

Conference Material
会议材料



PARTICIPANTS MANUAL
参展者手册
(Second Edition)
(第二版)

网上中国2010年上海世博会
EXPO SHANGHAI ONLINE



INTRODUCTION

This second edition of World Exposition Shanghai China 2010 Online Participants Manual (hereinafter referred to as the "Participants Manual") is formulated on the basis of and as a supplementary document to the World Exposition Shanghai China 2010 Participation Guide (hereinafter referred to as the "Participation Guide") to provide the Participants with the basic information on the Expo Shanghai Online project. Made in two versions in Chinese and English, the Participants Manual contains information in the following eleven aspects: general information, participation procedures, development and construction, operation and maintenance, participation cost, commercial activities, communications and promotion, intellectual property rights, management services, time schedule and miscellaneous on participation. Along with further progress of the preparation for Expo 2010, the Organizer will update the Participants Manual on a timely and continuous basis to ensure that all necessary information will be promptly provided for the Participants.

Should you have any suggestions and comments on the information contained in the Participants Manual, please do not hesitate to liaise with the Organizer:

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(This document is in Chinese version and English version. If there is any discrepancy between the Chinese version and the English version, the Chinese version shall prevail.)

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A. General Information: Introduction to Expo Shanghai Online

1. Name

Full Name: World Exposition Shanghai China 2010 Online
Short Form: Expo Shanghai Online

2. Schedule

The participation of Expo Shanghai Online and the pavilion construction process shall be substantially in line with the overall progress of preparation for Expo 2010 Shanghai China, and falls into the following three major stages:

Stage One (2007): Planning – preparation, verification and approval of the master and technical plans.

Stage Two (2008-2009): Development and Construction – building of the basic platform and key pavilions for launching the full development and construction.

Stage Three (2010-): Operation and Maintenance – operation, maintenance and management of the platform of Expo Shanghai Online.

3. Organizer

The Organizer: Bureau of Shanghai World Expo Coordination

4. Overview

With a history of over 150 years, the World Expo has always been presented through exhibitions and displays in physical pavilions, uniquely featuring a wide and extensive distribution of pavilions, a huge variety of exhibitions and displays, and a long period of running time. Therefore, it is not appropriate for the World Expo to be intensively and continuously live broadcasted via television coverage. With the swift advancement and increasingly popular application of new communication technologies, especially under the influence of internet technologies, the wave of information technology is sweeping across every corner of the world, which has brought to the World Expo unprecedented opportunities and challenges. To explore new ways of presenting the World Expo in an age of information by optimizing the unique advantages of internet technologies, the Organizer will launch a creative program of Expo Shanghai Online in addition to hosting the physical Expo 2010 Shanghai China.

Featuring a joint participation by the Expo Organizer and participants, Expo Shanghai online will present by using internet technologies an online version of Expo 2010 Shanghai China featuring a combination of virtual presentation and reality, thus creating an internet platform enabling alternative experience and real time interaction, in addition to other supportive functions.

As an integral part of Expo 2010 Shanghai China, as well as its introductory channel, supplement and extension, Expo Shanghai Online offers functions as promotion, tour guide, exhibition and education.



5. Basic Functions

Unlike the official website of Expo 2010 (www.expo2010china.com), which is designed as a service platform for information and online communications, Expo Shanghai Online not only functions as a promotional and educational channel for Expo 2010 Shanghai China, but is also focused on providing participants with unique interactive experience through its illustrative and interactive tour guide and exhibition functions. It features four basic functions as follows:

(1) Promotional Function: powerfully enhancing the publicity and ticket sales of Expo 2010 Shanghai China, and the promotion of World Expo concept, through an effective use of the internet capabilities featuring no limitation in time and geographical boundaries. Meanwhile, the Participant may also present and promote its image and participating philosophy online to the general public of its nation.

(2) Tour Guide Function: allowing online visitors to have a visual and vivid understanding, wholly or partially, of the Expo Park covering an area of 5.28 km², and the pavilions of 200 or so participating countries and international organizations covering an area of 850,000 m², and helping visitors to better understand the Expo Park and its peripheral areas, pavilions, available service facilities and visitor traffic for a more targeted planning and scheduling.

(3) Educational Function: through online browsing, multimedia display, interaction and other internet tools, offering an introduction to the knowledge about and concepts of the World Expo, as well as the social, scientific, historic and cultural background of the Participants and their exhibitions and events, along with relevant information and visual images to fill up the gaps between different languages and cultures, time and space, and to provide a beneficial supplement and extension to the physical Expo Shanghai.

