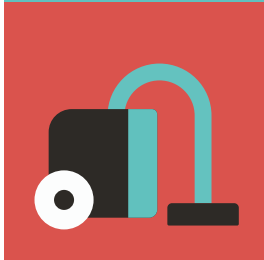
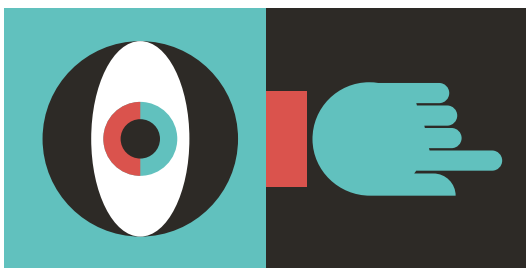
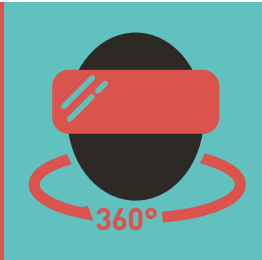
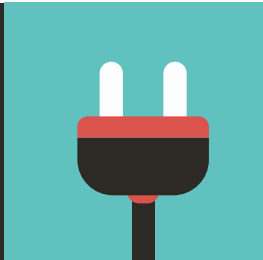




中国家电及消费电子博览会
APPLIANCE & ELECTRONICS WORLD EXPO



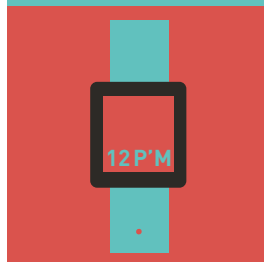
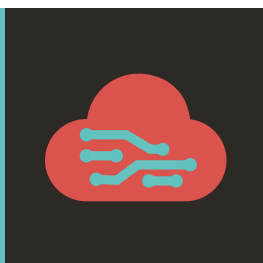
AWE
2020



智慧生活
全球平台

HOME
FOR
NEXT

中国·上海 SHANGHAI-CHINA 2020.03.11-14
新国际博览中心 W1-W5/N1-N5/E1-E3



AWE
2020



ABOUT AWE

As Asia's largest and one of the world's top three international household appliance and consumer electronics exhibitions, the AWE combines the globe's premier product experience scenarios, trade and business negotiation opportunities, technology and strategy communication environment, brand exposure, multifaceted user groups, cross-sector exchange platform and capital market attention, and has elevated the industry's prominence and influence in society, thereby thoroughly empowering participating brands and partners.

In 2019, the AWE set new records with ten exhibition halls, 340,000 person-times in visitors, 130,000 square meters of exhibition space and participation from nearly 900 of the world's leading brands. With artificial intelligence as the key driver, the AWE fully showcased a future with AI-empowered life. Between March 11 and 14, 2020, the AWE will once again await you at the Shanghai New International Expo Center, where we shall create a brand-new intelligent home furnishing ecosystem and define the intelligent life of tomorrow.

150,000 m²

380,000 EXHIBITORS

1,000 PERSON-TIMES VISIT

2019中国家电及消费电子博览会 开幕式

PARTNER

AWE2020 will play host to nearly one thousand exhibiting enterprises and partners from more than 40 nations and regions, assemble intelligence from around the globe and realize win-win prospects in China.

Haier GE Appliances FISHER & PAYKEL Casarte 卡萨帝 Midea COLMO KUKA LittleSwan

BOSCH SIEMENS Panasonic A.O. SMITH SONY SAMSUNG LG SHARP

LG Display AEG Hisense gorenje PHILIPS 京东 HUAWEI Tencent 腾讯

TCL Whirlpool 惠而浦 SKYWORTH 创维 GREE 格力 AUX 奥克斯 CHANGHONG 长虹 KONKA 康佳 HITACHI Inspire the Next

FOTILE 方太 ROBAM 老板 VATTI 华帝 Rinnai 林内 nobilia GALANZ 格兰仕 SAICON 帅康 SUPOR 苏泊尔

Joyoung 九阳 Vitamix TIGER 虎牌 OULIN 欧琳 Vanward 万和 万家乐 DAEWOO 三星 MELING 美菱

云米全屋互联网家电 KÄRCHER ECOVACS 3M 科技改善生活 PENTAIR 世洁 逸大 Xiangyuan LEXY 莱克 A 艾美特

Shark 鲨客 美国科技清洁专家 DJI 360 科大讯飞 IFLYTEK EZVIZ 萤石 VS BaByliss 芭比露丝 tuyn

*The above is part of exhibitors.

