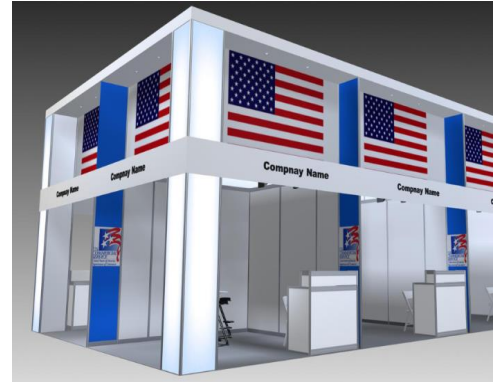


CALIFORNIA PAVILION BOOTH APPLICATION

CMEF is Asia Pacific's Leading semi-annual event serving the entire medical device market. CMEF is one of the longest running events that will springboard your company into the Asia Pacific marketplace. Looking to brand your company, launch a new product, need distribution or to advance your company globally CMEF will give you access to the 2nd largest medical device market in the world



Why exhibit at CMEF?

Answer: China's geographical landscape is enormous and with the world's largest population the healthcare investments differs by regions. In recent years the central government has been investing more and more into the improvement of healthcare making Shanghai the perfect place for CMEF Spring. Shanghai, is one of the most important regions of focus and has the ability to gather many hospitals, universities, scientific research institutions and high-tech companies. The attendee crossover from CMEF Spring and CMEF Autumn will be limited giving your company a great opportunity to meet and network with new attendees.

- **Visitors (2016 data):**
 - 110,000 from
 - 150+ countries / regions
- **Top Product Interests:**
 - Imaging
 - Electro medical devices
 - Medical consumables
 - IVD
 - Surgical devices
 - Hospital equipment
 - Medical IT
 - Orthopedic Devices
 - Rehabilitation, therapy & healing devices

- **Exhibitors (2016 data):**
 - Over 200,000m2 exhibit space
 - 4,000 exhibitors
 - 25+ countries
 - Over 10,000 products showcased
 - **600 NEW Products** showcased annually
- **USA Pavilion** – endorsed by the US Commercial Services

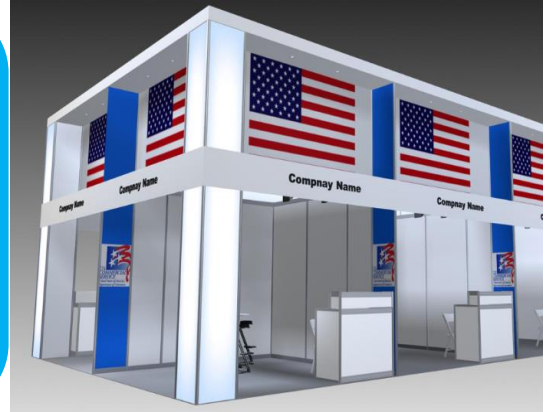


CALIFORNIA PAVILION

California Pavilion Shell Package includes:

Booth space, company name on fascia board in English & Chinese, carpet, walls, 1 reception counter, 4 chairs, 3 spot lights, 1 electric socket (220V), 1 waste basket and USA Marketing Promotional Package (includes items below)

- WeChat attendee promotion push company description and logo
- Company logo included on USA Pavilion onsite promotional signage – located in high traffic area
- **NEW** Logo to be included on USA Pavilion website page linked from home page
- **NEW** Logo/booth # promotion in CMEF printed onsite visitor guide distributed onsite
- CMEF Show Directory / Catalogue listing
- Company included in pre-show attendee email blast promoting USA Pavilion exhibitors



California Pavilion Shell Package Options:

- 9m² Shell Package = RMB 35,416 (5,835 USD) +6%VAT
- 18m² Shell Package = RMB 63,262 (10,422 USD) +6%VAT
- 27m² Shell Package = RMB 91,108 (15,010 USD) +6%VAT
- 36m² Shell Package = RMB 118,954 (19,597 USD) +6%VAT
- Online Promotion Fee = RMB 1,000 (165 USD) +6%VAT
(Obligatory - per calendar year; NOT included in USA Promotional Package)

California Pavilion Raw Space Only (18m2 minimum)

- _____m² x RMB 2,464 (405 USD) +6%VAT
- USA Promotional Package = RMB 7,570 (1,247 USD)
- Show directory/catalogue = RMB 350 (58 USD) +6%VAT – **(Obligatory**, included in USA Promotional Package)
- Online Promotion Fee = RMB 1,000 (165 USD) +6%VAT **(Obligatory** - per calendar year; NOT included in USA Promotional Package)

SAVE UP TO \$2,000 USD*: Apply for a Step Grant through California CITD: Your company might qualify for a discounted space visit the California CITD application link for more details: <http://citd.org/register/>

- **Booth position is subject to availability and organizer's confirmation**

Company Name:

Address:City:.....State:.....

Zip Code:Website:.....

Contact name:Position:.....

Phone:Fax:.....Date.....

Email:.....Signature & Company stamp:

Product Type:.....

My Company Cannot Exhibit Next To This Company.....

Organized by:
Reed Sinopharm <http://www.reed-sinopharm.com>



Please email or fax this form to:
Ray Filbert
P: 203-840-5821
E: rfilebert@reedexpo.com