

The 18th Shanghai Villas Equipment Exhibition

Date: July5-7,2016

Venue: Shanghai New International Exhibition Center

Dimensions: 150000m²

Exhibitors: 1200

Visitors: 100000

Organizers: Shanghai Modern International Exhibition Co., Ltd.

Shanghai Building Materials Industry Association

Supporters: Shanghai Committee for Municipal and Rural Construction and Communication

Undertake company: Shanghai LB Exhibition Service Co.,Ltd

Advocate the Way of A Low Carbon Life, to Create A Noble, Fashionable, Comfortable and Elegant Lifestyle

In recent years, villas as a kind of housing products have become increasingly scarcer due to the villa market control by the government of the country. And, the villa market would be still promising in the next few years, as the scarcity and function of storage of value have been become increasingly prominent, the stock of existing villas has been reduced further, and the demands begins to warm up gradually. It is expected that in the next few years the market in the country will remain to pick up, and the high-end product also tends to become more nobly sophisticated. In the fifteen years after the Shanghai Expo, the districts in Shanghai will, based on the "low-carbon and green" vision, build a lot of high-grade business centers, high-end leisure clubs, and villa apartments. This is undoubtedly a major business opportunity for high-end building materials manufacturers.

"The 17th session of Shanghai International Villa & Matching Facilities Exhibition" as created and co-sponsored by Shanghai Building Materials Industry Association, Shanghai Modern International Exhibition Co., LTD., and Shanghai LB Expo Service Co., LTD., was concluded successfully after it was held on 6.30-7.2, 2015 at the Shanghai New International Expo Center. The expo, after 17 years of development, has become a high-end professional exhibition that is the largest one in the country with widest influence in the construction equipment industry. On the expo, it has collectively shown off the

top design agencies, high-end building materials, integrated villas, wooden villas, intelligent homes, indoor high-end comfort systems (centralized fresh air, air purification, water purification, central heating, and centralized dedusting), villa leisure facilities (private swimming pool, indoor golf, villa AV systems, and home style gym), private elevators, villa courtyards, landscape materials, decoration materials, and other high-end building materials and products and techniques. For manufacturers and suppliers of villas and high-end building materials and equipments, it definitely holds a great opportunity for product promotion and industry development.

Review of the Previous Expo

During the last exhibition, it had totally attracted 1,100 building materials enterprises coming from China, Hong Kong, Taiwan, UK, Austria, Belgium, Germany, France, Russia, South Korea, Canada, Malaysia, the United States, Japan, Australia, New Zealand, Sweden, and Italy, as well as dozens of other countries and regions. Among them, the domestic exhibitors were 888, and foreign exhibitors 212. And it totally attracted 101,250 visitors in the three days of the show, including 93,150 domestic audiences and 8,100 foreign audiences who, professionally, covered not only professional building materials producers and marketing enterprises, but also numerous real estate development companies, design institutions, construction enterprises, governmental industry management departments, relevant scientific research institutes, project owners, buyers and dealers.

The Brands on the Exhibition

The Exhibition had gathered most iconic brands of the industry, including: Knauf, Baunit, Owens Corning, Beijing New Building Materials, Boloni, Panasonic, Daikin, AO.Smith, Tongfang, Shanda, MOHOLIFE, AIRPAL, LIGHTAIR, HIGHLY, Canature, Zhimoo Technology, Vaillant, XIN'ANG, ThyssenKrupp, Sweden Cibes, ICARUS, ILODO, Active Life, DA FENG, SVI, GRPU, Langyuan, LASWIM, Future Bright Group, Brass World Lighting, Hanyun, JIULONG Decoration, ZEVA, HBM, the Mona Lisa, Xinchao, Fengyuan, Kaitai, New Zhongyuan, Korean Pavilion, USA Pavilion, Canada Pavilion and Japan Pavilion. According to the exhibitors, by attending the Villa Exhibition, their brands have been gradually embedded into the awareness of high-end crowds.

Contents:

- 1、 Energy-saving windows& doors and related parts.
villa doors and windows,sun horses,Smart Shading System,villa glass.
- 2、 Exterior & interior wall and roof decoration products.
rainware system,tiles,pvchanging plate,solping roof skylight,environmental friendly coatings and so on.
- 3、 interior decoration accessory products.
household central air conditioning,central heating,heating system,villa solar system,villa water treatment,central fresh air 、 Building automation system、 Smart homes and so on.
- 4、 villa soft high-end residential comfort systems.
decorative weave, wallpaper, wall fabric, curtains.
- 5、 villa soft-mounted products.
villas stairs, villas elevator, leisure & sports supplies, swimming-pool equipment, wood villa, bowling equipment, golf equipment, lighting, housing aptitude.
- 6、 Environmental art.
decorative garden materials, green materials, garden sculpture, craftwork, Garden environment, overshadowing equipment, outdoor furniture, fabric arts.
- 7、 leisure and fitness products .
Golf simulators, audio and video entertainment systems, boats, bowling, high-end fitness equipment, household robots, private swimming pool, sauna, steaming room, SPA, , etc;
- 8、 villa projects under construction and in sales.

Characteristics of exhibition:

◆ Plays an emphasis on the real effectiveness of exhibition

We will organize professional audience and media' s propagandize as our most importation work. We also will invite building systems, associations, We will take usefully steps to make a platform for exhibitors in order to promoting the result of technologies'changing and companies'competitive power; our exhibition will be got attention through a series of propaganda at same time

◆ Omnibearing promotion

⊙ Promoting the exhibition and inviting relative professionals through media channels such as TV, newspaper, multimedia, ad. post and broadcast, int'l seminars and specialized exhibitions topic in new energy are also included.

- ⊙ Allocating 500,000 tickets and thousands of invitation cards to professionals by unique web channel of organizers and co-organizers.
- ⊙ Publicizing by kinds of famous newspaper, magazines, professional media and mass media in aspects.
- ⊙ Strengthening the communication and co-ordination between government departments, enhancing the effect in society and economy extensively.
- ⊙ Strengthening the cooperation between each consulate and trade-promoted organization, promoting the international communication and cooperation.
- ⊙ Inviting the buyer by modern means such as telephone call, Email, fax and so on.
- ⊙ Show pre-review focuses on the exhibitors and the products.
- ⊙ Free net service on (www.villaseq.com), publicizing the exhibition completely in order to establish the exhibition stage in internet which is never finished.

Cost of participation:

※Option 1 -standard booth (3M x 3M=9 sqm.)

Booth price: US\$ 2600 per booth

Price includes exhibition space, fascia board with company name both in English and Chinese, side & back walls, carpeted floor, one information desk, two folding chairs, two spotlights, one 220V/500W power outlet, daily stand cleaning and basic security.

※Option 2-Raw space:US\$ 260/sqm

Connect with:

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