2026 CHINA INTERNATIONAL EDUCATION EXHIBITION TOUR EXHIBITOR SERVICE LIST

1. BOOTH

(1) Booth Package (During the Whole Exhibition Period)

① Standard Booth Package

1) Beijing

Time: April 10th, 2026 (Friday) 12:30 -- 17:00

April 11th, 2026 (Saturday) 9:00 -- 17:00

Basic Standard Booth Package: Including 1 standard booth (3m*3m) for two days in Beijing; 2 lunch tickets on 10 April; 2 lunch tickets on 11 April; 2 free tickets for the Opening Ceremony, China Study Abroad Forum and welcome banquet which will be held on 10 April.

Booth Fee: CNY 27500/ booth (Foreign currency fees are calculated based on the real-time exchange rate from the registration system)

2) Chengdu

Time: April 14th, 2026 (Tuesday) 9:00 -- 17:00

Basic Standard Booth Package: Including 1 standard booth (3m*2.5m) in Chengdu; 2 lunch tickets on 14 April.

Booth Fee: CNY 23000/ booth (Foreign currency fees are calculated based on the real-time exchange rate from the registration system)

3) Wuhan

Time: April 18th, 2026 (Saturday) 9:00 -- 17:00

Basic Standard Booth Package: Including 1 standard booth (3m*2.5m) in Wuhan; 2 lunch tickets on 18 April.

Booth Fee: CNY 23000/ booth (Foreign currency fees are calculated based on the real-time exchange rate from the registration system)

4) Shanghai

Time: April 19th, 2026 (Sunday) 9:00 -- 17:00

Basic Standard Booth Package: Including 1 standard booth (3m*3m) in Shanghai; 2 lunch tickets on 19 April.

Booth Fee: CNY 23000/ booth (Foreign currency fees are calculated based on the real-time exchange rate from the registration system)

5) Special RULES

a. CORNER BOOTH

A 25% additional booth rental shall be levied for a corner booth.

b. SHARED BOOTH

An additional 50% levy on booth rental shall be imposed on booth-sharing institutions. No more than 2 institutions can share a standard booth. Buying a shared booth can only get 2 free tickets for the OPENING CEREMONY, China Study Abroad Forum and welcome banquet.

6) Standard Booth Specifications

A standard booth is usually a linear booth fitted with three partition walls assigned on a "first-come, first-served" basis by the organizer in its

absolute and exclusive discretion. Each standard booth in Beijing and Shanghai has an area of 9 square meters (3m*3m). However, due to space limitations in Chengdu and Wuhan, the area of each standard booth at this station is 7.5 square meters (3m*2.5m). Each standard booth is equipped with basic fittings of space, partition walls on up to three sides, a fascia board with the exhibitor's name in Chinese and English, an information counter, 2 chairs and lights.

② Raw Space

CIEET2026 welcomes all exhibitors to purchase raw space. Exhibitors are encouraged to collaborate with construction contractors in designing the layout and constructing unique booths within their designated area. The pricing for raw space at each station is as follows:

1) Beijing

Time: April 10th, 2026 (Friday) 12:30 -- 17:00

April 11th, 2026 (Saturday) 9:00 -- 17:00

Booth Fee: CNY 24750/ per 9 square meters (3m*3m) (Foreign currency fees are calculated based on the real-time exchange rate from the registration system)

2) Chengdu

Time: April 14th, 2026 (Tuesday) 9:00 -- 17:00

Booth Fee: CNY 20700/ per 7.5 square meters (3m*2.5m) (Foreign currency fees are calculated based on the real-time exchange rate from the registration system)

3) Wuhan

Time: April 18th, 2026 (Saturday) 9:00 -- 17:00

Booth Fee: CNY 20700/ per 7.5 square meters (3m*2.5m) (Foreign currency fees are calculated based on the real-time exchange rate from the registration system)

4) Shanghai

Time: April 19th, 2026 (Sunday) 9:00 -- 17:00

Booth Fee: CNY 20700/ per 9 square meters (3m*3m) (Foreign currency fees are calculated based on the real-time exchange rate from the registration system)

5) Raw Space Specifications

The minimum booth size for exhibitors is 36 square meters, which consists of raw space booths measuring 9 square meters each (3m*3m), except for Chengdu and Wuhan stations. Due to space limitations in Chengdu and Wuhan, the size of the self-built space booths at these two stations are 7.5 square meters (3m*2.5m), and exhibitors at the two cities must reserve a total area of at least 30 square meters. This requirement applies to all booths within the same exhibition site.

