



2011中国LED展·上海
China LED Fair 2011(Shanghai)

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Venue: Shanghai New International Exhibition Center

Date: Nov. 9th-11th, 2011

Promoting Chinese Chip Industry

Co-locating Events:

78 th China Electronics Fair	2011 Asia Electronics Exhibition in Shanghai	LED System Developer Forum
2011 International LED Summit	2011 China LED Purchasing Conference	2011 China LED Design Competition

Guided by:

Ministry of Industry and Information Technology (MIIT)

Organizers:

China Electronic Appliance Corporation (CEAC)

China Electronic Components Association (CECA)

China Optics & Optoelectronics Manufacturers Association (COEMA)

Produced by:

China Electronic Exhibition & Information Communication Co. Ltd. (CEEIC)

Supported by:

China Optics & Optoelectronics Manufacturers Association

Photoelectric device Branch of COEMA

LCD Branch of COEMA

China Association of Lighting Industry

China Semiconductor Industry Association

China Electronic Equipment Association

Shanghai Semiconductor Lighting Engineering Technology Research Center

Shanghai Semiconductor Lighting Engineering Technology Association

Official Website: www.icef.com/led **Supporting Media:** www.cntronics.com Weibo.com: China LED Fair

About 2011 China LED Fair:

China LED Fair focuses on LED industrial construction supply chain, encourages LED market healthily development and promotes LED innovation and industrialization. As LED industry develops rapidly these years, China has been recognized as the world's biggest manufacturing base and application market for this industry. Chinese government pays much attention to energy saving and emission reduction. The State Council orientates energy saving and environment protection as one of the seven strategic emerging industries, which shows the LED industry a development direction. Three elements of promoting LED industry have been proposed in the "Twelfth 5-year Plan", which are improving the luminous efficiency of LED chip, enhancing White LED patent layout and accelerating the establishment of LED lighting standard.

Supports from the government ensure Chinese LED industry's development. How to lead LED industry to a healthy and orderly development has become the commonly concern for both government and experts of this field. In order to promote the industry innovation, industry chain construction and expanded application, China Electronic Appliance Corporation (CEAC) organizes "China LED Fair". With the theme "Promoting Chinese Chip Industry", China LED Fair aims at setting up one-stop sourcing destination for new technology and new products.

You are cordially invited to join 2011 China LED Fair (Shanghai). Take the opportunity to make the participation, experience the strong publicity campaign which will match the needs of buyers and suppliers!

Exhibit Categories:

- LED chips (epitaxial wafer, epi-wafer and substrates)
- LED sealing and ancillary materials (paster LED, high-power LED, nixie tube, matrix module, organosilicon, epoxy glue, fluorescent powder, substrate)
- LED manufacturing equipments and testing instruments (glue dispenser, solid crystal machine, welding wire machine, Color separation/spectral machine, foot cutter, Spectrum detector, cleaning equipments)
- LED lighting (LED road lamp/tunnel lamp, LED outdoor/indoor illuminating, LED traffic light/auto lamp, solar LED light and LED decorative lighting)
- LED display (outdoor/indoor display, full color/double color/single color display, control system, LED/LCD TV)
- LED ads light source (luminous Words panel, Signals, signboards, module, light box, lamp, guardrail, neon tube article, controller)

- LED backlight (backlight for Cell phone, MP3, DVD, LCD and computers)
- OLED, LED, EL, laser sensor etc.

Exhibition Zone:

LED Brand Zone

LED/OLED Chips, Materials, Equipment Zone

LED Application Zone

Reasons to Exhibit

■ Perfect location

Shanghai is the biggest economy city in China and a famous international harbor city. Named as China's "economic growth pole and engine", the Yangtze River Delta Area's electronic information industry is now developing into the new pillar industry of Jiangsu province, Zhejiang province and Shanghai, with its capital and technology intense.

■ Assured benefits

Professional exhibition team, accurate purchaser database and perfect buyer inviting system ensure the quality and quantity of visitors. China LED Fair provides you an amazing opportunity to profoundly understand the fast-growing Chinese market.

■ Professional organizer:

China LED Fair is organized by China Electronic Appliance Corporation, China Electronic Components Association and other related authorities.

■ International cooperation:

The organizing committee keeps a long term relationship with industrial association, international media and oversea exhibition organizers from the U.S, the European Union, Japan, Korea, Russia, Australia, India, New Zealand, Taiwan and so on. Thousands of oversea companies will be attracted for visiting or exhibiting.

■ Strong publicity

Reach the extensive publicity platform including advertising, TV shows, broadcasting, and media column to gain exposure to the industry

Promotion plans

- Invitation letters will be sent to over 20,000 decision-makers in the industry
- Launch consecutive advertisements on dozens of LED magazines and websites
- Visiting tickets will be sent to various professional engineers and managers of LED companies and companies in the field of electronics, IT, semiconductor, industrial

electric, instruments, urban landscape lighting, stage lighting, municipal construction, sport stadiums, transportation, household appliances, automobile electronics, digital products, advertising signs, lighting manufacturing etc.

- Promotion on related electronic shows in America, Germany, Singapore, Japan, South Korea, Hong Kong and Taiwan
- Large outdoor advertisements are launched in Shanghai New International Expo Centre, SEG Electronics Market, Hua Qiang Electronic world and along the freeways
- Mobile Advertisements are launched in trains and subways in Shanghai and its surrounding cities
- International buyers invited by oversea partners including related LED associations

Supporting media:

China LED Market, Lighting Technology and Design, LED Manufacturing, International LED Technology, LED Special, China LED News, LED World, LED Display World, China Photo Electronics, International Lighting, Modern Lighting, Discovery Resources, International LED Manufacturing, LED Lighting and Display, "Building Materials weekly

www.ledcy.com, www.szledia.org, www.cnledw.com, www.gg-led.com, www.alibaba.com, www.ledzx.com, www.oledw.com, www.66led.cn, Global Source, www.buyersources.net, www.alibaba.com, www.cn177.com, www.3687.com, www.cnledw.com/tech.htm, www.cnad.com, www.china-led.net, www.lightingchina.com

CCTV, Dragon TV, Shanghai Morning Post, Hong Kong Wenhui Newspaper, Shanghai Oriental Pearl Mobile TV, Xinhua Evening News, Jing Newspaper and so on.

Attendees:

- Manufacturer/retailer/agent/distributor/importer and exporter of global lighting and electronic appliance
- Construct contractor/system contractor/decoration company/installation company
- Purchasing department of hotel/office building
- Urban lighting landscape planning/construction company
- Outdoor advertisement producer/leasing company
- Municipal project/road lamp construction company
- Stage light effect design company
- Architecture design institute and research center
- Cell phone designer and manufacturer
- Government energy-saving and environment protection supervising department
- Urban construction department
- Auto manufacturer
- Research institutes

Famous exhibitors —— you may have the same choice with them



Booth Prices:

Type Area	standard booth (3×3/9 m ²) 10% extra fee for corner booth	raw space(≧ 36 m ²) excluding management fee
Overseas exhibitors	USD 2,520 /9 m ²	USD 260 /m ²

Note:

*Standard booth: (3M×3M) (including three-side walls, fascias, one table and two chairs, a 220V outlet, cleaning fee)

*Raw space: affiliated exhibiting facilities need to be booked additionally.

*Technical seminar: the organizing committee provides meeting room, lights, desks and chairs, water, A/V, whiteboard, projector and so on. RMB 6,000 /seminar.

The Organizing Committee of China LED Fair

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