

World Exposition Shanghai China 2010 Online Participants Manual

网上中国2010年上海世博会参展者手册

Second Edition
第二版



Bureau of Shanghai World Expo Coordination
上海世博会事务协调局

你的精彩，无时不在，无处不在
Your Pavilion, Anytime, Anywhere

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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. The **Participants Manual** contains information in the following eleven aspects: general information, participation procedures, development and construction, operation and maintenance, relevant cost, commercial activities, communication 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.

A. General Information: Introduction to Expo Shanghai Online

1. 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 technology, 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 and innovative 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, Expo Shanghai Online serves as an introductory channel, supplement and extension to the physical Expo Shanghai.

1.1 Name

Full Name: World Exposition Shanghai China 2010 Online

Short Form: Expo Shanghai Online

1.2 Schedule

The participation organizing of Expo Shanghai Online and the process of pavilion development, construction, operation and maintenance 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): Participation Organizing, and Development and Construction - confirmation of participation, and building of the base 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.

1.3 Organizer

The Organizer: Bureau of Shanghai World Expo Coordination

1.4 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 presenting the social, scientific, historic and cultural information concerning the Participant in a wider scope and for a longer period.

The online Expo will enable Expo 2010 Shanghai China to become an everlasting World Expo.

2. 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:

2.1 Promotional Function

It will powerfully enhance 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.

2.2 Tour Guide Function

It will allow online visitors to have a visual, vivid and complete understanding of the Expo Site covering an area of 5.28km², and the pavilions of over 200 participating countries and international organizations covering an area of 850,000m², and help visitors to better understand the Expo Site and its peripheral areas, available service facilities, public transportation and visitor traffic for a more targeted planning and scheduling.

2.3 Educational Function

It will offer, through online browsing, multimedia display, interaction and other internet tools, 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.

2.4 Exhibition Function

It will present, through an integration of internet technologies including 3D virtual reality, a vivid online illustration of the best contents in the Expo Site 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 enhance 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 domain and the other under a second-level domain linked through the Expo 2010 official website.

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

3. Composition of Expo Shanghai Online

3.1 Base Platform

The base platform for Expo Shanghai Online offers basic functions, online Expo Site and web portals, and serves as:

An online exhibition platform, which offers a substantially identical presentation of the features and sceneries of Expo 2010 Shanghai China, including the Expo Site and its surrounding areas, the available service facilities and the appearance of pavilions, and enables online visitors to roam the Expo Site and the pavilions with the help of 3D technologies;

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;

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 Site;

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

3.2 Online Pavilion

Built on the basis of the base 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 the following two types: Browsing Pavilion and Experiencing Pavilion.

3.2.1 Browsing Pavilion

The Browsing Pavilion is a basic online pavilion that enables online visitors to access through its 3D browsing function an all-round view of the spatial layout and main contents in an online pavilion, and to have a vivid and visual experience 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 Chinese and English versions.

3.2.2 Experiencing Pavilion

The Experiencing Pavilion is an enhanced online pavilion that enables online visitors to roam in the online pavilion and thus have an in-depth understanding of the exhibited items through texts, photo images, audio, video and animation, and technologies such as 3D display and virtual reality. It also offers real-time interaction and other customized functions to provide a more vivid and lifelike experience for online visitors.

The Experiencing Pavilion may contain an interior layout substantially same as that of the corresponding physical pavilion, while Participants may construct an extended virtual space and display additional exhibited items 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 offers versions in three languages: Chinese, English, and an official language selected by the Participant.

Please refer to the following table for detailed information about the Online Pavilions:

	Exhibited Contents	Display Form	Functions	Construction
Browsing Pavilion	Pavilion interior layout	Text	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.	By Organizer
	Exhibited items	Picture		
	Pavilion description	Audio		
	Exhibition description	Video	It features an interior layout substantially same as that of the corresponding physical pavilion.	
	Introduction to the Participant	Animation		
		Etc.		
Experiencing Pavilion	Pavilion interior layout	Text, Picture, Audio, Video, Animation, etc.	Based on the Browsing Pavilion functions, it enables online visitors to have more vivid experience by interacting with the exhibited items.	By the Participant
	Virtual space	3D effects (rotating, enlarging & reducing, changing displayed materials, dynamic display, etc.)	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.	
	Exhibited items			
	Pavilion description			
	Exhibition description			
	Introduction to the Participant	Interaction between online visitors and exhibited items	It features an interior layout substantially same as that of the corresponding physical pavilion.	

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 **Expo Shanghai Online Participants Manual** (i.e. this document), the **Expo Shanghai Online Participation Confirmation Form** (hereinafter referred to as "Participation Confirmation Form"), and the **Guide for Development and Construction of the Browsing/Experiencing Pavilion of Expo Shanghai Online** (hereinafter referred to as "Guide for Browsing/Experiencing Pavilion Development and Construction"). The **Guide for Experiencing Pavilion Development and Construction** includes the **Technical Specifications** and the **Guide for Online Pavilion Exhibition Proposal** as annexes.

The Participation Confirmation Form and other documents are offered upon the Participants' request 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 Participation Confirmation Form, signed by the Commissioner General of Section, as an annex to the **Participation Contract** or as a separate document.

To ensure the integrity of Expo Shanghai Online, where a participant fails to sign the related participation documents 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 of the Browsing/Experiencing Pavilion** 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.