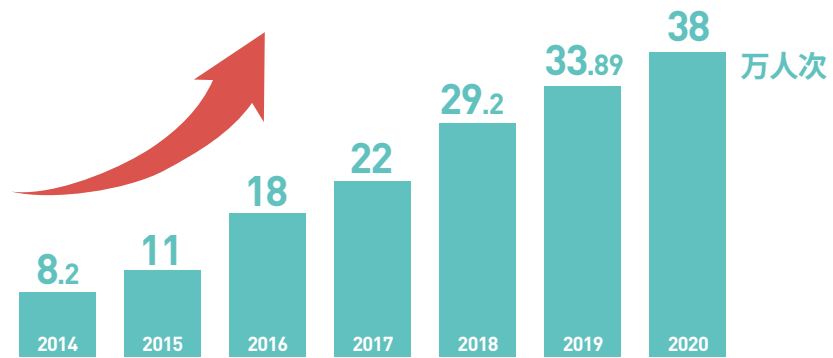
AWE VALUE

EXPO VISITORS



VISITOR NUMBER CONTINUES EXPLOSIVE GROWTH

AWE2019 had nearly 340,000 person/times in visitors, a year-on-year surge of 15.8%. Among the visitors, the proportions of corporate senior executives, foreign attendees and consumers saw significant increases, and it is projected that total visitor count for the 2020 fair will exceed 380,000 person/times.



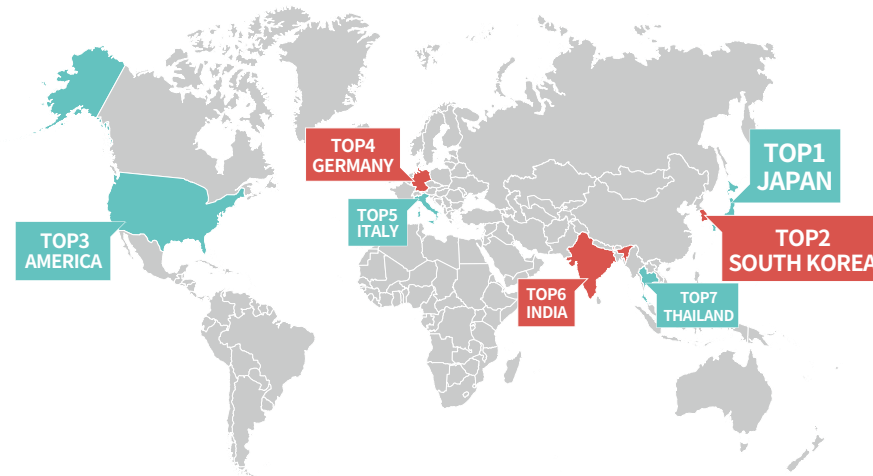
CONSUMER-ORIENTATION AND MULTIDIMENSIONAL INFLUENCE

Public consumer attendance is soaring at a rate of 200% every year, and trendsetters and online celebrities have fueled their passion, while multidimensional indicators including the level of innovation, interaction of scenarios and interesting experiences offered by the products of exhibiting enterprises become their evaluation criteria. At the AWE, farsighted key opinion leaders seek not only cutting-edge creations, but in turn they also bring to you the aspiration of the masses for an intelligent life.



PROFESSIONAL ATTENDEES DRIVE BUSINESS EXPANSION AND INDUSTRY UPGRADE

As the core power behind the AWE, professional attendees form the bedrock conducive to the improvement of exhibiting enterprises, development of new business partners, engagement of technical exchanges and collaborations, and attracting attention from capitals. Every year, channel representatives, retailers, corporate buyers and investors from different nations and regions come to the AWE for on-site business inspection.



