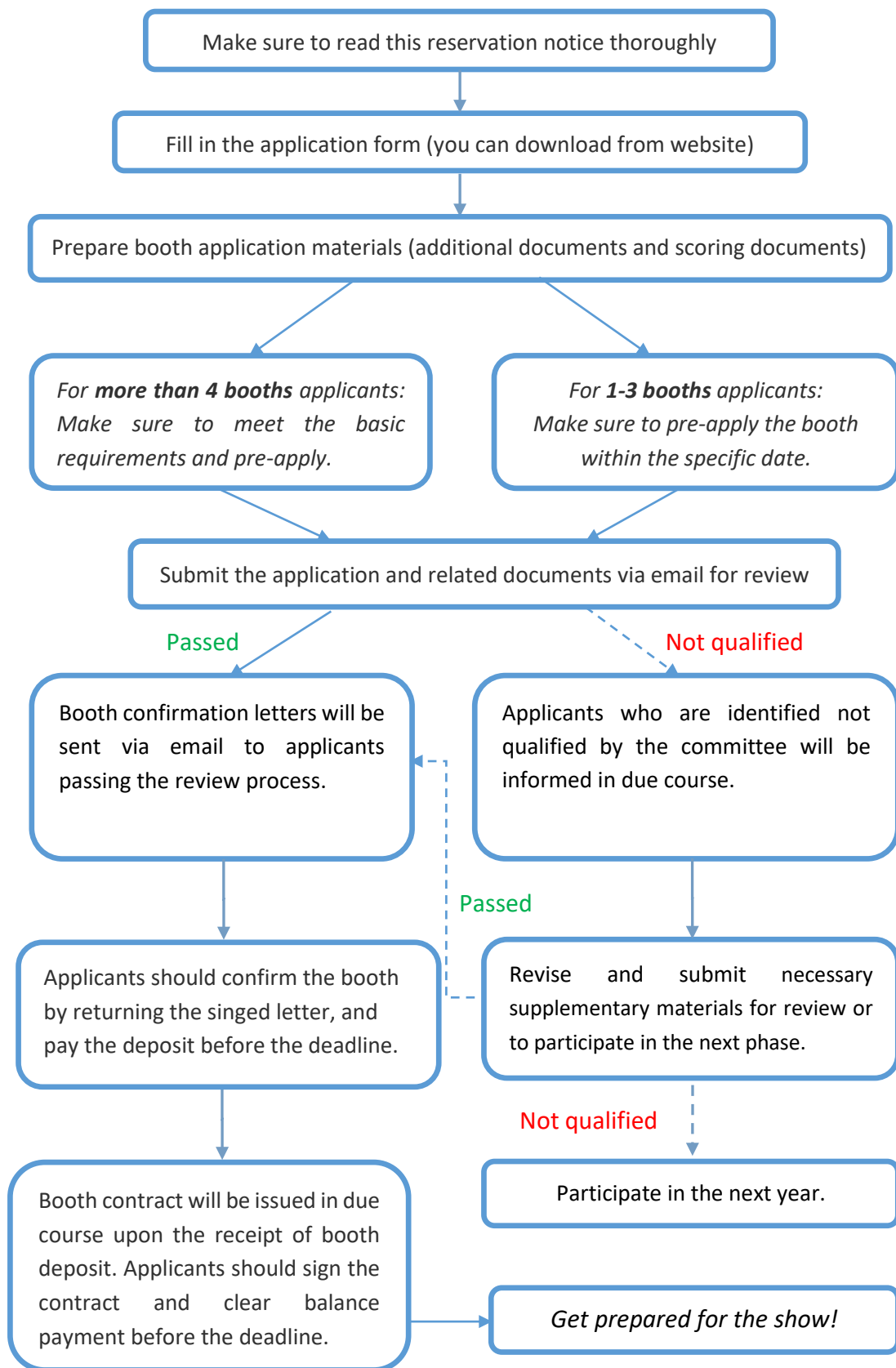
All exhibition related information will be released on our official website. Major changes and any specified inquiries regarding exhibition shall be delivered and received via email. Please provide valid and complete contact information in your application. *If any changes occur, please timely notify Sino-Dental® to make sure your company will receive the notice in time.*

This booth reservation notice has 4 sections. Please read it thoroughly.

