



China Sign Fair 2008

November 20-22, 2008
Guangzhou Jinhua Exhibition Center

China Sign Fair 2008

Bring You a Trade Platform of South China and South East Asia

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Guangzhou Jinhua Exhibition Center
119 Lihua Road, Guangzhou, P.R. China

www.appexpo.com

www.chinasignfair.com

Organizers

Guangzhou Advertising Society
World Expo (Group) Shanghai Modern International Exhibition Co., Ltd.
Hannover Fairs China Ltd.
Chinapromote Int'l Exhibitions Co., Ltd.

Co-organizer

Shanghai Gray Exhibition Co., Ltd.

Overseas Co-organizers

TARSUS
China Shanghai International Exhibition Office in Japan

Supporters

Guangzhou Advertising Association
Shanghai AD Equipment Supplier Association
Malaysian Advertising Association
Japan Sign Association
Advertising & Sign Producer
Sign Association of Hong Kong
Macau Fair & Trade Association
AD & SIGN Equipment Magazine
China Advertising Magazine
Asia Sign Association
Korea Outdoor Advertising Association
Spain sign Association
European Sign Federation (EVL)
The Sign Association of Hong Kong
Taiwan Outdoor Media Association

Internationalization, Brand-orientation, Specialization

China Sign Fair 2008

— Bring You a Trade Platform of South China and South East Asia

Covering an exhibiting area of 20000 sqm, China Sign Fair 2007 (CSF 2007) has successfully completed at Guangzhou Jinhua Exhibition Center on 21st November. More than 200 exhibitors and 25206 visitors attended the show, which achieved the goal of bringing you a trade platform of South China and South East Asia. "Internationalization, Brand-orientation, Specialization" are our ideas of holding China Sign Fair.



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Meeting together in Guangzhou, Showing the Brand Advantages

CSF 2007 had drawn many clients attention during the three-day exhibition period. This show was brimmed with perfect showcase and fabulous visitor turnover. Featuring its brand advantages and charms, CSF is a big opportunity for both buyers and sellers to exchange ideas with each other. It also provides a showcase for Chinese enterprises to expand their overseas market and connect with the world. "Communication, Cooperation and Mutual Benefits" are the persistent aims of CSF.

Powerful Organizers, Outstanding Brand Influence

China Sign Fair is organized by Guangzhou Advertising Society, World Expo (Group) Shanghai Modern International Exhibition Co., Ltd., Hannover Fairs China Ltd., World Expo (Group) Shanghai Modern International Exhibition Co., Ltd and Chinapromote International Exhibitions Co., Ltd.....CSF has enhanced its industrial influences, and then aimed to effectively mirror the latest trends of Chinese AD & SIGN technologies and equipments, and provided an ideal professional business platform for equipment manufactures and purchasing agents at home and abroad.

One-Stop Purchase Solution to Increase Your Brand Influence

Exhibition---- To build up the No.1 AD exhibition brand in South China, and provide a one-stop purchasing platform for the buyers from South East Asia.

Associations —— Shanghai AD Equipment Supplier Association is the only non- profit professional society of the Ad equipment suppliers. It has 240 members, and serves them professionally everyday .

B2B websites —— www.east-sign.com provides an ideal platform for the suppliers and buyers in the AD industry.

Trade magazine —— AD & Sign Magazine releases the most authoritative information and the up-to-date demand & supply information.

Overseas exhibition —— Professional team provides professional services. The organizers will organize the exhibitors to participate in 14 overseas exhibitions to open the overseas market.

Conferences and Forums —— the International Forum on China's Advertising Industry will forecast the tomorrow's advertising market.

Introduction of Guangzhou Jinhuan Exhibition Centre

Guangzhou Jinhuan Exhibition Center was invested and managed by the Guangzhou Dong Tai Jun Cheng Industry Development Co., LTD and Guangzhou Jinhuan Exhibition Company. It is located at the heart of the traditional central axis in Guangzhou. The Guangzhou Commodities Trade Fair is at the west side of the center. In the south, there are two five-star hotels, the China Hotel and the Dong Fang Hotel. With an airport, a railway station, bus stops and Guangzhou Metro Line 2, which link the southern parts of the city, it's very convenient for accommodation and transportation.

Prospects of CSF2008

China Sign Fair is stepping into the consistent and steady run-up period. With success of the last edition, CSF 2008 is expected to attract about 250 exhibitors and 40,000 trade visitors from home and abroad, covering an exhibiting area of 25,000sqm.

Starting at a higher level, facing a wider market, we cordially invite you, AD & SIGN professionals, to participate in CSF2008 !



Exhibits Profile

AD & Sign Making Equipment & Materials

- ※ Digital Inkjet Printer & Materials
- ※ Digital Imaging System & Materials
- ※ Signboard Production & Material
- ※ Computer Cutting & Engraving

Printing Equipment & Consumables

- ※ Printer Series: Dot Matrix Printer, Laser Printer, etc.
- ※ Output/ Printing Systems
- ※ Printer Accessories and Other Printer Kits
- ※ Testing Software & Hardware, etc.

