

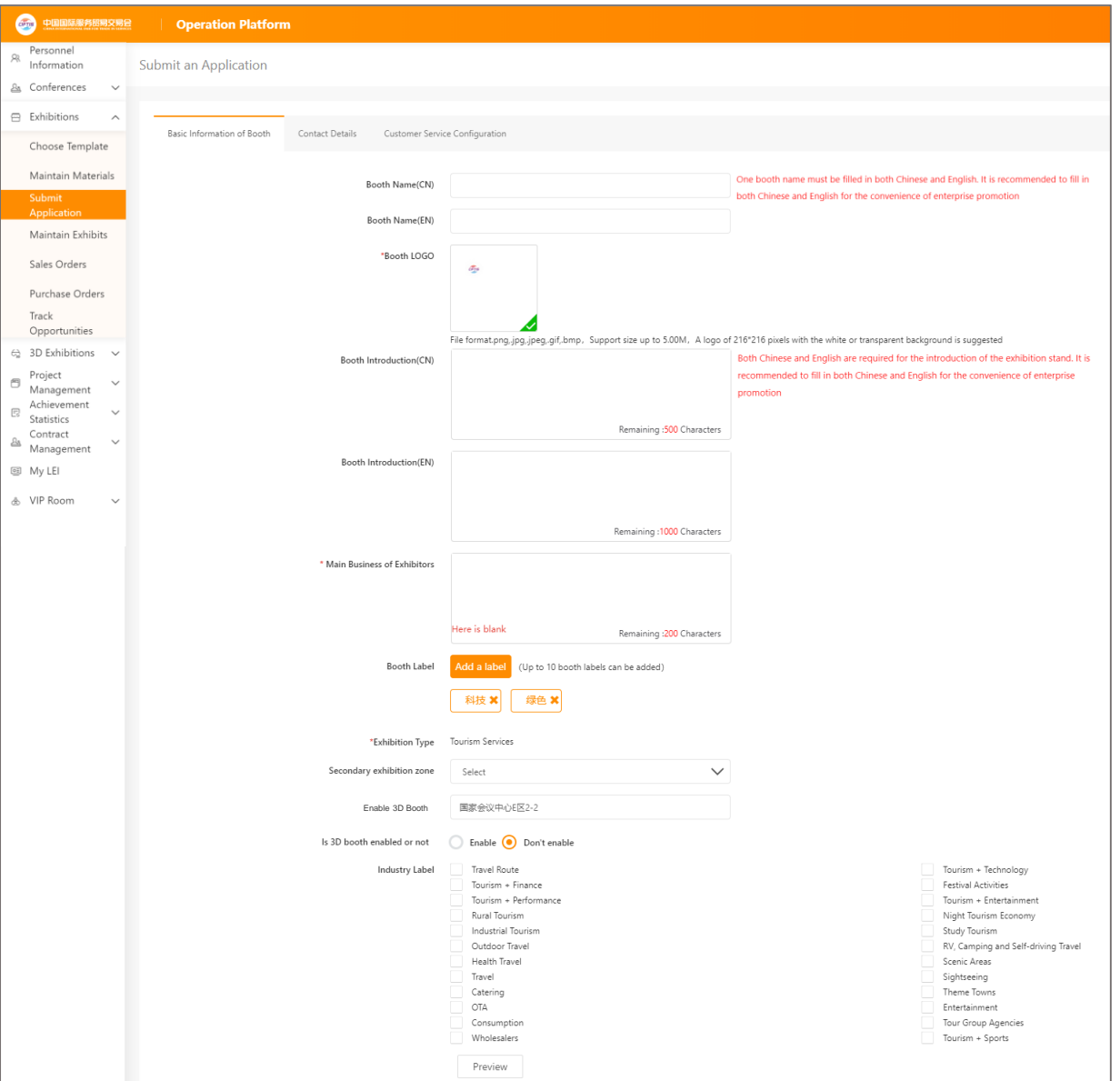
Cloud Booth | Submit Application

Basic Information of Booth

Exhibitors access to the “Exhibitions”, and click “Submit Application”

Column 1: Basic Information of Booth

- After choosing the template and maintaining materials, exhibitors can fill in the basic information of booth, including booth name, booth LOGO, and booth introduction, which will be displayed on the home page of the booth. See the next page for details.



Operation Platform

Submit an Application

Basic Information of Booth | Contact Details | Customer Service Configuration

Booth Name(CN) One booth name must be filled in both Chinese and English. It is recommended to fill in both Chinese and English for the convenience of enterprise promotion

Booth Name(EN)

*Booth LOGO File format:png,jpg,jpeg,gif,bmp. Support size up to 5.00M. A logo of 216*216 pixels with the white or transparent background is suggested

Booth Introduction(CN) Both Chinese and English are required for the introduction of the exhibition stand. It is recommended to fill in both Chinese and English for the convenience of enterprise promotion Remaining :500 Characters

Booth Introduction(EN) Remaining :1000 Characters

* Main Business of Exhibitors Here is blank Remaining :200 Characters

Booth Label (Up to 10 booth labels can be added)

*Exhibition Type

Secondary exhibition zone

Enable 3D Booth

Is 3D booth enabled or not Enable Don't enable

Industry Label

- Travel Route
- Tourism + Finance
- Tourism + Performance
- Rural Tourism
- Industrial Tourism
- Outdoor Travel
- Health Travel
- Travel
- Catering
- OTA
- Consumption
- Wholesalers
- Tourism + Technology
- Festival Activities
- Tourism + Entertainment
- Night Tourism Economy
- Study Tourism
- RV, Camping and Self-driving Travel
- Scenic Areas
- Sightseeing
- Theme Towns
- Entertainment
- Tour Group Agencies
- Tourism + Sports