(4) Exhibition Function: through an integration of internet technologies including 3D virtual technologies, presenting a vivid online illustration of the best contents in the Expo Park and pavilions, thus creating an exhibition platform that enables alternative experience and real time interaction between the real Expo site and the online exhibitions, and enhances the coverage and impact of the promotion of World Expo image and concepts in a more extensive and lasting manner.

Expo Shanghai Online is accessible through two portals: one under an independent top-level domain and the other under a second-level domain linked through the Expo 2010 official website.

Expo Shanghai Online consists of the online platform and the online pavilions.

6. Online Platform

The Expo Shanghai Online platform functions as:

(1) an online exhibition platform, which offers an identical representation of the features and sceneries of Expo 2010 Shanghai China, including the Expo Park and its surrounding areas, the available service facilities and the appearance of pavilions, and enables online visitors to roam the Expo Park and the pavilions with the help of 3D virtual technologies;

(2) an online tour guide platform, which enables online visitors to make their own visiting schedules by

using different online approaches including mapping, roaming, routing and automated tour guide, searching, and the online listing of pavilions, or to visit Expo 2010 by following the schedules recommended by the Organizer;

(3) an online activities platform, which offers online special activities presented as required by the Organizer and the Participants, or online video play or live broadcast of activities presented in the Expo Park;

(4) an online community platform, which offers message board, forum, BLOG and other online interactive tools, as well as Expo Shanghai online search and online help functions to enable a better and easier experience by visitors of Expo 2010 Shanghai China.

The Expo Shanghai Online platform is constructed by the Organizer and offers both Chinese and English versions.

7. Online Pavilion

Built on the basis of the online platform, the Expo Shanghai Online pavilion, featuring a combination of the online virtual display of the physical pavilion and the online virtual exhibition space, falls into three types depending on varying degrees of exhibition presentation desirable to the Participants: Browsing Pavilion, Experiencing Pavilion, and Creative Pavilion.

Browsing Pavilion: It enables online visitors to have access through its browsing function an all-round view of the spatial layout and main contents in an online pavilion, and to have an in-depth understanding of the exhibited items through texts, photo images, audio, video, and animation. The Browsing Pavilion features an interior layout substantially same as that of the corresponding physical pavilion.

The Browsing Pavilion offers both the Chinese and English versions.

The Browsing Pavilion is constructed by the Organizer and provided free of charge for Participants that have selected this pavilion type.

Experiencing Pavilion: Based on the Browsing Pavilion functions, and through 3D virtual technologies, it enables online visitors to have more vivid experience by roaming in the online pavilion and interacting with the exhibited items. In addition, Participants may construct an extended virtual space not existent in Expo 2010 Shanghai China to offer an extended and expanded presentation of the pavilion images and concepts by using the more powerful virtual technologies and tools. The Experiencing Pavilion may contain an interior layout substantially same as that of the corresponding physical pavilion.

The Experiencing Pavilion offers versions in three languages: Chinese, English, and the official language of the Participant.

The Participant may choose to construct its own Experiencing Pavilion or may contract the project to a service provider recommended by the Organizer.



Creative Pavilion: An online space independently designed and constructed by the Organizer. The construction is open to and can be participated by all online visitors as well, where they may give full play to their creativity and imagination. This unique way of participation shall contribute to the shared experience of Expo 2010 Shanghai China and to the magnificent prospects of future World Expositions.

The Creative Pavilion offers both Chinese and English versions.

The Creative Pavilion shall be jointly constructed by the Organizer and online visitors with the platform and tools provided by the Organizer.

8. Significance and Role

As a creative innovation to the traditional way of presenting the World Expo, Expo Shanghai Online enables online visitors to interact with the Organizer and the Participants to satisfy their different needs and personal interest, increases the global coverage of the World Expo, and attracts more visitors to the physical Expo site or provides an opportunity for those who cannot make it to the physical Expo site. In this way, it helps to enhance the international impact of the World Expo by promoting the World Expo concepts and the social, scientific, historic and cultural information of the Participants in a wider scope and for a longer period.

The online Expo will enable Expo 2010 Shanghai China to become an everlasting World Expo and contribute significantly to the World Expo development.

