

## KEY SHOW INFORMATION 重要展会信息

### **\*DATES | \*日期**

July 28-30, 2020 (Tuesday – Thursday)

2020 年 7 月 28 - 30 日 ( 星期二至四 )

### **\*TIME | \*时间**

2:00PM – 6:00PM China Standard Time (2:00AM – 6:00AM EST / 8:00AM – 12:00PM CET)

中国标准时间 2:00 PM-6:00 PM ( 美国中部标准时间 2:00 AM-6:00 AM / 欧洲中部标准时间 8:00 AM-12:00 PM )

**ACCESS TO IAAPA VIRTUAL EXPO: ASIA (including the trade show floor, education sessions, networking lounges and exhibitor chat engine during live event)**

<https://onlinexperiences.com/Launch/Event.htm?ShowKey=97968>

**IAAPA线上博览会：亚洲链接 (包含线上展会大厅、教育会议、交流分享室以及参展商线上聊天控制平台)**

链接将于 7 月 20 日推出

**ACCESS TO EXHIBITOR BOOTH SPACE BUILDER PLATFORM (to set-up your virtual booth) | 线上展位搭建平台链接**

<https://onlinexperiences.com/Launch/Setup.htm?ShowKey=97968>

\*While IAAPA Virtual Expo: Asia will be live 2-6 PM CST July 28-30, the platform is open 24 hours a day to exhibitors July 20 – August 8, 2020. Attendees will have access 24 hours a day July 28 – August 8, 2020. The site will close at 5 AM August 8 CST to attendees and exhibitors.

\*IAAPA 线上博览会：亚洲的官方会期为 7 月 28 - 30 日中国标准时间 2:00 PM-6:00 PM。但该平台将于 2020 年 7 月 20 日至 8 月 6 日对参展商 24 小时开放；而与会者将可在 2020 年 7 月 28 日至 8 月 6 日期间访问。

## CONTACT INFORMATION

### 联络人讯息

For all queries regarding **IAAPA Virtual Expo: Asia**, please contact the following relevant personnel.  
对于有关 **IAAPA 线上博览会: 亚洲**的所有疑问, 请联系以下相关人员:

### IAAPA EXHIBITOR MANAGEMENT TEAM | IAAPA 参展商管理团队

Queries regarding booth set-up, materials uploading, show rules, staff registration, onsite operations:

有关展位布置, 资料上传, 展览规则, 人员注册, 现场操作之查询:

IAAPA Asia Pacific – Hong Kong | IAAPA 亚太办事处 - 香港

**Tel 电话:** +852 2539 0977

**Contact 联系人:** Mr. Cyrus Cheung, Sales Representative 张加扬先生, 销售代表

**Email 电邮:** [CCheung@IAAPA.org](mailto:CCheung@IAAPA.org)

IAAPA Global Headquarters – United States | IAAPA 总部 - 美国

**Tel/Fax 电话/传真:** +1 (321) 319-7643

**Contact 联系人:** Ms. Stacey Mills, CMP, CEM, Senior Director, Conference & Trade Show Operations

Stacey Mills 女士, CMP, CEM, 高级总监, 会议和博览会运营

**Email 电邮:** [SMills@IAAPA.org](mailto:SMills@IAAPA.org)

### IAAPA GLOBAL SALES TEAM | IAAPA 全球销售团队

Queries regarding booth payments, exhibit sales and services changes, and final reporting, please contact an appropriate member of the Sales Team at [Exhibitsales@IAAPA.org](mailto:Exhibitsales@IAAPA.org) or via telephone:

有关展位付款, 展品销售和服务变更以及活动后数据的查询, 请发电邮至 [Exhibitsales@IAAPA.org](mailto:Exhibitsales@IAAPA.org) 或通过电话与销售团队成员联系:

**Asia-Pacific Sales Office 亚太地区销售办事处:** +852/2538 8277 or +852/2539 0977

**Europe, Middle East, and Africa Sales Office 欧洲, 中东和非洲销售办事处:** +32 2 535 7721

**North American Sales Office 北美销售办事处:** +1/321 319-7600



## PRE-SHOW INFORMATION & POLICIES

### 博览会前之注意事项及政策

#### ACCESS TO VIRTUAL SHOW FLOOR (PRE-SHOW) | 进入线上展会大厅 (博览会前)

Exhibitors will be able to preview their booth location within their selected pavilion on the virtual trade show floor starting July 20, 2020. Please note that while you will be able to preview the Virtual Expo, IAAPA will still be making updates to some aspects prior to the live days July 28-30. The link to access the Virtual Expo will be provided to exhibitors by July 20.

