

## Exhibitor Participation Instructions

This is a streamlined guide that supplements the Exhibitor Manual. Find essential information that will maximize your success as an exhibitor at BEYOND Expo 2024.

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## 1. Confirm Attendance and Finalize Payment

- Check your account information in the [Exhibitor Center](#).

## 2. Instructions for Using the Exhibitor Center

The screenshot shows the 'Exhibitor Information' form. On the left is a sidebar menu with options: Pass Application, Exhibitor Pass, BEYOND Pass, Invitation Letter, Code for Tickets, and Exhibitor Manual. The main form area is titled 'Exhibitor Information' and contains the following fields:

- Company Name \***: Text input field with a character count of 0 / 100.
- Chinese Company Name \***: Text input field with a character count of 0 / 100. Below it is the text 'Company Name required'.
- Booth Number**: Text input field containing 'dd36'.
- Size**: Text input field containing '108'.
- Contact Person \***: Text input field. Below it is the text 'Contact Person required'.
- Mobile \***: Text input field. Below it is the text 'Mobile Number required'.
- Email \***: Text input field. Below it is the text 'Email required'.
- Country / Region \***: Dropdown menu with 'Mainland China' selected.
- State \***: Dropdown menu with 'BEIJING / 北京' selected.
- City \***: Dropdown menu with 'BEIJING / 北京' selected.
- Address \***: Text input field.
- Chinese Address \***: Text input field.
- Website \***: Text input field.
- Company Logo \***: Text input field.

**a. Exhibitor Center Login**

- Visit the [Exhibitor Center](#).
- The Organizing Committee will email each exhibitor's corresponding contact person with their login URL, account number, and password.
- Exhibitors who have not received this information should contact the relevant contact person promptly.

**b. Fill in Personal Information**

- Fill in the "Exhibitor Information" section and click "Submit". Submit all information by **April 26, 2024**.

\*Why is providing all information important? The information will be displayed on your booth's fascia board, Beyond Expo's exclusive app, official website's Exhibitor List and the Directory at the event.

**c. Apply for Pass (Exhibitor/Visitor)**

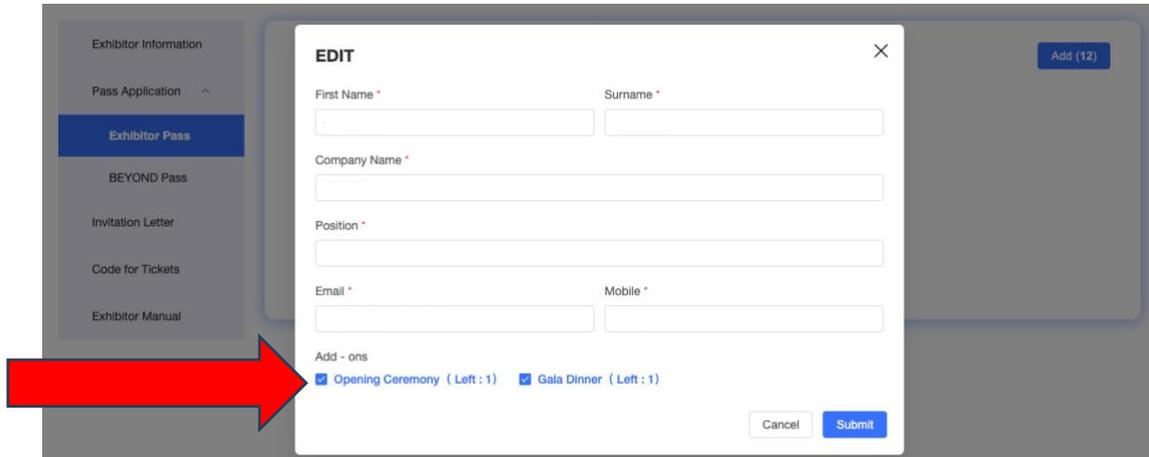
- Under "Pass Application", click on "Exhibitor Pass" and fill out the information to apply for the appropriate passes, click "Submit" after *EACH* application.
- Make sure all information is valid and email addresses provided are unique. Any invalid information will result in being unable to access the exclusive services.
- The number of exhibitor passes will be automatically generated according to each booth's dimensions.