B. Participation Procedures

1. Documents provided by the Organizer

The Organizer shall provide the Participants with documents needed for participating in Expo Shanghai Online, including the Participants Manual, the Expo Shanghai Online Participation Confirmation Form (hereinafter referred to as "Confirmation Form"), the Guide for Development and Construction of the Experiencing Online Pavilion of Expo Shanghai Online (hereinafter referred to as "Guide for Development and Construction"), the Guide for Exhibition Proposal of Online Pavilion of Expo Shanghai Online (hereinafter referred to as "Guide for Online Pavilion Exhibition Proposal") and the Technical Standards and Specifications of Expo Shanghai Online (hereinafter referred to as "Technical Standards and Specifications").

The Confirmation Form and other documents are offered as annexes to this Manual and are available for download at the Expo 2010 official website: www.expo2010china.com.

2. Bilateral Technical Consultation

Upon receipt by the Participants of the needed documents, the Organizer shall discuss and consult with the Participants on matters related to participation in Expo Shanghai Online, including the selection of online pavilion type (Browsing Type or Experiencing Type) and the construction of Experiencing Pavilion. The technical consultation may be conducted as part of the participation consultation of Expo 2010 or through other channels.

It is up to the Participants to choose a Browsing Pavilion or an Experiencing Pavilion.

3. Confirmation of Participation

The participant shall confirm with the Organizer its participation in Expo Shanghai Online by submitting the completed Confirmation Form signed by the Commissioner General of Section.

To ensure the integrity of Expo Shanghai Online, where a participant fails to submit the Confirmation Form before June 30, 2009, the Organizer shall produce an introductory presentation of such participant and its pavilion.

4. Submission of Online Pavilion Exhibition Proposal

In accordance with the Guide for Development and Construction provided by the Organizer and the outcome of technical consultation, the Participant shall submit to the Organizer before a deadline agreed upon with the Organizer, or no later than July 31, 2009, an Online Pavilion Exhibition Proposal to be reviewed by the Organizer.

The Online Pavilion Exhibition Proposal shall contain a detailed description of the participant, as well as its online exhibition concept, pavilion design, contents of exhibition, display model, exhibition technique, content materials, and information to be announced.



The Online Pavilion Exhibition Proposal shall be consistent in the exhibition theme and concept with the Theme Statement and the Exhibition Proposal submitted by the Participant in relation to Expo 2010 Shanghai China.

Upon review by the Organizer of the Online Pavilion Exhibition Proposal, the Participant shall, through discussion with the Organizer or service provider, set a deadline and make preparation for submission of content materials to the Organizer or service provider.

5. Submission of Content Materials

The Participant that has selected the Browsing Pavilion shall submit to the Organizer on time, and no later than August 31, 2009, the content materials, while the Participant that has selected the Experiencing Pavilion shall make arrangements for construction of its own pavilion, including preparation for content materials. And the Organizer shall recommend service providers to the Participants that request assistance in this regard. The content materials that shall be subject to the requirements specified in the Technical Standards and Specifications provided by the Organizer.

While submitting by the Participant that has selected the Experiencing Pavilion content materials to the service provider, a copy must be forwarded to the Organizer.

Without written consent from the Participant, the Organizer shall not release prior to the opening of Expo 2010 any specific exhibition contents.

The participation procedures for Expo Shanghai Online are illustrated in the flowchart below:





C. Development and Construction

1. Construction of Online Platform

The Organizer is responsible for construction of the base platform, internet portals, online Expo Park and theme pavilions for Expo Shanghai Online.

2. Construction Models of Online Pavilions

In order to make Expo Shanghai Online more colorful to better reflect the philosophy of A Global Construction, while taking into consideration the Participants different expectation, two models of pavilion construction have been defined, namely construction by the Organizer and by the Participant.

Model I: Construction by the Organizer

The theme pavilions, China Pavilion, pavilions of the Urban Best Practices Area and Creative Pavilions shall be constructed by the Organizer.

The Browsing Pavilion selected by the Participant shall be designed and constructed by the Organizer based on the Online Pavilion Exhibition Proposal and the submitted content materials.

Model II: Construction by the Participant

The Participant that has selected the Experiencing Pavilion shall follow the overall requirements specified in the Guide for Development and Construction and the Technical Standards and Specifications provided by the Organizer in the design and construction process. The Participant may choose self-construction or construction by the service provider recommended by the Organizer.

In case of construction by the service provider, the Participant shall discuss with the service provider on how and when the content materials shall be submitted.

3. Construction Guide and Technical Standards

As Expo Shanghai Online will serve as a globally oriented open Internet platform, more attention must be paid to its security and applicability while reflecting its technological advancement. Therefore, popularly applied mature technologies will be generally used.

