

# 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  
上海世博局事务协调局

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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](http://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 5.28km<sup>2</sup>, and the pavilions of over 200 participating countries and international organizations covering an area of 850,000m<sup>2</sup>, 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 an identical representation 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  Exhibited items  Pavilion description  Exhibition description  Introduction to the Participant	Text  Picture  Audio  Video  Animation Etc.	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.  It features an interior layout substantially same as that of the corresponding physical pavilion.	By Organizer
Experiencing Pavilion	Pavilion interior layout  Virtual space  Exhibited items  Pavilion description  Exhibition description  Introduction to the Participant	Text, Picture, Audio, Video, Animation, etc.  3D effects (rotating, enlarging & reducing, changing displayed materials, dynamic display, etc.)  Interaction between online visitors and exhibited items	Based on the Browsing Pavilion functions, it enables online visitors to have more vivid experience by interacting with the exhibited items.  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.  It features an interior layout substantially same as that of the corresponding physical pavilion.	By participant or service provider

## 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](http://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

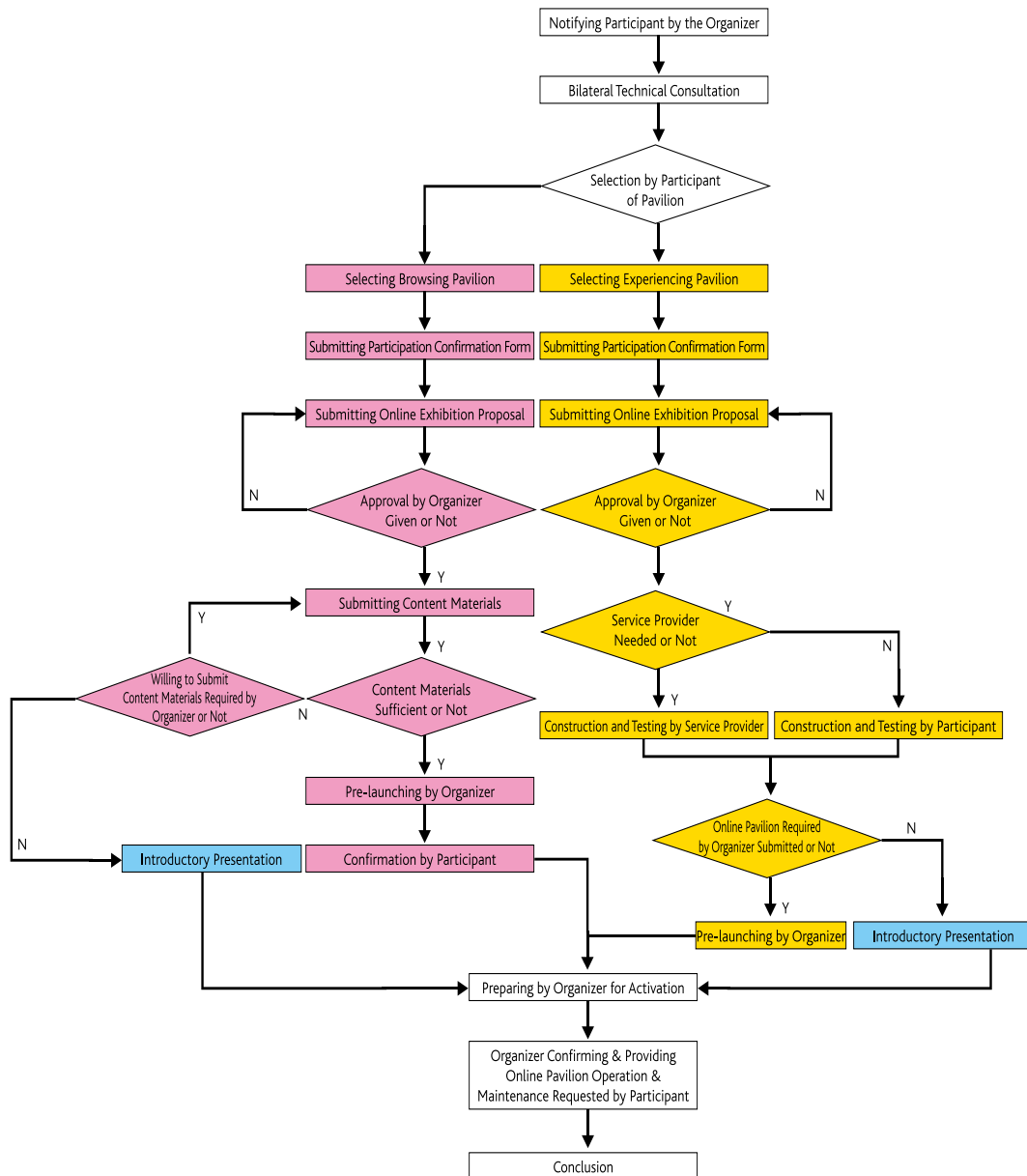
The Participant that has selected the Browsing Pavilion shall submit the content materials to the Organizer no later than August 31, 2009, while the Participant that has selected the Experiencing Pavilion shall make arrangements for construction of its own pavilion, including preparation for content 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 an independent online 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.

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.



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：**

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