从 2020 年 7 月 20 日开始，参展商将能够在线上展厅内预览其展位位置。请注意，虽然参展商可以预览线上博览会，但 IAAPA 或有可能在会期（7 月 28 日至 30 日）前对平台页面进行更新。进入线上博览会的链接将在 7 月 20 日之前提供给所有参展商。

#### ADVERTISING OPPORTUNITY | 广告机会

Exhibitors who've selected packages #2 or #3, get advertising in the Funworld Virtual Edition supplement for Expo Asia. See the ad [specifications](#), and take advantage of the digital ad [enhancements](#) now available. The deadline is **July 17**.

Plus, exhibitors qualify for exclusive publicity via The Show Daily for IAAPA Virtual Expo: Asia. But act fast, only one advertiser can obtain this significant profile-raising opportunity. The Show Daily will be distributed to expo participants during the expo to deliver your message alongside stories, news, and information. Get an elite top leaderboard and side banner on the home and news story pages. Include URLs for your website, products, and video. View the [prototype](#), and inquire for cost. See our [media kit](#) for advertising opportunities to reach IAAPA members, including attraction's owners, operators, and buyers worldwide. Contact IAAPA's ad sales team [Brian Skepton](#) or [Michelle Williamson](#) for more information and reserve space today.

选择了参展包 2 和 3 的参展商将获得一整页 **Funworld - IAAPA 线上博览会: 亚洲特别版** 的广告位。请参阅[广告规格](#)，并充分利用现有的[数字广告增强功能](#)。广告截止日期为 **7 月 17 日**。

此外，参展商有资格通过 **IAAPA 线上博览会：亚洲 Show Daily 每日新闻** 进行独家宣传。只有一个广告商可以获得这一重要的广告机会，并在 Show Daily 首页和新闻报道页面上获得横幅广告和侧面横幅。广告可包括您的网站、产品和视频的 URL 链接，欲购从速。Show Daily 将在博览会期间分发给与会者，以将您的企业信息传递出去。查看[样板](#)，并询问费用。

请参阅我们的[媒体套件](#)，以获取向 IAAPA 成员，包括全球景点的所有者，运营商和买家推广的机会。请与 IAAPA 的广告销售团队 [Brian Skepton](#) 或 [Michelle Williamson](#) 联系，以获取更多预订信息。

#### SPONSORSHIP ENHANCEMENT OPTION | 赞助升级选项

Sponsors who have selected package #3 option 2 receive their 30 second video showcased at the start of one education session that has already been assigned. The deadline to send your video for approval to [Emily Popovich](#) is **July 15**. Acceptable formats: .mp4, .avi, .wmv, .mov, .flv. Other specifications: h.264 encoding, and 1920x1080 resolution preferred. Reminder: IAAPA cannot accept any videos showing riders with their hands in the air.

选择了参展包 3 - 选项 2 的赞助商将在其已选择的教育会议中播放 30 秒的企业视频。请在截止日期（7 月 15 日）前将你的企业视频发送给 [Emily Popovich](#) 作审批。可接受的视频格式：mp4 · .avi · .wmv · .mov · .flv。其他规格：h.264 编码，且 1920x1080 分辨率为最佳。请留意：IAAPA 不会接受任何显示玩家在机动游戏上举起双手的视频。



## CONNECTIVITY TROUBLESHOOTING | 故障排除

If you are experiencing problems connecting to the event/webcast, it may be due to the configuration of your company's network. Certain firewall configurations can prevent the communication features from functioning properly. Click [here for details](#).













公司网络和防火墙的配置或有可能影响参展商在线上平台的连接和通信功能的运行。按[此处](#)了解更多信息。

## DEVICE REQUIREMENTS | 设备要求

Be sure your system is ready to go for the event. For optimal view of the event, access the platform with desktop is recommended. Refer to the table below for desktop requirements.

