

Guide to Online Exhibition at China Hi-Tech Fair 2021 (Applicable for Online Exhibitor)

This manual helps enterprises, institutions and individuals understand the online exhibition of China Hi-Tech Fair (CHTF) 2021, and guides exhibitors to complete information submission, prepare marketing materials, participate online exhibition and online side events.

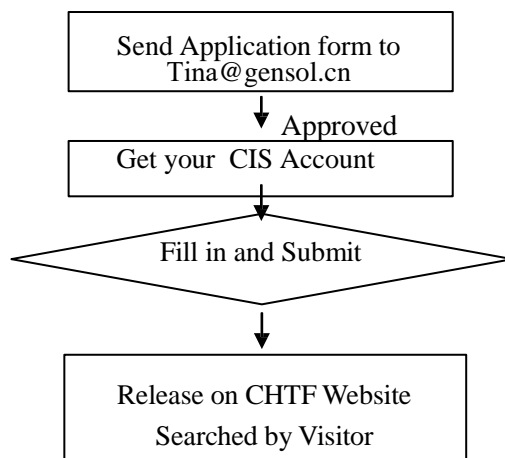
I. Online Exhibition

1. Online Booth

- Online booth includes exhibitors' home page, exhibits/projects, enterprise introduction
- Possibility to upload picture, text, video, digital model, and connect VR and live-streaming provided by the third-party platform
- Searched by division of exhibition zone, exhibiting company name, industry sector and exhibit
- Providing online message connection between visitor and exhibitor
- Providing AI translation between Chinese and English

2. Exhibitor Info Submission

Exhibitor information is to be filled in, edited and submitted via the CIS system (China Hi-Tech Fair Information System) at <http://cis.chtf.com>. Self-service online registration is not applicable for exhibitor. Log-in account and initial password are provided by Gensol.



3. Exhibitor Info

- Mandatory items:
 - ✓ Company name: maximum 200 English words (100 Chinese characters)
 - ✓ Logo:1 image; format: JPG
Logo dimension: (1) 88*31 px; (2) 120*60 px; (3) 120*90 px
File size: over 50 KB
 - ✓ Company profile: 600-4000 English words (300-2000 Chinese characters)
 - ✓ Exhibitor introduction: 1-3 videos
Video requirements: format: MP4, WMV, AVI, MPG, MPEG, MOV, MVB, or MKV; 16:9 or 4:3 aspect ratio; each video size no more than 100MB; MP4 format recommended for

quick loading

- ✓ Company profile: 1-10 images (size no more than 1MB for each); format: PNG, JPG, GIF, or JPEG; JPG recommended
- ✓ Keywords: 1-10 words
- ✓ Industry:
- ✓ Sector:
- ✓ Exhibition info: exhibition zone, pavilion, booth number (Provide by Gensol)
- ✓ Tags for company: brand enterprise, previous exhibitor, award winner, etc. (multiple)
- ✓ Business type: your company's classification, e.g. foreign trade...
- ✓ Main products:
- ✓ Country/region:
- ✓ Address:
- ✓ Website:
- ✓ Contact person:
- ✓ Phone:
- ✓ Email:
- Optional items:
 - ✓ Year of establishment:
 - ✓ Company scale:
 - ✓ Target customers:
 - ✓ Registered capital
 - ✓ Fax:
 - ✓ Other contact info:

4. Exhibit Info

- Mandatory items:
 - ✓ Exhibit name: 2-200 English words (1-100 Chinese characters)
 - ✓ Exhibit introduction: 200-2000 English words (100-1000 Chinese characters)
 - ✓ Tags for exhibit: import/export commodity, main product, etc.
 - ✓ Official tags:
 - ✓ Have intellectual property rights?
 - ✓ Is it a physical exhibit
 - ✓ Reputation in your industry
 - ✓ Whether launched in the market
 - ✓ Type: exhibit, project
 - ✓ Exhibit images: 1-10 (size no more than 1MB for each); format: PNG, JPG, GIF, or JPEG
 - ✓ Exhibit description: 1-50 pictures (size no more than 1MB for each); format: PNG, JPG, GIF, or JPEG
 - ✓ Exhibit specification: 1-50 items (set and edited by exhibitor)
- Optional items:
 - ✓ VR model: 1 model for each exhibit (required to provide URL for browser visit)
 - ✓ Exhibit videos: 1-3 videos
Video requirements: format: MP4, WMV, AVI, MPG, MPEG, MOV, MVB, MKV; 16:9 or 4:3 aspect ratio; size no more than 100MB for each; MP4 format recommended for quick

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- Recommended exhibit:

5. Project Transaction Info

- Mandatory items:
 - ✓ Project owner: name of company or individual person
 - ✓ Introduction to project owner: company profile or personal introduction
 - ✓ Nature of project owner: individual/company
 - ✓ Region:
 - ✓ Name of project: 2-200 English words (1-100 Chinese characters)
 - ✓ Project images: 1-10 pictures (size no more than 1MB for each); format: PNG, JPG, GIF, or JPEG
 - ✓ Project description: 600-4,000 English words (300-2000 Chinese characters)
 - ✓ Industry:
 - ✓ Project phase:
 - ✓ Have intellectual property rights?
 - ✓ Cooperation expected:
 - ✓ Capital required:
 - ✓ Contact person:
 - ✓ Phone:
 - ✓ Email:
- Optional items:
 - ✓ Project videos: 1-3 videos
Video requirements: format: MP4, WMV, AVI, MPG, MPEG, MOV, MVB, MKV; 16:9 or 4:3 aspect ratio; size no more than 100MB for each; MP4 format recommended for quick loading

II. Onsite Demonstration

1. Onsite Showcase

A special demonstration zone is built up to showcase the online exhibitors on site by playing videos and exhibit information via high-definition device. Onsite visitor could take use of the exhibition system to send message to online exhibitor and make appointment for e-meeting.

2. Video Requirement

A clip of video is required to introduce company, product, innovation technology, etc. and upload to CIS system before commencement of the fair, as requirements as below:

- Definition: 1080p and above
- Data rate: 2500kbps and above
- Time length: no more than 10 minutes
- Format: MP4 (recommended), MKV, AVI
- Size: no bigger than 1GB
- Number: 1-3 clips

III. Participating Events Online

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1. Hardware and Software

- Devices supporting video calls (e.g. PC/smart phone/Pad), good bandwidth (above 10Mbit/s), suitable environments (e.g. conference room, production site).
- Installation of video call software officially launched by CHTF, compatible with operation systems Windows 10, Mac, Android, iOS, along with installation-free SaaS, available to log in exclusive website.

2. Online Roadshow

- "offline + online" mode is applied to roadshow presentation
- Project owner, investor and guest speaker who are unable to make presence at the event could take use of the video call system to make presentation and Q&A online.
- PPT, video, live demo are applicable.

3. Online Matchmaking and Pitching

- Participants who are unable to make presence at the event could take use of the video call system to attend B2B matchmaking and pitching online.
- PPT, video, live demo are applicable.

4. Online Message Board

- Visitor could write and send message to exhibitor at Message Board. The system will remind exhibitor and allow reply.

5. Viewing Live Event

- The opening ceremony, new product and technology launch, China Hi-Tech Forum, and some other key activities and exhibitors will be on live stream, which are available for online visitors and exhibitors by viewing at the official website of China Hi-Tech Fair.