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

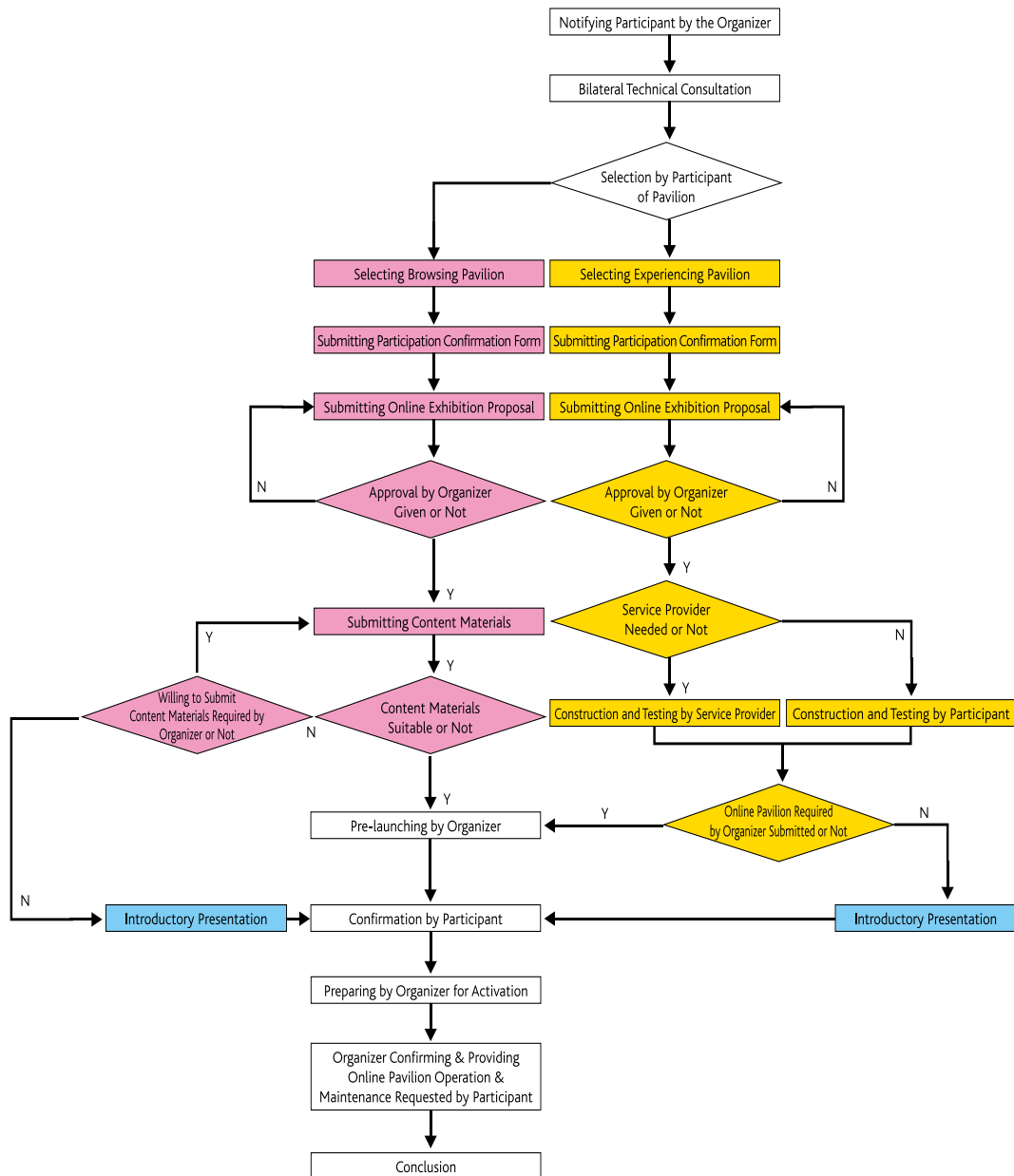
The Participant that has selected the Browsing Pavilion shall submit the content materials to the Organizer no later than August 31, 2009, while the Participant that has selected the Experiencing Pavilion shall make arrangements for construction of its own pavilion, including preparation for content materials. And the Organizer shall recommend service providers to the Participants that request assistance in this regard.

The content materials shall be subject to the requirements specified by the Organizer in the **Notes on the Content Materials for the Online Pavilion Construction**, Annex B to the **Guide for Development and Construction of the Browsing/Experiencing Pavilion**.

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 Site 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.

2.1 Construction by the Organizer

The Browsing Pavilions, China Pavilion, Theme Pavilion and the Future City shall be constructed by the Organizer.

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

2.2 Construction by the Participant

The Participant that has selected the Experiencing Pavilion shall follow the requirements specified in the Guide for Development and Construction of the Experiencing Online Pavilion and its Annex A - Technical Specifications provided by the Organizer. The Participant may choose its own developer or a service provider recommended by the Organizer for the construction of the Experiencing Online Pavilion.

3. Guide for Development and Construction and Technical Specifications

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 base 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 the guidelines provided by the Organizer in the **Guide for Development and Construction of the Experiencing Pavilion**.

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

3.1 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.

3.2 Construction of Experiencing Pavilion fulfilled by developer(s) selected by the Participant by following the technical specifications provided by the Organizer

The Participant shall guarantee that the online pavilion completed by such selected developer(s) is in full conformity to the specifications defined in the **Guide for Development and Construction of the Experiencing Pavilion**, and will provide and use the interfaces specified by the Organizer. Meanwhile, the Participant shall formulate specific plans 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 case that both aforesaid two construction models fail to satisfy demands of the Participant concerning development and construction, the Participant may 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 contact the Organizer. The Organizer shall keep in frequent touch with the Participant for timely information on the construction progress and other matters.

4. Development, Construction and Testing

4.1 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 the content materials and related documents in accordance with the requirements specified in the **Notes on the Content Materials for the Online Pavilion Construction**, Annex B to the **Guide for Construction of the Browsing Pavilion**. 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 platform for an introductory presentation of the Participant and its pavilion.

