

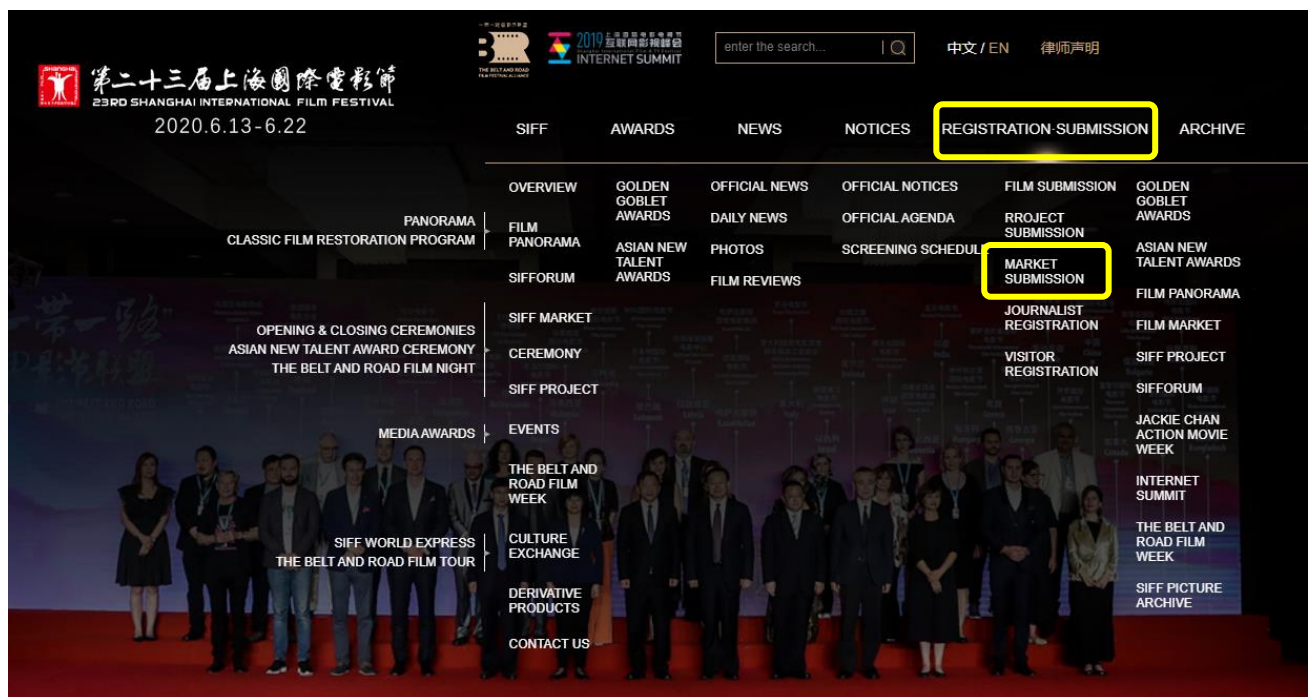
Guide to Register an Exhibitor Account and Apply a Virtual Booth

Welcome to SIFF Market.

The online application of SIFF Online Market is available at www.siff.com from Jan 1 to May 20, 2021. Here is how to register an Exhibitor Account.

***Please use IE 7, Fire Fox 3, Safari 4 & above version ***

■ **Step 1:** At our official website: <http://www.siff.com/>, you can find "REGISTRATION SUBMISSION" and please click "MARKET SUBMISSION".



- **Step 2:** If you have registered before, you can directly log in (You can use your account number or email to login), or you have to click the button on the right: “**Register**”.



- **Step 3:** Fill in the blanks, especially those with red marks on the left, and please make sure your information is valid. When complete, click “**Register**”

- **Step 4 :** Now you have registered successfully! If you want to modify your information, please click “**Modify**”; if you want to apply booth, you can find “**Booth Entry**” on the top of page and please click “**Apply**”.

The screenshot displays the user interface of the 24th Shanghai International Film Festival website. At the top, there are navigation links for '中文', 'English', and 'Logout'. The main header features the festival's logo and name in Chinese and English. Below the header, there are two main menu items: 'My Siff' and 'Booth Application'. The 'Booth Application' menu is expanded, showing a dropdown with options: 'SIFF Market', 'SIFF MARKET Regulations', 'Online Market Regulations', and 'Apply'. The 'Apply' option is circled in red. The 'Account Information' page is visible, showing fields for Account, Email Address, Mobile, Telephone, Company Name, and Address. A 'Modify' button is also circled in red. At the bottom, there are two buttons: 'Physical booth apply' and 'Virtual booth apply', with the latter circled in yellow.

■ **Step 5:** Please read the Film Market Regulations carefully. If you do not have any question, then click “**Agree**”.