Expo Shanghai Online will be designed on a module basis, with the platform and each pavilion developed as separate modules. Standard data interfaces will be provided between the modules, so that the Participant that has selected the Experiencing Pavilion shall be able to give full play to its innovative capabilities in design and construction, while following guidelines and standards provided by the Organizer in the Technical Standards and Specifications.

As specified in the Guide for Development and Construction, the Participant may construct its selected Experiencing Pavilion by following one of the two approaches listed below.

(1) Construction of Experiencing Pavilion fulfilled by service provider(s) recommended by the Organizer and selected by the Participant. Technologies adopted by the selected recommended service provider(s) shall follow the standards for incorporation into the Expo Shanghai Online platform so as to ensure that the completed construction can seamlessly run on the online platform. Online visitors shall be able to access the constructed pavilion directly on the platform. In this case, the online pavilion features a close coupling relationship with the Expo Shanghai Online platform.

(2) Construction of an independent online pavilion fulfilled by developer(s) selected by the Participant by following technical standards specified by the Organizer. The Participant shall guarantee that the online pavilion completed by such selected developer(s) is in full conformity to the standards defined in the Technical Standards and Specifications, and will provide and use the interfaces specified by the Organizer. Meanwhile, the Participant shall formulate specific plan for development, and shall conduct supervision and management of the developer(s). The Organizer will regularly see to the developing process to ensure the submission of the completed construction (including the application programs and other files) by the developer(s) prior to the deadline as agreed upon with the Organizer. The Organizer will incorporate the completed construction into the Expo Shanghai Online platform so that online visitors shall be able to access the constructed pavilion directly on the platform. In this case, the online pavilion features a loose coupling relationship with the Expo Shanghai Online platform.

In case that both the aforesaid two construction models fail to satisfy demands of the Participant concerning development and construction, the Participant can require consultation with the Organizer for solution.

In case of a need for additional basic and regulatory information during the process of design and construction of its selected Experiencing Pavilion, the Participant may send a request to the Organizer. Specific information in this regard shall be provided by the Organizer at a due time. The Organizer shall keep in frequent touch with the contact persons designated by the Participant for timely information on the construction progress and other matters.

4. Construction and Testing

(1) Browsing Pavilion

The Browsing Pavilion shall be designed and constructed by the Organizer based on the Online Pavilion Exhibition Proposal and the submitted content materials. The Participant shall submit to the Organizer the content materials and related documents in accordance with requirements specified in the Technical Standards and Specifications, in a manner which is to be publicized by the Organizer at a due time in future. In case that the Organizer has not received by August 31, 2009 the needed content materials to be submitted by the Participant, the Organizer shall remind the Participant of making a selection from the templates pre-constructed by the Organizer as the basis for construction of online exhibitions. Where a Participant fails to select a template, the Organizer shall produce an introductory presentation of such Participant and its pavilion, or use, upon consent from such Participant, its physical pavilion photo images in the presentation.

Upon completion of the Browsing Pavilion construction, the Organizer shall confirm with the Participant concerned before its online activation. Following confirmation by the Participant, the Shanghai Online platform. Following confirmation by the Participant, the Organizer shall make the



Organizer shall make the online pavilion open to the public concurrently with the opening of Expo 2010 Shanghai China.

(2) Experiencing Pavilion

The Participant shall deliver to the Organizer its completed construction and related documents of the Experiencing Pavilion in accordance with requirements specified in the Technical Standards and Specifications no later than September 30, 2009, in a manner which is to be publicized by the Organizer at a due time in future, to be tested and incorporated by the Organizer into the Expo Shanghai Online platform. Following confirmation by the Participant, the Organizer shall make the online pavilion open to the public concurrently with the opening of Expo 2010 Shanghai China.

In case of failure to deliver the completed construction to the Organizer by the deadline, the Organizer shall produce an introductory presentation of the Participant and its pavilion, or use, upon consent from the Participant, its physical pavilion photo images in the presentation.

5. Online Activation

The Expo Shanghai Online platform shall be activated online in May, 2009, at the one year countdown to the opening of Expo 2010 Shanghai China.

The Organizer shall officially make the online pavilions open to the public on May 1, 2010 concurrently with the opening of Expo 2010. Before that opening date, the Organizer shall release on the Expo Shanghai Online platform announcements provided by the Participant, and offer promotional displays based on actual circumstances of some contents (such as the Expo site) of Expo Shanghai Online.