In case that the Participant's physical pavilion is a stand-alone one or a rented one with unique exterior decoration, the Participant shall submit to the Organizer the content materials for the exterior decoration, no later than July 31, 2009, in accordance with the requirements specified in the **Notes on the Content Materials for the Online Pavilion Construction**, Annex B to the **Guide for Construction of the Browsing Pavilion**.

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

4.2 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 Specifications**, Annex A to the **Guide for Development and Construction of the Experiencing Pavilion** no later than September 30, 2009, 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.

The exterior decoration for the Experiencing Pavilion shall be constructed by the Organizer, and the Participant shall deliver to the Organizer, no later than July 31, 2009, the content materials for the exterior decoration in accordance with the requirements specified in the **Notes on the Content Materials for Exterior Decoration of the Online Pavilion**, Annex C to the **Guide for Development and Construction of the Experiencing Pavilion**.

In case that the Participant fails to deliver the completed construction to the Organizer before September 30, 2009, the Organizer shall remind the Participant of making a selection from the templates pre-constructed by the Organizer as the platform for an introductory presentation of the Participant and its pavilion.

5. Online Activation

The Expo Shanghai Online platform shall be activated online on May 1, 2009, or at the one year countdown to the opening of Expo 2010 Shanghai China, with some certain function available.

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 the Participants with regard to the adjustment.

For more information on the development and construction of Expo Shanghai Online, please refer to the **Guide for Development and Construction of the Browsing/Experiencing Pavilion**.

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, monitoring 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 shall submit to the Organizer a written application for approval. Upon approval of the application, the Participant shall provide the updated information and the Organizer shall be responsible for the updating.

3. Report of System Trouble and Problem

In case that a system trouble is discovered after the activation of Expo Shanghai Online, 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.

For more information on the operation and maintenance of Expo Shanghai Online, please refer to the **Guide for Development and Construction of the Browsing/Experiencing Pavilion**.

E. Relevant Costs

To make it easier for the Participant to understand the basic cost for participating in Expo Shanghai Online, information on possible expenses is 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 shall 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 Pavilion Exhibition Proposal**, and production of content materials, which shall be provided by the Participant as agreed upon in the **Online Pavilion Exhibition Proposal**.

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.

3. Cost for Operation and Maintenance

The Organizer shall be responsible for the cost incurred from operation and maintenance of the base 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, monitoring of pavilion-related contents, promotion of the National Day event, troubleshooting, and participant services.

See the table below for description of the related costs for Expo Shanghai Online

Type	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
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, monitoring of pavilion-related contents, promotion of the National Day event, troubleshooting, participant services, and promotion of Expo 2010 Shanghai China.

F. Commercial Activities

As the World Expo is in nature a non-commercial operation 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 market development for Expo 2010 to protect the rights and interests of the corporations involved in such market development.

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 (by the sponsor of the Experiencing Pavilion, for instance), 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.

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 communication with other countries and regions and through thematic promotional events.

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 **Special Regulation No. 11: Concerning Industrial and Intellectual Property Rights** issued by the Organizer and other regulatory documents.

2. Additional Explanation

The Organizer pays full attention to the IPR protection of the Participants in relation to their participation in Expo Shanghai Online. The Participants shall ensure that the content materials they provide are in conformity with the Chinese laws and regulations concerning the IPR protection and will not be involved in any IPR infringement against the Organizer and any third parties. The Organizer shall not make any examination as to substance of the content materials provided by the Participants and their related rights. In case of any damages to the Organizer caused by the IPR infringement against other parties arising from the content materials provided by a Participant, the Organizer shall be entitled to demand necessary remedial measures and claim damages from the Participant concerned.

The confirmation by a Participant 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 on the Expo Shanghai Online website and other related websites during the preparation and operation process of Expo Shanghai Online. Such permission of use shall at least be valid until the midnight of October 31, 2010. The Participants may indicate to the Bureau of Shanghai World Expo Coordination restrictions on using the online content materials.

3. Use of Expo Emblems

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

I. Management Services

1. Management Service Team

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

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 monitoring: 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 the 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 and Construction Proposal** submitted by the Participant that has selected the Experiencing Pavilion.

Providing for the Participant that has selected the Experiencing Pavilion with information on service providers, which may provide the following services: design of the online exhibition and construction 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, and routine communication and providing for the 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 monitoring services, including but not limited to: monitoring 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

August, 2008	Release of the Guide for Development and Construction of the Online Pavilion
May, 2009	Activation of the online platform and 2-dimensional Expo Site Launching of the special online thematic activity series
June 30, 2009	Conclusion of participation confirmation
July 31, 2009	Conclusion of submission of the exhibition proposals for two types of online pavilions Conclusion of submission of content materials for exterior decoration of online pavilions
August 31, 2009	Conclusion of submission of the Browsing Pavilion content materials
September 30, 2009	Conclusion of delivery of the Experiencing Pavilion
March 31, 2010	Conclusion of pre-launching of Expo Shanghai Online pavilions
May 1, 2010	Opening of Expo Shanghai Online pavilions
October 31, 2010	Conclusion of Expo Shanghai Online content updating Expo Shanghai Online entering a conversion stage

K. Miscellaneous

The Organizer shall provide the Participants with other information needed for participation in duly updated editions of the **Participants Manual** or other relevant documents.

