



Beijing International Ad & Sign Technology & Equipment Exhibition
— Brings You a Trade Platform for North China and North-East Asia

China International Exhibition Center

April 23-25, 2009

www.appexpo.com

Organizers: World Expo (Group) Shanghai Modern International Exhibition Co., Ltd.
TARSUS Group Plc
Beijing Meorient International Exhibition Co., Ltd.

Co-organizer: Shanghai Gray Exhibition Co., Ltd.
Shanghai Meorient International Exhibition Co., Ltd.

Beijing, Gateway to a Market of New Opportunities

Beijing, China's capital city and business centre for North China, is one of the country's most important markets for the Ad & Sign industry. Located in the centre of the North Asia Economic circle, Beijing provides access to a market of 500 million people.

2008 Beijing Olympic Games is not only a stage for the promotion of some famous brands, but also a feast for the advertising and sign industry. The statistics of CTR MI show a steady growth trend in the investment of advertising in China in the last 2 years. Beijing is also well underway in its program and renovation projects for outdoor advertisement.

The Beijing International Ad & Sign Technology & Equipment Exhibition will provide the perfect opportunity for suppliers of the latest technologies, equipment, materials and services, to meet with buyers from this booming advertising and sign making industry.

Powerful Organizers, Your Reliable Partners to Success

World Expo (Group) Shanghai Modern International Exhibition Co., Ltd. (MIE) is a subsidiary 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 an UFI member in 2004. MIE organizes the Shanghai APPPEXPO, which is recognized as China's largest, most international and influential exhibition in the Ad, sign and print field.

UK based TARSUS GROUP Plc is listed on London's stock exchange and has branch offices in the USA, Germany, France, Middle East and China. Tarsus has extensive experience of organizing high quality international trade events and will utilize its network to ensure exhibitors and visitors, local and international, benefit from a time and cost effective event.

Through this enhanced co-operation, you can be sure of an event worthy of this important market.

Integrating Shanghai, Beijing and Guangzhou, Trade Platforms to the World

- Approved by UFI, the Shanghai International Ad & Sign Technology & Equipment Exhibition (APPPEXPO) is one of the world's most professional and influential trade fairs with many hundreds of exhibitors displaying a comprehensive range of products and services. This annual expo will next be held at the Shanghai New International Expo Centre covering a 150,000 m² over 11 exhibition halls.
- China Sign Fair (CSF) is held annually in the Guangzhou Jinhan Exhibition Center in November. Covering an exhibiting area of 20,000 m², CSF 2007 attracted more than 200 exhibitors and 25,206 visitors with 15% coming from overseas. With the 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 25,000 m².
- As the sister exhibition of the above two, Beijing International Ad & Sign Technology & Equipment Exhibition is expected to attract 400 exhibitors, covering 20,000 m² exhibiting area. Benefiting from the experiences of exhibitions in Shanghai and Guangzhou, this expo will bring you a trade platform for North China and North-East Asia.

One-Stop Opportunity to Increase Your Brand Sales

■ Exhibition

Display your products and get face-to-face feedback from buyers representing North China's dynamic and rapidly expanding Ad & Sign market. The Beijing International Ad & Sign Technology and Equipment Exhibition will provide the perfect platform for suppliers to boost sales of their products!

■ Association

The Shanghai AD Equipment Supplier Association is the only non-profit professional society for Ad equipment suppliers in China. As the chairman and representative of the Asia Sign Association in China, it has over 300 members, and serves them professionally everyday.

■ B2B Website

www.east-sign.com provides an ideal on-going platform for suppliers and buyers to network and establish new business contacts across the international Advertising and Sign industries.

■ Trade Magazine

AD & Sign Magazine releases the most authoritative comment and up-to-date demand & supply information – keeping the industry updated.

■ Overseas Exhibition

Professional team provides professional services. The organizers will also assist Chinese suppliers looking to export, to participate in relevant exhibitions worldwide and simultaneously attract international buyers to these events in China.

Six Measures Bring You the Most Powerful Buyers

■ **Targeted Visitor Promotion**

The organizers will invite more than 40,000 key buyers by using their comprehensive databases, customers net works, together with business and AD administering authorities, international and local AD Associations and Societies, trade magazines, domestic and foreign supporters.

■ **Visitors**

AD administering authorities, large and medium state-owned enterprises, foreign and joint-venture enterprises, multi-national corporations, private enterprises, foreign company offices, advertisers, dealers, end users, buyers, media users, and domestic and foreign traders in AD industry.

■ **Advertisement**

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

■ **Reports and News**

The organizers will publish Beijing AD & Sign 2009 news reports on domestic and foreign media e.g. radio stations, and TV channels, such as Beijing Youth Daily, Beijing Times, Beijing News, Beijing Evening, Youth Daily, China Package, Beijing TV, OTV etc.

■ **Promotion Materials**

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

■ **Associations Co-operation**

The 2009 Asia Sign Association (ASA) meeting will be held in conjunction with the Beijing International AD & Sign Technology & Equipment Exhibition 2009. Member companies will be visiting from Japan, Korea, Thailand, Pakistan, HK, Taiwan etc. In addition delegations from other members of the International Sign Association are anticipated to participate in the expo. The Beijing International AD & Sign Technology & Equipment Exhibition 2009 will be an international event dedicated to generating sales for international and local suppliers as well as provide a convenient buying opportunity for the regions buyers.

Introduction of China International Exhibition Center

Located at 6 East Beisanhuandong Rd. Chaoyang District, China International Exhibition Center was managed by Beijing CIEC Management Co. Ltd, a subsidiary of CIEC Group.

Since its foundation in 1985, China International Exhibition Center has hosted more than 1000 trade shows, with a total exhibition space of more than 11 million square meters, generating a trade volume of more than RMB500 billion.

After more than 20 years of development, China International Exhibition Center now hosts more than 100 shows every year and the annual exhibition space has reached more than 1 million square meters.

Charging Standards

Area: International Area, Hall 2-Hall 3

Floor Only: \$ 270 / m²

Standard Booth: \$ 2700 / 9 m²

Exhibits Profile

AD & Sign Making Equipment & Materials

- ※ Digital Inkjet Printer & Materials
- ※ Digital Imaging System & Materials
- ※ Signboard Production & Material
- ※ Sign & Signboard

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

A Exhibition & Displaying Facilities

- ※ Exhibition Facilities
- ※ Light Box
- ※ Trihedral and Polyhedral Sign Boards

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.)