The Organizer reserves the rights to adjust the schedule for online activation and shall promptly inform Participants with regard to the adjustment.

D. Operation and Maintenance

1. Operation and Maintenance of Expo Shanghai Online Platform

The Organizer shall be responsible for operation and maintenance of the Expo Shanghai Online platform, including maintenance of the basic facilities, updating of the platform functions, maintenance of the contents released on the platform, monitor of the contents communicated on the platform among online visitors, operation of the online pavilions on the platform, and provision to the Participant of operation data related to its online pavilion. Where the platform operation and maintenance shall affect the display functions of the Participant's online pavilion, the Organizer shall inform all Participants concerned in advance.

2. Operation and Maintenance of Online Pavilion

In case of a need for updating the information displayed online during the exhibition period, the Participant that has selected the Browsing Pavilion or Experiencing Pavilion shall submit to the Organizer a written application.

The Organizer shall provide in the Guide for Development and Construction specific procedures for the online pavilion operation and maintenance.

The Creative Pavilion shall be operated and maintained by the Organizer.

3. Report of System Trouble and Problem

After Expo Shanghai Online is activated, when a system trouble is discovered or normal maintenance is needed, the Organizer shall promptly contact the Participant and provide specific information on the measures to be taken. The Participant may request relevant services from the Organizer for any system trouble or problem discovered.

The Organizer shall provide in the Guide for Development and Construction specific procedures for reporting and solving any system trouble or problem.



E. Cost for Construction, Operation and Maintenance

To make it easier for the Participant to understand the basic cost for participating in Expo Shanghai Online, information on possible expenses is hereby provided below. Meanwhile, to encourage more countries and international organizations, especially developing countries, to participate in Expo Shanghai Online so as to make it an online Expo shared by all participating countries and international organizations, the Organizer shall be responsible for part of the cost for construction and maintenance of online pavilions.

1. Cost for Construction of Expo Shanghai Online Platform

The Organizer shall be responsible for the cost incurred from construction of the Expo Shanghai Online platform and the needed software and hardware.

2. Cost for Construction of Expo Shanghai Online Pavilion

The Organizer will be responsible for the cost incurred from construction of the Browsing Pavilion (including construction of online pavilions and exhibited items, as well as related templates, and excluding design of exhibition proposal, which shall be provided by the Participant in the Online Exhibition Proposal, and production of content materials, which shall be provided by the Participant as agreed upon in the Online Exhibition Proposal.

The estimated construction cost for each online pavilion is US\$10,000.

The Participant shall be responsible for the cost incurred from design and construction of the Experiencing Pavilion. The actual cost shall depend on the functions and contents selected for the online pavilion and the construction method chosen by the Participant. In case of choosing the self-construction, the Participant may calculate its own cost for design and construction based on the selected type of pavilion and the functions and contents defined. In case of contracting the task to a service provider (recommended by the Organizer or selected by the Participant), the cost shall be determined through consultation with the service provider depending on the selected type of pavilion, the functions and contents defined, and the extent of the involved design and construction. The Organizer shall provide reasonable support.

The Organizer shall be responsible for the cost incurred from design and construction of the Creative Pavilion.

3. Cost for Operation and Maintenance

The Organizer shall be responsible for the cost incurred from operation and maintenance of the base system platform for Expo Shanghai Online.

The Participant shall be responsible for the cost incurred from updating its online displayed contents during the running course of Expo Shanghai Online.

The Organizer shall be responsible for other related maintenance cost, including that for analysis of pavilion operation, monitor of pavilion-related contents, promotion of the National Day event, troubleshooting, and participant services.

F. Commercial Activities

As the World Expo is in nature an operation for public interest and due to the special nature of internet, commercial activities in relation to Expo Shanghai Online are restricted to a certain extent. For general regulations on commercial activities, please refer to Chapter III of the General Regulations of Expo 2010 Shanghai China, and other related rules applicable to the marketing development for Expo 2010.

Where commercial activities are involved, the Participant shall promptly consult the Organizer and proceed only upon written consent from the Organizer.

In principle, the Participant must not display any advertisements in the online pavilion. In case of a need for posting advertisements in the pavilion due to special reasons, the Participant must submit a written application to the Organizer and the Organizer shall review the application and determine whether the advertisement posting is allowed and, if allowed, the time, position, content and form of the posting.

In the event that Expo Shanghai Online shall offer a special online system for licensed commercial activities, a link with the system shall be provided.



