

Part C  
P.35-56

## ONLINE SHOW: TECH TALK VIDEOS

'Tech Talk Videos' was first introduced to our Online Show in 2022, where speakers shared their ideas, research results, developments and applications by presenting their talks in video format. Last year, our Online Show received over 44'000 pageviews, of which more than 3'000 pageviews watched 11 sessions of 'Tech Talk Videos'.

This year, we have appointed Shanghai PCI&KM, the Coatings industry technical media service platform, to be our Official Video Production Provider. They will visit your Booth onsite to shoot videos for you and to introduce your products in interview format, in order to show global visitors real-time footages to increase engagement. The edited videos will be uploaded to our various official channels as well as Shanghai PCI&KM's official channels, altogether over 123'000 followers, as early as the next day. Join this Video Production package now to extend your company's onsite exposure during the exhibition period to online and enjoy doubling impacts.

### 1. Video Production of 'Tech Talk Videos'

ITEM	DETAILS
Video Content	We suggest Exhibitors introducing new / featured products and / or solutions for CHINACOAT2023
Video Production	a. During exhibition period, Shanghai PCI&KM will send the Editorial Team to visit Exhibitor's Booth and to shoot videos of your products during the interview time; b. Before shooting, Shanghai PCI&KM will contact and communicate with Exhibitors to prepare the questions for the interview; c. After shooting, Shanghai PCI&KM will provide the final edited version for Exhibitors to check and confirm before launching the video.
Video Shooting Location	Exhibitors' Booths at the Exhibition Venue
Video Shooting Date and Time	During the exhibition period from Nov 15-17. Exact date and time will be confirmed with Exhibitors directly at later time
Video Duration	Suggest to be within 3 minutes
Video Language	Putonghua (Chinese) / English

### 2. 'Tech Talk Videos' – Video Display and Promotion

ITEM	DETAILS
Video Upload Schedule	Confirmed Videos can be uploaded as early as the next day depending on the actual schedule
Video Display Platform	<ul style="list-style-type: none"> <li>CHINACOAT Online Show Platform, Official Website and all Official Social Media accounts</li> <li>Shanghai PCI&amp;KM official video account, KM Class</li> </ul>
Video Display Period	<ul style="list-style-type: none"> <li>Online Show Period: Nov 15 – Dec 31, 2023</li> <li>Official Website: Nov 15, 2023 – Feb 15, 2024 (Total 3 Months)</li> </ul>

### 3. Copyrights and Intellectual Properties

The contents of the interviews should be original contributions and must not infringe any existing copyright. Speakers will indemnify the Organizers against any breach of such warranty. For the videos to be considered for 'Tech Talk Videos', you must have created and / or have permission(s) to use all contents, including video(s), static image(s), words and music tracks. The copyrights of the final recorded videos will belong to the Organizers.

*Continued on Next Page...*

To: Shanghai Famous Culture Communication Co., Limited (PCI&KM)  
 Email: [kianhuang@pcizone.com](mailto:kianhuang@pcizone.com)  
 Tel. No.: (86) 138 1686 2259  
 ATTN: Mr. Kian HUANG

**DEADLINE: AUGUST 21, 2023**

Part C  
 P.35-56

## ONLINE SHOW: TECH TALK VIDEOS

### 4. Video Production Fee

Video Production of 'Tech Talk Videos'	<input type="checkbox"/> US\$2'200.00 x _____ Session(s) <input type="checkbox"/> RMB¥15'000.00 (Plus 6.00% VAT) x _____ Session(s)
Additional Service – Subtitle Editing	<input type="checkbox"/> US\$990.00 / language <input type="checkbox"/> RMB¥7'000.00 (Plus 6.00% VAT) / language

### 5. Working Schedule for Video Production

	ITEM	SPECIFICATIONS / DETAILS	DEADLINE
A	Speaker Information	Name of Speaker, Job Title, Company Name / Representing Organization (in both English and Chinese)	Aug 21
B	Product Name	About 150 English words and 50 Chinese characters	Aug 21
C	Product Introduction	About 1'000 English words and 200 Chinese characters	Aug 21
D	Speaker Photo	White background (preferably dressed in business attire); Min. Resolution: 300dpi; Pixels: 305mmW x 370mmH; JPG Format; Max. file size: 2MB	Aug 21
E	Interview Content	Shanghai PCI&KM will contact Exhibitors directly for the interview questions	2-3 Weeks before Shooting
F	Video Shooting	Exact shooting Date and Time will be informed later	During Show Dates (Subject to your Availability)
G	Video Preview	Edited Videos will be provided for preview and confirmation	Same Day or Next Day if Possible
H	Video Launch	Videos will be uploaded to all official channels when ready	Same Day or Next Day if Possible

### 6. Important Notes

- The Organizer will carry out dedicated promotion for this program on our Official Websites, e-Newsletters and other media. Please try your best to provide above Items A-D **by Aug 21** in order for them to be included in these promotional channels.
- The Organizer reserves the final right to edit or remove any contents that are deemed unrelated to the Exhibition, or that are alleged of violating any laws.

**Please complete and return to the Organizer:**

*(Please make own copy of this Form for record.)*

Company Name : \_\_\_\_\_

Booth No. : \_\_\_\_\_

Date : \_\_\_\_\_

Company Stamp &  
 Authorized Signature: \_\_\_\_\_