Calculation formula:

$\leq 9 \text{ m}^2$ booths are entitled 2 exhibitor passes and 5 BEYOND passes
$> 9 \text{ m}^2$ booths are entitled 1 additional exhibitor pass and 5 BEYOND passes for every additional $9 \text{ m}^2$ of booth space rented (rounded up)

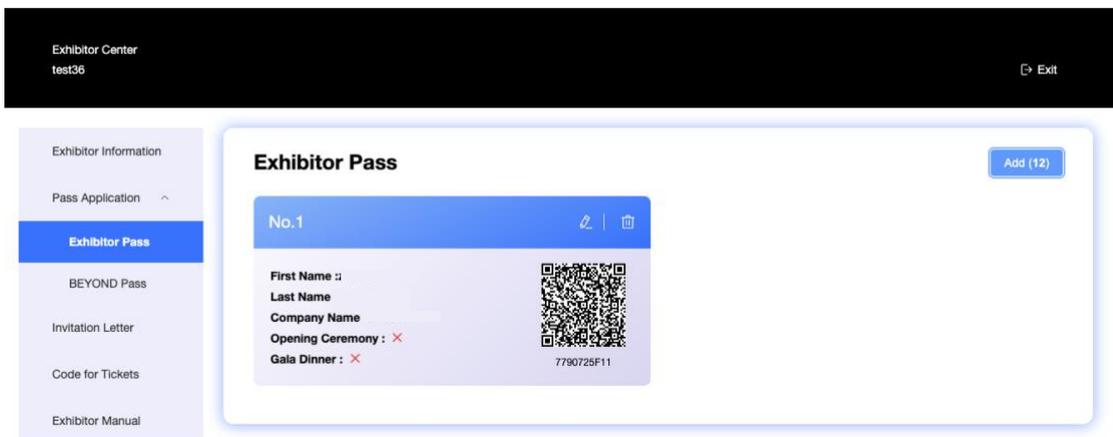
(Exhibitor passes are limited to 20, and BEYOND passes are limited to 30)

\*Exhibitors with booths 18 square meters or larger are entitled to complimentary entry for one representation to the Opening Ceremony, Gala Dinner, and Pool Party. Please indicate your interest when applying for your exhibitor pass application in the Exhibitor Center by **April 30, 2024**.



**How to check if my pass has been added successfully?**

After adding the passes successfully, relevant information will be displayed in the "Pass Application" section under 'Exhibitor Pass'.



- During the event, scan your e-ticket QR code at the register counter to get your badge for quick entry and exit.

\*As abovementioned, exhibitors with booths 18 square meters or larger are entitled to one complimentary entry to exclusive events. Interest to participate in these events will be reflected in the pass. Please indicate your interest by **April 30, 2024**, to reserve your seat (first-come-first-served).

## Admission FAQs

### Can I collect the pass on someone else's behalf?

- If exhibitors want to collect the passes on behalf of the others during the move-in period, they must provide that person's e-ticket QR code, and the personal information provided must be consistent.

### When can I collect the badge to enter the venue?

- Exhibitors who have completed the registration process in the Exhibitor Center may show the **e-ticket QR code** to get the exhibitor pass (badge) at the Register Counter, from 2 PM – 6 PM on May 21, 2024.

### Do I have access to other events<sup>^</sup> (^ Opening Ceremony, Gala Dinner and Pool Party) with the exhibitor pass?