Cloud Booth | Submit Application



Instructions for Filling in the Basic Information of Booth

- Booth name, booth introduction: text information, with word limit;
- Booth logo: picture-type information with size no more than 2.00M and suggested resolution of 216*216 pixels, white or transparent background;
- Booth label: please add label by yourself; you can add more distinctive labels so that the booth can be easily identified by search engines or matched by big data platforms, so as to bring you more business opportunities;
- Exhibition Type: Enterprises that sign up for a selected exhibition booth can select the corresponding selected exhibition from the drop-down box. Enterprises that sign up for the eight feature exhibitions do not need to choose, and the system automatically displays their exhibition zone;
- Secondary Exhibition Zone: It is designed for the secondary exhibition zones of four professional exhibition areas, including "Cultural Services", "Tourism and Travel-Related Services", "Sports Services" and "Service Robots". Only exhibitors of these four sections can see the content of the secondary exhibition zone by clicking the drop-down menu.
- Off-line Booth No.: If you has an off-line physical booth, you need to fill in the booth no.; this information will be displayed on the home page of the booth, so that buyers can go to the physical booth to visit the exhibits;
- 3D exhibition URL: Choose whether to open a 3D booth. The default is "Yes". For enterprises that have not submitted materials and information for 3D exhibition hall, the system will automatically open a 3D exhibition booth, a PC booth and an APP booth for them, and the button "Enter 3D Booth" will appear on the homepage;
- Industry label: Different industry labels will appear according to the exhibition area selected above. Exhibitors can choose industry labels according to their natures. They can choose more than one labels;
- **Note: The red asterisked field is mandatory.**

Cloud Booth | Submit Application

Contact Details

Exhibitors access to the “Exhibitions”, and click “Submit Application”

Column 2: Contact Details

- It includes contact name, phone number, mailbox, fax, region (choose the country, province/city/district where the enterprise is located), and postcode;
- Is contact information displayed: It is “Yes” by default, and the above contact information will appear at the home page of the booth; if you select “no”, the information will not appear at the home page of the booth;
- The information will be displayed on the home page of the booth so that the platform users can browse and contact the exhibitor. We suggest you filling in the name of a full-time customer service representative in the contact details.

The screenshot shows the 'Operation Platform' interface for submitting an application. The 'Contact Details' tab is highlighted with a red box. The form contains the following fields and options:

- Contact:** 李女士
- *Telephone:** 0017710673140
- *Email:** 1234567@qq.com
- Fax:** (empty field)
- *Region:** Domestic Beijing
- *Detailed Address:** 北京市朝阳区天辰东路
- Postcode:** (empty field)
- Is contact information displayed:** Yes No

A 'Preview' button is located below the form. A red note at the bottom states: 'The current booth is under approval and can be modified or re-submitted only after being approved.'

Cloud Booth | Submit Application

Customer Service Configuration



Exhibitors access to the “Exhibitions”, and click “Submit Application”

Column 3: Customer service configuration

- It specifically refers to the configuration of CIFTIS BOT(i.e. robot customer service), which is customized and is **not activated by default**;
- Activate CIFTIS BOT: exhibitors click the “Activation and Using Guide of CIFTIS BOT for Exhibitors” (marked in the red box) to view the activation steps. After communicating with the CIFTIS BOT team, they will obtain a URL, which is configured at the “CIFTIS BOT URL”;
- After the configuration, a " CIFTIS BOT " button will appear on the home page and the detail page. Buyers can click the button to communicate with CIFTIS BOT, which can reduce the stress of customer service representatives.

The screenshot shows the 'Operation Platform' interface for submitting an application. The left sidebar contains a navigation menu with 'Submit Application' highlighted. The main content area is titled 'Submit an Application' and features three tabs: 'Basic Information of Booth', 'Contact Details', and 'Customer Service Configuration' (the active tab, highlighted with a red box). Under the active tab, there is a radio button group for 'Enable CIFTIS BOT?' with 'No' selected. Below this is a text input field for 'CIFTIS BOT URL' with a 'Remaining :200 Characters' indicator. A 'CIFTIS BOT Configuration' section includes a 'Description' field containing the text 'Activation and Using Guide of CIFTIS BOT for Exhibitors.pptx' (highlighted with a red box) and a 'Preview' button. A red message at the bottom states: 'The current booth is under approval and can be modified or re-submitted only after being approved.'

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| Approval Procedure and Modification Instructions



Submit the Booth for Approval

- After filling in all required items in [Choose Template] - [Maintain Materials] - [Submit Application], and confirm the preview, click “Submit” for approval by the Sponsor/Organizer (Approval principle: the inviter shall be the approver);
- The exhibitor can log in to the enterprise account in real time to view the approval status of the booth. The approval results will be sent to the cellphone number in the booth contact information via SMS.
- If the status is **To Be Approved** in the upper right corner of the page [Maintenance Materials] - [Submit Application] (as shown in the figure below), the exhibitors cannot modify existing information, or delete or preview updated information;
- If the status is **Approved**, the exhibitors can modify the materials or booth information directly and resubmitted for approval;
- For exhibitors in **Approved** status, the booth can be displayed normally. If rejected, the exhibitor may revise the information according to the rejection opinions and resubmit for approval.
- **Note: If only the template is changed, exhibitors do not need to resubmit for approval;**
- **Please note that it is necessary to ensure that the information filled in is true and compliant. Subsequent modifications to the booth information must be resubmitted for approval. The booth in “Approving” status is not displayed externally.**