FULL COVERAGE OF THE ASIAN, EUROPEAN AND AMERICAN MARKETS

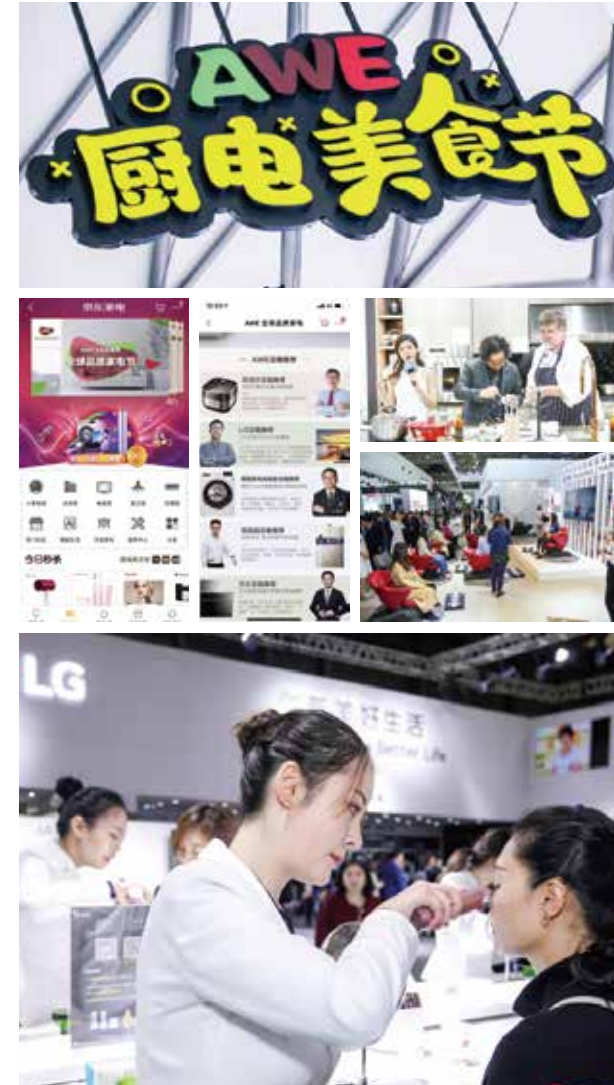
During the four-day span of AWE2019, more than 20,000 person/times of international visitors from over 70 nations and regions across the globe attended the expo. Of which, more than 80% of foreign visitors hailed from the Asian, European and American regions, thereby providing a highly effective matchmaking platform contributive to corporate expansions into overseas markets.

DIALOGUES BETWEEN LUMINARIES REVEAL NEW TRENDS IN THE INDUSTRIES

A score of top-notch summits will be held during the span of the AWE, and industry gurus and celebrated luminaries from other fields from both home and abroad will descend on the AWE to explore industrial development trends and share insights about future economic directions.



At the same time, in order to attract attention from a larger number of consumers, the AWE will also specially set up a rich array of activities such as the "JD.com Global Quality Shopping Festival" that stimulates consumer appetite, the AWE Kitchen Appliance Food Festival that magnifies the experiences and intensifies dissemination propensity among consumers, and other direct and highly efficient communication conduits between companies and consumers.



STRATEGY ANNOUNCEMENTS AND TECHNOLOGICAL REVOLUTIONS

On-site at the AWE each year are somewhere around a hundred new product launches, new strategy press releases and state-of-the-art technology showcases. Through product launches, strategy press releases, dealer conferences and other events at the AWE, companies can obtain a clear understanding about the developmental trends pertaining to intelligent life in the future, and acquire in-depth observations about the genuine demands and yearnings from consumers.



AWE AWARD, THE MOST PRESTIGIOUS HONOR

The AWE Award represents the premier honor in the intelligent life sector, and the announcement of its award-winners is always a center of attention for the entire industry. Amplified by media attention, public interest and corporate commendations, the AWE Award is regarded by many enterprises as the foremost mark of approval for their own products and technologies. In particular, the selection for the 2019 AWE Award received more than three million votes from public consumers during its merely ten-day span on JD.com, a feat that truly exemplifies the reputation of the award.



GLOBAL MEDIA ATTENTION, INCREASINGLY EXTENSIVE REPORTS BOTH IN CHINA AND ABROAD

Over a hundred domestic and foreign medias have extensively reported on the AWE 2019.



The AWE 2019 was held exactly at the period of the Chinese "Two Sessions", and CCTV has also dedicated over 200 minutes in three weeks to intensive reports on the event through eight core programs such as CCTV News, Dialogue, In-depth Finance & Economics, Consumer Advocate, The First Time, China Business News, Live News and Midnight News, putting AWE in the limelight.



Other than China Central Television, numerous local television stations such as Shanghai Television, Dragon Television, Beijing Television, Yicai, Guangdong Television, China Education Network Television, Jiangsu Television and the programs of many other stations have all repeatedly reported on the AWE.



Well-known foreign media such as Reuters, Forbes, Agencia EFE and The New York Times have all sent journalists for in-depth coverage on AWE2019. The WBS program of TV Tokyo, one of the most renowned economic programs in Japan, delegated a special task force to scour the AWE for news about the developmental trends and latest features in the Chinese household appliances and consumer electronics industries.