- Entitlement to exclusive events depends on the type of booth you have:
  1. For booths smaller than **9 m<sup>2</sup>**: Ticket to other events<sup>^</sup> is not included, but you may **purchase** add-ons tickets under "Buy more add-ons" in the [Personal Center](#).
  2. For booths **between 9 m<sup>2</sup>-17 m<sup>2</sup>**: Each booth is granted **one entry (1 complimentary ticket)** to each event<sup>^</sup>. **Registration for all events is mandatory, on a first-come, first-served basis.** You may indicate your interest in specific events during the sign-up process in the Exhibitor Center.
  3. For booths **18 m<sup>2</sup> and above**, each booth is automatically entitled to **1 entry** to each of the other events (no need to sign up). You may select the events you are interested in participating during the Exhibitor Center sign up process.

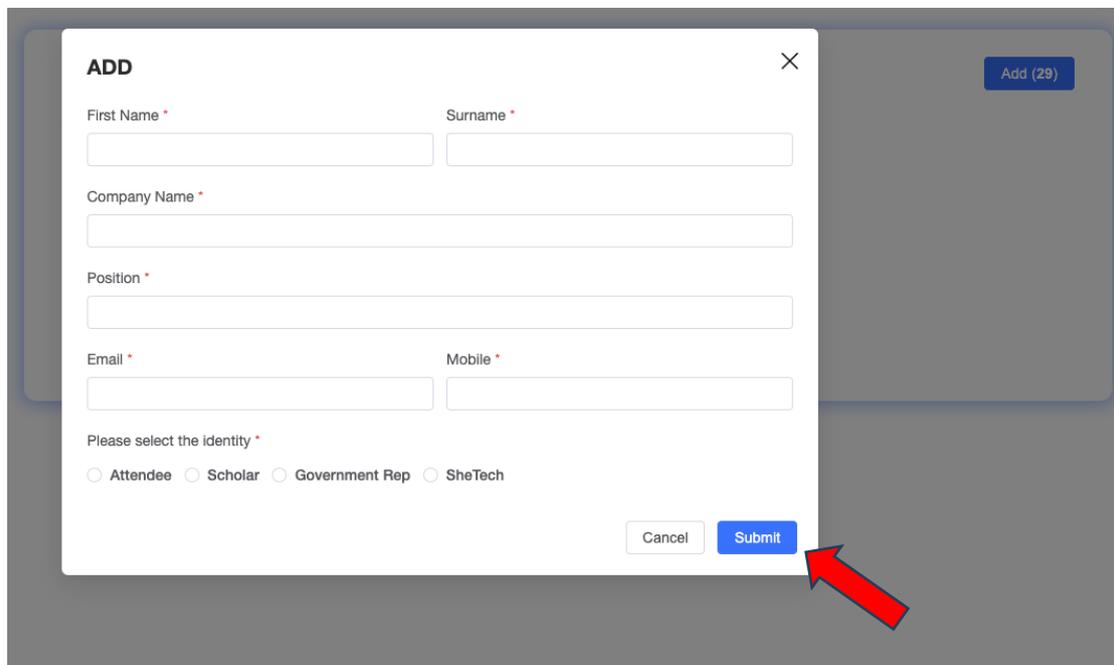
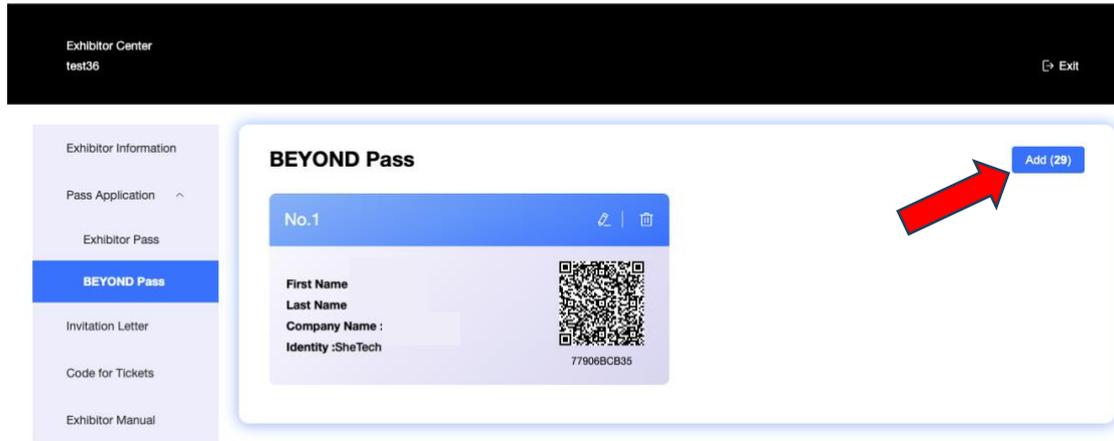
### Which events require me to buy tickets?