城市,让生活更美好
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前言

此为《网上中国2010年上海世博会参展者手册》(以下简称《参展者手册》)的第二版,它以《中国2010年上海世界博览会参展指南》(以下简称《参展指南》)为基本依据,也是《参展指南》的补充性文件,旨在向参展者提供有关参与网上世博会的基本信息。本手册涵盖了11个方面的内容,包括:一般信息、参与流程、开发建设、运营维护、相关费用、沟通推介、商业活动、知识产权、管理服务、重要时间节点、其他参展须知等。本手册有中、英文两个语言版本。随着上海世博会筹办工作的不断深入,组织者将不断更新本手册,并及时补充相关最新信息,以确保向参展者所提供的信息是全面完整的。

A. 一般信息：网上中国2010年上海世博会简介

1. 概览

世界博览会至今已有150多年的历史，一直以实体场馆的方式进行展览展示，具有场馆分布广、展示内容多、时间跨度长等特点，因而难以通过电视直播的方式对现场进行密集、连续的实况转播。随着互联网、通信等技术的迅猛发展和广泛普及，信息化的浪潮正席卷全球每一个角落，世界博览会正面临着前所未有的机遇和挑战。为探索信息化时代世博会展示方式的创新与发展，充分利用和借助互联网的独特优势，组织者在举办中国2010年上海世博会的同时，将开创性地推出网上世博会。

网上世博会是指，在世博会组织者与参展者的共同参与下，通过网络技术，将上海世博会的展示内容以虚拟和现实相结合的方式呈现在互联网上，从而构筑一个能够进行网络体验和实时互动并具有其它辅助功能的世博会网络平台。

作为上海世博会的重要组成部分，网上世博会是实体世博会的导引、补充与延伸。

1.1 名称

网上中国2010年上海世博会，简称“网上世博会”。

1.2 时间

网上世博会的参与组织、开发建设和运营维护工作将符合中国2010年上海世博会的整体进程，在工作流程上与其基本保持协调。主要分为三个阶段：

第一阶段(2007年)：方案编制阶段——总体方案、技术方案的编制、论证和报审。

第二阶段(2008年-2009年)：参与组织、开发建设阶段——参展者确认参与、构建基础平台、建设重点网上展馆、全面开发建设。

第三阶段(2010年-)：运营维护阶段——网上世博会平台的运营、维护和管理。

1.3 组织者

组织者：上海世博会事务协调局。

1.4 意义和作用

网上世博会是世界博览会传统展示模式的创新。通过在网上的漫游和体验，网上世博会可以使参观者按照不同的需求和爱好，实现与组织者、参展者的网上互动，扩大世博会的全球覆盖面，吸引更多的参观者来实地参观上海世博会，弥补一部分无法到现场参观世博会人士的缺憾，从而增强世博会的国际影响力，在更大范围内、更长时间内宣传、推介世博会理念，传播、推广参展者的社会、科技、历史、文化等信息。

网上世博会将使中国2010年上海世博会成为“永不落幕的世博会”。

2. 基本功能

网上世博会与世博会官方网站不同(世博会官方网站www.expo2010china.com的基本定位是:网络信息发布平台和工作服务平台),它为上海世博会不仅提供推介、教育功能,更强调为参观者提供直观、交互的导览和展示功能,给予良好的互动体验。它具有以下四项基本功能:

2.1 推介功能

充分利用网络无国界、无时限的优势,为世博会的宣传推介、门票销售以及世界博览理念的传播发挥强有力的推动作用。同时,参展者本身可以通过网络向其国民或居民展示其形象和传播其参展理念。

2.2 导览功能

人们可通过网络对世博园5.28平方公里园区、200个以上国家和组织85万平方米的展馆进行直观、生动、全面的了解。可以帮助参观者更好的了解世博园区周边地区相关服务设施、交通、客流等情况,并有针对性地制定计划、安排行程。

2.3 教育功能

通过浏览、多媒体展陈、交互等手段,传播、介绍世博会的知识和理念及各参展方的社会、科技、历史、文化以及各参展方展项及活动,提供相关背景和图像信息,弥补语言、文化、时空等差异,对实体世博会作有益的补充和延伸。

2.4 展示功能

通过互联网、三维虚拟现实等多种技术的融合,将上海世博会园区和展馆的精彩内容直观、逼真地呈现在互联网上,构筑一个能够进行网络体验和实时互动的展示平台,实现现场和网络的联动,增强世博会传播的覆盖面和影响力。

网上世博会将设立两个互联网入口:一个为独立域名的入口,另一个为上海世博会官方网站内二级域名入口。

3. 网上世博会构成

网上世博会由基础平台和网上展馆构成。

3.1 基础平台

网上世博会基础平台主要包括基本功能、网上园区、网站门户等,其基本作用包括:一是网上展示,可较真实地展现中国2010年上海世博会的风貌和场景,包括园区及周边、相关服务设施、展馆外形等,并可供网上参观者借助三维虚拟技术实现在世博园区和展馆内的漫游;二是网上导览,可供网上参观者通过地图模式、漫游模式、路线与自动导览模式和搜索及网上展馆列表模式等自主制定行程,也可以利用组织者推荐的行程参观上海世博会;三是网上活动,可根据组织者和参展者的需求安排网上的专题策划活动,或者进行世博园区内各种活动的网上视频直播或播放;四是网上社区,可提供留言、论坛、BLOG等网上参观者互动的工具,以及上海世博会搜索和在线帮助等功能,帮助网上参观者更好、更便捷地体验上海世博会。

网上世博会基础平台由组织者开发建设,并提供中文与英文两个主要版本。

3.2 网上展馆

网上世博会展馆建立在网上世博会基础平台上，网上展馆是实体展馆的网上虚拟展示与网络虚拟展示空间的结合，主要分为浏览型、体验型两类。

3.3.1 浏览型展馆

浏览型展馆为基本型网上展馆，网上参观者通过三维浏览方式可全面了解网上展馆的空间布局和主要展项，并通过文字、图片、音频、视频、动画等方式对展项进行形象、生动的体验。浏览型展馆内景与对应的实体展馆内景基本相同。

