

China International  
Hardware Show 2021  
2021中国国际五金展

# CIHS 2021 | Innovation Zone

Participation Packages

LEADING HARDWARE SOURCING FAIR IN ASIA

[www.hardwareshow-china.com](http://www.hardwareshow-china.com)



## Agenda

- CIHS 2021 upgraded
- Introduction of Innovation Zone
- Location of Innovation Zone
- Participation package
- Added-value services
- Q & A



# China International Hardware Show 2021

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## CIHS 2021 upgraded



### New Date

8-10 October 2021



### Venue

Shanghai New  
International Expo Center,  
Shanghai, China



### Exhibitor 2600+

2019 Total Numbers of Exhibitors: 2,620



### Visitor 40,000+

2019 Total Numbers of Visitors: 40,356



### Whole Exhibition Area 100,000 sqm





## What is Innovation Zone?

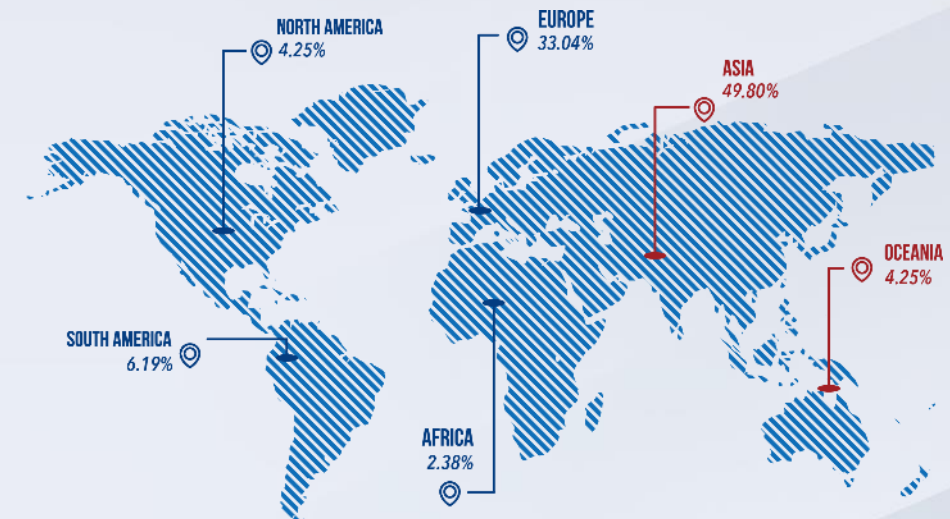
- With the gradual improvement of the epidemic situation, the market demand of China is recovering very fast and reaching even higher levels than in the past. However, under the strict control of the government, it is still very difficult to arrange business trips to China. In order to meet the needs of national buyers, the organizers of CIHS would like to plan an Innovation Zone, which will be a hybrid platform to display global innovation products selected to meet the needs of the local market.
- Exhibitors will only need to provide their new products. The rest will be done by the organizer.
- Innovation Zone will be the most effective and precise communication platform. Buyers will be able to connect with you in hybrid ways. Besides contacting you directly via our digital platform of CIHS, they could also leave information at your booth which will be collected and send to you after the show.





## 5 Reasons to participate in the Innovation Zone

- Marketplace for hardware innovation and solutions, latest products and new series
- The simplest way to meet regional decision-makers and buyers
- Hybrid platform ensures efficient business connecting
- Sustainable marketing exposure and added value service
- Strong market demand in China after epidemic



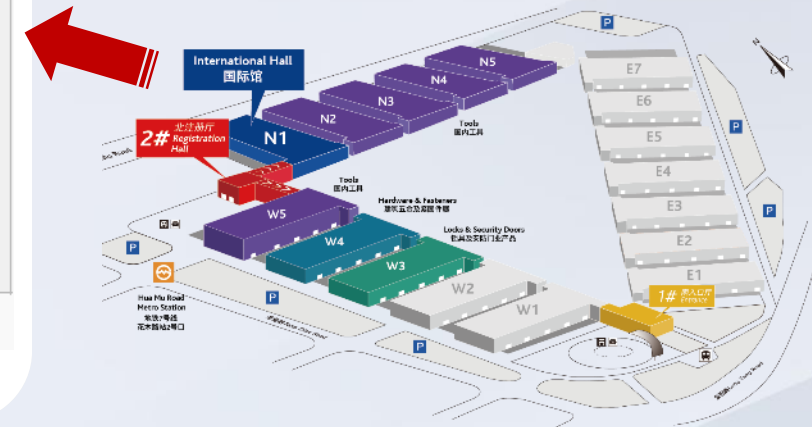
CIHS 2019 Visitors Geographical Distribution