6) Notice

The exhibitors who purchase the raw space booth will also receive two free tickets for the opening ceremony of the education exhibition and China Study Abroad Forum. The calculation rules for special booth fees and the preferential standards for booth fees are identical to those of the standard booth package.

③ Education Fair on Campus Events

In 2026, we are taking the exhibition directly to the students! For the first time, CIEET will host exclusive "Education Fair on Campus" events in Zhengzhou and Shanghai, placing booths for high-quality exhibitors in universities. As an exhibitor, you can:

Facilitate face-to-face interactions with highly motivated students who aim to go abroad for studying in a familiar and engaging environment and maximize your brand exposure with targeted and immersive activation that deliver greater impact.

1) Zhengzhou 1 -- ZHENGZHOU UNIVERSITY (TO BE CONFIRMED)

Time: April 16th, 2026 (Thursday)

Booth Fee: CNY 5000/ booth (Foreign currency fees are calculated based on the real-time exchange rate from the registration system)

2) Zhengzhou 2 -- HENAN UNIVERSITY (TO BE CONFIRMED)

Time: April 16th, 2026 (Thursday)

Booth Fee: CNY 5000/ booth (Foreign currency fees are calculated based on the real-time exchange rate from the registration system)

3) Shanghai 1 -- SHANGHAI JIAO TONG UNIVERSITY (TO BE CONFIRMED)

Time: April 20th, 2026 (Monday)

Booth Fee: CNY 5000/ booth (Foreign currency fees are calculated based on the real-time exchange rate from the registration system)

4) Shanghai 2 -- SHANGHAI UNIVERSITY OF FINANCE AND ECONOMICS (TO BE CONFIRMED)

Time: April 20th, 2026 (Monday)

Booth Fee: CNY 5000/ booth (Foreign currency fees are calculated based on the real-time exchange rate from the registration system)

5) Notice

The exhibitors who purchase booths in the event of *Education Fair on Campus* will receive one small booth and 2 lunch tickets on the Exhibition Day.

(2) Discount Policy (During the Whole Exhibition Period)

① Early Bird Tickets

1) FIRST STAGE: A discount of 15% off for exhibitors registered before (inclusive) December 15, 2025 (Including the pre-payment fees for CIEET2025 that were affected by the closure of the Beijing venue, they will be transferred to the exhibitors of CIEET2026).

2) SECOND STAGE: A discount of 10% off for exhibitors registered before (inclusive) February 16, 2026;

3) THIRD STAGE: A discount of 5% off for exhibitors registered before (inclusive) March 16, 2026;

4) The deadline for registration is March 31, 2026.

② Discounts for registration for more than one city (This cannot be combined with early bird discount at the same time)

1) A discount of 5% off for exhibitors registered for 2 tours (cities);

2) A discount of 10% off for exhibitors registered for 3 tours (cities);

3) A discount of 15% off for exhibitors registered for 4 tours (cities);

4) Special Discount for National Pavilions

The national exhibition group discount shall be implemented in accordance with the rules of "Discounts for registration for more than one city" in this section: The national exhibition group shall be regarded as a single entity, and the total number of registration stations of all participating colleges or institutions under it shall be combined. Based on the combined total number of stations, the preferential treatment shall be enjoyed in accordance with the discount standards specified in items (1) - (3) of this section.

③ Discounts for Chinese partner universities of CSCSE

A discount of 50% off for exhibitors.

④ Notice

These discount policies above do not apply to the booths of the event "Education Fair on Campus Events" on April 16th and 20th. The related costs will not be included in the discount accumulation.