- Futureproof Party and Stardom Spectacle will require everyone to buy tickets to enter.

## d. Invite Clients

There are two ways to invite your clients:

1. Under "BEYOND Pass", you can fill in the information on behalf of your client.
2. Once you fill in your client's information, click "Submit".



3. You can also invite clients via an **invitation letter** under "Invitation Letter", and the system will automatically generate a personalized invitation letter. Share the invitation letter with respective client, who can then access their Personal Center through the invitation letter, and register for the exhibition for free:

Step 1: Send the **invitation letter** by scanning the QR code via WeChat or send the **personalized link** under "Invitation Letter".

Exhibitor Information

Pass Application ^

Exhibitor Pass

BEYOND Pass

Invitation Letter

Code for Tickets

Exhibitor Manual

### Invitation Letter

How to send an invitation to others

**Option 1: WeChat Invitation**

1. Scan the QR code by WeChat
2. Automatically Generates Your Personalized Invitation Letter
3. Click the Top Right to Share with Friends or on Moments





**Option 2: Your Personalized Invitation Link**

<https://ishk.infosalons.com.cn/reg/beyond24/invitation?exh=Nzc5MDJ=> Copy

Step 2: Copy the free code in “Code for Tickets” and send it to your client. They will use this coupon code when they are prompted to purchase a pass after they have signed up for an account in the Personal Center.

Exhibitor Information

Pass Application ^

Exhibitor Pass

BEYOND Pass

Invitation Letter

Code for Tickets

Exhibitor Manual

### Code for Tickets

Number	Free Code	Name	Company	Position
1				
2				
3				
4				
5				
6				
7				
8				
9				

Step 3: Once your client has successfully claimed a BEYOND Pass, you will see their details under “My Invitation List”.

Exhibitor Information

Pass Application

Exhibitor Pass

BEYOND Pass

Invitation Letter

Code for Tickets

Exhibitor Manual

### How to send an invitation to others

**Option 1: WeChat Invitation**

1. Scan the QR code by WeChat
2. Automatically Generates Your Personalized Invitation Letter
3. Click the Top Right to Share with Friends or on Moments





**Option 2: Your Personalized Invitation Link**

<https://ishk.infosalons.com.cn/reg/beyond24/invitation/?exh=Nzc5MDI=> Copy

Number	Name	Company	Registration Time
1	HOUKONG LENG	ML	2024-03-08 16:47

### 3. Forms to be Filled and Submitted

#### Standard Booth/Startup Kiosk

The following forms **must be completed and sent** to the official contractor at [beyondexpo@126.com](mailto:beyondexpo@126.com) by the deadline according to the following instructions: (Form 1 must be filled out.)