浏览型展馆提供中文和英文两个版本。

3.3.2 体验型展馆

体验型展馆为增强型网上展馆，网上参观者可在展馆内进行漫游，通过文字、图片、音频、视频、动画、三维展示、虚拟现实等方式深入了解主要展项，并可具有实时互动及其它个性化的功能，从而获得更逼真、更生动的体验。

体验型展馆的基本内景与对应的实体展馆内景基本相同，但可在此基础上建设虚拟拓展空间和展项，利用丰富的虚拟技术及手段延伸和拓展所希望表达的意境和理念。

组织者将为体验型展馆提供中文、英文及由参展者选定的一种官方语言三个版本的支持。

关于网上展馆的具体信息可参见下表：

	展示内容	展项形式	功能定位	建设方式
浏览型展馆	展馆内景、展项、展馆说明、展项说明、参展者介绍	文字、图片、音频、视频、动画等	参观者可以了解实体展馆的空间布局和主要展项，并通过文字、图片、音频、视频、动画等方式对展项进行深度了解。浏览型展馆内景与对应的实体展馆内景基本相同。	组织者援助建设
体验型展馆	展馆内景、虚拟拓展空间、展项、展馆说明、展项说明、参展者介绍	文字、图片、音频、视频、动画等 三维效果 (转动放大缩小、改变展现材质、动态展现等) 网上参观者与展项互动	在浏览型展馆基础上，参观者可以实现与展项之间的互动，并获得更生动的体验。参展者还可以建设实体世博会中不具有的虚拟拓展空间，利用更丰富的虚拟技术及手段延伸和拓展实体展馆所希望表达的意境和理念。体验型展馆内景与对应的实体展馆内景基本相同。	参展者自费建设

B. 参与流程

1. 组织者提供相关文件

组织者将向参展者提供网上世博会相关工作文件，包括《网上中国2010年上海世博会参展者手册》(即本文)、《网上中国2010年上海世博会参与确认表》(以下简称“《参与确认表》”)、《网上中国2010年上海世博会浏览型/体验型展馆开发建设指南》(以下简称“《浏览型/体验型展馆开发建设指南》”)。其中，《体验型展馆开发建设指南》包含《技术规范》、《网上展馆展示与建设方案编写说明》等附录。

《参与确认表》等文件可向组织者索取或在上海世博会官方网站(www.expo2010china.com)上下载。

2. 双方开展技术磋商

组织者在参展者收到网上世博会相关文件后，就网上世博会相关内容与参展者进行洽谈和磋商，洽谈内容包括参展者参加的网上世博会展示类型(浏览型或体验型)，以及体验型展馆的开发方式等事项。

技术磋商可以与上海世博会参展洽谈同时进行，也可以通过其他方式进行。

参展者可以自行选择浏览型或者体验型展馆。

3. 参展者确认参与

参展者以签署《参与确认表》的方式向组织者确认参与网上世博会项目。《参与确认表》作为《参展合同》的附件或作为独立文件由参展者展区总代表签署。

为维护网上世博会的完整性，若参展者未能在2009年6月30日前签署相关参与确认文件，组织者将对参展者及其展馆外观等进行介绍性展示。

4. 参展者提交网上世博会展馆展示方案

参展者按照组织者提供的《浏览型展馆建设指南》或《体验型展馆开发建设指南》及双方技术磋商的结果，根据与组织者商定的时间，向组织者提交网上世博会展馆展示方案，由组织者进行审核。提交网上展馆展示方案的时间最晚不迟于2009年7月31日。

