

2020 RBL Research Based Learning and EOTC (Education Outside the Classroom) Achievement Exhibition

- the First International Forest Study and Camp Education Forum

Highlights

Our forum is conducted under the 2020 Hainan International Health Industry Expo which is same as the Fifth Forest Health Industry Development Conference. The exhibition area is about 45,000 square meters, with an estimated 3,000 delegates, 800 exhibitors, and an estimated number of visitors over 100,000. We have also invited education bureau officers from different provinces, principals from universities, schools (middle schools and primary schools) and kindergartens from all over the country, training institutions, education KOLs, entrepreneurs, investment companies and international corporations.

Event Background

China International Medical and Health Industry Summit Forum - Hainan International Health Industry Expo (hereinafter referred to as "**Hainan Health Expo**") has a brand influence in the exhibition industry both nationally and internationally. It attracts global health brands entering Hainan. **Hainan Health Expo** is ranked the third in the health care industry in China, from the scale of exhibitions as recognized in 2018.

Hainan Health Expo will be held at the **Hainan International Convention and Exhibition Center** from **November 13th to 15th, 2020**. It focuses on the development of medical related tourism, health related programs based on the forest, epidemic prevention supplies, medical equipment and traditional Chinese medicine, etc., to help Hainan Province become a global health tourism destination.



Hainan International Convention and Exhibition Center

Exhibition ideas

The exhibition adheres to the concepts of specialization, effectiveness, internationalization, informatization, and characteristics, focusing on hot areas of the health industry, and adopting various forms such as exhibitions, professional meetings, and trade negotiations to promote the deep integration of the upstream and downstream of the industrial chain and further enhance the exhibition Service quality and actual results of the exhibition.

Exhibition area planning

Hainan International Convention and Exhibition Center **Phase II Hall 1, Hall 2, Hall 3 and the login hall** will be opened. The specific plan is as follows:

(1) Login hall: AR interactive gallery

An interactive exhibition board will be set up so the audience can browse the health science knowledge, " the most beautiful countermarching people" story and other content through AR scanning.

(2) Hall 1: Hainan Free Trade Port Forest Health Exhibition, Free Trade Port Health Resources Exhibition Area, Special Health Products Exhibition Area (Government or Chamber of Commerce), Health Financial Services Exhibition Area, and the main stage of the event.

1. Hainan Free Trade Port Forest Health Exhibition

Display content: International Forest Rehabilitation Base, National Forest Park, Natural Park, Forest Rehabilitation Base, Facilities and Equipment of Rehabilitation Town Base, Forest Products, etc.

2. **RBL Research Based Learning and EOTC (Education Outside the Classroom) Achievement Exhibition**

Research tour, comprehensive practice, labor education, camp education, quality education, social practice, professional experience, outdoor bound, art training, cultural exchange, study tour, summer (winter) camp, parent-child activities, family education, heart equipment, service platforms, financial investment, new technology applications (5G, big data, Internet of Things, artificial intelligence, Beidou GPS positioning, VR, etc.)

3. Free Trade Port Health Resources Exhibition

Health industry resources and specialty health products of various cities and counties in Hainan.

4. Special health product exhibition area outside the province

Medical and health industry resources and special health products from various provinces and cities in China.

5. Health financial services exhibition

Bank health financial products, health insurance products, health industry financing, etc.

6. Chinese traditional medicine exhibition

Time-honored brand, ethnic medicine, OTC, non-drug therapy with Chinese medicinal materials, Chinese traditional medicine experience, etc.;

(3) Hall 2 (Professional Hall): Cross-border procurement exhibition of emergency and epidemic prevention materials, and international medical tourism exhibition.

1. Cross-border procurement exhibition of emergency and epidemic prevention materials

Display content: protective consumables, disinfection supplies, protective equipment, production equipment, raw and auxiliary materials, etc.

2. International Medical Tourism Exhibition

(1) International Medical Care Exhibition

Internationally renowned medical care institutions, domestic and foreign health industry parks, medical tourism pioneer areas, well-known domestic hospitals, etc.

(2) Medicine and Medical Equipment Exhibition

Medical electronics, medical imaging equipment, ward care and auxiliary equipment, medical supplies, in vitro diagnostic reagents, optics, first aid, rehabilitation care, medical information technology, drugs, etc.

(3) Smart medical technology exhibition

Smart medical, virtual reality medical technology, smart wearable devices, medical robots, telemedicine and big data for cloud computing, etc.

(4) Hall 3 (Healthy Life Hall): Healthy Life Exhibition Area and Business Negotiation Area, Live Broadcasting Area for Internet Celebrities with Goods, and Awarding Area for Activities. Healthy life exhibition area: healthy food, health products, maternal and child products, beauty and body products, home sports equipment, etc. The exhibition area also has a parent-child interaction area.