Form	Name	Exhibitor Manual	Deadline	Return to
Form 1A	Fascia Name (Standard Booth)	Page 33	April 12, 2024	NK*
Form 1B	Fascia Name (Startup Kiosk)	Page 34	April 12, 2024	NK
Form 2	Booth Services Location Plan (Standard Booth)	Page 35	April 12, 2024	NK
Form 14	Exhibit Transportation	Page 59	April 12, 2024 (TBC)	YTO*/NKL*

The following forms are **optional** according to the needs of your booth:

Form	Name	Exhibitor Manual	Deadline	Return to
Form 3	Furniture Rental	Page 36	April 12, 2024	NK
Form 4A	Electricity Installation	Page 40	April 12, 2024 (TBC)	NK
Form 5	Telecom and Network Services	Page 44	April 12, 2024	NK
Form 7	Application for Contractors Badge	Page 47	April 12, 2024	NK

\*NK - Nam Kwong International Conference & Exhibition Co.,LTD

\*YTO International Express and Supply Chain Technology Ltd.

\*NKL - Nam Kwong Logistics Company Limited

**Raw Space Booth**

The following forms **must be completed and sent** to the official contractor at [beyondexpo@126.com](mailto:beyondexpo@126.com) by the deadline according to the following instructions

Form	Name	Exhibitor Manual	Deadline	Return to
Form 4B	Electricity Installation	Page 42	April 12, 2024	NK
Form 6	Contractor Information (Raw Space Booth)	Page 46	April 12, 2024	NK
Form 7	Application for Contractor Badge	Page 47	April 12, 2024	NK
Form 8	Performance Bond Deposit Form (Raw Space Booth)	Page 48	April 12, 2024	NK
Form 11	Raw Space Booth Move Out Inspection	Page 54	Submitted on site	NK
Form 12	Service Energenization Application	Page 55	Submitted on site	NK
Form 14	Exhibit Transportation	Page 59	April 12, 2024	YTO/NKL

The following forms are **optional** according to the needs of your booth:

Form	Name	Exhibitor Manual	Deadline	Return to
Form 5	Telecom and Network Services	Page 44	April 12, 2024	NK
Form 9	Rigging and Hanging Banners Application	Page 50	April 12, 2024	NK
Form 10	Lift Platform Application	Page 53	April 12, 2024	NK
Form 13	Overtime Working Application	Page 58	Submitted on site	NK

For detailed information, please refer to the [Exhibitor Manual](#).

\*NK - Nam Kwong International Conference & Exhibition Co.,LTD

\*YTO International Express and Supply Chain Technology Ltd.

\*NKL - Nam Kwong Logistics Company Limited

## Exhibition FAQs

### What is the difference between a Standard Booth and a Startup Kiosk?

**COMPARISON OF PRIVILEGES BETWEEN STARTUP KIOSK AND STANDARD BOOTH**

	STARTUP KIOSK <span style="color: green;">special offer</span>	STANDARD BOOTH <span style="color: green;">special offer</span>
Pricing	USD\$1,200	USD\$3,600
Dimension	Approx. 2.5-4 sqm (subject to venue conditions)	3mx3m
Inclusions	<ul style="list-style-type: none"> <li>Basic power and lighting facilities</li> <li>Dedicated showcase table</li> <li>Inclusion in the official Exhibitor List</li> <li>2 x Exhibitor Badges</li> </ul>	<ul style="list-style-type: none"> <li>Preferred location choice</li> <li>Table &amp; Chairs provided</li> <li>Basic power and lighting facilities</li> <li>Inclusion in the official Exhibitor List</li> <li>2 x Exhibitor Badges</li> </ul>
BEYOND APP Premium Account	Access not included Limited time offer: Add-on for USD100 per account (original price USD500+)	1 account available, enabling seamless app usage and follow-ups, worth over US\$500
Gala Dinner	N/A	Accessible for Standard Booths and above (Limited seat capacity, access not guaranteed)
Pool Party	N/A	Priority
Fund at First Pitch	Secondary Priority	Priority




\*THE BOOTH ARE SUBJECT TO FINAL DESIGN

- The Standard Booth's backdrop is customizable for an additional fee. If you would like to customize the backdrop, you can contact the official contractor at [beyondexpo@126.com](mailto:beyondexpo@126.com).