FULL-SPECTRUM VALUE PROPOSITION FROM BRAND PROMOTION RESOURCES ASSIST COMPANIES IN MAKING WAVES AND GARNERING EXPOSURE

Each year the AWE invests substantially in a considerable amount of high-quality advertisement resources - lighting schemes on the exteriors of buildings along the Huangpu River, the Shanghai airports, Shanghai Television, WeChat Moments and other social media. A full range of information dissemination grabs public attention, enables more people to learn about the AWE and exhibiting brands, and aids companies in gaining maximal exposure in March.



PROGRAMMING



VENUE PLAN

SUPER BRAND HALL

Haier and Midea have always considered the AWE the number one platform for flexing their muscles. Unified planning, holistic configurations, and concentrated showcasing of all brands and product arrays under a company form the most magnificent visual activation at any international-level exhibitions, enabling visitors and the media to obtain info about a company's strategy and product mix at a glance.

N5 / W1

Haier
HAIER EXPERIENCE HALL
Midea
MIDEA EXPERIENCE HALL



SMART KITCHEN

The gathering of upscale brands from both home and overseas signifies that the AWE has risen as China's largest and most professional high-end kitchen and bath appliances display platform. In 2020, exhibition space for an independent display unit comprised of kitchen and bath appliances and small kitchen appliances enterprises will expand to three independent exhibition halls.

The AWE joined hands with AMK, the trade and service association for the entire kitchen industry of Germany, and debuted the "AMK German Modern Kitchen Hall" that caught attention across the industry. In 2020, a bolstered and deepened tie-up between the AWE and AMK once again means another concentrated array of top-notch international kitchen appliances and kitchen cabinetry brands will make appearances, indicating that the AWE will redefine the new concepts in high-end kitchens.

N1 / N2 / N3

GERMAN MODERN KITCHEN HALL

KITCHEN APPLIANCES

BATHROOM APPLIANCES

SMALL KITCHEN APPLIANCES



SMART HOME

As one of the main supports of the AWE, each year home appliances and consumer electronics enterprises always and consistently put on display their most luxurious line-ups. AWE2019 featured a blockbuster gathering of the top five Chinese television-makers and the "3S" foreign giants. This sector encompasses a wide range of consumer electronics from communication products, 3D printing, family theatre and robots with artificial intelligence to Bluetooth devices, audio equipment, digital cameras, wearables and much more. Smart Household is gradually emerging as a core component in the consumer electronics segment of the AWE.

