

2025 International Electronics Circuit Exhibition (Shenzhen) Booth Application Notice & Booth Selection Rules

Before booking the booth for 2025 International Electronics Circuit Exhibition (Shenzhen), please read through below notice and closely adhere to the Organizer rules.

- Only applications submitted through the online platform will be accepted. Physical application form or email application will not be accepted.
- The online platform will open at 9:30 am on 5 December 2024.

一、 Booth Selection Rules

Booth selection priority of 2025 International Electronics Circuit Exhibition (Shenzhen) refers to below rules:

Booth Size> Exhibition Format > Exhibitor identity >2019-2024 Participation Point>Application Submission Date and Time

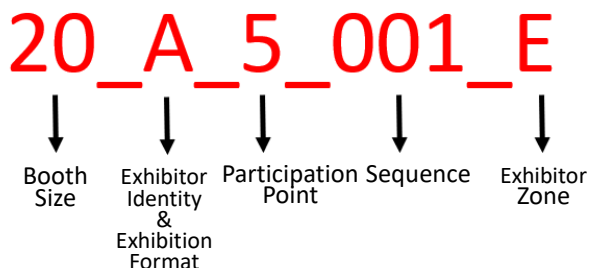
Priority	Criteria	Description
1 st	Booth Size	Exhibitors with larger booth size have the priority on booth selection
2 nd	Exhibition Format	For the same situation of 1 st Priority, sole exhibitors will have priority over co-exhibitors in selecting booths.(Solo exhibitors include exhibitors who participate alone or jointly under parent and subsidiary company)
3 rd	Exhibitor identity	For the same situation of 1 st Priority and 2 nd Priority, exhibitors participating in the 2024 exhibition will have priority in selecting booths.
4 th	Participation Point (2019-2024)	<p>For the same situation of 1st Priority ,2nd Priority and 3rd Priority, the selection order will be decided on their 2019-2024 participation Points (Participation for the past 5 editions of HKPCA Show). Exhibitors with the highest points will be given priority.</p> <p>Note on the Participation Point</p> <ul style="list-style-type: none"> ● Participation Point will be counted from 2019-2024, total 5 Exhibitions. Each year's participation counts as 1 point, for a maximum of 5 points. Exhibitors with a higher score have the priority on booth selection. For joint booth exhibitors, only the participation of the principal exhibitor will be counted. ● The Participation Point of the 2025 Show will be used for the 2026 booth application.
5 th	Application Submission Date and Time	For the same situation of 1 st Priority, 2 nd Priority ,3 rd Priority and 4 th Priority, the booth selection order will be determined by their application submission date and time (Subject to the record of official online system).

Note: If the exhibitor fails to pay the deposit on time, the selection number will be ranked behind the exhibitor who has paid the booth fee according to the payment time of the same booth area.

二、 Booth Selection Priority Number Format

- Booth Size_ Exhibitor Identity & Exhibition Format_ Participation Point_ Sequence_ Zone

Exhibitor Identity



Exhibitor Identity:

- A: 2024 exhibitor, participating individually in 2025.
- B: Non-2024 exhibitor, participating individually in 2025.
- C: 2024 exhibitor, participating jointly in 2025.
- D: Non-2024 exhibitor, participating jointly in 2025.

Exhibit Zone:

- | | |
|-----------------------|--|
| E: Equipment Supplier | S: Smart Manufacturing & Automation Zone |
| M: Materials Supplier | EA: Electronic Assembly |
| P: PCB Manufactures | G: Green Pavilion |

三、 General guide to exhibitors

- Each company can only submit one application. In case of multiple applications found, only the last application will be considered.
- After submitting the application online, exhibitors will receive an automatic confirmation email (without booth priority number), Please check the information carefully and do not reply to the email. If exhibitors do not receive the email, please check Spam folder. A SMS notification will be sent to the China Mainland mobile number provided by the exhibitor at the time of application.
- For any increase or decrease on the number of booth(s) applied, exhibitors are required to fill out a new online booth application form. Booth selection priority number will be rearranged based on the latest booth area, exhibitor format, exhibitor identity, participation point (2019-2024) and the date and time of the latest booth application form. The original booth selection priority number will be invalidated.
- The Event Manager will verify the exhibitor's identity and confirm it before arranging the booth priority number.
- Co-exhibiting application should be submitted by main exhibitors. The main exhibitors should apply total no. of booth with co-exhibitors' contact information at once. In case of adding/changing new co-exhibitors after application, the case will be counted as duplicated application, of which only the later submission will be considered. Documents showing the business relationships between the main exhibitor and the co-exhibitors are required: Parent and Subsidiary Company/Majority Shareholder of main exhibitor or Agency and Manufacturer relationship. Exhibits displayed at their booths must be related. Both co-exhibitors and main exhibitor must agree to abide by the rules & regulations set by the Organizers. For details rules, please [click](#) to obtain. The Organizers reserve the final right to accept or reject the applications.
- For co-exhibiting application, only main exhibitors' participation point will be counted. 2025 Show participation point will be gained by main exhibitors only.

