

1st – 4th Sep 2016

China International Exhibition
Center (Old CIEC)
Beijing, China

25th Edition
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Final Reminder on China's Entertainment Industry Contest

1 – Show objective & significance

The 25th anniversary for the establishment of PALM EXPO, The China Entertainment Technology Association entertainment industry contest is to be held in June to August 2016. The objective of the contest is aimed at reviewing Chinese entertainment equipment industry of 25 years' development, pursuing the development path of China Entertainment Technology's, breakthrough of the entertainment equipment industry that have provided outstanding contributions to companies and individuals, reviewing great achievement China's performing arts equipment industry has make. Also, to encourage stable and healthy development on the promotion of Chinese entertainment technology industry, boosting industry restructuring and transformation.

2 – Organized by:

Organiser:

China Entertainment Technology Association

Support Division:

Beijing Yanyi Publication sub-division of Beijing Yanyi Exhibition & Advertising Co

Organising Committee:

Organisers, business representatives, industry expert's representative

Selection Office:

Responsible for specific contest matters

Panel of judges:

Includes the organizing committee, industry experts, practitioners and representatives ensuring awards selection are broadly presented

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3 - Rules

Accepting enterprises recommendation, internet voting and Jury comments, maximizing the opportunity to showcase businesses and personal achievements. Simultaneously, integrate industry resources, scientific assessment to contributions from the nominees in performing arts related technology, strive to achieve deserving award. There are no charges to the participating enterprises and individuals for the contest.

4 - Project Selection

- China's performing art industry meritorious figure
- China's performing art industry outstanding contribution leaders
- China's performing art industry most valuable brands
- China's performing art industry innovative enterprises

5 - Criteria

1. Result achievers in Chinese Entertainment Technology Industry

The China entertainment technology industry have made great achievements after the reform of market. Be it the speed in development or innovative created, it has performed exceptionally well with the team efforts in creating the trade advancement a success.

We would like to take this opportunity to commend the parties involved in the strategic development process for being assertive on decision-making, timely and accurate management reaching huge progress for the trade of The Chinese Entertainment Technology. Thank you.

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Selection Criteria

1. To develop China's Entertainment Technology Industry and establish an indelible name.
2. The individual choice of decision or work plays a strong force on the development of the Chinese Entertainment Technology Industry.

The final results will be determined by the Jury.

2. Outstanding Individuals in China's Entertainment Technology Industry

Employees hard work has led to this height in The Chinese Entertainment Technology Industry. The few consist the ones who either lifted the results in research and technologies industry greatly, or have created their own world-renowned best-selling brand. It could also be the performances or projects which have made tremendous achievement. This celebration is to commend the industry leaders who have produced results and would like to express our appreciation encouraging the individuals to forge ahead and continue the good work for Chinese Entertainment Technology Industry.

Requirements: (reporting party need to meet at least one of the following criteria):

1. Bringing Chinese Performance Technologies closer to the international forefront of science and technology, to improve standards in the field of performance technology R & D, teaching innovation, technology and other fields
2. Promote the economic development of the industry by leading team in product (brands) and market applications advancement.

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3. Attain positive results from performing arts major cultural events or reform of industry, technologies and technical application. Thereby, actively encouraging Chinese performance technology development, producing outstanding contributions to reputation of literature and arts.
4. The active restructuring of the entertainment industry has advance and produced prominent contributions.

Participants: 20 - 30

3. 'Most worthy brand' in China's Entertainment Technology Industry

Since the Chinese Performance Technology industry reconstructed, the performing arts equipment companies (including overseas enterprises) committed to the development or production of own branding, improved the entertainment product lines, and development of cultural facilities to meet the Chinese cultural performances technologies demand. This enriches one culture, pushing forward Chinese culture and arts development. Several enterprises after going through vast experiences has come up with China 's most profitable and popular brand.

To highlight the enormous contribution these companies provided that escalated the industry's development within a short time frame and guide on the next stage of improvement and opinions on international brands that prove to be much profitable compared to China's entertainment solutions.

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1. This selection of brandings includes small medium enterprises (SME) brands. Among the brands, one consist of a domestic independent intellectual property brand; brand agency stated could declare under enterprise branding.
2. Products include both hardware, software and network product applications.
3. The 3 factors; brand, commercial and social value refers to the current & future worth value of the brand.

In other words, the potential to survive in the market.

The panel of jury of will perform a comprehensive evaluation on the nominated products based on both audience recommendations and company situation to conclude results.

Requirements: (reporting party need to meet all of the following criteria):

1. Brand registration issue date till today must be 10 years and above.
2. Must be leading brands and have gained long term recognition.
3. Brand has a huge market and covers few cities (with high potential to expand further)
4. Brand is popular and carries high reputation. It is also widely used abroad in performances and cultural facilities and business activities.

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5. The brand is on pace with latest technology with potential for sustainable development.
6. Enterprises that actively participate in industry research, economic and trade activities, cultural performances promoting technological progress, cultural and economic development.

No. of Awards: 30

4 – China's "cutting-edge" entertainment technology enterprises

Innovative entrepreneurs came up with their theme – to transform time, the entertainment equipment industry core of current work and is of great concern if the Chinese entertainment technology industry could be development rapidly, leading global strategic issues concurrently. It is to promote healthy and effective development for enterprises wanting to transform and upgrade, the core technology research and development in areas, overcome global competitions allowing the industry's business results and methods inspire, reference and practice,

Requirements: (reporting party need to meet at least one of the following criteria):

1. Internet +, industrial 4.0 or core technology research and development and other fields with creative innovations
2. Advance marketing, business model or service methods, with new methodology or references impacting the domestic and international 'cutting-edge' technologies.
3. Effective professional or technical projects, demonstration and practice that has achieved remarkable success

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4. Smooth operation and rapid growth of development that exhibits ballooning of market.
5. Revolutionary innovation by enterprise that creates demand in the industry

No. of Awards: 30

6. Selection Process

- Application Stage

Companies or individual intending to declare could follow in accordance to the selection criteria for each award, to make recommendations or introduction through e-mail, letters or other micro way. Self-introduced or recommended enterprises or individuals, please submit required materials to the award selection office to complete application.

- Voting Stage

Initial selection is based on the applications submitted. Once confirmed, the voters could then place their choice on contest's official website and domain. After which, the first 30 – 40 selected nominees will enter the assessment stage.

- Assessment Stage

Organization Reviewers convened by the Selection Office will evaluate with a comprehensive assessment of the various award nominees.

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- Award Ceremony

September 1, 2016 "co-organized by China Entertainment Technology Association 25th Anniversary Celebration", the awards will be announced live and selected individuals, enterprises (institutions) will be commended. Organization China Entertainment Technology Association 's official website (www.ceta.com.cn), China Entertainment Technology Association official micro-letters, Chinese Performing Arts Science and Technology Network (www.yykj.org), the official micro-channel technology media arts and industry-related media will broadcast and display enterprises and individuals interesting innovations.

7) Contest Schedule

Nomination Period: 16th June – 8th July

Result of Shortlisted enterprises: Early July

Voting Dates: 15th July – 15th August

Assessment dates: Early August

Results: 1st September

8) Organising Committee

Assessment Office Address:

Andingmen East Street, Dongcheng District

No. 28 Yonghe Plaza East Building Room 1005, Block C Level 10

Contact Number: 010-64033098-816, 806

Contact Person: Lin Shao Kai & Ding Man

Email Address: yykpingxuan@126.com

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