### What is the printing size for Standard Booth's Backdrop?

- 2.93mW x 2.48mH

### What is included in the custom branding for the Startup Kiosk?

- Your company's name, and company's description and what you are looking for (i.e. investors, customers, business partnership). **Provide all information in English (Mandatory).**
- Provided information will be printed on the Startup Kiosk's poster.

**Will there be any logistics services provided?**

- You will need to make own arrangements to have your materials transported to the venue.
- For express delivery, you can send it to the hotel in advance, with the Venetian Macao Resort Hotel Delivery Note filled in (see more in [Exhibitor Manual](#)).
- Recommended logistics providers:

Company Name	Company Information		
	Contact	Tel/Phone	E-mail
YTO International Express and Supply Chain Technology Ltd.	Chen Jia Wei	(+86) 13817188325	<a href="mailto:Dannis.Chen@yot.net.cn">Dannis.Chen@yot.net.cn</a>
Nam Kwong Logistics Co. Ltd.	Dong Qiu Xiang	(+86) 13928094777	<a href="mailto:nk56qiuxiang@163.com">nk56qiuxiang@163.com</a>

**When are the move-in and move-out timings?**

Exhibit Transportation Period	
Submission of exhibit logistics information	By 5:00 pm on April 12, 2024
Delivery time of exhibits to the booth (excluding placement service)	May 20-21, 2024
Booth Construction Period	
Official contractor setting up shell scheme	09:00-22:59, May 19-22, 2024
Move-In Period	
Non-official contractors move in for booth	14:00-22:59, May 19, 2024
Non-official contractors move in for booth	09:00-22:59, May 20-22, 2024
Exhibitors' registration and badges	09:00-20:00, May 22, 2024
Exhibition period	09:00-17:30, May 23-25, 2024
Move-Out Period	
Moving out	18:00-23:59 May 25, 2024 (Early move-out is not allowed) 09:00-22:59 May 26, 2024

## 4. Travel & Visa

### Do I need a visa to enter Macao?

- 81 countries **do not require** a visa to enter Macao. Click [here](#) to see if your country is entitled to visa-free entry into Macao. Otherwise, you will have to apply for a visa before coming to the event.

### If I have to apply for a visa, is there a document that can aid my visa application process?

- Invitation letter can be downloaded for visa application. You can find this in the [Personal Center](#) after you have registered for the event:

**BEYOND EXPO** May 22nd-25th, 2024  
Venetian Macao Convention and Exhibition Centre

**Personal Center** 繁體中文  
Logout

1.2 (Media) | ID:7784715AF2

- Home
- Ticket
- Personal Information
- Peer
- Exhibitor List
- Conference Agenda
- Invitation Letter
- Send Email
- Reset Password

**Media**



Pass ID: 7784715AF2 [Copy](#)

First Name: 1  
Last Name: 2  
Company: 1

**Thank you for registering for BEYOND Expo 2024.**

You can take a screenshot, print a hard copy, or email the General Pass (QR Code) to your registered email address.

**Important: Please ensure you have it with you at the venue to obtain your badge.**

**Helpful Tips:**

- 1) "Ticket" and then "Buy More Add-Ons": Purchase additional tickets for more BEYOND events.
- 2) "Invitation Letter": Supporting document for those requiring a visa to visit Macao.
- 3) Exclusive flight and hotel services: Will be available in March.

**Buy more Add-Ons.**

Please click on 'Ticket' in the left menu to buy more Add-Ons

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- Sample invitation letter:



**Are there any perks for hotels or flights?**

- You can find exclusive offers/perks on our [official website](#), or in the [Personal Center](#), under Flight & Hotel.

**Travel to the venue**

There are various ways to get to the venue. Some suggested travel routes:

1) **Taxi**

To take a taxi, please go to the **Venetian West lobby** and follow the instructions to the Cotai Expo upon arrival.

