SHANGHAI INTERNATIONAL LIGHTING EXPO

CONCURRENTLY HELD WITH:
SHANGHAI INTERNATIONAL SMART HOME EXHIBITION

www.alllightingexpo.com

2016

OMNI-CHANNEL LIGHTING EXPO

MARCH 9TH - 12TH, 2016

NATIONAL EXHIBITION & CONVENTION CENTER (SHANGHAI)
PREVIEW 2015

On March 11, Shanghai Lighting Expo has take place at National Exhibition & Convention Center (Shanghai) hosted by Shanghai Science and Technology Committee, Shanghai Eastbest & Lansheng International (Group) Co., Ltd, Shanghai Modern International Exhibition Co., Ltd, Guangzhou Redants Culture Development Co., Ltd, National Semiconductor Lighting Application System Engineering Technology Research Center, Shanghai Industrial Base of National Semiconductor Lighting Project, Shanghai Semiconductor Lighting Engineering Research Center, Shanghai Gray Exhibition Services Co., Ltd and Grand Lighting. Zhang Ding Guo, general manager of Shanghai Modern International Exhibition Co., Ltd, Cai Hong Bo, chairman of Grand Lighting, Zhuang Shen An, president of FEILO ACOUSTICS CO., LTD, Liang Xi Qiang, chairman of Guangdong Futina Electrical Co., Ltd, and Yin Jin Xing, president of YASHIPS Lighting Group Co., Ltd have attended the opening ceremony.

- The exhibits covered from LED/OLED lighting, commercial lighting, architectural lighting to home lighting and hotel lighting.

- As the first Lighting expo in the industry in 2015, the organizers have built a best platform for the first-class enterprises to show their latest technology and products such as Foshan Electrical Lighting, VSUNC, Forest Lighting, Honyar, Feilo Acoustics, SFT Optoelectronic, Futina Electrical, Yaships, Nation Star, Ri Shang and Blue View. This expo has shared the successful experience and analyzed the impending channel change.
PREVIEW 2015

The organizers have invited the brand exhibitors to attend the expo and held the special forum on the industry situation, the difficulty of channel cooperation and the development of E-suppliers. Meanwhile, the final of Beauty & Lighting has been called in the afternoon of March 11th.

In the afternoon of Mar 12th, the Summit on Distributor Channel of Shanghai Int’l Lighting Expo 2015 has been held at Hall 1 of National Exhibition & Convention Center (Shanghai). It focused on the change, the current situation, the existing questions and the new developing direction of LED lighting channel development.

THE FASHION PRODUCTS, THE WELL-PLANNED BRAND, THE STRUCTURED PROMOTION AND THE THOUGHTFUL IDEA..... ALL THESE HAVE GIVE A GREAT IMPRESSION, A CHANCE TO CHANGE AND DEVELOPMENT FOR BOTH EXHIBITORS AND VISITORS.

WWW.ELIGHTING.CC
Key word: o2o Vertical E-supplier
The 400 sq.m show area has caught lots of professionals’ eyes. They have had face to face contact with Elighting to know about the info of clients and distributors.

YASHIPS
Key word: Infinity & Creativity
Yaships has located at B0985 of Hall 1 covering 225 sq.m show area. It is understood that Yaships has displayed the whole chain products to meet the maximum impact.

HONYAR LIGHTING
Key word: Smart Lighting
Honyar has focused on intelligent lighting to divide the booth area into different experience zones of living room (dinner room), smart guest room, office and parking.

CHINA (SHANGHAI) INTERNATIONAL SEMICONDUCTOR LIGHTING APPLICATION TECHNOLOGY FORUM 2015

Meanwhile, China (Shanghai) International Semi-conductor Lighting Application Technology Forum 2015 has take place at Howard Johnson Hotel Hongqiao Shanghai. This forum is hosted by National Solid-State Lighting Engineering and Technology Research Center of Applied System and China Solid State Lighting Alliance and aims to further integrating the superior resources of two organizers.
THE COMMENTS FROM THE EXHIBITORS

I SATISFIED WITH THE SERVICE-ORIENTED EXHIBITION
Mr. Liu Xian Ming, President of Shi Lin
Shi Lin has intended to show the company image to let the visitors learn about the products and the development.

FIND THE PRODUCTS, MEET THE FRIENDS & LEARN THE EXPERIENCE
Mr. Su Heng Bing, President of Jiang Su Ao Ting
We always pay more attention to become the good suppliers. During the expo, we have brought the new products researched by ourselves. It is beneficial for us to attend this exhibition because of the steady visitor flow of every exhibition day.

REMARKABLE BRANDS & FEATURED PRODUCTS
Mr. Han Feng, CEO of RUIFENG LIGHTING
We’re very glad to see that the exhibition has invited lots of professional visitors and distributors and guess the effect is much better than before.

DATA ANALYSIS

15,000 sq.m show area and 200 exhibitors

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<tr>
<th>DAY.1</th>
<th>DAY.2</th>
<th>DAY.3</th>
<th>DAY.4</th>
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<td>10700</td>
<td>11972</td>
<td>9813</td>
<td>2171</td>
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The total number of visitor 34,656

Asia 52.42%  Hong Kong, Macao, Taiwan 20.70%  Europe 18.94%  North America 3.52%  Africa 2.20%  South America 1.32%  Oceania 0.88%
The Same Venue

- The National Exhibition Center built by the Ministry of Commerce and the Shanghai Municipal Government
- The biggest exhibition and convention complex of 500,000 sqm show area
- The largest, most level, the most competitive
- The fist class exhibition facilities, hotels, office and business events

All-round Visitor Inviting

One-on-one invitation for local professional visitors and organize the overseas buyer groups

- The local purchasing groups from the relevant associations and organizations
- Long March to Lighting Chanel by Grand Lighting Omni-platform has been promoted in more than 2,000 country towns of the whole China.
- One-on-one buyer inviting by the local offices of Grand Lighting Omni-platform
- Business Match for local designer, decoration companies and engineering business
- The promotion in global exhibitions to invite the overseas buyers
- Visitor invitation by wechat and SMS to 200,000 distributors, engineering business and designers
- Effective visit and invitation by other means
Operators

Shanghai Yun Expo Co., Ltd.

- It is established by Shanghai Modern International Exhibition Co., Ltd under Eastbest and Lansheng and Guangzhou Redants Culture Development Co., Ltd. To give the support to the reliable lighting expo.

Strategic Partner

Grand Lighting Omni-platform

- The main service platform of China lighting industry including newspaper, magazine, website, weibo, wechat, APP and events
- The powerful service experience and relationship for over ten years
- To set up about 60 offices and more than 200 service network in all of the country

More Marketing Promotion

Not less than 100 public media

- National professional media of newspaper, magazine, website, television and radio & The combined media promotion in the Yangtze River Delta region
- The new media integration—weibo and wechat
- The official website in different language versions
- To promote the exhibition through industry association, media, exhibitors and cooperators

The Marketing & Service of Grand Lighting Omni-platform

- Grand Lighting Omni-platform will put over 20 million advertising fee into the marketing promotion to fifty thousand enterprises and twenty hundred thousand distributors every day
- The special magazine by Grand Lighting Omni-platform will leave advertising space and make the news release for the exhibition.
- Grand Lighting Omni-platform will visit the global exhibitions in Taiwan, Hong Kong, Thailand, Korea, Japan, UAE, Europe, U.S.A., Russia and South Africa and do their marketing researches.
THE RELIABLE EXPO TO FOLLOW THE INDUSTRY
TO BUILD A HOTTEST EXPO TO SUPPLY A FACE TO FACE CONVERSATION FOR EXHIBITORS AND BUYERS

SHANGHAI INTERNATIONAL LIGHTING EXPO
THE LIGHTING EXPO IN SPRING, AND THE HOPE OF THE LIGHTING EXPO
TO BUILD NO.1 LIGHTING EXPO IN EAST CHINA
TO BUILD NO.1 LIGHTING EXPO IN YANGTZE RIVER BASIN
TO BUILD NO.1 EXPO IN THE LIGHTING INDUSTRY IN SPRING
TO BUILD THE RELIABLE EXPO TO FOLLOW THE INDUSTRY

EXHIBIT PROFILE

1. LED/ OLED Lighting
   - LED Commercial Lighting
   - LED architectural lighting
   - LED Furniture Lighting
   - LED Hotel Lighting
   - LED Landscape Lighting
   - LED Road Lighting
   - LED Vehicle Lighting
   - Solar LED Lamp
   - LED Driver Power Supply and Control System

2. LED/OLED Application
   - Indoor & Outdoor LED Display,
     LCD Mosaic Screen
   - LED Advertising Light Source, LED Module,
     LED Lighting Signage, LED Light Box
   - LED Stage Lighting

3. Wind Power Complementary System
   - Wind Power Complementary Street Lamp, Garden Lamp
   - Supporting Equipment

4. LED Manufacturing Technology
   - SMD LEDs, High power LEDs, Lamp LEDs
   - MOCVD Equipment, Epitaxial Film
   - Chip Equipment and On-Line Inspection Equipment
   - Light Source, Module and Lamp Testing Equipment
   - LED Purification and Dust Removal Equipment
   - LED Chip, Wafer, Lei Chip and Related Materials
   - LED Phosphor, Organic Silicon, Glue, Substrate, Etc.

5. Intelligent Home Furnishing System
   - Intelligent Lighting Control
   - Intelligent Home Appliance Control
   - Intelligent Door And Window Control
   - Family Background Music System
   - Video Intercom / Monitoring System
   - Burglar Alarm System
   - Intelligent Home Energy Saving System
   - Intelligent Home Ecosystem
   - Integrated Wiring System
50,000 SQM SHOW AREA

LOCAL AND OVERSEAS 1,000 EXHIBITORS

60,000 PERSONS FROM HOME AND ABROAD TO VISIT THE EXHIBITION

Concurrently held with Shanghai Int’l Intelligent Home Exhibition

With the population of Internet of things and Internet+, intelligent home will become the focus among the public. Shanghai Int’l Intelligent Home Exhibition will concurrently held with Shanghai Light Expo. It will bring the new products, solutions and technologies to the visitors and attract lots of home leading brands to attend the show. In addition, the special experience zones will demonstrate the latest technology trends.
5.2 LED PRODUCTS

Booth Fee

(A) Area of Standard Booth is 9 square meters, and the cost of corner booth will be added by 10%. Shell scheme booth is equipped with Aluminum frame, carpet, one trash bin, two spot lights, two folding chairs, one information counter, one 200V/500W socket and fascia with English and Chinese company names.

(B) Minimum rental area for Raw Space is 36 square meters. Additional charge for carpet and power supply and management expenses, etc. will be paid by exhibitors.

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<tr>
<th>HALL 5.2</th>
<th>STANDAR D BOOTH (9M²)</th>
<th>SPACE ONLY (1M²)</th>
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<tbody>
<tr>
<td><strong>Booth Fee</strong></td>
<td><strong>RMB 18,000</strong></td>
<td><strong>RMB 1,800</strong></td>
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