



# .icu China Launch Promo

.icu is launching in China, and we want to make it as easy as possible for registrars to sell .icu domains to their customers!

.icu is language agnostic, easy to pronounce in many languages, targeted towards entrepreneurs and small businesses and will have a massive marketing drive behind it from the registry, all leading towards a fantastic launch and huge success.

To make sure your clients have the best opportunity to register .icu domains on China Launch Day we have designed a promo that makes it simple to enroll and offer the best pricing to your customers.



## **What is the Promo?**

The .icu China Launch Day Promo offers a discount on first-year registrations and brings your price down to only USD .50 instead of the standard wholesale price of USD 5.

## **When?**

This promo will begin on China Launch Day, a date that will be communicated in the future, and ends six months later from that date. .icu has applied for MIIT approval and hopes to have it soon. Once we have MIIT approval, we will set the China Launch Day date.

## **What do you need to do?**

To be eligible for this promotion registrars must have their principal place of business located in Mainland China. (Please fill out the English and Chinese version of your address on the last page of this document.)



## Important Rules

- This promotion will apply to standard, non-premium, registrations for .icu domains from China Launch Day and the preceding six months.
- To enroll in this promotion, Registrars must have their principal place of business located in Mainland China.
- This official date will be announced once we have MIIT approval.
- The discounted price is only available to registrars that have enrolled in the promo.
- The discount is only available for one year registrations and in the case of multi-year registrations, only the first year of registration is eligible. I.e., a two-year registration will be charged as USD 5.50 (1 year at \$.50 and 1 year at \$5.00).
- If Registrar has not enrolled in the promo standard wholesale pricing will be in effect.
- ShortDot reserves the right to terminate this promo at any time.
- 1400 (2:00 pm) UTC applies to all start and end dates referenced in this document.
- This promo and its details are confidential and meant only for registrars accredited by ShortDot.
- This promo is not retroactive if a Registrar enrolls after the start date of the promo. For example, if a registrar enrolls after the China Launch Date registrations before that date will be at the standard wholesale rate while registrations after that date until the end of this promo will be charged at the promotional price.
- We have translated this document and have also sent the English version. In the case of any disputes, the English version will be the official version.

**\*China Launch Date is the official date that .icu will be going live in China. This is a date that .icu reserves the right to choose this date. It is dependent on when .icu has MIIT approval and several other factors. Signing this promo allows your Registrar to plan for China Launch Day and be ready when we go live in China. ShortDot will define China Launch Day date and notify all applicable registrars.**



## China Launch Day Promotion Enrollment Form

Please complete the below form and send back to [nihao@nic.icu](mailto:nihao@nic.icu)

Registrar agrees it has read the terms & conditions of the .icu launch promo and confirms that it would like to participate in the promotion.

**Please choose which promotion you would like to participate in:**

Receive a wholesale price of USD \$.50

\*This promo will be active, once enrolled, from China Launch Day to six months after China Launch Day

Registrar Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

Your Title: \_\_\_\_\_

Signature: \_\_\_\_\_

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

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_



## China Launch Day Promotion Enrollment Form

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**Please give us your address in English and Chinese:**

**Address in Chinese:**

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**Address in English:**

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