G. Communication and Promotion

As the communication and promotion process of Expo Shanghai Online constitutes a part of that of Expo 2010 Shanghai China, it shall partially be conducted in combination with that of Expo 2010, and partially be planned and implemented independently. Expo Shanghai Online shall be substantially supported by the available internet technologies and resources and channels of the Expo partners and other major internet portal websites. It shall extensively promote Expo 2010 Shanghai China through communications with other countries and regions and through thematic promotional events. The general rules concerning the communication and promotion of Expo Shanghai Online shall be subject to the provisions in the Special Regulation No. 15: Concerning Communications and Promotion of the Exposition submitted by the Organizer to the BIE.

The Participant shall also develop relevant plans to enable a wide awareness of Expo Shanghai Online in its own country or organization.

H. Intellectual Property Rights

1. General Regulations

As part of Expo 2010 Shanghai China, Expo Shanghai Online shall follow the general regulations applicable to Expo 2010, and the Special Regulation No. 11: Concerning Industrial and Intellectual Property Rights issued by the Organizer shall also apply to Expo Shanghai Online.

2. Additional Explanation

The Organizer pays full attention to the IPR protection of Participants in relation to their online exhibitions. However, the content materials provided by Participants must not be involved in any IPR infringement against other parties. The Organizer shall not make any examination as to substance of the content materials provided by Participants and their related rights. In the event that the Organizer is involved in an IPR dispute with other parties caused by the content materials provided by the Participant, the Organizer shall be entitled to demand necessary remedial measures from the Participant concerned, while reserving the right to claim damages.

Unless otherwise stated, the confirmation by an Participant of participation in Expo Shanghai Online shall be deemed to permit the Organizer or any institution(s) designated by the Organizer to use free of charge all or part of its content materials in the form of online transmission or by any other reasonable means during the existence of Expo Shanghai Online. Participants may indicate to the Organizer restrictions on using the online content materials. However, any indications that are contrary to any of the following three conditions shall be deemed invalid:

- (1). The Organizer or any institution(s) designated by the Organizer shall have the right to use the content materials in the form of online transmission on the website of Expo Shanghai Online and its related web pages;
- (2). The above right shall at least be valid until October 31, 2010;
- (3). The above right shall not be subject to geographical restrictions.

3. Use of Expo Emblems

The use of Expo emblems shall be subject to regulations provided in Section K "Use of Expo Emblems of the Participation Guide" .



I. Management Services

1. Management Service Team

The Organizer shall set up a special management service team for Expo Shanghai Online and recommend to Participants online Expo service providers. More detailed information in this regard shall be provided by the Organizer at a due time.

The Organizer shall also select a service provider from the internet-related Expo 2010 sponsors to provide support and services in relation to construction, operation and maintenance of the Expo Shanghai Online system platform.

2. Duties of Management Team

The Expo Shanghai Online management team shall perform duties in the following 6 major aspects:

General management: developing and updating the master plan for Expo Shanghai Online, and implementing and tracking the planned tasks.

Participation organizing: developing participation procedures and documents for different types of Participants in Expo Shanghai Online, conducting negotiations and technical advice and coordinating the participation confirmation and exhibition proposal approval.

Communication and promotion: assisting with development of specialized communication and promotion plans for Expo Shanghai Online, and participating in the whole process of communication and promotion for Expo 2010 Shanghai China.

Implementation monitor: developing implementation requirements for Expo Shanghai Online, and assisting and advising relevant departments under the Bureau of Shanghai World Expo Coordination, Expo 2010 partners and service providers in the construction of Expo Shanghai Online system.

Operation management: developing and implementing the overall operation plan for Expo Shanghai Online, and providing services for Participants and online visitors during the operation of Expo Shanghai Online.

Maintenance management: developing the system maintenance management plan for Expo Shanghai Online, and advising partners and service providers in the process of system maintenance.

3. Major Services to Be Provided

The major services to be provided include but are not limited to the following:

Accepting and reviewing the Online Pavilion Exhibition Proposal and content materials submitted by the Participant that has selected the Browsing Pavilion, and reviewing the Online Pavilion Exhibition Proposal submitted by the Participant that has selected the Experiencing Pavilion.

Providing the Participant that has selected the Experiencing Pavilion with information on service providers, which may provide the following services: design of the online exhibition proposal, digital resource construction (generally referring to the process of digitalization of physical items during the development of information system, and in case of the Experiencing Pavilion herein, including the 3D modular development, content materials collection, design and production of the online pavilion and exhibited items and function development.