确保您的系统已准备好参与是次线上博览会。我们建议使用桌面访问线上博览会平台以获得最佳的体验。

请参阅下表了解 系统及浏览器要求-

Desktop Requirements					
Desktop Browser / OS Support					
 Windows 7	11	*Edge Chromium	*73	x	*80
 Windows 8.1	11	*Edge Chromium	*73	x	*80
 Windows 10 (Includes Surface Pro 3 & 4)	11	Edge Chromium	*73	x	*80
 macOS Mojave (10.14)	x	Edge Chromium	*73	11	*80
 macOS Catalina (10.15)	x	Edge Chromium	*73	12	*80
 Red Hat Enterprise Linux 7.4	x	x	x	x	*80
 Fedora Linux 25	x	x	x	x	*80

Please refer to the tablet and mobile device requirements [here](#).

请按[此处](#)参考平板电脑和移动设备的要求。

## EXHIBITOR BOOTH SET-UP DEADLINE | 线上展位布置截止日期

Booths must be set-up and ready for inspection no later than **July 17 11:00PM China Standard Time (11:00AM EST / 05:00PM CET)**. Refer to the [Exhibitor Space Builder Guide](#) to set-up your booth.

参展商必须在 7 月 17 日中国标准时间 11:00 PM ( 美国东部标准时间 11:00 AM / 欧洲中部标准时间 5:00 PM ) 之前设置好展位。请参阅[线上展位布置指南](#)来设置您的展位。

## INTERNET & SYSTEM REQUIREMENTS | 互联网及系统要求

Access to the internet using high speed access (Cable, DSL, Network) is highly recommended for the overall environment and is required for all presentations. Pop-up blockers must also be disabled, and JavaScript should be enabled.

Upon entering the environment, a system check is run which will identify computer requirements that need to be addressed to interact with the online environment. It is recommended to view the environment with the display resolution of 1366 x 768. To run the system check, click [here](#).

Before you access the environment, you should ensure that your browser is configured to stream media. All webcasts require a broadband connection. For webcasts including video, you will need a minimum internet connection of 450Kbps, but a connection of 750Kbps or higher is recommended.

我们建议在整个线上活动中使用高速上网技术（网线·DSL·网络），这对于是次线上博览会的必需的。另外，参展商及与会者应启用 JavaScript 并关掉任何弹出窗口阻止程序。

进入线上博览会之链接后，运行系统会自动检查，并确定与会者的计算机符合是次线上博览会的要求。我们建议以 1366 x 768 的显示分辨率查看线上博览会。如要运行系统检查，请点击[此处](#)。

在访问线上博览会前，请确保浏览器已配置可供媒体串流的设定。所有网络直播都需要宽频连接。对于包括视频的网络广播，您至少需要 450Kbps 的互联网连接，但是建议连接速度为 750Kbps 或更高。

## STAFF REGISTRATION | 参展商及展位代表登记

The Exhibitor Space Builder platform allows you to add space representatives and register them for the event by configuring their login and password information. **Each exhibiting company can assign a maximum of ten representatives.** For detail steps on exhibitor space staff registration, you may refer to the [Exhibitor Space Builder Guide](#).

参展商可在线上展位搭建平台中登记贵司的展位代表，并通过配置其登录名和密码来为他们注册。每间参展公司最多可以配置十位展位代表。有关展位代表注册的详细步骤，请参阅[线上展位搭建平台指南](#)。



## ON-SHOW INFORMATION & POLICIES

### 博览会期间之注意事项及政策

#### EDUCATION CONFERENCE | 教育会议

All exhibitors are welcome to attend the general education sessions for free. The full program can be found [here](#). To attend the education conference, the virtual trade show floor, or to visit the digital networking lounges, please login to the Virtual Expo. The link will be provided prior to July 20.

欢迎所有参展商免费参加教育会议。按此[浏览完整的日程安排](#)。参展商必须登录展会界面才能访问线上展会大厅、教育会议及交流分享室。该链接将在 7 月 20 日之前提供给所有参展商。

#### EXHIBITOR CHAT ENGINE | 参展商线上聊天控制平台

The exhibitor chat engine is a tool for exhibitors to communicate with your booth visitors during live hours. For detail steps on how to log-in and utilize the exhibitor chat engine, you may refer to the [Exhibitor Chat Engine Guide](#).