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### Location of Innovation Zone





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## Participation Package of Innovation Zone

- 1 m (w)\* 2.5 m (l) booth area with 1m(w)\*0.5m(l) table to display catalogs and overweight products.
- 1 m (w) \* 2.5 m (l) panel to display products, with QR Code showing information in digital platform - CIHS @home
- 1 m (w) \* 1.2 m (l) poster area \* 2
- Public meeting area and info counter with catering service
- 2 Professional onsite staffs to introduce the products and collect information in the area
- Patent protection and basic insurance

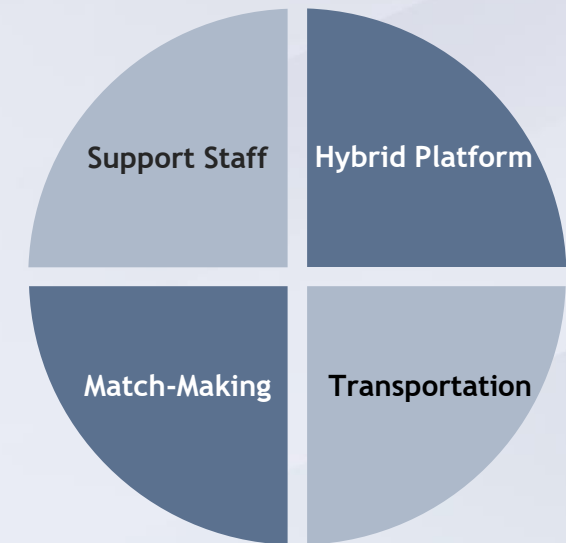
Package Price: EUR 2,200.00





## Innovation Zone Package - Additional Service

- Basic package of CIHS @home included
- Match-Making options in Hybrid platform
- Free transportation service of products returning from Shanghai ( $\leq 10$  KG)
- Customized visitor promotion before, during and after the show - including E-newsletter, advertisement in show preview, press release & online interview with the media
- Guarantee a minimum of 100 target buyers to be invited to the area. The organizer will bear all costs for this service. (E.g.: air/train ticket, hotel accommodation, souvenir.. )







## About CIHS @home

CIHS @home is a cutting-edge business platform that offers you the same international reach as a physical event, combined with a successful digital trade fair experience, all individually tailored to your needs.

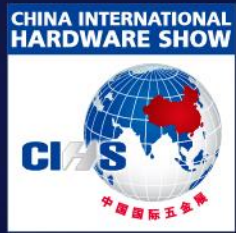
## Basic service includes

- Entry in the alphabetical list of exhibitors and the product group list
- Own Showroom presence including video/audio, company/products information
- All products will be displayed in showroom, while up to 2 products at the highlight entries
- Participate in networking including appointment booking, communication center and online events
- Real-time lead tracking including opt-in (where consent granted) and CSV export
- Match-Making system with a meeting reminder
- Multiple staff login simultaneously



## As an exhibitor, you only have to...

- Deliver your latest products based on the limited display area. Ensure total weight of all displayed products no more than 10 KG.
- Provide images of all the products with corresponding product information
- Provide your logo and company introduction (English version recommended)
- Send one or two poster designs with 1m(w)\*1.2m(l)
- Provide your catalog ( $\leq 50$  psc) if needed (will be displayed on the info counter and at the booth)
- Provide the address for shipping the products back from Shanghai
- Join CIHS @home to be able to answer the questions from buyers in time
- Enjoy both the service of the digital platform and on-site exposure with the Innovation Zone



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# Thank You

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