

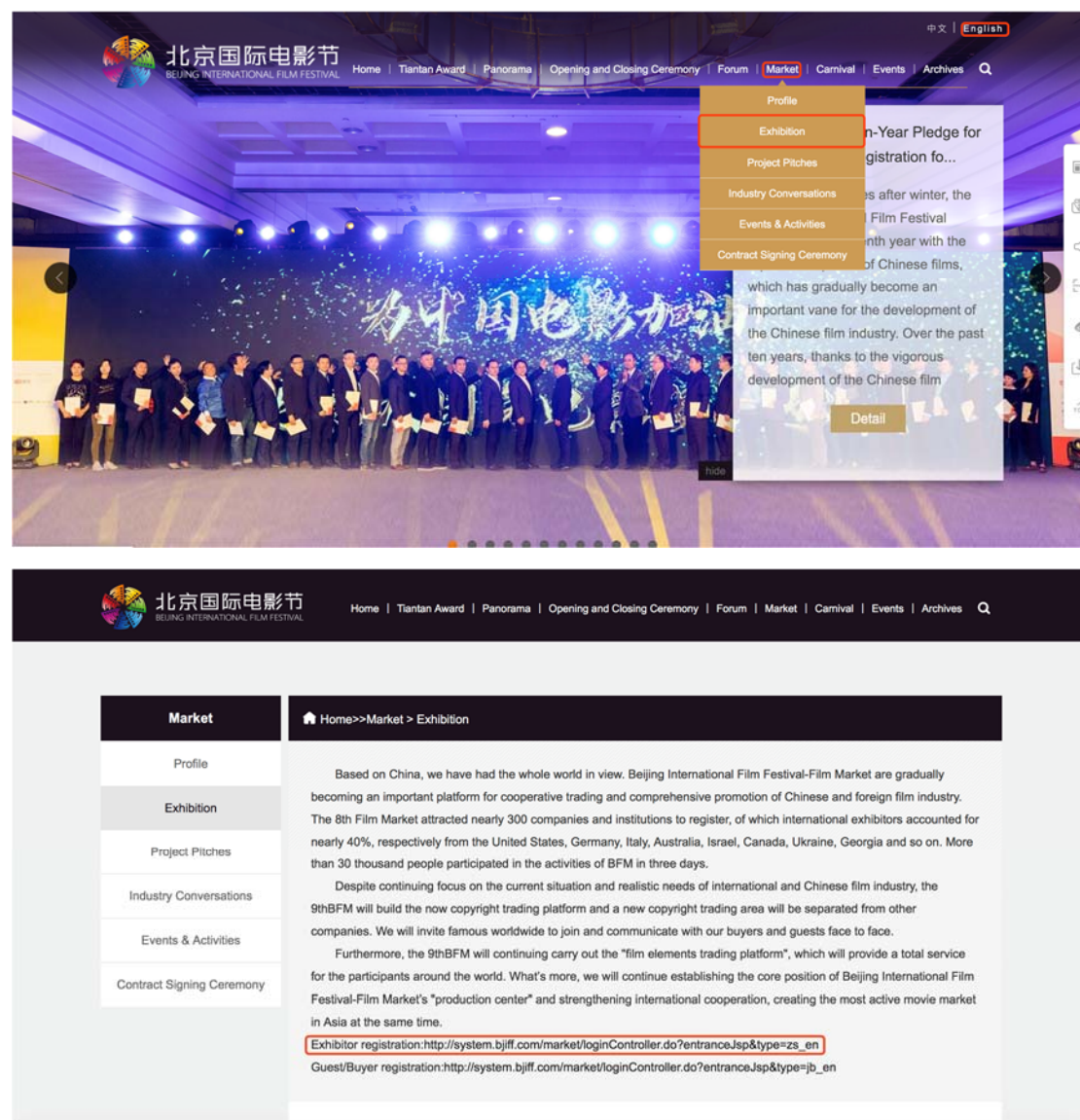
# Operation Manual for Beijing Film Market Service System (Exhibitor)