Regulation

1.

This regulation applies to the 2021 International Film and TV Online Market. (Hereinafter referred to as Online Market.)

The organizing committee of Shanghai TV Festival and Shanghai International Film Festival are the organizers of the Online Market. (Hereinafter referred to as organizing committee.)

Anyone who signs up to participate in the Online Market is deemed to acknowledge and accept this regulation.

2. Dates and Format

Date: June 6th to 14th, 2021

Location: Shanghai International Film and TV Festival Online Market platform

URLs: sonlinemarket.stvf.com/onlineMarket.siff.com

3. Online Booth Application

1. Exhibitors applying for the online market booth must log into the official website of the Shanghai TV Festival (www.stvf.com) or Shanghai International Film Festival (www.siff.com) and fill out the "Online Booth Application Form". The online registration period is from January 1st, 2021 to May 20th, 2021.

2. The online booths rented by exhibitors are limited to the use of the company. Without the consent of the organizing committee, online booths may not be transferred or allocated to other companies without authorization. Otherwise, the organizing committee has the right to cancel the exhibitors' qualifications, and the booth fees paid by exhibitors will not be refunded.

3. Exhibitors who participate in both the film section and the TV section of the online market at the same time only need to apply once.

4. The organizing committee has the right to approve or reject the booth application without giving any clarifications.

I Agree

I Refuse

■ **Step 6:** Please fill in the blanks, especially those with red marks beside them. Make you're your information is valid, or you can click "Save" and edit this page next time.

Company Information

* Booth Type

Main Company Umbrella Booth

* English Name

Enter the English name of your company

Original Name

Enter the origin name of your company

* Country / Area

China

* City

State / Province

City

* Address

e.g. - 445 Mount Eden Road, Mount Eden

Enter the address

Postcode

Enter the postcode

* Telephone

e.g. - Country Code: 86 City Code: 21 Number:
12345678 or 1234567-101

Country Code

City Code

Number

* Mobile

e.g. - Country Code: 86 Number: 123456

Country Code

Number

* Contact

Enter the contact

* Position

Enter the contact's position

* Email

Enter the email

Website

Enter the website

* Type of Business

- Film Financing/Investment Production Promotion and Distribution Educational Institution
 Post-Production and Technology Advertising New Media Sales Agent Government Organization
 Legal Consultancy Other

Booth Application

1. Standard Booth: 3,000 RMB/(unit) × Unit(s) = RMB

Benefits include: display of company description in Chinese and English, dedicated virtual meeting room, 5 slots for film/TV lineup or photos; up to 2 minutes of video material showcase, and 5 complimentary exhibitor accounts.

2. Premium Booth: 12,000 RMB/(unit) × Unit(s) = RMB

Benefits include: display of company description in Chinese and English, dedicated virtual meeting room, 20 slots for film/TV lineup or photos; up to 10 minutes of video material showcase, 20 complimentary exhibitor accounts, and being listed in the Recommended Exhibitors section of the market frontpage.

3. Umbrella Booth: 25,000 RMB/(unit) × Unit(s) = RMB

Benefits include: display of company description in Chinese and English, dedicated virtual meeting room, 30 slots for film/TV lineup or photos; up to 30 minutes of video material showcase, 30 complimentary exhibitor accounts, and the organizing institution being listed in the Recommended Exhibitors section of the market frontpage.

Total DUE : 0 RMB

Payment Information

Please make payments directly into our bank account as per below (with payment voucher)

Account Name : Shanghai International Film Festival
Name of Beneficiary's Bank : Industrial And Commercial Bank of China Shanghai Branch, Middle Fuxin Road Sub-Branch
Account No. : 1001208709004621066
Bank address : 700 Huang Pi Road(S), Shanghai 200025, China
Swift Code : ICBKCNBJSHI

Response Matters

Please return the form to:

Organizing Committee of Shanghai International Film Festival

Contact Person: Ms. Han Yan / Mr. Edward Xu
Tel: (86)21-2200-9816 / 2200-9835
Fax: (86)21-6255-2000
E-mail: yanhan@siff.com / xugaoren@siff.com

Office Address: 21F, 211 Kangding Rd., Jing'an District, Shanghai, 200041, China.

 Submit

 Save

 Back

■ **Step 7:** Now you have successfully submitted your application! After it passing the review, please download the contract and sent it to SIFF.

Submitted Successfully

Your submission was successful, After passing the review, please download the contract, stamp and send it to SIFF.

Physical booth apply

Virtual booth apply

Company	Contact	Status	Booth Apply Type	Operation
123	123	Being processed	Virtual Booth Apply	View Invoice Contract DownLoad

That's all. If you have any question, welcome to contact us!