

 **cclipse city**
where the moon mates the sun...

Hosted and organized by
Shanghai Observatory
Shanghai Tourism
Eclipse-City Ltd.


浦东香格里拉大酒店
Pudong Shangri-La
SHANGHAI

InterSoles 2
Exhibitors Program

Shanghai
July 21st, 2009

Second International Solar Eclipse Summit

Pudong Shangri-La Hotel
33 Fucheng Road (Fu Cheng Lu), Pudong 2001 20 Shanghai China

What is InterSoles ?

Eclipse City is happy to announce the formation of **InterSoles**, the **International Solar Eclipse Summit**.

During more than 10 years of solar eclipse event organization, we have identified a large number of astronomical shows and conferences addressed to different levels of professional, scientific, amateur or enthusiastic astronomers and sun enthusiasts around the globe. However, none of these occur close or around the time when a total solar eclipse takes place. It was not until 2006, when together with Dr. Shalabiea (University of Sebha, Libya) and Professor Jan Stenflo (University of Zurich, Switzerland), Eclipse City co-organized and fully hosted the Solar Physics and Solar Eclipse, SPSE, Conference in the middle of the Libyan Sahara desert on our Waw an Namus total solar eclipse viewing camp. Total solar eclipse locations and co-organizing people remain in their countries. Eclipse City however, goes where the best eclipse viewing conditions happens and works with local authorities and organizations to make sure the summit takes place.

InterSoles is intended for eclipse enthusiasts, who would like to enjoy the total solar eclipse and also attend the summit, around the eclipse event.

At the same time, **InterSoles** is especially intended for professional and amateur exhibitors and speakers, who wish to communicate with the professional, amateur and enthusiastic solar (eclipse) community in a professional and yet distinctive setting. **InterSoles** is planned to become an accompanying conference and show on all our upcoming total solar eclipse venues around the world in the coming years.

On July 31st, 2008, just one day before the eclipse, the First International Solar Eclipse Summit - **InterSoles 1** was successfully launched by Eclipse City in Jiayuguan city, in China's Northwestern Gansu province. In total 6 eclipse scientists and experts from both the international eclipse community and Chinese National Observatory held speeches and presentations on different eclipse-related topics. An international audience of more than 200 participants and about 10 local and national media associations attended the summit.

On July 22nd, 2009, the Second International Solar Eclipse Summit - **InterSoles 2** will be held in Shanghai's Pudong Shangri-La award winning 5* hotel. **InterSoles 2** will be jointly organized by the Shanghai Astronomical Observatory and Eclipse City, as an anniversary event of the "2009 International Year of Astronomy" in China. Again, numbers of international eclipse scientists will hold their speeches and presentations on the latest eclipse-related topics (i.e. *How to Observe the Longest Eclipse of The Century on July 22nd 2009*), and several telescopes/binocular manufacturing companies will launch their new products or technologies with their special offers during the summit. Moreover, being a part of Eclipse City's new "edutainment" program, **InterSoles** exhibitions, shows and workshops are held in the easy fashion approaching all eclipse friends – young and experienced - to the subject matter of solar eclipses, astronomy, history of eclipses, astro-photography, telescopes and much more. In July 2010, **InterSoles 3** shall be held in Santiago de Chile.

We sincerely welcome and invite all eclipse friends to join our **InterSoles 2** summit in 2009 at Shanghai City!

Eclipse City Ltd.

April 2009

General Agenda (19 – 22 July, 2009)

19th – 20th July 2009

Arrival of first participants, exhibitors and speakers

20th July 2009 (3:00 p.m. – 12:00 p.m.)