## 1 Registration Entry

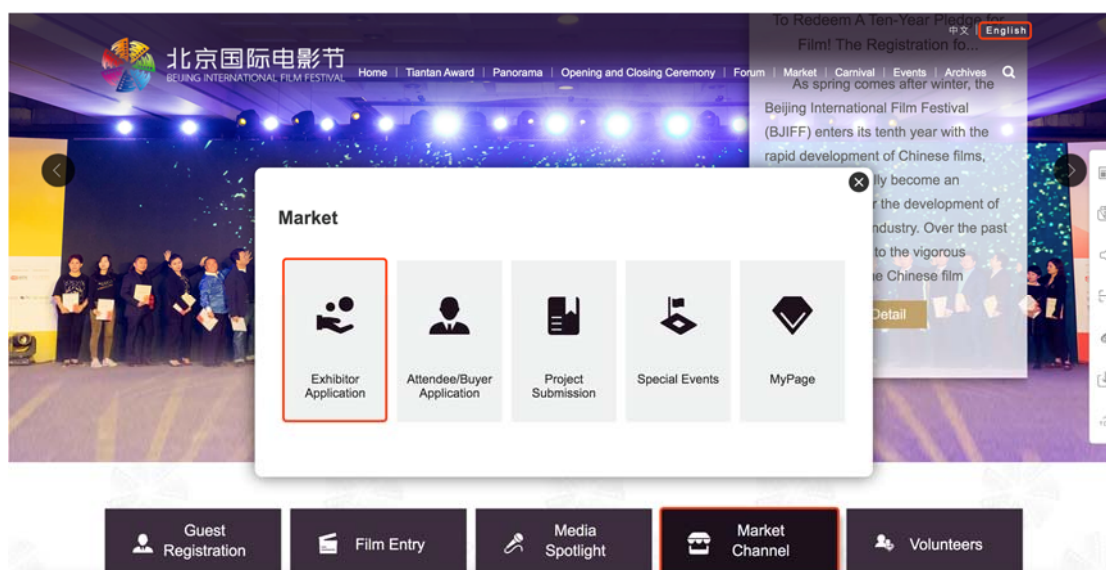
**Step 1:** Log in to our official website <http://www.bjiff.com/>.

While you're there, click on English in the upper right corner for version switchover. There are two ways for Exhibitor registration login as below:

Way 1: Click on “Exhibition” under the “Market” navigation bar to enter the details page. Then, click on the Exhibitor registration link as shown below:



Way 2: Click on “Market” shown in the special section to open the secondary-level directory and select “Exhibitor Application” as below:



## 2 ExhibitorRegistration

Step 1: On the page of General Principles of Exhibitor Application for the 10th Beijing International Film Festival Beijing Film Market Exhibition, read the content about Beijing Film Market Exhibition and check the box ☒ as below :

**X. Information Management**

The Beijing Film Market Department will carefully deal with the materials and information from the exhibitor. And the relevant staff will guarantee the security of the materials and information, ensuring they will not be lost, disclosed or damaged.

The documents and information provided by the exhibitor will be used for the following purposes, including but not limited to:

- a. Publishing of the materials and information in the Handbooks of the Beijing International Film Festival Beijing Film Market and on the official website of the BJIFF
- b. Published on the scene of the Beijing International Film Festival Beijing Film Market in the form of promotional materials;
- c. Used in audio and video promotional materials of the Beijing International Film Festival and the Beijing Film Market.

**XI. Legal Statement**

The Organizing Committee of the Beijing International Film Festival reserves the right of final explanation of all activities at the 10th BJIFF Beijing Film Market Exhibition.