Conducting negotiations, technical consultation, routine communication and providing for participants with all kinds of updated information and documents as well as advice in relation to Expo Shanghai Online.

Providing a coordination and exchange work platform for the Organizer, Participants, internet-related sponsors and service providers to exchange ideas, transfer documents, and share information.

After the activation of Expo Shanghai Online, providing the Participants concerned with daily operation data, including but not limited to: the total visit numbers of Expo Shanghai Online, visit numbers of online pavilions, and questions and feedback information posted by online visitors concerning online pavilions

After the activation of Expo Shanghai Online, providing content monitor services, including but not limited to: monitor of information posted by online visitors on the Expo Shanghai Online community and messages concerning the Participants' online pavilions or displayed items.

After the activation of Expo Shanghai Online, providing in prominent positions promotional information on each pavilion that is celebrating its National Day event.

After the activation of Expo Shanghai Online, reviewing application submitted by the Participant for updating the online displayed information and confirming the updated information with the Participant.

After the activation of Expo Shanghai Online, promptly contacting the Participant and providing specific information on the measures to be taken when a system trouble is discovered or normal maintenance is needed.

After the activation of Expo Shanghai Online, the Participant may request relevant services from the Organizer for any system trouble or problem discovered.



J. Time Schedule

March, 2008	Completion of Online Pavilion Technical Standards
May, 2009	Completion of Expo Shanghai Online Overall Technical Planning Activation of the online platform and 2-dimensional Expo Park Launching of the special online thematic activity series
June, 2009	Conclusion of participation confirmation
July, 2009	Conclusion of exhibition proposal submission
August, 2009	Conclusion of the Browsing Pavilion content materials submission
September, 2009	Conclusion of the Experiencing Pavilion delivery
January, 2010	Activation of the 3D Expo Park and Creative Pavilion
March, 2010	Confirmation of testing of Expo Shanghai Online
May, 2010	Opening of the Expo Shanghai Online visit scheduling function Opening of Expo Shanghai Online pavilions
November, 2010	Expo Shanghai Online entering a conversion stage

K. Miscellaneous

The Organizer shall provide at a due time other information needed for participation in future editions of the Participants Manual or other relevant documents.