Stand set-up for exhibitors

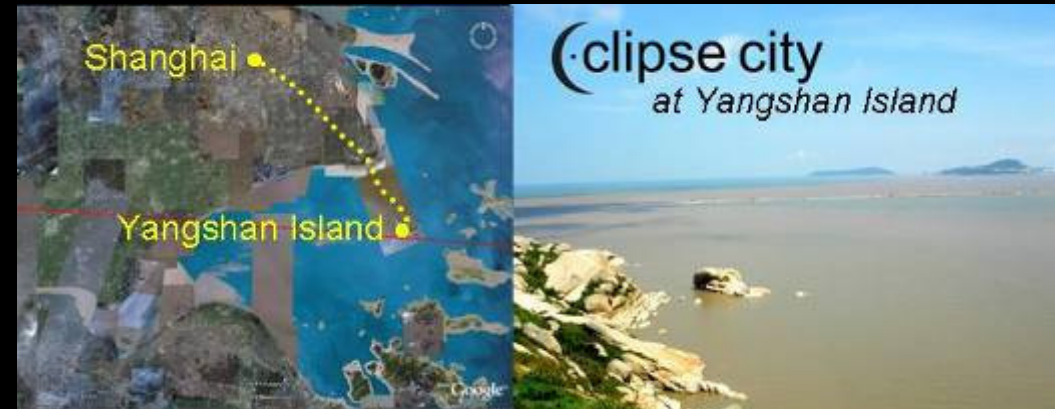
21st July 2009 InterSoles 2

Grand Ballroom, River Wing, Level 3,
Pudong Shangri-La Hotel, Shanghai

- 09:00 – 10:00 Main Registration, visitors
- 10:00 – 10:30 Summit Opening Ceremony
(Conference Hall, Main Stage)
- 10:30 – 16:30 Astronomy Events and Exhibitions
(Exhibition & Conference Halls)
- 16:30 – 19:30 Stand Dismantling (exhibitors)

22nd July 2009 Eclipse-Day, Yangshan Island

- 03:30 – 12:00 Eclipse Observation Tour
to Eclipse-City at Yangshan Island:
longest total solar eclipse viewing in China



DETAILED AGENDA (21 July, 2009)

Entrance to Conference & Exhibition, Pudong Shangri-La

09:00 – 10:00 Main Registration, visitors

Conference Hall, Main Stage

- 10:00 – 10:30 Summit Opening Ceremony
(Conference Hall, Main Stage)
- 10:30 – 11:00 A Unique Year of Astronomy
(Pedro Russo, IAU Coordinator for IYA 2009)
- 11:00 – 11:30 Discover the World Watching Total Solar Eclipses
(Federico Avellán Borgmeyer, Eclipse City)
- 11:30 – 12:00 The concept of Eclipse in the Art
(Paolo Sabbatini, Director of the Culture Office of the Consulate General of Italy in Shanghai)
Galileo: his works and his instruments
(Giorgio Casacchia, Cultural Attaché of the Culture Office of the Consulate General of Italy in Shanghai)
- 12:00 – 13:30 Lunch Break Company
- 13:00 – 13:30 Free Solar Eclipses Mapping & Local Circumstances on the Web
(Xavier Jubier, Eclipse-City)
- 13:30 – 14:00 How to Observe the Longest Eclipse of the Century on July 22nd 2009
(Jean Luc Dighaye, EurAstro)

14:00 – 14:30 The History of Solar Eclipse Observation in China (Starry Guo, Phosphor Union of Amateur Astronomer)

14:30 – 15:00 A lifetime of Eclipses
(Robert Slobins)

15:00 – 15:30 Eclipses and Calendar Design in China and Europe (Prof. Dr. Peter H. Richter, Institute for Theoretical Physics University of Bremen)

15:30 – 16:00 Welcome to Yangshan Island (Changsheng Wu, Yangshan Tongsheng Group)

16:30 Closing of InterSoles 2 / Briefing for the Next Day (Federico Avellán Borgmeyer, Eclipse-City)

Exhibition Hall (All Day)

- Exhibition of latest products and services around the subject of solar eclipse, astronomy in general, travel, solar technology, optics, telescopes & binoculars, cameras, accessories for watching the eclipse and much more
- Build your own Galileo Telescope (especially designed for young people)
- Terrace area: Live demonstration of optical products

14:30 – 15:00 Taking the Best Eclipse Pictures (Stephan Heinsius, Eclipse-City)

Workshop Room (All Day)

- Special Products Presentation (check details at main registration)

DETAILED AGENDA (21 July, 2009)

Total Solar Eclipse Viewing on Yangshan Island (for exhibitors on Yangshan Island only)

18:00	Transfer from Shanghai to Yangshan Island
20:00 – 22:00	Exhibitors Eclipse Day Program Preparation, including Dinner
22:00	Finish Preparations

- Company Products & Equipments Transportation to Yangshan Island
- On-site Observation Camp, Set-Up of Company Products Demonstration
- Testing & Adjusting
- Dinner at Yangshan Hotel (“Home of Fisher” Restaurant)
- Overnight at Yangshan Hotel

DETAILED AGENDA (22 July, 2009)

Total Solar Eclipse Viewing on Yangshan Island (for exhibitors on Yangshan Island only)