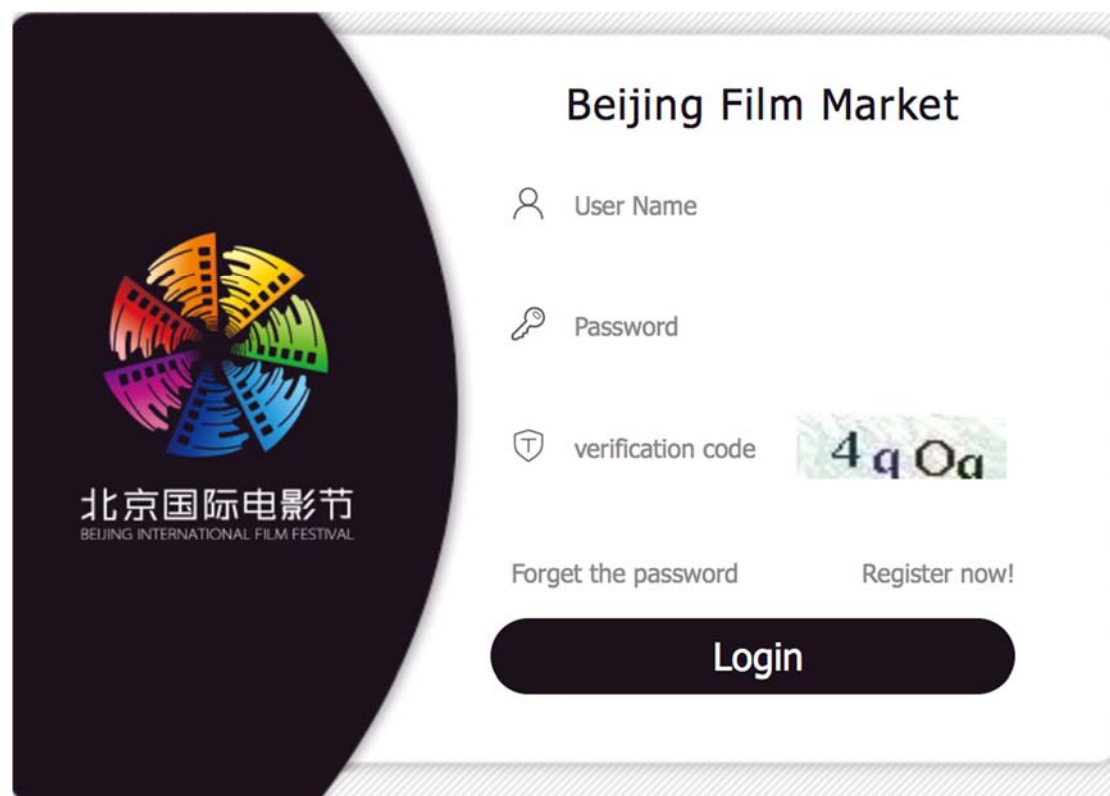
**XII. Contact**

Channel for exhibitor registration: <http://www.bjiff.com>  
For consultation about exhibitor registration: [exhibitor@bjiff.com](mailto:exhibitor@bjiff.com)  
For other consulting: [filmmarket@bjiff.com](mailto:filmmarket@bjiff.com)  
Tel.: +86-18500355623  
+86-18500377391

☒ I hereby declare that I am fully aware of and accept the General Principles of Exhibitor Application for the 10th Beijing International Film Festival Beijing Film Market Exhibition, agree on the entry submission of all materials I provided to Beijing Film Market, and that I shall abide by all arrangements of Beijing Film Market.