W2 / W3

W4 / N4

GENERAL PRODUCTS

WHITE GOODS

CONSUMER ELECTRONICS

ACCESSORIES

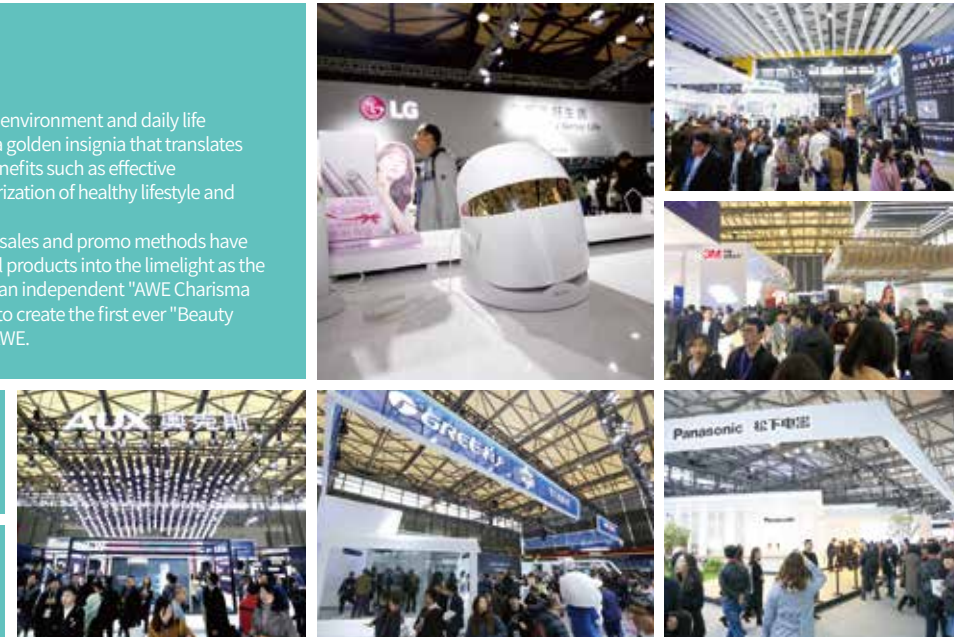


HEALTHY CLOUD LIFE

Based upon the multitude of value delivered by the AWE platform, for environment and daily life electrical appliances enterprises, the AWE has long been regarded as a golden insignia that translates into high brand exposure and high return on investment, including benefits such as effective enhancement of brand competitiveness and market position, popularization of healthy lifestyle and promotion of leading technologies. Remarkable intelligent products coupled with a mesmerizing array of sales and promo methods have catapulted the beauty and health (personal care) category of electrical products into the limelight as the fastest-growing dark horse at the AWE. In 2020 the sponsor will set up an independent "AWE Charisma Hall" for this very segment and join hands with exhibiting enterprises to create the first ever "Beauty Festival" to allow more enterprises emanate their beauty here at the AWE.

E1 / E2 / W5

ENVIRONMENT ELECTRICAL APPLIANCES
LIVING-STYLE ELECTRICAL APPLIANCES HALL
BEAUTY, HEALTHY AND PERSONAL CARE HALL



VENUE PLAN

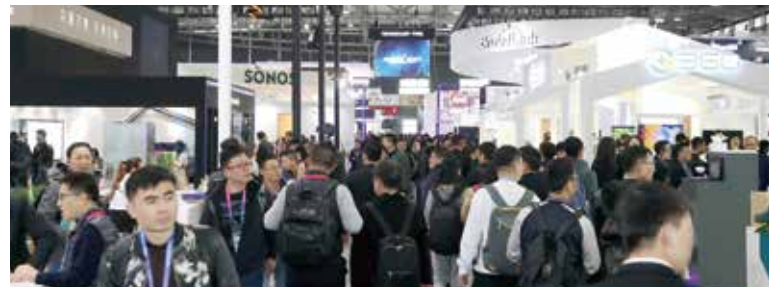
SMART CITY

As the Internet, artificial intelligence and other technologies permeate throughout every aspect of society, the development of intelligent science and technology can be found in a myriad of cross-industry products. The AWE has already formulated a plethora of full-scenario displays for smart home furnishing, smart commute, smart office, smart medical care and artificial intelligence, among other areas. Consumers may obtain a first-hand and comprehensive understanding about what it means to live a smart life.

The Technology Park, as a unique display zone and focus of attention of the AWE, has always been the nexus of bleeding edge tech and innovative products. The Technology Park has grown to become a carnival where the masses get acquire a thorough comprehension about smart and interconnected lifestyle, and an innovative platform where state-of-the-art science and technology products from around the globe are launched and demonstrated. In 2020, let us jointly look forward to this festivity dedicated to the science and technology of the future and the life of tomorrow.

E3

**TECHNOLOGY PARK, SMART HOME
SMART OFFICE, SMART COMMUTE
SMART LOGISTICS, SPORTS AND HEALTH
ARTIFICIAL INTELLIGENCE, SMART
SOFTWARE AND HARDWARE
BLACK-TECH AND MUCH MORE**



PRICE

RAW SPACE

< 100m² **1580 ¥/m²**

100 ~ 200m² **1480 ¥/m²**

> 200m² **1380 ¥/m²**

SHELL SCHEME



COMMON BOOTH
13800
¥/per (3m X 3m)



DELUXE BOOTH
23800
¥/per (3m X 4m)

Allocation including:

Three-plane boarding, display panel with exhibitor name, 9 m² carpet, 1 information counter, 2 folding chairs, 1 waster-paper bucket, 3 spot lamps, and 1 power socket

Allocation including:

Three-plane boarding, light box and display panel with exhibitor name, 12 m² carpet, 1 information counter, 1 bar chairs, 1 negotiating table, 3 folding chairs, 1 waster-paper bucket, 5 spot lamps, and 1 power socket
Choose 1 from the following 2 options: 4 shelf boards or 1 high-and-low table



SCAN THE QR
TO DOWNLOAD
APPLICATION FORM



Official Wechat



Official Website



China Household Electrical Appliances
Association

TEL: 400-630-8600
FAX: 010-67156913
E-mail: awe@cheaa.com
WEB: www.awe.com.cn

Host Unit:
China Household Electrical Appliances
Association (CHEAA)

Co-organizer:
China Video Industry Association (CVIA)

Undertaker:
Beijing Sheng Shi Xie Lian Convention Service Co., Ltd.
Beijing Sheng Shi Xin Lian Convention Service Co., Ltd.