- I. Booth Reservation Procedure
- II. Booth Reservation Qualification Review Principles
- III. Working Principles
- IV. Booth Reservation Reminders

I. Booth Reservation Procedure

(1) Reservation Procedure





(2) Booking Schedule

Please submit the booth application according to the following 3 phases based on the different number of booths applied.

| PHASE I: National Pavilion/ Regional Pavilion | | |
|--|------------------------|---|
| (Eligibility: pavilions officially organized by dental associations and/or with governments support) | | |
| # OF BOOTHS | DATE | PROCEDURE |
| National Pavilions | Sep 1 - 25 | Application Submission via email |
| | Sep 26 - 30 | Application Review >> Booth confirmation via email |
| PHASE II: ≥4 booths | | |
| (Eligibility: consecutively exhibiting in Sino-Dental over 3 years and with no less than 4 booths) | | |
| # OF BOOTHS | DATE | PROCEDURE |
| ≥4 | Oct 10 - Oct 27 | Application Submission via email |
| | Nov 18 - Nov 29 | Application Review>> Booth Confirmation via email or fax >> Deposit Payment |
| | Before Dec 5 | Unqualified companies would be informed to participate in the next phase or to submit supplementary materials |
| Please be noticed that any early, late or incomplete applications will be regarded as invalid. | | |
| PHASE III: 1-3 booths | | |
| (Eligibility: meets the basic qualifications, and/or fails to meet the requirement of PHASE II) | | |
| # OF BOOTHS | DATE | PROCEDURE |
| 1-3 | Nov 25 -Dec 5 | Application Submission via email (for Overseas exhibitors only) |
| | Dec 6 (10 A.M, Friday) | Hotline call-in for domestic exhibitors |
| | Dec 23 and after | Application Review >> Booth Confirmation >> Deposit Payment |

II. Booth Reservation and Qualification Review Principles

1. General Principles

- (1) 3 different booking phases in accordance with the number of booths applied.
- (2) Within the same phase, priority of booth allocated is based on the score (please refer to the scoring principles and criteria).
- (3) In the case of same booth scale with similar score, the principle of “first come, first served” will apply.

2. Scoring Principles and Criteria

Scoring will be centesimal grading. Please submit all scoring documents according to the **Scoring Principles and suggestions** listed above. The score of each item will be capped as indicated.



If you prefer to continue to use the scoring documents submitted for **Sino-Dental® 2018** with some supplementary materials, please specify in the application form.

| CATEGORY | SCORE |
|---|---|
| 1 . INNOVATION 35% | |
| Intellectual property rights documents; Authoritative registration documents such as FDA, CE, etc. | 1-3 points for each valid document, max 15 |
| New products/technology debut/launching (globally or in China) | 1-2 points for each valid document, max 6 |
| Innovative cutting-edge technology with independent IP | 1-3 points for each valid document, max 6 |
| NMPA green path or similar priority qualifications, industry breakthrough, etc. | 1-3 points for each valid document, max 8 |
| 2. BRAND 20% | |
| Brand, company industrial influence (industry ranking, business data, awards, etc.) | 1-3 points for each valid document, max 10 |
| Display image (record of attending influential international exhibitions, booth construction plan, etc.) | 1-2 points for each valid document, max 5 |
| International standard certification, ISO quality system certification, etc. | 1-3 points for each valid document, max 5 |
| 3. WIN-WIN & GREEN 35% | |
| Previous Sino-Dental® participation record | Based upon historical exhibiting records (1-3 years, 3-10 years, 10-20 years, more than 20 years, max 8 points); exhibition area (1-3 booths, 4-8 booths, over 8 booths, max 4 points); display image, etc.; max 12 |
| Participated in the China-Hospeq Exhibition | According to the exhibition record, exhibition area, 2020 booth application, max 10 |
| Participated in the survey of <i>Sino-Dental® China Industry Report</i> , in the philanthropy activities on <i>Sino-Dental®</i> , and etc. | According to the actual participation and level of involvement, max 10 |
| Energy-saving, eco-friendly, low-consumption: Company ethic, principles and practice; environmental-friendly products or booth construction plan, and etc. | Max 3 |
| 4. INTERNATIONAL 10% | |
| Visitor information of the international clients (e.g. dealers) at <i>Sino-Dental®</i> in 2019 | According to the validity and quantity of the information, max 10 |
| 5. CREDIBILITY (DEDUCTION ITEM) | |
| Previous violation of intellectual property rights or disputes recorded by <i>Sino-Dental®</i> (relevant complaints included) | According to the relevant law enforcement records of inspectors kept by <i>Sino-Dental®</i> , etc., based upon the |



| | |
|--|---|
| | level of severity and number of times (1-5 points for each record), max 20 |
| Previous resale, lease and/or sublease of booths | 3 years of record will be counted. Based upon the level of severity and number of times (1-10 points for each record), max 30 |
| Violation of booth construction regulations, etc. (relevant complaints included) | 3 years of record will be counted. Based upon the level of severity and number of times (1-5 points for each record), max 15 |
| On-site misconducts such as display or sale of fake products or unrelated products, etc. | 3 years of record will be counted. Based upon the level of severity and number of times (1-5 points for each record), max 15 |
| Other conducts that has affected the on-site exhibition order, or undermined the fairness of booth reservation, etc. | 3 years of record will be counted. Based upon the level of severity and number of times (1-8 points for each record), max 20 |

III. Working Principles

1. Sino-Dental® will further improve the company entry mechanism, and strictly review the relevant qualifications of the exhibitors as requested by the relevant laws and regulations. For first-time exhibitors, please be reminded to submit complete application documents and qualified credible materials for scrutiny purpose.