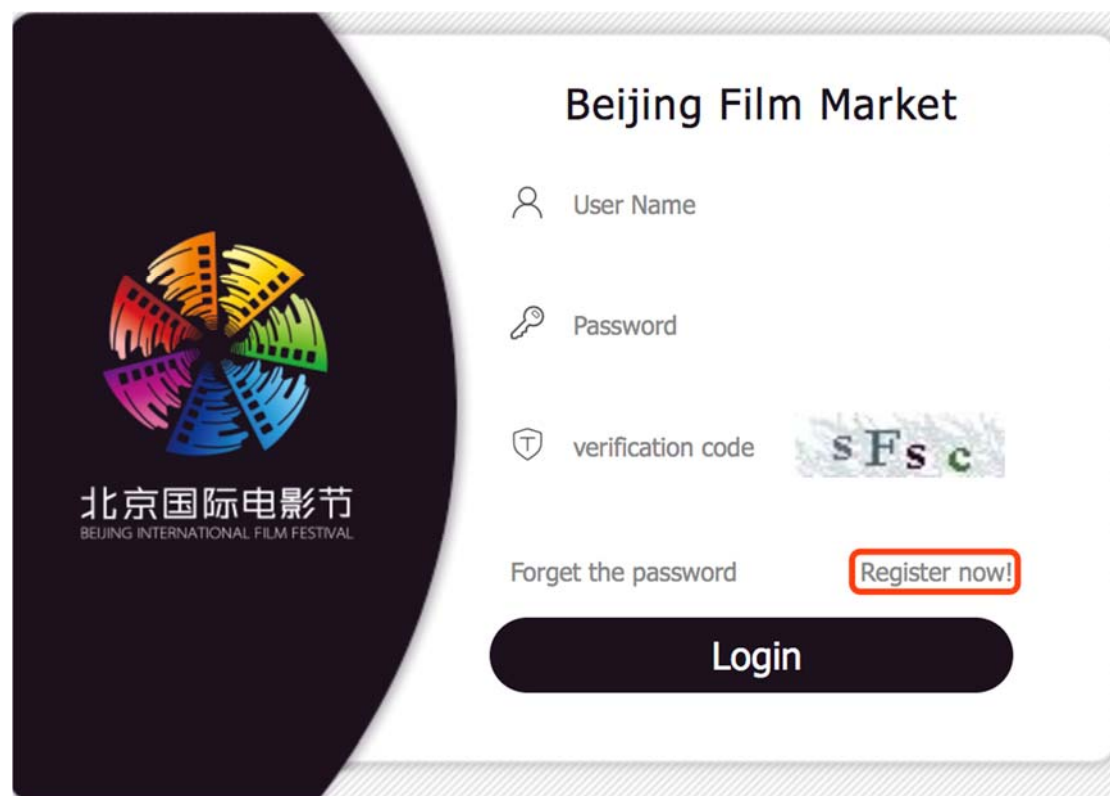
[Next](#)

Step 2: Click on “Next” to enter the login page of Exhibitor registration as below:



The image shows the login page of the Beijing Film Market Service System. On the left, there is a dark blue curved banner featuring the Beijing International Film Festival logo, which consists of a colorful circular design of film strips. Below the logo, the text "北京国际电影节" and "BEIJING INTERNATIONAL FILM FESTIVAL" is displayed. On the right, the page has a white background with the title "Beijing Film Market" at the top. Below the title are three input fields: "User Name" with a person icon, "Password" with a key icon, and "verification code" with a shield icon. To the right of the verification code field is a small image showing a random alphanumeric code "4qOa". Below these fields are two links: "Forget the password" and "Register now!". At the bottom is a large dark blue button labeled "Login".

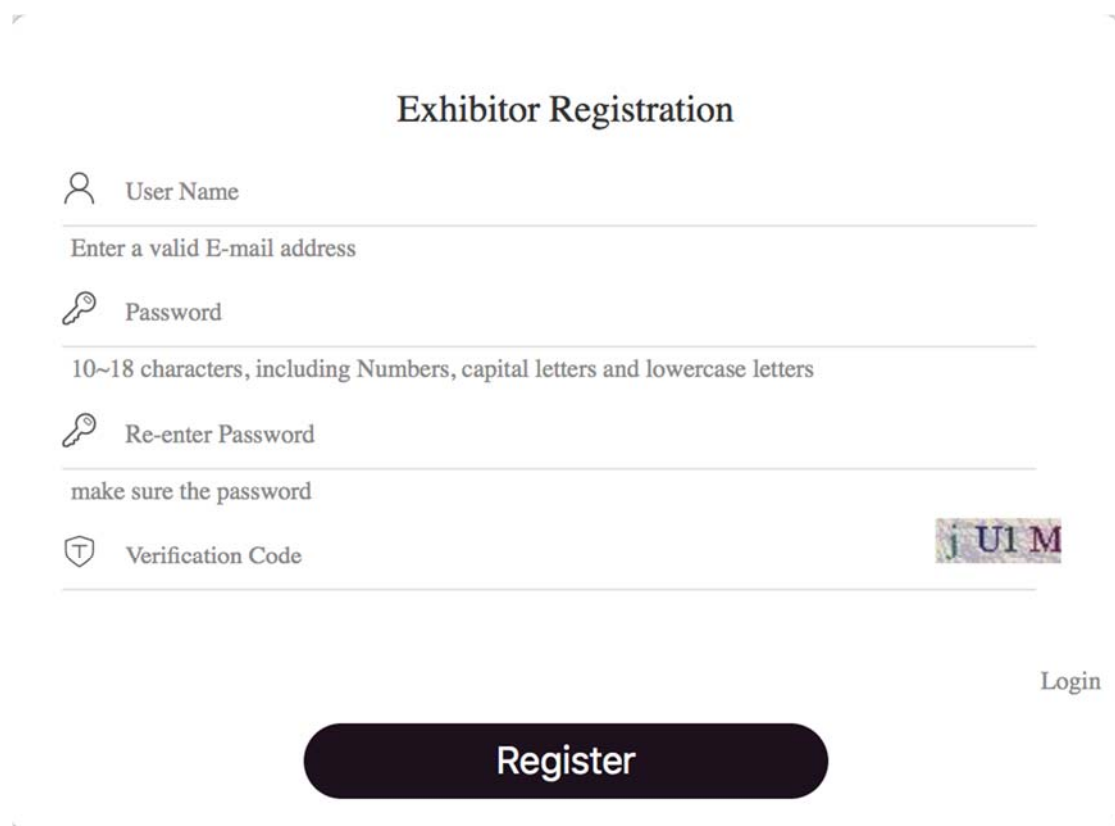
Step 3: On the login page, click on "Register now!" for exhibitor registration as below:



This image is identical to the one above, showing the login page of the Beijing Film Market Service System. The only difference is that the "Register now!" link is highlighted with a red rectangular border, indicating the action to be taken for exhibitor registration.

Step 4: Complete the registration information. After your information is

successfully validated, click on “Register”. Now, you will be prompted for “User registration successful” and return to the login page as below:



The image shows a web form titled "Exhibitor Registration". It contains five input fields with labels and icons: "User Name" (person icon), "E-mail address" (key icon, with a sub-label "Enter a valid E-mail address"), "Password" (key icon, with a sub-label "10~18 characters, including Numbers, capital letters and lowercase letters"), "Re-enter Password" (key icon, with a sub-label "make sure the password"), and "Verification Code" (shield icon). To the right of the verification code field is a small image of a film strip with the letters "i U I M". Below the form is a "Login" link and a large, dark blue "Register" button.

**Exhibitor Registration**

User Name

Enter a valid E-mail address

Password

10~18 characters, including Numbers, capital letters and lowercase letters

Re-enter Password

make sure the password

Verification Code

*i U I M*

Login

**Register**

### 3 Exhibitor Registration

Any exhibitor who has registered current or previous editions of Beijing Film Market can use registered user name, password and verification code for login as below:



The login interface for the Beijing Film Market service system. On the left is the logo for the Beijing International Film Festival (BJIFF), featuring a colorful circular design with film strips and the text "北京国际电影节" and "BEIJING INTERNATIONAL FILM FESTIVAL". On the right, the title "Beijing Film Market" is displayed. Below the title are three input fields: "User Name" with a person icon, "Password" with a key icon, and "verification code" with a shield icon. A CAPTCHA image showing the characters "4 q O a" is positioned to the right of the verification code field. Below these fields are two links: "Forget the password" and "Register now!". At the bottom is a large, dark, rounded "Login" button.