**Macao taxi (also known as cab)**

- The starting fare for taxis (the first 1,600 meters) is MOP 21, and an additional MOP 2 is charged for every 220 meters. The parking fee is MOP 2 per minute, and each piece of luggage placed in the suitcase is charged MOP 3.
- Taxi-hailing hotline: +853 8500 0000 or +853 2828 3283
- Payment method: Cash (MOP)

Additional Fee (MOP)	
From Taipa to Coloane	2.00
From Macao to Coloane	5.00
From Hengqin University of Macao	5.00
From Macao Airport, Hengqin Port, Taipa Ferry Terminal, Hong Kong-Zhuhai-Macao Bridge	8.00
Special taxi (blue) instant call fee (payment is required if the passenger is picked up within ten minutes of the agreed time), If a vehicle type other than that required by the group is dispatched to pick up the passengers without their consent, special taxi fares will not be required. call fee	5.00

**E-hailing taxi**

- E-hailing taxis are charged by the same meter as regular taxis.
- Taxi-hailing hotline: +853 2881 2345
- Mobile App: "Macao Dial-in"
- Website: [www.macaotaxi.com](http://www.macaotaxi.com)

Payment method:

- Cash (MOP)
- MPay Macao Wallet APP
- Macao Pass

## 2) Local Bus

The fare is MOP 6 per person. There is no change provided on the bus. Passengers should bring their own coins for the bus.

✓ Payment method:

Cash (MOP)

Macao Pass

MPay Macao Wallet APP—Ride Code [Enclosed is the MPay APP download QR code]



For detailed bus routes, please check:

[www.dsat.gov.mo/dsat/subpage.aspx?a\\_id=1610598965](http://www.dsat.gov.mo/dsat/subpage.aspx?a_id=1610598965).

✓ Where to buy Macao Pass Card:

- Full line of 7-Eleven convenience stores
- Full line of Circle-K convenience stores
- Full-line Xinhua Cheng Supermarket
- Full line Shunkelong supermarket

## Public transportation – To and from Macao

### 1. From Hengqin Port to Cotai Expo

After passing through the border checkpoint and arriving in Macao:

Recommended route 1:

Free shuttle bus: The Venetian offers a free shuttle bus from Hengqin Port to the Venetian, and from there, you can walk to the Cotai Expo.

Recommended route 2:

Public bus: Take route 25B/701X at the "T560 - Hengqin Macao Port" station and get off at "T360 - Link Road / City of Dreams", then transfer to route 51A/MT4 at the same station and get off at "T397 - Cotai West / Galaxy" and walk about 200 meters to Cotai Expo. (The bus only accepts MPay/Macao Pass/Cash, and the fare is MOP6 per ride)

**\*Hengqin Port opening hours: 24 hours**

### 2. From Gongbei Port to Cotai Expo

After passing through the border checkpoint and arriving in Macao:

Recommended route 1:

Free shuttle bus: The Venetian offers a free shuttle bus from Gongbei Port to the Venetian, and from there, you can walk to the Cotai Expo.

Recommended route 2:

Public bus: Take bus route 51A from the "M1/13-Barrier Gate Terminal" station and get off at the "T396-Cotai West/Cotai Expo" station. (The bus only accepts MPay/Macao Pass cash payment, and the fare is MOP6 per ride)

**\*Gongbei Port opening hours: 06:00 – 01:00**

### 3. From Qingmao Port to Cotai Expo

Recommended route 1:

Free shuttle bus: The Venetian offers a free shuttle bus from Qingmao Port to the Venetian, and from there, you can walk to the Cotai Expo.

Recommended route 2:

Public bus: Walk to Barrier Gate Port, take bus route 51A from the "M1/13-

Barrier Gate Terminal" station and get off at the "T394-CIDADE NOVA/VENETIAN" station. Walk to the Cotai Expo. (The bus only accepts MPay/Macao Pass cash payment, and the fare is MOP6 per ride.)