在获得组织对网上展馆展示方案的审核后，参展者应与组织者或服务供应商约定提交展示素材的时间，准备并向组织者或服务供应商提交展示素材。

5. 参展者提交展示素材

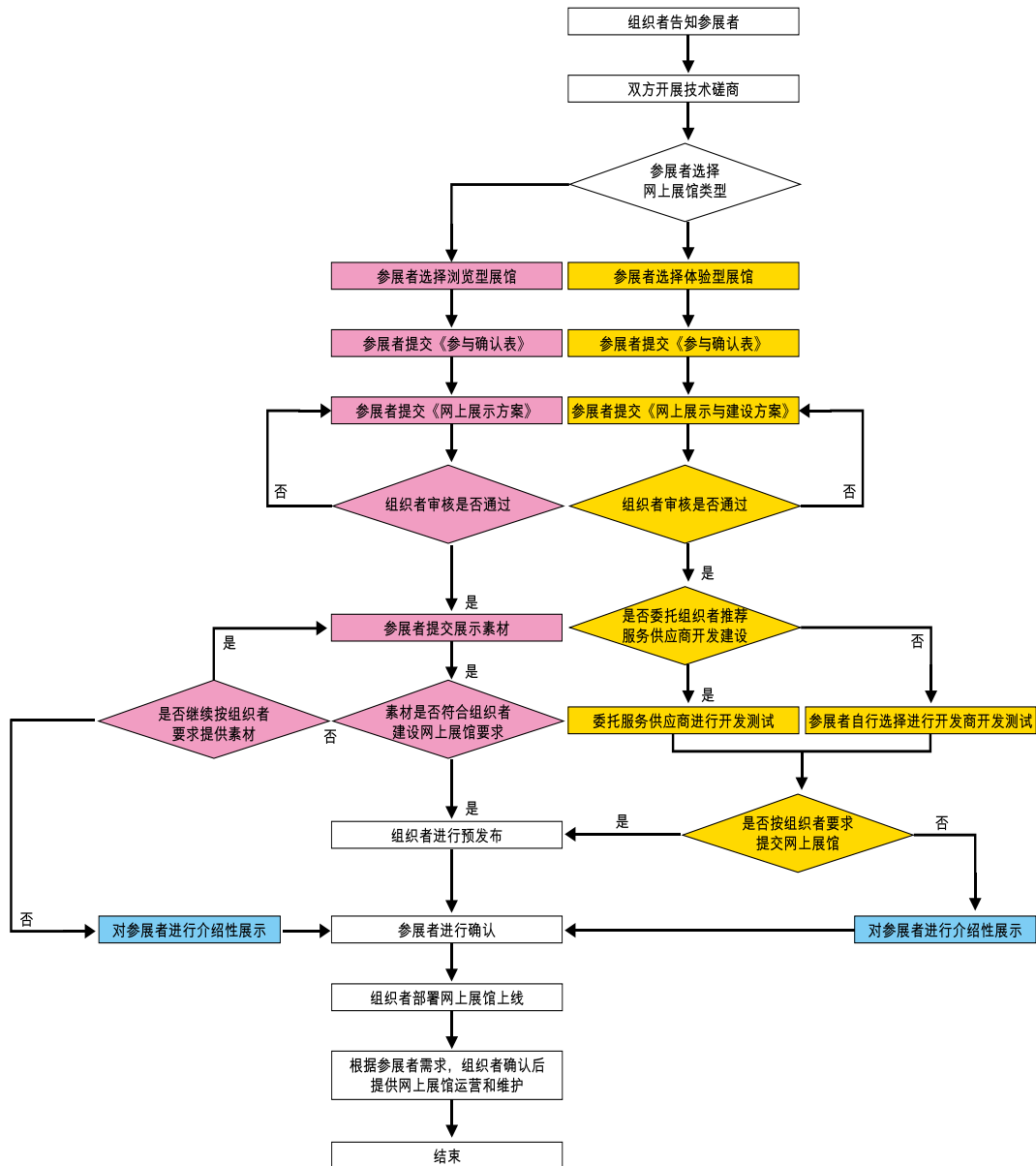
选择浏览型展馆的参展者提交展示素材的时间最晚不迟于2009年8月31日；选择体验型展馆的参展者自行安排相关展示素材和其他开发建设事宜，需要组织者协助的，组织者将为参展者推荐服务供应商。

展示素材应符合组织者制定的《浏览型展馆建设指南》或《体验型展馆开发建设指南》附录B《网上展馆建设素材说明》的要求。

选择体验馆的参展者在向服务供应商提交展示素材的同时，也需要向组织者提供一份副本。

未经参展者书面同意，组织者将不会在上海世博会开幕之前公开具体展示内容。

关于网上世博会的详细参与流程见下图：



C. 开发建设

1. 网上世博会平台的开发建设

网上世博会的基础平台、网站门户、世博园区、主题展馆等由组织者负责建设。

2. 网上展馆的开发方式

为使网上世博会更加丰富多彩，充分体现“全球共建”的精神，同时考虑到各参展者的实际情况，网上展馆开发建设分为组织者开发建设和参展者自行开发建设两种方式。

2.1 组织者开发建设

浏览型展馆、中国国家馆、主题馆、未来之城等由组织者开发建设。

参展者选择的浏览型展馆将由组织者根据其提交的《网上展馆展示方案》与相应的展示素材进行统一设计和开发建设。

2.2 参展者自行开发建设

参展者选择体验型展馆，应遵循组织者提供的《体验型展馆开发建设指南》及其附录A《技术规范》的要求自行设计和开发建设。参展者可以自行选择开发商进行建设，也可以委托组织者推荐的服务供应商开发建设。

3. 开发建设指南与技术规范

网上世博会作为面向全球的开放式网络平台，在体现技术先进性的同时，更要强调其安全性和适用性。因此，一般将采用广泛应用的成熟技术。

网上世博会将分模块开发，基础平台和网上展馆作为独立的模块进行开发，并在其间留有标准功能接口，以便选择体验型展馆的参展者在按照一定标准和规范开发网上展馆的同时，又能够充分发挥各自的创意、设计和制作、开发能力。组织者将在《体验型展馆开发建设指南》中提供相关技术规范。

根据《体验型展馆开发建设指南》的要求，选择体验型展馆的参展者可以使用以下两种方式开发建设体验型展馆。

3.1 选择组织者认可的推荐服务供应商来承担相应的体验馆建设工作

这类服务供应商由组织者推荐，其使用的技术遵循“网上世博会”平台接入标准，可确保开发结果正确无误的运行于“网上世博会”平台。网上参观者可以直接在网上世博会平台访问该体验型展馆。

3.2 遵循组织者规定的技术规范自行选择开发商建设体验馆

如果选择此种建设方案，参展者需确保选择的开发商开发的网上展馆应完全遵循《体验型展馆开发建设指南》中规定的各类规范，并按照组织者的要求提供和使用各种约定接口。同时，参展者需要制定明确的开发计划，并对开发商进行监督和管理，组织者也将定期了解开发进度，以确保开发商能在约定的时间内提交开发结果(包括应用程序文件和其他各类资料)。组织者将开发结果集成在网上世博会平台，网上参观者可以直接在网上世博会平台访问该体验型展馆。

若上述开发方式无法满足参展者实际开发建设需要，可与组织者协调解决。

选择体验型展馆的参展者在网上展馆设计、开发的过程中，如需了解更多基础性、依据性资料，可及时与组织者联系。组织者将与参展者保持经常性的联系，以及时获取建设进度等信息。