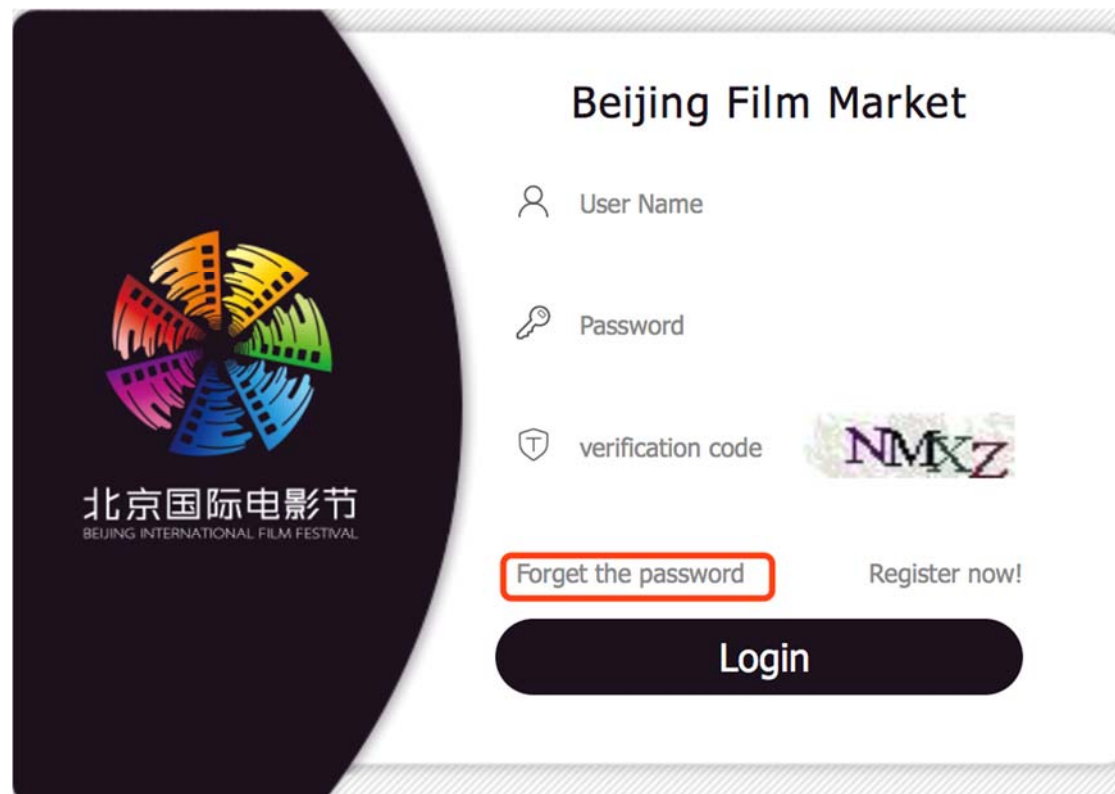
In case of successful login, you will be directed to the Beijing Film Market service system where you can refer to “System-Applicants” for subsequent operations, and the details are shown as below:





## 4 Forget Password

If you forget the password, please click on “Forget the password” to retrieve password simply by following the instructions as below:



Beijing Film Market

User Name

Password

verification code

[Forgot the password](#) [Register now!](#)

Login

Step 1: Fill in your user name and verification code. After the information is successfully validated, click on “Next Step” as below:



 User Name

Please fill in the User Name!

 verification code

U i z I

Please fill in the correct verification code!

**Next Step**

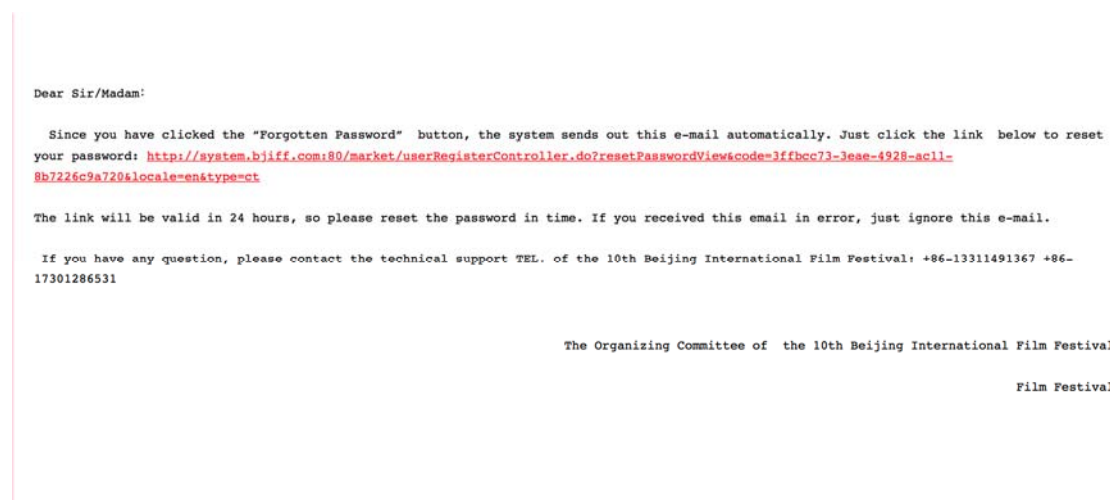
Step 2: Click on “To verify” as below:



BJIFF has sent you an email to update your password, please go  
to check your registered email in 24 hours.