参展商线上聊天控制平台是参展商在会期时与展位访客交流的工具。有关如何登录并使用参展商聊天系统的详细步骤，请参阅[参展商线上聊天控制平台指南](#)。

#### EXHIBITOR GUIDELINES | 参展商指南

Please refer to the [Exhibit Contract](#) for all exhibitor guidelines. Exhibitors that do not comply with these guidelines will have their booth closed and removed from the virtual trade show floor.

请参阅[展位合同](#)以了解所有参展商指南。不遵守这些条款和协议的参展商将被强制关闭展位并从线上博览会中驱除。

#### IAAPA INTELLECTUAL PROPERTY GUIDELINES | IAAPA 知识产权指南

IAAPA policy and procedures require a company participating at an IAAPA Forum to attest that it owns or has the appropriate rights to sell their products or display their content, and in the event of a dispute the company will agree to comply with an arbitration/ mediation process. We strongly encourage our manufacturers, and consultant members to become familiar with this [IP Policy](#) to ensure you are able to comply and so that your experience at any IAAPA Forum is productive and successful. For any IP complaints, please contact [Sarah Bruno](#) or [Jack Hsu](#).

根据 IAAPA 的政策与规程，有意参加 IAAPA 活动的公司必须证明其拥有销售产品或展示内容之适当权利。如有争议，公司将同意通过仲裁/调解程序解决。我们强烈建议制造商和顾问成员熟悉本[知识产权政策](#)以确保遵守有关规定，使您在所有 IAAPA 活动中时更有成效。如需进行任何知识产权投诉，请联系 [Sarah Bruno](#) 或 [Jack Hsu](#)。

#### LANGUAGE | 语言

Some of the show attendees will only be able to communicate in Chinese. IAAPA recommends exhibitors include both alphabetical and Chinese information when providing information for their virtual booth. In addition, exhibitors should have staff registered that during the live event can communicate in both English and Chinese through the Chat feature. Each attendee will be able to select their language choice through their profile and the site will auto translate most of the information.

一些与会者可能只能使用中文交流。IAAPA 建议参展商在设置其线上展位时，同时包含英文及中文信息。此外，参展商应登记可以双语沟通之展位代表，以便在活动期间通过聊天功能与与会者交流。每个与会者都可以通过个人资料中选择他们的语言，该平台将自动翻译大部分的信息。



## POST-SHOW INFORMATION & POLICIES

### 博览会后注意事项及政策

#### REPORTING | 活动后数据

IAAPA will send out post-event report to all exhibitors within 14 working days to all exhibitors via email. Post-event data will vary depending on the selected booth package:

- **Standard Level (Package 1 & 2 – Standard & Enhanced Exhibitors)** - includes a list of all participants that visited your booth including attendees name and email.
- **Enhanced Level (Package 3 – Sponsoring Partner and Exhibitor)** - includes a full list of all participants that visited your booth and downloaded assets, and record of all booth chats and Q&As.

IAAPA 将在 14 个工作日内通过电子邮件向所有参展商发送活动后报告。会后数据将根据参展商所选的展位包而有所不同：

- **标准级别 (参展包一和二 - 标准参展包以及升级参展包)** - 包括到访过您展位的所有与会者名单，包含姓名和电子邮箱地址
- **高级级别 (参展包三 - 参展及赞助单位)** - 包括到访过赞助商展位和下载过资源的所有与会者名单，以及所有展位内的聊天以及问答记录

#### ACCESS TO SHOW FLOOR (POST-SHOW) | 进入线上展会大厅 (博览会后)

The IAAPA Virtual Expo: Asia will remain open 7 days after the conclusion of the event. Exhibitors and attendees will be able to access the education conference sessions and visit the virtual trade show floor during this time. See page 1 for the exact dates/hours.

**IAAPA 线上博览会: 亚洲**在官方会期结束后 7 天继续开放。参展商和与会者仍可在在此期间参与教育会议并访问线上展位大厅。