04:30 – 05:30	Exhibitors Eclipse Day Program Preparation, Final Program Testing & Adjusting (Eclipse City Observation Camp, Yangshan Island)
05:30 – 09:37	Company Brand & Products Observation Camp On-site Presentation and Demonstration
09:37 – 09:43	5 min 57 sec of Total Solar Eclipse (Century’s Longest from the Mainland China)
09:43 – 11:30	Company Brand & Products Observation Camp On-site Presentation and Demonstration
11:30 – 13:30	Exhibitors Dismantling and Transportation back to Shanghai City
	End of E-Day

Registration for exhibitors

We have developed 3 special InterSoles packages for company exhibitors including standard booth, accommodation and marketing services (see pages 7-8). A list of services is provided by Eclipse City Ltd. applying to different exhibitors' requirements. Please check our packages and booking sheet at www.eclipse-city.com / inter soles 2009. We welcome all professional and amateur exhibitors at InterSoles 2, especially if you are displaying the following:

- optics, such as telescopes, binoculars, film and photo equipment and supplies,
- printed astronomical pictures or motion pictures,
- astronomical books and publications, supplies, accessories and other related paraphernalia,
- electronic equipment and measuring devices, including GPS, astro-software and related hardware,
- outdoor sports clothing and accessories,
- solar and other green technologies,
- other solar and astronomical-related products and services

Registration Form

First Name	<input type="text"/>
Surname	<input type="text"/>
Organization	<input type="text"/>
URL	<input type="text"/>
Street	<input type="text"/>
ZIP Code / City	<input type="text"/>
Country	<input type="text"/>
Tel	<input type="text"/>
Fax	<input type="text"/>
E-mail	<input type="text"/>

Short description of speech or exhibition of products

Send to: inter-soles@eclipse-city.com or
fax to +49 6173 324579

Important: all details requested above are obligatory!

InterSoles 2 Exhibitor Package Descriptions

Exhibitor Packages (according to exhibitor terms and conditions)

InterSoles Conference Presence (At 5-star Pudong Shangri-La Hotel, 21st July, 2009)

	Exhibitor Package A limited to 5	Exhibitor Package B limited to 10	Exhibitor Package C limited to 15
- Stand Package			
-> Exhibitor admission	Yes	Yes	Yes
-> 3 * 3 sqm. Standard Space, includes 3 white walls, one table and 2 chairs	Yes	Yes	Yes
-> Water and electricity included	Yes	Yes	Yes
-> Lunch service included	Yes	Yes	Yes
-> Broadband internet connection (limited to one computer)	Yes	No	No
-> Free upgrading to 3 * 3.5 sqm. corner space, includes 2 white walls, 2 tables and 4 chairs	Yes	No	No
-> 30 minutes stage company products presentation	Yes	No	No
- Marketing Presence			
-> Conference board	Yes	Limited	Limited
-> Brochure	Yes	Limited	Limited
-> Tickets	Yes	Limited	Limited
-> Conference report	Yes	Limited	Limited
-> Pens and notebooks	Yes	No	No

Exhibitor Packages (according to exhibitor terms and conditions)	Exhibitor Package A limited to 5	Exhibitor Package B limited to 10	Exhibitor Package C limited to 15
-> P1-a customer admission (published price as 189.- Euro per person)*	Yes 4 Pax	Yes 2 Pax	No
-> Transportation from/to Shanghai City	Yes	Yes	No
-> E-Day Survival-Kit (includes backpack, T-shirt, chair, certified watching shade, etc)	Yes	Yes	No
-> Free upgrading to P1-c customer admission (includes 2 overnights at Pudong Shangri-La Hotel and full board)*	Yes 2 Pax only	No	No
<i>* Applies to the official published program description on EC's website: www.eclipse-city.com</i>			
- Marketing Presence			
-> On-site products presentation and demonstration	Yes	Yes	No
-> Banners and flags	Yes	Yes	No
Eclipse City Scientific Research Center Presence (Yangshan Island, (18-22 July, 2009)			
- Research tents and vehicles	Limited	Limited	No
- Banners and flags	Limited	No	No
Merchandising			
- T-shirts	Yes	Limited	No
- Towels	Yes	Yes	No
- Documentary film Eclipse 2009	Yes	Yes	No
- Poster Eclipse 2009	Yes	Yes	No
	€ 9,000	€ 6,000	€ 1,200
Package Cost (Euro)	RMB 80,000	RMB 50,000	RMB 10,000

Detailed information can be obtained at Eclipse City's website: www.eclipse-city.com under **InterSoles**.
For further information and assistance, you may also contact us at inter-soles@eclipse-city.com.