4. 开发与测试

4.1 浏览型展馆

浏览型展馆将由组织者根据《网上展馆展示方案》与相应的展示素材进行统一设计和开发建设。参展者应根据《浏览型展馆建设指南》中附录B《网上展馆建设素材说明》的规定提交展示素材及相关文档，若组织者未能在2009年8月31日前获得需参展者提供的网上展示素材，组织者将提示参展者选择组织者事先开发的模板，对参展者及其展馆等进行介绍性展示。

若参展者的实体展馆是独立馆或者是外观有个性化装饰的租赁馆，参展者应根据《浏览型展馆建设指南》附录B《网上展馆建设素材说明》的规定，向组织者提供展馆外观素材，最迟不晚于2009年7月31日前提交给组织者。

组织者开发建设浏览型展馆完毕后，将在正式上线前请参展者进行发布确认。经参展者确认后，组织者将在中国2010年上海世博会开幕的同时在网上开放该网上展馆。

4.2 体验型展馆

参展者应根据《体验型展馆开发建设指南》中附录A《技术规范》的规定提交体验型展馆的开发结果及相关文档，参展者最迟不晚于2009年9月30日前提交给组织者。由组织者进行测试通过后，集成至网上世博会平台。经参展者确认后，组织者将在中国2010年上海世博会开幕的同时在网上世博会开放该网上展馆。

所有网上展馆外观均由组织者统一建设，参展者应根据《体验型展馆开发建设指南》中附录C《网上展馆外观素材说明》的规定提交展馆外观素材，最迟不晚于2009年7月31日前提交给组织者。

若参展者未能在2009年9月30日前提交网上展馆建设成果文件，组织者将提示参展者选择组织者事先开发的模板，对参展者及其展馆等进行介绍性展示。

5. 上线

网上世博会平台将于2009年5月1日，中国2010年上海世博会倒计时1周年之际上线，并开放部分功能。

组织者将于2010年5月1日，中国2010年上海世博会开幕的同时，正式在网上开放网上展馆。在2010年5月1日前，组织者在网上世博会平台发布参展者提供的预告信息，并根据实际情况对网上世博会的部分内容(如园区等)作推介性展示。

组织者保留调整上线时间的权利，如发生时间调整，将及时通知参展者。

关于网上世博会开发建设方面的详细信息，可参见《浏览型/体验型展馆开发建设指南》。

D. 运营维护

1. 网上世博会平台的运营维护

网上世博会的平台由组织者负责进行运营维护，包括对基础设施的维护、平台的功能更新、平台发布的内容维护、平台上网参观者交互内容的监控、网上展馆在平台上的运行、为参展者提供其网上展馆相关运营数据等。

如平台运营维护影响到参展者的网上展馆展示功能时，组织者将提前通知各参展者。

2. 网上展馆的运营维护

若参展者希望在展示期间对网上展示内容进行更新，需要向组织者提出书面申请并经过确认。申请确认通过后，由参展者提供更新内容，组织者进行更新。

3. 参展者的故障和问题申告

在网上世博会上线后，当出现系统故障时，组织者将及时与参展者联系，并确定相关处理方式。参展者发现有任何系统相关的故障或问题，都可以向组织者提出相应的服务要求。

关于网上世博会运营维护方面的详细信息，可参见《浏览型/体验型展馆开发建设指南》。

E. 相关费用

为便于参展者了解参加网上世博会的基本费用，以下列举了可能需要的相关费用信息。同时，为鼓励更多的国家和国际组织，特别是发展中国家参与网上世博会，使网上中国2010年上海世博会成为各个国家和国际组织共有的网上世博会，组织者将承担部分网上展馆的建设和维护费用，具体费用情况如下：

1. 网上世博会平台开发费用

网上世博会平台的开发建设费用以及相关软硬件费用由组织者承担。

2. 网上展馆开发费用

浏览型展馆的开发建设费用由组织者承担。费用包括网上展馆建设、展项建设和相关模板制作，但不包括展示方案设计和展示素材制作，展示方案由参展者在《网上展馆展示方案》中提供，展示素材由参展者根据《网上展馆展示方案》的约定提供。

体验型展馆的设计和开发建设费用由参展者承担。具体费用与网上展馆所设定的功能和内容以及参展者选择的开发方式有关。如果参展者选择自行开发，则可根据所选网上展馆类型以及设定的功能和内容自行测算设计、开发建设费用；如果参展者选择委托服务供应商(组织者推荐或自行选择)开发，则可根据所选网上展馆类型、设定的功能和内容，以及委托设计、开发建设的范围和方式等情况，与服务供应商共同协商确定相关开发费用。组织者将提供合理的支持。

3. 运营维护费用

网上世博会基础平台的运营维护费用由组织者承担。

参展者自行承担在网上世博会举办期间发生的，用于其网上展示更新内容的制作费用。

组织者将承担其他相关维护费用，维护内容包括：展馆运营情况分析、展馆相关内容监控、馆日活动推介、故障修复、参展者客服等。

关于网上世博会的相关费用详见下表：

类型	设计素材费	开发费用	内容更新费用	其他运维费用*
浏览型展馆	参展者自筹	组织者提供	协商确定	组织者提供
体验型展馆	参展者自筹	参展者自筹	协商确定	组织者提供
网上世博会平台	组织者提供	组织者提供	组织者提供	组织者提供

*其他运维费用包括以下服务相关费用：展馆运营情况分析、展馆相关内容监控、馆日活动推介、故障修复、参展者客服和推介上海世博会。

F. 商业活动

网上世博会由于世博会本身的非商业性质及互联网的特殊性，对其商业活动将作一定的限制。有关商业活动的一般通则请见上海世博会《一般规章》第三章，并应符合上海世博会市场开发工作的有关规则，确保上海世博会市场开发参与企业的各项权益。