Co-Exhibitors' Booth Requirements:

2 Companies in total: 12-60 Booths

3 Companies in total: 21-60 Booths

4 Companies in total: 42-60 Booths

5 Companies in total: 50-60 Booths

6 companies or above: N/A

四、Booth Rate and Discount

- 10% "Early Bird Discount" only applies to the number of booths reserved during 5-6 December 2024 (Until 6 December 23:59). Reserved after 6 December 2024 is/are not entitled to the discount.
- 10% "Early Bird Discount" will be forfeited if exhibitors reduce the number of booth(s) after 6 December 2024 or exhibitors fail to settle the booth rental deposit before deposit payment deadline.

五、Exhibition Schedule and Booth Selection Arrangement

● Exhibition Schedule

Step 1	From 2024.12.5 9:30	Submit online booth application form
* Only submission through the official online platform will be accepted. Physical application form or email application will not be accepted.		
Step 2	2025.3-5	Receive Booth Deposit Invoice and arrange payment
Step 3	2025.5-6	Receive Booth Selection Meeting timeslot and arrangement (Include Booth Selection Priority Number)
Step 4	2025.5-6	Booth Selection Meeting
Step 5	2025.7	Receive booth contract, booth balance invoice and other related documents

● Arrangement of Booth Selection Meeting

- Exhibitors must pay a booth deposit on or before May 2024, to attend the Booth Selection Meeting.
- The deposit booth rental previously paid will be forfeited if exhibitor cancels the booth reservation and withdraw from the exhibition; it is not transferable to other purpose.
- If the exhibitor fails to pay the deposit on time, the selection number will be ranked behind the exhibitor who has paid the booth fee according to the payment time of the same booth area.
- The booth selection numbers will be announced in the email regarding the booth selection meeting scheduled for May-June 2025. Please stay tuned for further updates.
- If exhibitors arrive late or no-show on the online booth selection meeting, it will automatically authorize the Organizer to select the booth on behalf of them.
- If exhibitors are not satisfied with the booth selected by the Organizers, they may re-select the booth in accordance to the latest floor plan after releasing the reserved booth.
- For companies who join the exhibition as a co-exhibitor, the booth location will be selected by the main exhibitor only.

● **Arrangement after the Booth Selection Meeting**

- A. Balance invoice & Booth Contract will be issued right after the booth selection meeting. Exhibitors are required to pay before the deadline. Within 1 Week upon receipt of the Booth Contract, please sign and return it to the Organizer by post, in order to confirm and secure the booth.
- B. The booth contract will be couriered to the exhibitors according to the address of the booth contract. If exhibitors want to update the correspondence address, please inform the Event Manager.
- C. If exhibitor requests to withdraw from the exhibition after the booth allocation meeting, the deposit booth rental paid previously will be forfeited. The booth rental is non-refundable and not transferable to other purpose, and the exhibitor must pay the corresponding penalty according to the contract terms.
- D. The balance payment should be settled no later than 15 August 2025 (the "Deadline"). All outstanding booth rental paid after the Deadline will be subjected to a late payment surcharge of 3%.
- E. No refund of booth rental difference for any changes from standard booth to raw space after payment of balance. Exhibitors are required to pay the booth rental fee in according to the booth contract.
- F. The Organizer reserves the right of final interpretation and decision on the exhibition, documents relating to the exhibition, booth allocation arrangement and the rules and regulations relating to the exhibition.

For Enquiries, please contact

Event Manager – Baobab Tree Event

Ms. Rachel Lin/ Ms. May Chen
Tel: (86) 133 6057 7973
Email: info@hkpcashow.org

Organizer - Hong Kong Printed Circuit Association

Hong Kong, Macao and Taiwan regions of China & Overseas
Ms. Manda Wong
Tel: (852) 2155-5123
Email: mandawong@hkpca.org

Mainland China
Ms. Ellen Jin
Tel: (86) 181-2405-6937
Email: ellen.jin@hkpcashow.org