Annex I: Description of Online Pavilions

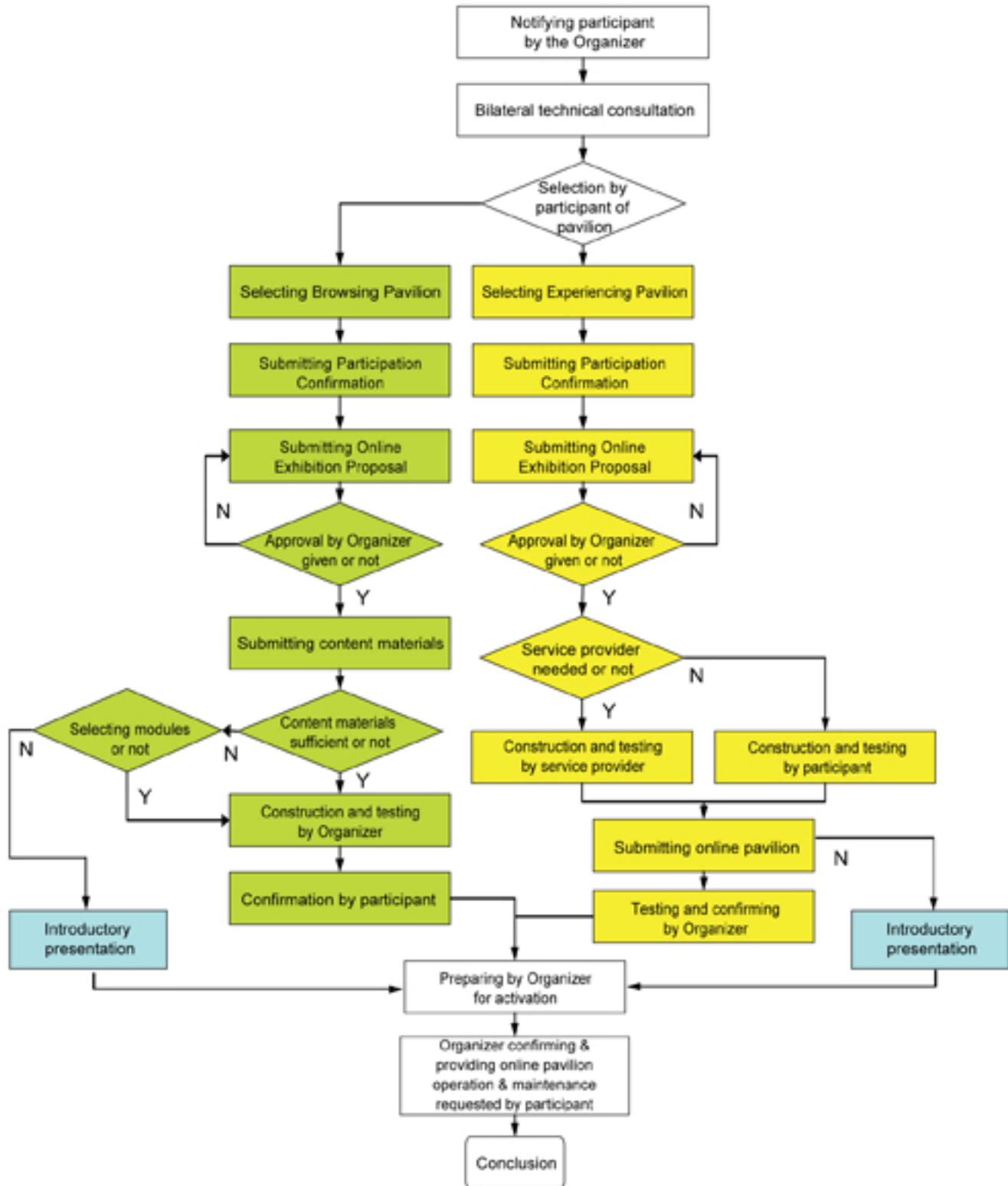
	Exhibited Contents	Display Form	Functions	Construction
Browsing Pavilion	<p>Pavilion interior set-up</p> <p>Exhibited items</p> <p>Pavilion description</p> <p>Exhibition description/Introduction to the Participant</p>	<p>Text</p> <p>Picture</p> <p>Audio</p> <p>Video</p> <p>Animation</p> <p>etc.</p>	<p>It enables online visitors to view the spatial layout and main contents in a physical pavilion, and to have an in-depth understanding of the exhibited items through texts, pictures, audio, video, and animation, etc.</p> <p>It features an interior layout substantially same as that of the corresponding physical pavilion.</p>	By Organizer
Experiencing Pavilion	<p>Pavilion interior set-up</p> <p>Virtual space</p> <p>Exhibited items</p> <p>Pavilion description</p> <p>Exhibition description</p> <p>Introduction to the Participant</p>	<p>Text, Picture, Audio, Video, Animation, etc.</p> <p>3D effects (rotating, enlarging & reducing, changing displayed materials, dynamic display, etc.)</p> <p>Interaction between online visitors and exhibited items</p>	<p>Based on the Browsing Pavilion functions, it enables online visitors to have more vivid experience by interacting with the exhibited items. Participants may construct an extended virtual space not existent in Expo 2010 to offer an extended and expanded presentation of the pavilion images and concepts by using the more powerful virtual technologies and tools.</p> <p>It features an interior layout substantially same as that of the corresponding physical pavilion.</p>	By Participant or service provider
Creative Pavilion	<p>Pavilion interior set-up</p> <p>Exhibited items</p>	<p>Interaction between online visitors and exhibited items</p> <p>Self-design and construction of exhibited items by online visitors</p>	<p>An online pavilion or space independently designed and constructed by online visitors, where they may set up their own virtual exhibited items by giving full play to their creativity and imagination.</p>	Jointly by Organizer and visitors

Annex II: Cost Description

	Content Material Design Cost	Construction Cost	Content Updating Cost	Other Operation & Maintenance Cost*
Browsing Pavilion	By Participant	By Organizer	To be negotiated	By Organizer
Experiencing Pavilion	By Participant	By Participant	To be negotiated	By Organizer
Creative Pavilion	By Organizer	By Organizer	By Organizer	By Organizer
System Platform	By Organizer	By Organizer	By Organizer	By Organizer

* "Other Operation & Maintenance Cost" includes the cost for the following services: analysis of pavilion operation, monitor of pavilion-related contents, promotion of the National Day event, troubleshooting, and participant services.

Annex III: Detailed Participation Procedures



Annex IV: Other documents

Expo Shanghai Online Participation Confirmation Form (Sample)