**\*Qingmao Port opening hours: 24 hours**

#### **4. From Macao Airport to Cotai Expo**

Recommended route 1:

Light Rail: Get on the light rail from the "Airport" light rail station, take the train heading towards Barra Station, get off at "Cotai West Station" and walk to Cotai Expo. (WeChat and Alipay are supported for the light rail fare)

Recommended route 2:

Public bus: Take route 51A at "T356-Macao Airport" station, pass 5 stations to get off at "T394-CIDADE NOVA/VENETIAN" and walk to Cotai Expo. (The bus only accepts MPay/Macao Pass/Cash, and the fare is MOP6 per section)

#### **5. From Hong Kong Airport to Cotai Expo**

Recommended route 1: Take route B4 at the "Regal Airport Hotel" station and get off at the "Hong Kong-Zhuhai-Macao Bridge (HZMB) Passenger Inspection Building" to complete clearance procedures, then take the HZMB Crossing Shuttle Bus to Macao Crossing. Take route 73S at the "Avenida de Almeida Northeast / Polytec" station, pass 4 stations to get off at the "Cotai West / Cotai Expo" stop, and walk to the Cotai Expo.

Recommended Route 2: Get on the Airport Express from the Airport and take the Hong Kong-bound subway, get off at Kowloon Station and exit at Entrance A. Transfer to ONE BUS HONG KONG MACAO (Parisian direction) at Elements station, get off at the Venetian bus stop and walk to Cotai Expo.

#### **6. From Hong Kong-Zhuhai-Macao Bridge to Cotai Expo:**

After passing through the immigration checkpoint at the Macao Port, take bus route 101X at the "HZMB Immigration Building" G Lane Station and get off at the "Grandstand Street/Equestrian Road" Station after two stops. Walk 400 meters to the Barrier Gate Macao Venetian Shuttle Bus Station. The Venetian has a free shuttle bus that takes visitors from the Macao Barrier Gate Port to the Venetian, where you can then walk to the Cotai Expo.

**Macao Port opening hours: 24 hours**

### **7. From Taipa Ferry Terminal to Cotai Expo:**

Recommended route 1:

Free shuttle bus: The Venetian offers a free shuttle bus from Taipa Ferry Terminal to the Venetian, and from there, you can walk to the Cotai Expo.

Recommended route 2:

Public bus: Take bus route 51A from the "T345/5" Taipa Ferry Terminal Station and get off at the "T394-CIDADE NOVA/VENETIAN" Station after six stops. Walk to the Cotai Expo. (The bus only accepts MPay/Macao Pass cash payment, and the fare is MOP6 per ride.)

**\*Ferry Terminal opening hours: 07:00 – 22:00**

### **8. From Macao Outer Harbor Ferry Terminal to Cotai Expo:**

Recommended route 1:

Free shuttle bus:

Walk from the Macao Outer Harbor Ferry Terminal to the Macao Outer Harbor Ferry Terminal Bus Station and take the Sands Cotai Central shuttle bus to the Barrier Gate Bus Station. Walk to the Barrier Gate Macao Venetian Shuttle Bus Station. The Venetian has a free shuttle bus to the Venetian, where you can then walk to the Cotai Expo.

Recommended route 2:

Public bus: Walk from the Macao Outer Harbour Ferry Terminal to the Macao Outer Harbour Ferry Terminal Bus Station and take bus route 56 at the "M239/1-Outer Harbour Ferry Terminal" station. Get off at the "T360- Estrada da Ligaçã/Galaxy Macao" station. At the same station, transfer to route 51A/MT4 and get off at "T397-Cotai West/Galaxy". Walk about 200 meters to the Cotai Expo. (The bus only accepts MPay/Macao Pass/cash payment, and the fare is MOP6 per ride.)

**\*Ferry Terminal opening hours: 06:30 – 11:30**

## **Contact Us**

For more information, feel free to contact us at [contact@beyondexpo.com](mailto:contact@beyondexpo.com)