Terms and Conditions

InterSoles 2, 2009

1. Event and Organizer

The 2nd International Solar Eclipse Summit is organized by Eclipse City Ltd. and Shanghai Astronomical Observatory, at Pudong Shangri-La Hotel, Shanghai.

2. Dates and Times

- a) Duration of the InterSoles 2 Tuesday, 21 July 2009
- b) Opening hours:
10 a.m. – 4:30 p.m.
(for exhibitors: 8:30 a.m. – 5:30 p.m.)
- c) Deadline for application:
30 June, 2009
- d) Commencement of construction:
20 July 2009
- e) Commencement of dismantling:
21. July after 4:30 p.m.
- f) Conclusion of dismantling:
21 July 2009 7:30 p.m.

3. Registration

Registrations can only be made by using the official stand registrations forms. Applicants are requested to fill in the forms carefully, preferably typed. Receipt of the application form does not imply any subsequent entitlement to participate in the exhibition. Registrations received after the registration deadline can only be considered in case of remaining available spaces.

4. Exhibitor Package Price

- a) Exhibitor Package A = Euro 9,000 / RMB 80,000
- b) Exhibitor Package B = Euro 6,000 / RMB 50,000
- c) Exhibitor Package C = Euro 1,200 / RMB 10,000

All package services and prices apply to the official published InterSoles 2 exhibitor package

5. Cancellation

If exhibitors withdraw 60 days prior to the official application deadline,
After July 1, 2009: 90% cancellation fee
Before June 30, 2009: 50% cancellation fee
Before Mai 31, 2009: 20% cancellation fee.

6. Terms of payment

The period of payment is specified in the stand rental invoice.
Please quote invoice number and client number. All payments should be made to one of the accounts indicated on the invoice.

7. Regulations Governing Halls and Indoor Places

a) Night work ban and early stand set-up

The stand building period is on 20th July, 2009 from 5:00 p.m. - 10:00 p.m. If an early stand set-up time is required (before 01 July 2009), this must be applied for using the appropriate form from Eclipse City management. A fee of 20.00 RMB for each square meter and for each day is charged for an early stand set-up. **After having sent the appropriate form, authorization is granted if the respective place is available.**

b) **Events at the stand must** be registered using the appropriate form in the Exhibitor Package. According to the size of the event, the exhibitor is charged extra costs for additional security personnel (compulsory) and additional services, e.g. barriers, personnel for providing sanitary fittings, checkroom, sanitary services, etc. The technical department will coordinate with you on the details.

Events can take place at the stand from 10:30 a.m. - 4:00 p.m.

c) Advertising of all kinds is only permitted within the exhibitor's official stand area. Promotion teams may operate only with special permission.

d) No information material of any political nature may be distributed in the form of posters, information material etc. Moreover, no political statement may be included in the design and decoration of the stands.

e) It is forbidden to stick posters and other stickers on the wall and the floor outside the hired stand.

f) Requests by exhibitors for parking space on the exhibition grounds will be taken into consideration if possible; rights to a proper parking space or a certain parking space do not exist.

g) During the construction- and dismantling period as well as during the fair, the regulations of the Traffic Guide will be applied for authorized traffic on the fairground.

h) Within one hour of closing the Hall, exhibitors and accompanying persons must have left the halls. Persons who wish to leave the exhibition grounds with parcels must prove the origin of same at the exit controls.

i) No animals are admitted to the exhibition grounds.

8. Installations, partition walls

Installations of electricity and water, partition walls, according to requirements, must in all cases be expressly ordered (see exhibitors' service package).

9. Exhibitors' Passes

Exhibitors receive free vouchers for exhibitors and their partners

10. Admission for exhibitors

Exhibitors' passes provide access to the exhibition grounds from 8:30 a.m. - 5:30 p.m. on 21st July, 2009.

11. Change of the form of company

The lessee must notify the lesser immediately about any change in the form of the company (merger or transformation), even if the change only affects the legal form, with no devolution of property. The obligation to provide such information also applies to links between companies and structural changes to the company's legal form (changes in holdings resulting from the inclusion or withdrawal of shareholders and holdings by the lessee in other or previous companies which have or have had a contractual relationship with Eclipse City Ltd. etc.)

In the above cases, the lesser is entitled to withdraw from the rental agreement with immediate effect.

Any down payments made up to that time will be reimbursed. No claims for damages by the lessee will be entertained, regardless of their legal basis.