Exhibition, Displaying and Commercial Displaying Facilities

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| <ul style="list-style-type: none"> A Exhibition & Displaying Facilities ※ Exhibition Facilities ※ Light Box ※ Trihedral and Polyhedral Sign Boards | <ul style="list-style-type: none"> B Commercial Displaying Facility & Equipment ※ X Display Stand ※ POP ※ Displaying Stands & Cabinets |
|--|--|

Urban Lighting Engineering Equipment & Outdoor lighting Systems

- ※ LED Display Screen
- ※ Neon Lighting Technology, Facility & Equipment
- ※ Outdoor Large Electronic Video Screen projectors and systems

Photographic Technology & Equipment

- ※ Image Inputting Devices
- ※ Digital Products
- ※ Professional Cameras and Accessories
- ※ Image Outputting Devices: Printers, Printing Consumables, Scanners, etc.

AD Media

- ※ TV Channels
- ※ Newspapers
- ※ Radio Stations
- ※ Magazines
- ※ Websites
- ※ Outdoor Media
- ※ Special Ad Media (Corridor & Elevator ADs, Mobile ADs, SMS, and Website Searching Engines, etc.)

Area	Floor Only	Standard Booth
International Area, The 1st Floor (Zone A)	2400 /sqm	24000/9sqm

Six Measures Bring You the Most Powerful Buyers

■ **Targeted Visitor Promotion**

The organizers will invite more than 40, 000 end buyers by using the own data and customer net works, together with AD administering authorities, AD Associations and Societies, trade magazines, domestic and foreign supporters.





■ Visitors are from

AD administering authorities, big and medium state-owned enterprises, Foreign and joint-venture enterprises, private enterprisers, foreign company offices, advertisers, dealers, end users, buyers, media users, and domestic and foreign traders in AD industry.

■ Advertisements

The organizers will advertise on websites and more than 40 trade magazines like AD & SIGN Equipment Magazine, China Advertising Magazine, International Advertising, Asia Outdoor, Advertisement Products & Making, Good Idea, Advertising Panorama, AD Express, China Conference & Exhibition etc.

■ Reports and News

The organizers will publish CSF 2008 reports and news on domestic and foreign famous newspapers, Radio stations, TV channels, such as Guangzhou Daily, Yangcheng Evening News, Southern Metropolis Daily, Shenzhen Special Zone Daily, Xinmin Evening News, Shanghai Morning Post, Youth Daily, China Package, Takungpao, Wenhui Po, Hong Kong BusinessNews, Guangdong TV, Southern TV, Guangzhou TV, Radio Guangzhou, Shanghai TV, East Radio, Dragon TV etc.

■ Promotion Materials

The organizers will print invitation letters, tickets, catalogues, visitor guides, exhibits previews, special issues, newsletters, packing bags etc., and send to the potential visitors.

■ Exhibitor Services

- ※ The organizers will provide Service Manual to all exhibitors, explaining all the things needed.
- ※ Print the introduction to the exhibitors and their exhibits on CSF catalogues.
- ※ Provide CSF invitation cards, tickets, and seminar materials and other CSF materials.
- ※ Assist the exhibitors with booth designing and setting, renting additional furniture and power facilities, hiring temporary staffs, and interpreters and reception girls etc.
- ※ Assist the exhibitors in transportation, traveling, accommodation, visa, and publishing ads etc.

Your Reliable Partners to Success

World Expo (Group) Shanghai Modern International Exhibition Co., Ltd. (MIE) is a subsidiary exhibition company of the World Expo (Group). It is the first authorized exhibition company with ISO 9000 in China's exhibition industry. It was authorized to be the UFI member in 2004. MIE organizes Appexpo, which has been the largest international exhibition in the Ad, sign and print field.

Based in Hannover, Germany, **Deutsche Messe** is one of the world's leading organizers of trade fairs and exhibitions. Its CeBIT Hannover event is the world's largest exhibition, boasting total rented display space of 497,000 square meters (around 4.3 million sq. ft.) No other exhibition company has the capacity, including the transportation infrastructure, to stage shows of this magnitude. Among the exhibition companies that own and operate their own facilities and infrastructure, Deutsche Messe weighs in at the top of the list.

Hannover Fairs China Ltd., a subsidiary of Deutsche Messe, has specialized in organizing high-quality trade fairs in China's dynamic markets since 1989. It provides platforms for its customers to meet new market opportunities and global audience. Jointly organized by Guangzhou Advertising Society, Hannover Fairs China Ltd., World Expo (Group) Shanghai Modern International Exhibition Co., Ltd. and Chinapromote International Exhibitions Co., Ltd, China Sign Fair will surely bring you another great success!