当有涉及商业活动时，参展者应与组织者及时磋商，在征得组织者的书面同意后实施。

参展者原则上不得在体验型展馆内显示各类广告。参展者确有特别事由(如参展者体验型展馆的赞助商)需在体验型展馆内显示广告的，应向上海世博会组织者提出书面申请，由上海世博会组织者审核书面申请后确定是否可以在参展者体验型展馆内显示广告，以及显示广告的时间、位置、内容与形式等。

G. 沟通推介

网上世博会的沟通推介是上海世博会沟通推介工作的一部分，网上世博会沟通推介的一部分将与上海世博会的沟通推介相结合，另一部分将独立计划并开展实施。网上世博会将充分利用互联网的优势以及合作伙伴和其他大型门户网站的资源和渠道，通过与各国家和地区沟通以及主题推介活动等广泛宣传和推介上海世博会。

参展者也应制定相应的计划，使网上世博会在其本国或组织内获得广泛的认知。

H. 知识产权

1. 一般规定

网上世博会作为上海世博会的组成部分，遵循组织者发布的《特殊规章第11号：知识产权》及其他规范性文件。

2. 其他补充说明

组织者充分重视参展者网上世博会的知识产权保护。参展者应确保其提供的展示素材符合国家有关知识产权保护法律、法规的规定，不能侵害组织者及第三方的权利。组织者不对参展者的展示素材及其相关权利进行实质审查。如因参展者提供的展示素材侵害他人知识产权给组织者造成损害的，组织者有权要求相关参展者采取必要的补救措施并有权向其索赔。

参展者确认参加网上世博会即视为其许可组织者或组织者指定的机构在网上世博会筹备和运营期间，在网上世博会的网站及其相关网页上以网络传播方式或其他合理方式无偿使用其展示素材的全部或部分，使用期限至少可延续至2010年10月31日24时。参展者可向上海世博局声明使用网上展示素材的限制。

3. 对世博会标志的使用

参展者使用世博会标志，请遵循《参展指南》的“K-世博会标志使用”部分。

I. 管理服务

1. 管理服务机构

组织者将设立网上世博会的专门管理服务机构，并将向参展者推荐网上世博会的服务供应商，具体服务供应商信息组织者将适时提供。

2. 管理工作职责

网上世博会专设管理机构，主要管理工作职责包含六个方面：

综合管理：制定和更新网上世博会总体计划，并将任务计划转化为工作内容，并进行落实和跟踪。

参与组织：制定网上世博会各类参展者的参与程序和参与文件，参与谈判和技术答疑工作，并协同完成参与确认和展示方案审批。

沟通推介：协助制定网上世博会有特色的沟通推介方案，参与整个世博会的沟通推介活动。

实施监控：制定网上世博会的实施需求，协助并指导上海世博局相关部门、合作伙伴和服务供应商，进行网上世博会系统的实施建设。

运营管理：制定并实施网上世博会整体性运营计划，在网上世博会运营期间为参展者与网上参观者提供服务。

维护管理：制定网上世博会系统维护管理计划，指导合作伙伴和服务供应商，进行网上世博会系统的维护。

3. 主要服务内容

主要服务包含但不限于以下内容：

接受并审核选择浏览型展馆的参展者提交的《网上展馆展示方案》和展示素材，以及审核选择体验型展馆的参展者提交的《网上展馆展示与建设方案》。

为选择体验型展馆的参展者提供服务供应商信息，服务供应商可提供的服务包括：网上展示与建设方案设计、数字资源建设(数字资源建设一般指在建立信息系统时将相关实物数字化处理的过程，网上世博会体验型展馆数字资源建设工作包括网上展馆展项的三维建模、素材采集、设计和制作等)、功能开发建设等。

参与谈判、技术磋商和日常沟通，为参展者提供各类网上世博会最新信息与资料，并提供各类答疑。

提供协同工作平台，供组织者、参展者以及互联网相关赞助商和服务供应商之间的交流、文件传递、信息共享等协同工作。

在网上世博会上线后，为参展者提供日常运营数据，包括但不限于：网上世博会总体访问量、网上展馆访问量、网上参观者对网上展馆的相关问题及反馈等。

在网上世博会上线后，提供内容监控服务，包括但不限于：网上参观者在网上世博会社区发布的信息、对参展者网上展馆展项的留言等内容的监控。

在网上世博会上线后，在每个展馆馆日时会在网上世博会的显要位置提供对该馆的推介。

在网上世博会上线后，对参展者提出的网上展示内容更新申请进行审核，与参展者确认后提供更新。

在网上世博会上线后，当出现系统故障或正常维护时，将及时与参展者联系，并确定相关处理方式。

在网上世博会上线后，参展者发现有任何系统相关的故障或问题，都可以向组织者提出相应的服务要求。

J. 重要时间节点

2008年08月	网上展馆开发建设指南文件发布
2009年05月	网上世博会平台与二维园区上线
	网上世博会网上系列专题活动启动
2009年06月30日	网上世博会参与确认工作截止
2009年07月31日	网上世博会两类展馆展示方案提交截止
	网上展馆外观素材提交截止
2009年08月31日	网上世博会浏览型展馆展示素材提交截止
2009年09月30日	网上世博会体验型展馆提交截止
2010年03月31日	网上世博会展馆预发布截止
2010年05月1日	网上世博会网上展馆开放
2010年10月31日	网上世博会内容更新截止
	网上世博会进入转型期

K. 其他参展须知

如有其他参展须知信息，组织者将适时更新《参展者手册》或其他相关文件，并向参展者提供。



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

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如对本手册的内容有任何建议和意见，敬请与组织者联系。

联系方式如下：

上海世博会事务协调局新闻宣传部 网上世博会项目管理办公室

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