



上海锦江国际会展有限公司

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China (shanghai) International
Hotel Design & Engineering
Exhibition
中国(上海)国际
酒店设计与工程
展览会



2018
CHINA
(Shanghai)

INTERNATIONAL

Hotel Design & Engineering Exhibition

The 3rd China (Shanghai) International Hotel Design & Engineering Exhibition (Guangzhou)

The 4th China (Shanghai) International Hotel Design & Engineering Exhibition (Shanghai)

BROCHURE



Guangzhou From May 16 to 18, 2018 China Import and Export Fair
Shanghai November 2018 National Exhibition and Con-
vention Center (Shanghai)



Exhibition Background

Under the background that the development of large accommodation and tourism projects across the country, it is imperative to adjust and upgrade the structure of the hospitality industry. One of the key elements of the large hotel accommodation and tourism is to highlight the hotel brand culture and style through design and engineering, so as to achieve the presentation of the hotel's five elements — "characteristics, image, appearance, supporting and service", and ultimately provide guests with comfortable and convenient experience and services.



Exhibition Introduction

Nowadays many hotel groups have started to develop hotel complex and tourism complex projects, and they will create large-scale tourist destination projects, including accommodation, shopping, entertainment, food, business and other needs, directing towards local characteristics and brand images. The development of this kind of hotel project needs to be created jointly by the brand, the owner and the design and engineering company. Facing the changes and demands in the industry, Shanghai Jin Jiang International Exhibition has seized the momentum and held the "China (Shanghai) International Hotel Design and Engineering Exhibition", to set up the cooperation and exchange platform between hotel groups and various major design and engineering companies, providing more information and business opportunities for design companies and engineering suppliers in the hospitality industry.

Scope of Exhibits

Design section: Design Office

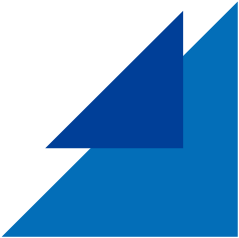
Engineering materials: Wall materials, ceramic sanitary products, stone mosaic, paint and chemical materials, green building materials, floor decorative materials, wall decorative materials, top surface decorative materials, fabric soft loading

Engineering equipment: Integrated housing and ancillary equipment, HVAC equipment, weak current engineering equipment, swimming pool and sauna equipment, water treatment system, architectural glass, window and door shading, outdoor landscape, elevator

Interior engineering: Window decorations, stair decorations, wood products, overall home, hotel project lighting, decorative lighting, lighting design, LED lighting, LED display screen, LED advertising lighting, audio and video system

Exhibition Overview

Exhibition Time and Venue	 Guangzhou Time: From May 16 to 18, 2018 Venue: China Import and Export Fair (Pazhou Pavilion) Address: Zone A, Pazhou Pavilion, No. 382, East Xingang Road, Guangzhou
	 Shanghai Time: November 2018 Venue: National Exhibition and Convention Center (Shanghai) Address: No. 333, Songze Avenue, Qingpu District, Shanghai
Estimated scale	30,000 m ² (Guangzhou) 70,000 m ² (Shanghai)



Exhibition Highlights

The large-scale exhibitions will help you exploit the future market

With the expected total scale of 100,000 m^2 , the exhibitions will attract more than 1,000 exhibitors and more than 50,000 professional buyers to participate. They will be strategic platforms for you to seize market opportunities, open up business opportunities, access to market consulting and establish partnership.

The model rooms with high-end design highlight the latest idea of hotel design

Domestic & international famous hotel brands will set up model rooms on the scene and focus on showing the high-end model room design, hotel engineering and the development and design of tourist destinations.

Well-planned trade matching creates a premier industry event

With the accumulation and publicity of professional information over the years, the sponsor will send out individualized invitations to 300,000 high-grade visitors and more than 300 hotel management groups, so that exhibitors can have one-on-one meetings with hotel groups to direct understand the hotel groups' needs.



Visitors Analysis

Exhibitors and visitors

The 10-year-exhibition has covered totally area of 130,000 m², with 1,600 exhibitors and 150,000 visitors in

Visitors' purposes

With procurement demand 35%
Learning inside information 45%
Preparing for the next exhibition 5%
Others 15%

Proportion of industry categories of visitors

Suppliers of hotel supplies 18%
Dealers and agents of hotel supplies 27%
Buyers from catering companies 12%
Buyers from domestic and foreign-funded hotels

Visitor role classification in procurement

Decision-makers 49%
Requirement producers 22%
Presenters 20%
Others 9%

Exhibition audience introduction

Target professional visitors

Comprehensive and perfect exhibition services will be provided, aiming at the dealers, agents and manufacturers from various industries, including star hotel procurement, boutique hotel procurement, resorts, independent hotel owners, clubs, theme parks and other professionals of tourism and catering, as well as shopping malls and supermarkets.

Exhibition Value

Why do people participate in the engineering and design exhibition?

1. Local tourism bureaus and tourist association resources look for cooperative enterprises to expand the local logo projects
2. Multimedia platforms promote brand image and enhance brand awareness
3. That the intermediaries of real estate platforms gather together provides exhibitors with idle commercial real estate resources
4. Contacting with international hotel groups to achieve brand strategic alliances
5. As the industry competition intensifies, and social consumption structure is upgraded and reformed, the development mode of the hospitality industry suddenly changes, and cooperation encounters bottleneck



Associated Exhibitions & Events

Associated Events

Hotel Innovative Development Forum
Smart Hotels—Hotels in the Mobile Internet Era General Trend of Technology Development
China Hotel Brand Conference & Non-standard Accommodation Investment and Development Forum
China Hotel Investment and Marketing Forum
China Hotel Investment and Innovation Summit Forum
China Hotel Investment Forum Shanghai Summit Associated Exhibitions
Project Supplier and Demander Fair
Projects in Construction and Reconstruction Projects Conference
Exhibitor New Products Introduction and Promotion Conference
Trade Cooperation Signing Ceremony
Supplier Award Ceremony

Associated Exhibitions (2018)

The fifth and sixth China (Shanghai) International Hotel Investment & Franchises Expo
The fourth and fifth China (Shanghai) International Smart Hotel Exhibition
The eleventh and twelfth China (Shanghai) International Hospitality Equipment & Supply Sourcing Fair



Cooperation Media

Media support

The exhibitions bring together a few hundreds of newspapers, magazines, websites, television stations and various media forms in Shanghai and China, to carry out all-around, multi-angle and continuous publicizing and reporting. The industrial associations of various areas will organize investors and developers to visit the exhibitions. In addition, more than 80,000 "Invitation Letters" will be directly sent to customers based on the user database.

Part of Cooperation Media

hotelers, Tourism Business Observation, Grand Hotels Media
Travel Daily, MeizhanTravel, Hoteln, Hotel Reviews, HRC China
LIWULI hc360, mycaigou.com, ChinaHotel.com, 9dvp.com
World Hotel, SMART, Apartment Channel, Apartment
Forefront, Hotel View, NEW LV JIE, 10000show.com
yutoushe.com, Dichan Ergeng, Hotel Top News
Leisureinsight





Exhibition Review

Exhibitor



Participation procedures

The applicant unit can download the "Exhibition Application Form" in WWW.chinahfe.cn or contact the customer representative to obtain the form which should be filled out as required and then returned to or faxed back to the sponsor.

After receiving the "Exhibition Application Form", the sponsor will send the applicants INVOICE. The applicant unit must pay the booth fee within 5 days from the date of application, and anyone who has overdue payment shall be considered a waiver of application.

Booth allocation will carry out the principle of "early booking and payment with early allocation".

After confirming the booth, the sponsor will send the exhibitors Exhibitor Manuals which will include: basic information of the exhibition, booth building (standard booth and raw space), travel and lodging arrangement, rental of goods, advertisement and visa application etc. The exhibitors should fill out the manual as required, and hand it to the sponsor within the deadline.

Booth price

A standard booth is at least 18 m^2 . Raw space is at least 36 m^2 .

Domestic exhibitors: A standard booth is RMB 33,600 / 18 m^2 , and the booth of raw space is RMB 1,500 / m^2 .

Foreign exhibitors: A standard booth is USD 7,600 (18 m^2), and the booth of raw space is USD 380 / m^2 .