2. **ON-SITE SEMINAR**

The organizer will provide exhibitors with the opportunity to hold seminars at the exhibition site. Each seminar at the Beijing venue will last for 45 minutes and cost 7,500 RMB. Each seminar at the Wuhan, Shanghai and Chengdu venues will last for 40 minutes and cost 5,500 RMB. The venue capacity will be no less than 50 people. The seminar equipment includes wireless microphones, audio equipment, projectors, LED displays, computer

connection cables and other devices. The organizer has the right to determine the time and venue arrangement of the lectures. The lecture topics must be submitted to the organizing committee for record and review in advance.

3. ADVERTISEMENT

To help exhibitors maximize their visibility, we have specially arranged venue advertising in Beijing and a variety of additional promotion opportunities. You can find detailed information on these services in the "Advertisement Reservation" and "More Promotion Opportunities" sections of our registration system later. The "More Promotion Opportunities" section primarily features advertising options in the exhibition guidebook for this event. We are excited about assisting your brand in shining brightly during the exhibition and look forward to supporting your success.

4. TALKING SPACE

To facilitate exhibitors' precise connection with the visiting audience, the Beijing venue of CIEET2026 will provide free TALKING SPACE for exhibitors to carry out targeted negotiation and connection work. These spaces are relatively independent. Once the registration system is open, you can reserve the venue according to your time requirements through the registration system.

5. INVITATION FOR 2026 CHINA STUDY ABROAD FORUM

The CSAF2026 will be convened in Beijing on April 10, 2026, as a flagship component of CIEET2026.

※ All participants of the main forum and all panel sessions on April 10th need to register in advance through the exhibitor registration system on

the official website. At that time, entry to the main forum and all panel sessions will be based on the registration information.

All exhibitors of CIEET2026 can enjoy two admission tickets to the main forum of the China Study Abroad Forum and unlimited participation in the eight panel sessions. In addition, all relevant personnel with admission tickets to the main forum can receive lunch and dinner vouchers on April 10th. (All relevant information needs to be filled in the exhibitor registration system on the official website in advance.)

6. EXHIBITORS ONLINE DISPLAY

Each exhibitor is entitled to publish graphic and textual display materials on the official website of CIEET2026 (https://cieet.cscse.edu.cn) for free.

7. INVITATION LETTER FOR VISA APPLICATION

The organizer will provide an official invitation letter for overseas exhibitors to facilitate visa application free of charge. If you have visa requirements, please coordinate with the relevant staff members after registering in the system.

8. EXHIBITOR BADGES

Each booth will be provided with 5 free exhibitor's badges for entry into and exit from the exhibition venues.

9. FREE LUNCH

Each booth will be provided with two free lunch vouchers on April 11, April 14, April 16, April 18, April 19 and April 20.

10. ELECTRONIC JOURNAL

An Electronic Journal will display the exhibitors' information to the audience.

11. INTERPRETER

We are pleased to offer on-site foreign language translation services at the exhibition. If you require translation support during your visit, please select the relevant service option in the registration system on our official website. Our dedicated staff will then reach out to you to confirm the details of your translation needs. We look forward to assisting you and ensuring your experience is as smooth and enjoyable as possible.

12. FREIGHT FORWARDER

Beijing Mairuifute Logistics International Co., Ltd is a recommended freight forwarder of the CIEET2026, providing services such as transporting materials, completing customs clearance procedures and delivering materials to the exhibition hall directly. If you have any material transportation needs, please feel free to reach out to the staff member assigned to assist you to confirm the details. We are here to ensure your exhibition preparation goes smoothly and make your experience as seamless as possible.

13. ITEMS RENTAL SERVICE

A Standard Booth is usually a linear booth with up-to three partition walls containing fascia board (showcasing the name of the Exhibitor in English and Chinese), information counter, two chairs and two lights. If exhibitors have any other rental requirements for items, please confirm the relevant matters with the staff member after registering in the system.

14. SPECIAL PRIVILEGES

To express gratitude for your unwavering companionship and strong support over the consecutive three years from 2023 to 2025, the China International Education Exhibition Tour will exclusively grant the "CIEET Partner" honor identifier to long-term exhibitors at each stop in 2026. Their booths will also be provided with exclusive special services to reciprocate the trust and support throughout the journey.