12. Terms of Business

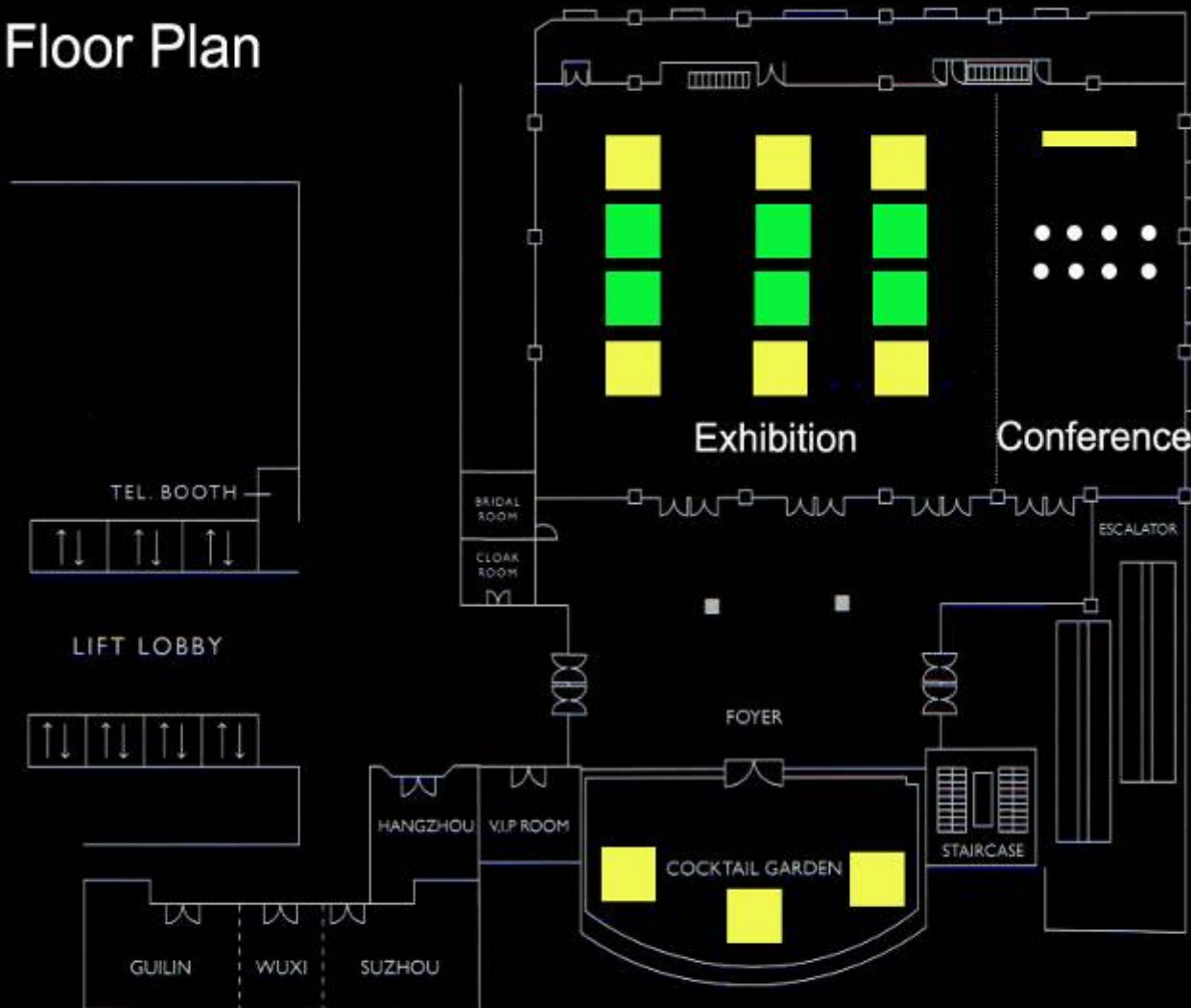
The enclosed Regulations contained in the Exhibitors' Package Service apply to these Special Conditions of Participation as well as the General terms of Business for trade fairs and exhibitions by Eclipse City Ltd.

13. Promotion Package Service

With its Promotion Package, Eclipse-City Ltd. is offering exhibitors a package of selected marketing tools designed to enhance their InterSoles 2 participation and optimize their results.

The costs of the Promotion Package apply to the officially published exhibitor package by Eclipse-City Ltd on www.eclipse-city.com.

Floor Plan



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