



2010 Asia Electronics Exhibition in Shanghai (AEES 2010)

Sensor Pavilion Invitation



New Technology Provides New Opportunity
Internet of Things becomes Sensor's New Engine

Organizer

Asia Electronics Exhibition in Shanghai, the comprehensive electronics & IT show, is co-organized by organizers of five leading electronics exhibition in Asia, they are:

- ◆ *China Electronic Appliance Corporation*
- ◆ *Hong Kong Trade Development Council*
- ◆ *Japan Electronics and Information Technology Industries Association*
- ◆ *Korea Electronics Association*
- ◆ *Taiwan Electrical and Electronics Manufacturers' Association.*



中国电子器材总公司



香港貿發局

JEITA

KEA
Korea Electronics Association



General Information

Dates: November 03-05, 2010

Venue: Hall W1-W5, Shanghai New International Expo Center

Scale: 60,000 m²

Visitors: 60,000

Background

These years, with the coming out of the "Internet of Things", the traditional thoughts have been broken and people's life have been largely changed. As the basic unit of internet of things, sensor plays an



ASIA LEADS THE DIGITAL FUTURE

important role in information collection. Internet of things will also be the new engine for the sensor market.

This definitely means a huge business opportunity for the sensor manufactures. Despite of the influence of the financial crisis, the sensor market in China shows its increase according to statistics by MIIT. What's more, the annual sales of sensor in China have also increased by 39% these years.

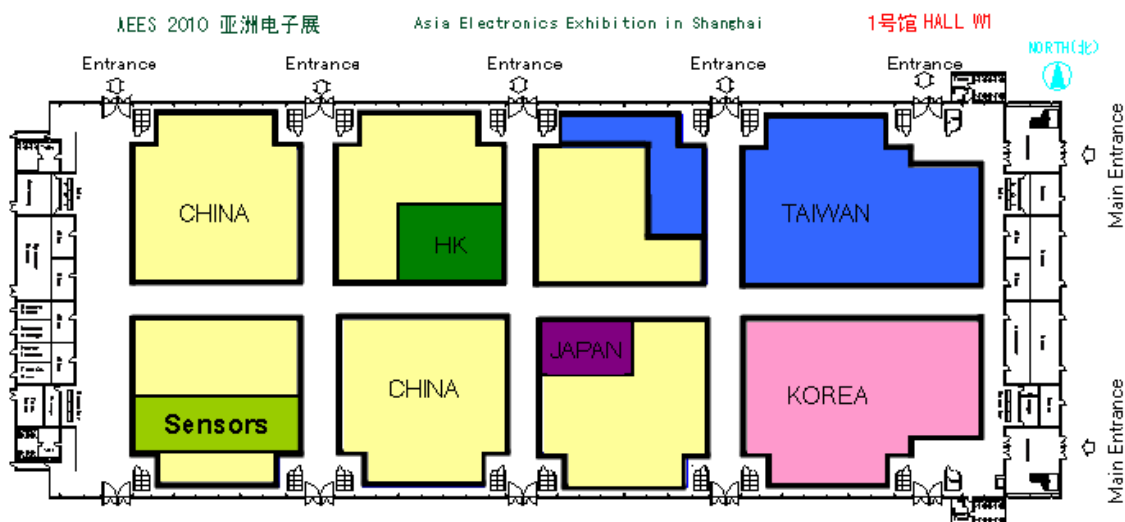
Under this circumstance, the organizing committee will set a sensor pavilion on Asia Electronics Exhibition in Shanghai 2010 and 76th China Electronics Fair. The sensor pavilion is in the neighborhood of the Japan pavilion and invites you show the latest product and technology in sensor field.

Feature

China Electronics Fair (CEF) is the largest and most comprehensive exhibition of electronics and information industry in China. It is the only electronics show supported by Ministry of Industry & Information Technology and Ministry of Commerce. Asia Electronics Exhibition in Shanghai 2010 is co-organized by five top Asia electronics industry, which makes AEES the leading electronics exhibition in Asia.

With the location advantage, the sensor pavilion is in Hall W1, Shanghai New International Expo Center. Last year, with the international famous exhibitors such as Bosch, Freescale, Honeywell and Heraeus, the sensor pavilion attracted eagerly participation and received a high praise from buyers.

Floor Map



As an exhibitor, you can

- ◆ perform a face-to-face communication with buyers free of charge in the international buyer pavilion.

- ◆ meet decision-maker in aeronautics, communication, broadcast & TV equipment, transportation, automotive electronics and defense field invited by central and local governments.
- ◆ take the opportunity to release your news in form of advertisement, TV show, broadcast, media column, press conference and client interview.
- ◆ sign business contracts with the invited industrial group.
- ◆ introduce your new product and service to the potential client with the help of the international buyer program.

Visitors

Asia Electronics Exhibition in Shanghai 2009 attracted more than 51,128 professional visitors from Hong Kong, Taiwan, Korea, America, Japan, Brazil, Singapore, Australia, Thailand, Russian and so on.

How do we invite buyers and visitors:

- ◆ PR Activities

Press release, press conference, on-site interview increase the public popularity of exhibitors and the exhibition.

- ◆ E-newsletters

Regular E-newsletters publicize new products and services.

- ◆ Advertisement Program

All kinds of media advertisement promotion introduce exhibitors and attract buyers.

- ◆ Exhibition Preview

New products preview helps buyers make their purchasing decision.

- ◆ Website

Exclusive website publishes the latest news of the exhibition and provides the most convenient platform.

- ◆ Direct post and invitation letter

Prospectus and invitation letter will be sent to the high qualified industry experts from our data bank.

※ Key Buyers



Booth Price

Standard booth (3m × 3m=9m²) USD 2520/booth
Raw Space (at least 36 m²) USD 260/m²

Conference & Seminar

As one of the important part of AEES 2010 and the 76th CEF, a series of high-level conferences and technical seminars which traced the latest market trends and technical development in the electronic industry will be held during the show period.

Main Seminars during the exhibition:

- ◆ 2010 China Internet of Things Seminar
- ◆ Award Ceremony of China Leading Electronics Components Manufacturers
- ◆ 2010 China Leading Electronics Components Manufacturers Summit
- ◆ 2011 ICT Industry Forecast & Marketing Business Opportunity Seminar
- ◆ 6th China 3D World Forum
- ◆ 2010 Green Electronics Environmental Protection Directive Seminar
- ◆ 2010 Automobile Electronics Forum (Shanghai)

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Key Exhibitors



Contact Us

For more information, please contact the organizing committee:
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