Our Conference Forum

(1) Main Forum: 2020 China International Healthcare Industry Summit Forum

1. Time: November 13th 10:00-12:00
2. Location: Welcome Hall, Hainan International Convention and Exhibition Center
3. Scale: about 1500 people

(2) Sub-forum: the first International Forest Study and Camp Education Forum

1. Time: November 14-15
2. Location: Haikou Marriott Hotel Ballroom
3. Scale: about 300 people
4. Hosted by
 - Research Practice and Camp Education Committee of China Children's Culture and Art Promotion Association
 - Forest Health and Nutrition Branch of China Forestry Industry Federation
5. Supported by
 - State Forestry and Grassland Administration
 - Department of Tourism, Culture, Radio, Television and Sports of Hainan Province
 - Hainan Provincial Department of Education (planned)
6. Organizers
 - Beijing Perfect Time Culture Media Co., Ltd.
 - Hainan Sea Travel Exhibition Service Co., Ltd.
7. Guests
 - National Ministry of Education,

- National Forestry and Grassland Administration,
- Hainan Provincial Department of Education,
- Hainan Provincial Department of Culture and Tourism,
- Hainan Provincial Health Commission;
- Camp education and education industry experts, etc.

8. Exhibitors scope

Research tours, camp education, early childhood education, vocational education, safety education, family education, international exchanges, study abroad, study tours, international schools, summer (winter) camps, forest rehabilitation, overseas tourism, sightseeing agriculture, film and television culture, clothing culture, traditional Chinese medicine culture, nature reserves, educational equipment companies, teaching materials and teaching aids, base equipment, service platforms, financial investment, new technology applications (big data, Internet of Things, artificial intelligence, VR, short videos, etc.), etc.

Including industry associations, industry alliances, research institutions, colleges and universities, vocational schools, planning agencies; related companies, bases, camps, travel agencies, training institutions, intermediary agencies; curriculum products, circuit products, teaching materials, publications, electronic products , Game products, amusement facilities, safety facilities; food and beverages, education chain brands, equipment and cultural goods; traditional culture, cultural heritage, intangible cultural heritage, folk customs, handicrafts; international education institutions, international cultural institutions, international tourism institutions , International pension institutions, international investment institutions, etc.

9. Visitors

- officials from local education bureaus and other competent departments,
- principals from primary schools, secondary schools, and kindergartens,
- researchers from colleges and academic institutions,
- experts from research and camp education,
- practitioners from the education related industry,
- practitioners from cultural tourism and related industries,
- people from forest health institutions, industrial investment and venture capital institution,
- financial insurance agencies,
- recruitment, investment, planning and marketing agencies,
- project-seeking team and entrepreneurs,
- student's parents,
- multi-media platform staff,
- Haikou citizens,
- international participators and other visitors of the Hainan Health Expo.

Event Programme

1. 2020 RBL Research Based Learning and EOTC (Education Outside the Classroom) Achievement Exhibition

Exhibition Hall: Hainan International Convention and Exhibition Center Phase II Hall 1

Set-up time: 8:30-18:00, 11th-12th November 2020

Exhibition time: 9:00-17:30, 13th-15th November 2020

2. the First International Forest Study and Camp Education Forum (November 14)

Meeting room: Haikou Marriott Hotel Ballroom

Agenda:

- Guest introduction,
- Leader speech,
- Keynote speech,
- International experts telephone conversations (connect with 2-3 foreign camp experts for the conversation)

3. Signing ceremony and licensing ceremony (recognizing outstanding companies and products participating in the exhibition)

4. Project launch conference: project roadshow, project promotion, project exchange

Exhibitor notice

1. Deadline for the exhibition registration: October 30, 2020
2. Booth allocation follows the principle of "first application, first payment, first allocation"
3. The decoration of special booths shall comply with relevant regulations of the hall (Hainan International Convention and Exhibition Center)
4. Organizations that apply for their project promotions, roadshows and exchange speeches at the forum meeting should communicate with the organizing committee first and then submit materials for review after the approval. Materials must be sent to the designated mailbox before September 30, including word format speech drafts, PPT or promotional videos, etc. The length of the speech should not exceed the specified time. The organizing committee will notify the applicants after the selection.
5. Booth fee:

豪华标准展位	国内企业: RMB 8800/个	3mx3m (围板) (2.5米高)、洽谈台一张、折椅二把、日光灯二盏、中英文楣板、垃圾篓、地毯。
	境外企业: USD 1250/个	
馆内空地展位	国内企业: RMB 880/m ²	36m ² 起租, 不包括任何设施, 参展单位需自行设计、装修。
	境外企业: USD 125/m ²	

participate

** The conference registration fee for people only attend the forum is 1280 rmb/person. Each participating company, which buy a booth, will have 2 free entry tickets for the forum.*

6. Project promotion/road show fee: every 5 minutes is a calculation unit, every 5 minutes is RMB 8000, and can be booked for 5-30 minutes.

*7. According to the regulations of the organizing committee, just returned overseas guests/visitors who need to be quarantined for 14 days before they attend the event. Those overseas travelers who have entered the country for more than 14 days, only need to

provide a health green code when they participate in the conference. If foreign companies or individuals cannot come to the site because of the COVID-19, they are welcome to delegate a Chinese representative to participate or entrust the organizing committee to arrange an exhibition booth.

8. Designated receiving account information

Account name: 北京市完美时光文化传媒有限公司

Account Bank: Industrial and Commercial Bank of China Co., Ltd. The Asian Games Village Branch in Beijing

Account number: 0200 0981 0902 0216 864

Business cooperation: Enterprises are welcome to cooperate in naming, sponsorship, co-organization, designated supplies, coffee breaks, theme dinners, media interviews, etc.