

China (shanghai) International
Smart Hotel
Exhibition
中国(上海)国际
智慧酒店
展览会



2018 CHINA (Shanghai) INTERNATIONAL Smart Hotel Exhibition

The 4th China (Shanghai) International Smart Hotel Exhibition (Guangzhou)

The 5th China (Shanghai) International Smart Hotel Exhibition (Shanghai)

BROCHURE



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Guangzhou From May 16 to 18, 2018 China Import and Export Fair
Shanghai November 2018 National Exhibition and Con-
vention Center (Shanghai)

Smart Hotel Exhibition



Exhibition Background

Under the background of China's economic transformation and consumption upgrading, it is imperative to adjust and upgrade the structure of the hospitality industry. The core of hotel transformation is to realize the digital information service technology by the way of digitization and networking, so as to achieve the digitization, networking and intelligence of six elements of hotels, namely "food, housing, transportation, traveling, shopping and entertainment", and ultimately provide guests with comfortable and convenient experience and services.

The data from State Bureau of Tourism indicates market of transforming hotel room intelligence in major cities of China values over RMB 100 billion, increasing by about 20% per year.

Exhibition Introduction

Many hotel management companies have plans to renovate their old five-star hotels, and some of the old facilities will be replaced and updated to catch up the new trend. The demand of hotel groups for intelligent software and hardware is surging. Facing up with such huge and urgent market need, on the basis of the successful holding of previous International Smart Hotel Exhibitions, the sponsor has accumulates advantage resources to hold the 4th and the 5th China (Shanghai) International Smart Hotel Exhibitions, which provide a cooperation and communication platform for hotel management and smart hotel producers, and offer more information and commercial opportunities for the business development of hotels.

Exhibition Overview

Exhibition Time and Venue	 Guangzhou Time: From May 16 to 18, 2018 Venue: China Import and Export Fair (Pazhou Pavilion) Address: Zone A, Pazhou Pavilion, No. 382, East Xingang Road, Guangzhou
	 Shanghai Time: November 2018 Venue: National Exhibition and Convention Center (Shanghai) Address: No. 333, Songze Avenue, Qingpu District, Shanghai
Estimated scale	30,000 m² (Guangzhou) 70,000 m² (Shanghai)

Scope of Exhibits

- Intelligent entrance guard system
- Intelligent power switch
- Interactive video system
- Computer network system
- Individual display system
- Service interaction system
- Information viewing system
- Lighting control system
- Air-conditioner control system
- Hotel guest room control system
- Intelligent building system
- Hotel security and protection system
- Hotel front desk management system
- Background management system
- Interface management system
- Hotel engineering section
- Hotel design section



Smart Hotel Exhibition

Exhibition Highlights

The large-scale exhibitions will help you exploit the future market

With the expected total scale of 100,000 m², the exhibitions will attract more than 1,000 exhibitors and more than 50,000 professional buyers to participate. They will be strategic platforms for you to seize market opportunities, open up business opportunities, access to market consulting and establish partnership.

Distinct theme exhibition areas highlight the new direction of hotel procurement

Based on the purchasing demands of buyers at home and abroad, the exhibition will plan for various exhibition areas, focusing on high-end, energy-saving products, smart hotel systems and cutting-edge design models, and at the same time will invite the industry authorities to appraise outstanding technologies and products through comparison, so as to lead the procurement direction.

Well-planned trade matching creates a premier industry event

With the accumulation and publicity of professional information over the years, the sponsor will send out individualized invitations to 300,000 high-grade visitors and more than 300 hotel management groups, so that exhibitors can have one-on-one meetings with hotel groups to directly understand the need of hotel groups.

Visitors Analysis

Exhibitors and visitors

The 10-year-exhibition has covered totally area of 130,000 m², with 1,600 exhibitors and 150,000 visitors in total.

Visitors' purposes

With procurement demand 35%
Learning inside information 45%
Preparing for the next exhibition 5%
Others 15%

Proportion of industry categories of visitors

Suppliers of hotel supplies 18%
Dealers and agents of hotel supplies 27%
Buyers from catering companies 12%
Buyers from domestic and foreign-funded hotels (groups) 42%
Others 12%

Visitor role classification in procurement

Decision-makers 49%
Requirement producers 22%
Presenters 20%
Others 9%

Introduction to exhibition audience

Target professional visitors

Providing comprehensive exhibition service for professionals, dealers, agents and manufacturers from tourism, hotel and catering industries etc such as star-rated hotel, hotel, holiday village, high-class restaurant, cafes, fast food chain, pastry kitchen, entertainment venues, clubs, theme parks.



Exhibition Value

Why do people participate in the smart hotel exhibition?

- 1.Products will be displayed on-site, brand commend conferences, Press conferences etc.
2. Top managers from renowned hotels and large groups
3. Information about the construction and reconstruction in hotel and catering industries
- 4.Hotel ownership Dealers, high-end land agent, purchaser, dealer and agents



Forum Activities



Cooperation Media

Media support

The exhibitions bring together a few hundreds of newspapers, magazines, websites, television stations and various media forms in Shanghai and China, to carry out all-around, multi-angle and continuous publicizing and reporting. The industrial associations of various areas will organize investors and developers to visit the exhibitions. In addition, more than 80,000 "Invitation Letters" will be directly sent to customers based on the user database.

Part of Cooperation Media





Participation procedures

The applicant unit can download the "Exhibition Application Form" in WWW.chinahfe.cn or contact the customer representative to obtain the form which should be filled out as required and then returned to or faxed back to the sponsor.

After receiving the "Exhibition Application Form", the sponsor will send the applicants INVOICE. The applicant unit must pay the booth fee within 5 days from the date of application, and anyone who has overdue payment shall be considered a waiver of application.

Booth allocation will carry out the principle of "early booking and payment with early allocation".

After confirming the booth, the sponsor will send the exhibitors Exhibitor Manuals which will include: basic information of the exhibition, booth building (standard booth and raw space), travel and lodging arrangement, rental of goods, advertisement and visa application etc. The exhibitors should fill out the manual as required, and hand it to the sponsor within the deadline.

Booth price

A standard booth is at least 18 m^2 . Raw space is at least 36 m^2 .

Domestic exhibitors: A standard booth is RMB 33,600 / 18 m^2 , and the booth of raw space is RMB 1,500 / m^2 .

Foreign exhibitors: A standard booth is USD 7,600 (18 m^2), and the booth of raw space is USD 380 / m^2 .