2. Sino-Dental® is committed to fulfill the obligation of information disclosure. The relevant information will be published in accordance with the information release procedure. Reservation notice and related reminders for materials submission will be send out before the start of each phase. Please be noted that only the applications and submissions sent to info@sinodent.com.cn / sino-dental@qq.com will be proceeded by Sino-Dental®.

A second reminder will be sent out before the deadline for each application phase. Please provide valid and complete contact information in your application. If any changes occur, please timely notify Sino-Dental® to make sure your company will receive the notice in time.

3. Booth booking process is subject to openness and transparency, and all behaviors of fraud, bribery or corruption are strictly prohibited. Once any aforementioned behaviors were detected, the involved staff will be subject to severe punishment, and the involved company will be counted inferior in the credit rating process due to unfair competition. Exhibitors are welcome to report any detection of such behaviors. Your understanding and cooperation will be highly appreciated.



4. Sino-Dental® will collect all the materials submitted by the companies and will not start the inventory and the scoring until the submission deadline of each phase. The criteria indicated in section II will be strictly followed.

5. For the companies fail to return booth confirmation letter or pay the deposit in time, the booth allocation will be canceled, and the relevant booths will be released to the remaining booth pool for open application. Under certain circumstance or with force majeure, the company could formally submit extension application in written-form 3 working days prior to the deadline.

6. Sino-Dental® will strictly abide by the booth allocation criteria and scoring process announced. Booth will be allocated in accordance with both the application and the final score. Sino-Dental® has strict working and authorization procedure for booth allocation, in which at least 3 levels of approval will be executed. Once a decision has been made, Sino-Dental® will inform the company to confirm the booth allocation and pay the deposit via booth confirmation letter. The contract will be issued in due course upon the receipt of booth deposit.

7. To protect the legitimate right of the companies involved and the visitors, any re-sale, lease or sublease of booths is strictly prohibited. If any violation were detected, Sino-Dental® reserves the right to cancel the booth and record the violation for score deduction.

8. Sino-Dental® prohibits any form of infringement of others' intellectual property. Once detected, Sino-Dental® will cease to proceed any booth application from the company involved, and record the violation for score deduction in future applications.

IV. Booth Reservation Reminders

1. Companies should submit the booth application form and addition documents, and the **scoring documents** to Sino-Dental® through email (info@sinodent.com.cn/ sino-dental@qq.com) or fax (+86-10-88393924) (booth application form is available online) **prior to the deadline.**

Please assure the application form is completely and clearly filled out with printed letters. The scoring documents are not mandatory, and thus no scores will be deducted if the company did not submit the document for scoring: the related category will only be counted as zero. Unqualified companies will not be eligible for booth application.

2. Booth Application Principle applies for all companies. Please submit all documents according to the booking schedule. Companies in Phase II should send application forms and all relevant documents via email or fax. Sino-Dental® will allocate booths together after reviewing the documents. Companies in Phase III should submit the



application documents **after** the email/hotline call-in pre-reservation. The higher scored exhibitors will have the priority for booth allocation and booth adjustment.

Domestic companies who fail to submit application documents in 7 days after hotline reservation will be regarded as invalid reservation. For the companies that have deduction scores, Sino-Dental® reserves the right to cancel or postpone the booth allocation.

3. Sino-Dental® will confirm the booth with each company via email or fax. After receiving confirmation letter, please confirm the letter by signing and sending it back, and make the deposit payment (RMB 3,000 per booth) prior to the deadline, otherwise the booth will not be reserved.

4. For the exhibitors that have participated in Sino-Dental® in three or more consecutive years, maintained certain exhibition scale, and scored in 3 or more categories listed in Scoring Criteria and with no deducted scores, will have the priority to apply for the expansion of exhibition area.

5. Any re-sale, lease or sublease of booths to other companies in any shape or form before and during the exhibition is strictly prohibited. If any violation was detected, Sino-Dental® reserves the right to cancel the booth and prohibit the company from exhibiting in the following year. Any economic or legal consequence shall be borne by the violator itself.

6. Majority of the exhibition areas are raw space. The exhibitors for raw space will be responsible for their own qualified construction (please refer to official contractor for construction principles). For standard booth application, please choose the booth in the designated area. Otherwise, the reservation will be deemed as invalid.

7. Sino-Dental® reserves the right to adjust any booth under the consideration of overall exhibition arrangement.

8. This notice is subject to changes. Please refer to the official website for the most updated notice.

Sino-Dental® Organizing Committee
September 27, 2019