**To verify**

Log in to your mailbox with account and password to find the “Forget password prompts” mail, and click on the link attached to the mail as below:



Step 3: Fill in your password. After the information is successfully validated, click on “Submit” as below:

The form displays a progress bar with four steps: 1. Creat An Account, 2. Email Address Test, 3. Password Reset (current step), and 4. My Account Created.

Please update your password, your account id:

821899310@qq.com

Set Password  
10~18 characters, including Numbers, capital letters and lowercase

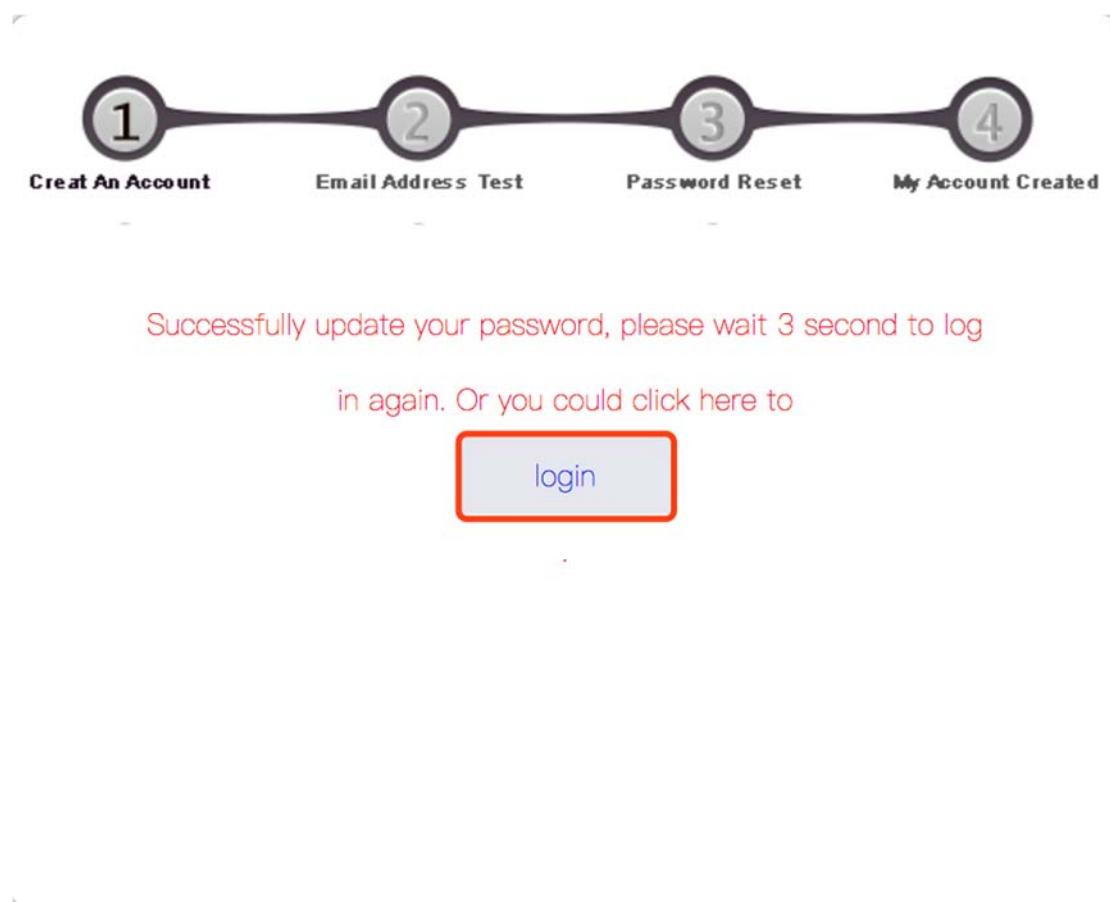
Confirm Password  
10~18 characters, including Numbers, capital letters and lowercase

Verification Code

**Submit**

Step 4: Once the password is reset successfully, you can log in to the system with your user name and new password as below:





## 5 MyPage

After the registration channel is closed, you can log in to the Exhibitor page from MyPage in the system as below:

