SHANGHAI INTERNATIONAL LIGHTING EXPO

Currently Held with:
Shanghai International Screen Exhibition,
Shanghai International Smart and Innovative Home Exhibition

March 28th to 31st, 2018

NECC.SHANGHAI
National Exhibition and Convention Center (Shanghai)

www.alllightingexpo.com.cn  TEL: 021-6328 8126
Review 2017

Shanghai International Lighting Expo, Shanghai Smart Home Technology and Shanghai International Screen Expo have taken place at National Exhibition & Convention Center (Shanghai) from March 8th to 11th, 2017.

The scope of exhibits is from LED/OLED lamps, LED light source, LED driver power supply, commercial lighting, building lighting, to home lighting and road lighting. As the first lighting exhibition in spring of 2017, Shanghai International Lighting Expo has invited lots of well-known industry brands such as: SSLight, Interone, Sungwoo TSD, Union Elecom GOQLED, LEDFORYOU, ANYLUX, Blueview, Foglighting, Repsn, Mean well and other companies to attend it.

Exhibition highlights

52 prize-winning works in the “Awake Lion Cup” of Nanhai Lighting Design Competition are brought to the 2017 Shanghai International Lighting Fair by the “Nanhai Lighting Association”. In these four days, many participating enterprises came from Nanhai district, Foshan City such as Zhaoxin, Huai, Lianpu, Lisheng, Paide, Siteer and Xilaideng participated in the exhibition.

This exhibition has attracted over 5,000 merchants to give their comments, including many representatives of merchants from the United States, Britain, France, Germany, Italy, India and Pakistan.
Professionalization, diversification and internationalization trading platform

Korea Exhibitors Key word: Expanding the market
Not only SSLight, LED FOR YOU, SUNGWOO TSD, INTERSONE, GOQLED attend to the expo every year, but UNIONELECOME also join the 17 expo again with the latest product.

Lingbenyang Key word: making another success
Shenzhen Lingbenyang(LBY) Technology Co., Ltd. Brought its LED lamp beads series, LED modules and light bar products to the exhibition. Many professional buyers flocked in the LBY booth, which has not only improve its corporate reputation, but also create a sales success in the spring. With the perfect ending of this exhibition, it has laid a solid guarantee for the good sales of a year.

Market demand
With the continuous development of Internet of Things, intelligent home as one of the core applications is becoming more and more popular. Focused on the construction of urbanization, China’s new five – year plan has done a great good for digital advertising, at the same time brought a more diversified market demand to the city’s indoor and outdoor advertising screen, which attracting a continues crowd in front of the display and advertising machine booth.

The Belt, the Road
Under the background of “The belt The Road”, the organizers have Cooperated with Asia countries and regions such as The United Arab emirates, Singapore, Japan, Korea, Malaysia, India, Vietnam, Thailand, Indonesia to invite more and more local visitors to join the exhibition.
Data Analysis

Overseas audience analysis

WORLD MAP

- 7% North America
- 16% Europe
- 47% Asia
- 15% Hong Kong, Macao and Taiwan
- 4% Africa
- 4% Oceania

Products of interest to the audience

- Software and information release system 29.96%
- Advertising machine and all-in-one machine 24.79%
- LED lamp 16.67%
- Touch technology 14.21%
- Transmission system and equipment 4.57%
- Display equipment and technology Video solution 3.30%
- Intelligent Home Furnishing touch technology 2.30%
- Video Solution 0.06%
- Other 4.14%

Domestic audience distribution analysis

- 67.52% East China
- 8.36% North China
- 6.92% Central China
- 6.52% South China
- 4.41% Northwest
- 3.18% Northeast
- 3.09% Southwest

Audience’s purpose

- Looking for new products / partners 23.15%
- Purchasing 22.96%
- Collect and understand market information 12.06%
- Search for innovative technology 11.48%
- Contact with suppliers and vendors 10.89%
- Meeting with senior representatives of government and industry 7%
- Find solutions 5.84%
- Attend conference forums 3.11%
- Other 3.5%

Audience industry analysis

- Lighting product, retailers, suppliers, traders 18.48%
- Commercial chains 10.42%
- Exhibition services 9.93%
- Advertising, media and operations 7.69%
- Systems integration 7.44%
- Cultural communication 6.84%
- Property 6.40%
- Colleges and universities 5.79%
- Brand marketing 5.69%
- Government associations 5.28%
- Hotels 5.17%
- End-users 5.35%
- Shopping centers 2.31%
- Engineering companies 1.97%
- Media 1.25%
- Other 8.03%
SHANGHAI INTERNATIONAL LIGHTING EXPO

Synchronization:
Shanghai international display exhibition, Shanghai International Smart Home Technology Exhibition

Coincides with the opportunity to build a middle and high level lighting and smart home innovation exhibition and international display exhibition

In the new situation, green, modern and intelligent urbanization have been irresistible. The putting forward and wide application of the concept of Internet of things has brought huge opportunities to both digital media and smart home.

On April 1st, 2017, the Central Committee of the Communist Party of China (CPC) and the State Council decided to build a National New District in Xiongxian, Rongcheng and Anxin named Xiong’an New district will establish a benchmark for the future construction and development of large urban areas.

Shanghai International Lighting Fair (held in the same period with Shanghai International Intelligent Home Innovation Exhibition and Shanghai International Display Exhibition) will meet the needs of the times to provide quality exhibition services with advanced venues and international services.

Expected to the year of 2018
- Exhibition area will reach more than 20,000 square meters
- Chinese and foreign exhibitors will be more than 300
- Professional sellers at home and abroad will reach 50,000

“Across the future” “wakeup lion” 2017 Nanhai Lighting Design contest is the only one of China LED Lighting industry design contest, which is looking for the future lighting direction in multi-domain cross boundary. This contest aims to stimulate the imagination of participants through creative thinking across the boundary, and create more creative, innovative, entrepreneurial entries to improve China Lighting industry.
9 Major Advantages

1. “The whole year’s work depends on a good start in spring”. As the first lighting expo in spring of 2018, Shanghai International Lighting expo will meet you from March 28th to 31 of 2018.

2. The venue locates at Hong Qiao Commercial District Core Area which is very close to Hong Qiao International Airport and Hong Qiao Railway station. You can take the 2 line subway to get there.

3. NECC is pitched as one of the world’s largest single building. It is a grand project in accordance with a cooperation framework agreement signed between Ministry of Commerce of China and Shanghai Municipal Government. And a global-leading exhibition complex in terms of service.

4. New products, solutions and technologies from LED/OLED lights, manufacturing Technology, smart home system, and LED display screen, advertising screen and especially the VR and 3D printer will bring the visitors a new experience.

5. More famous brands such as PHILIPS, Honyar, Foshan Lighting, Yaships, Futina and Unilumin will intend to attend the exhibition in 2018.

6. The organizer will also contact local governments and associations in all over the world, organize overseas buyers groups make one on one invitation to the domestic, and do the multi-channel marketing activities which focus on Oracle Eloqua.

7. Push the exhibition by newspaper, magazine, website, mobile phone, guild and many kind of mall.

8. The relevant events will aim at the market and manufactures in 2018 and will be pushed during the exhibition.

9. The necessary services and facilities of the organizers and the venue are Well equipped. It can provide the attentive service to the exhibition when they hold the press conference and investing meeting.
Exhibits Profile

**LED/OLED Lighting**
- Commercial Lighting
- LED architectural Lighting
- LED Landscape Lighting
- LED Road Lighting
- LED Hotel Lighting
- LED Furniture Lighting
- LED Driver Power Supply and Control System

**LED Display**
- Indoor screen, outdoor screen
- Single color display
- Dual color display
- Full color display
- LED digital
- LED dot matrix graphic display
- LED video display

**LED/OLED Application**
- LCD splicing screen
- LED advertising module
- LED module
- LED light emitting
- LED light box
- LED stage lighting

**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

**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

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<table>
<thead>
<tr>
<th>Zone</th>
<th>Standard booth (9m²)</th>
<th>Space only (1m²)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zone A</td>
<td>RMB12,000</td>
<td>RMB10,000</td>
</tr>
<tr>
<td>Zone B</td>
<td>RMB1200</td>
<td>RMB1000</td>
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</tbody>
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Economical Standard Booth includes Lintel Board, Eight prism aluminum, One information desk, two folding chairs, two spotlights, full of carpet, one trash bin and one 220V/500W outlet.

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.
Organizers:
Shanghai Yun Expo Co., Ltd.
Shanghai Modern International Exhibition Co, Ltd.
Shanghai Gray Exhibition Co., Ltd.