



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



SMARTIZE THE FUTURE

**AWE
2021**

March 11-14, 2021
W1-W5/N1-N5/E1/E2

Shanghai New International Expo Center
Pudong, Shanghai, China

ABOUT AWE



As Asia's largest and one of the top three international appliance and consumer electronics shows worldwide, AWE offers top-tier product experience scenarios, business opportunities, technology exchange platforms, advertising opportunities, diverse visitor groups, cross-border exchanges and close attention of capital market. With all eyes on AWE, the show empowers its brands and partners. AWE was put on hold in 2020 due to covid-19. But all the waiting is for a safer, healthier and fruitful event next year.

Year 2021 is the first year of China's 14th Five-Year Plan as well as the start of AWE's new decade. As a platform that displays and drives innovations, AWE has achieved numerous breakthroughs in scale, quality and global influence in the past 10 years. At the start of a new decade, AWE will move with the times and elevate itself into an ecosystem that is more innovative, more open and more inclusive.



HIGHLIGHTS

A PLATFORM FOR TECH AND INNOVATION

Traditional appliances aside, high-tech products have become mainstream at AWE too. Smart gadgets powered by next generation technologies including 5G, AI, cloud computing, mobile internet and VR are everywhere.

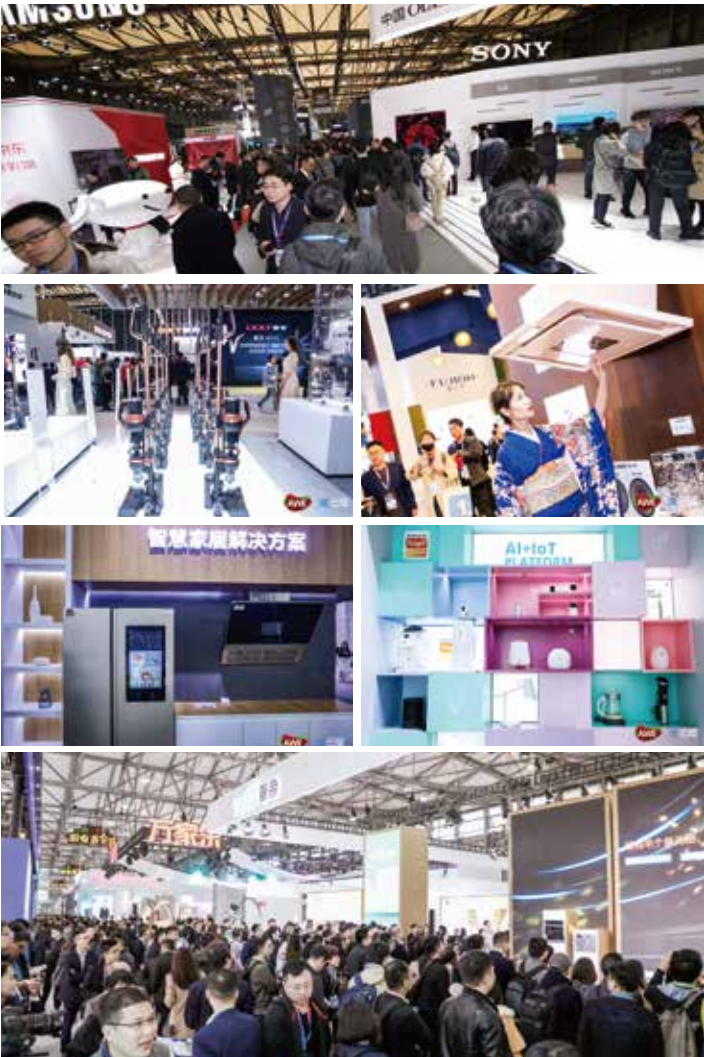
Each year, more than a hundred enterprises choose to unveil their new products, latest strategies and leading technologies at AWE. AWE gives industry insiders a glimpse into future trends of smart life and an insight into consumers' genuine needs through product releases, strategy releases and dealer meetings.

The highly anticipated AWE Award is a battle field for cutting-edge technologies. It is regarded by enterprises as the highest praise to their products as well as technologies given the media exposure and consumer recognition that come with it.



A SHOW FOR SCENARIO-BASED SMART LIFE

AWE2021 will be divided into four zones: Smart Home Zone for smart white goods, Consumer Electronics Zone for smart software and hardware, Smart Kitchen Zone for kitchen and bathroom appliances, and Ecology and Health Care Zone for beauty and personal care appliances, appliances for air and water quality enhancement and appliances for daily uses. At AWE, smart life scenarios including smart living room, smart kitchen, smart bedroom, smart entertainment and smart healthcare are everywhere.



Gathering AI-powered robots, smart automobiles, drones and smart wearable gadgets, Technology Park has always been popular with media and visitors. In 2021, AWE will join hands with 36Kr to build an Unexpected Infinite City that integrates entertainment with hands-on experience to add more fun and engagement to the show.



A SUMMIT OF HEAVYWEIGHTS

Top forums at AWE will bring together industry big names and cross-border heavyweights to share their insights into industry trends and economic dynamics. The online AWE Cloud Forum will invite decision makers of the industry and opinion leaders to make discussions over concerned issues and hot topics from multiple angles.



A LIVE STREAM POWERED BY HIGH TECH

Launched for the first time, the AWE Cloud Show will allow online visitors to be part of show at home.

AWE2021 will adopt a live streaming format for the first time. As the first nationwide live streaming top show, it will leverage the resources of live streaming platforms as well as the industry to maximize publicity and influence.

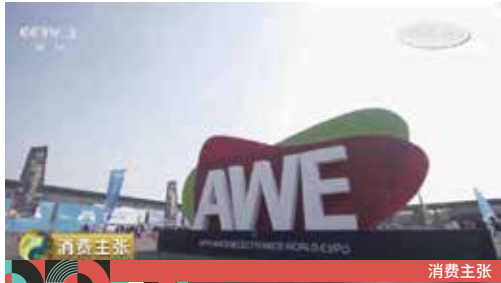


PUBLICITY

WIDE MEDIA COVERAGE ACROSS THE WORLD

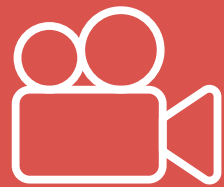


AWE2019 was covered by eight renowned CCTV programs including News Broadcast, Dialogue, Financial Deep Discovery, Consumption Guidance, First Time, China Business News, Live News and Midnight News for three weeks in a row with more than 200 minutes of in-depth reports aired.



STRONG ADVERTISING AND BUZZ-BUILDING

With great advertising opportunities offered, AWE provides enterprises the maximum exposure and the strongest voice in March.



Apart from CCTV, local media including Shanghai Media Group, Dragon TV, Beijing TV, Yicai, Guangdong TV and Jiangsu TV also gave wide coverages of AWE.



灯光幕墙



社交媒体



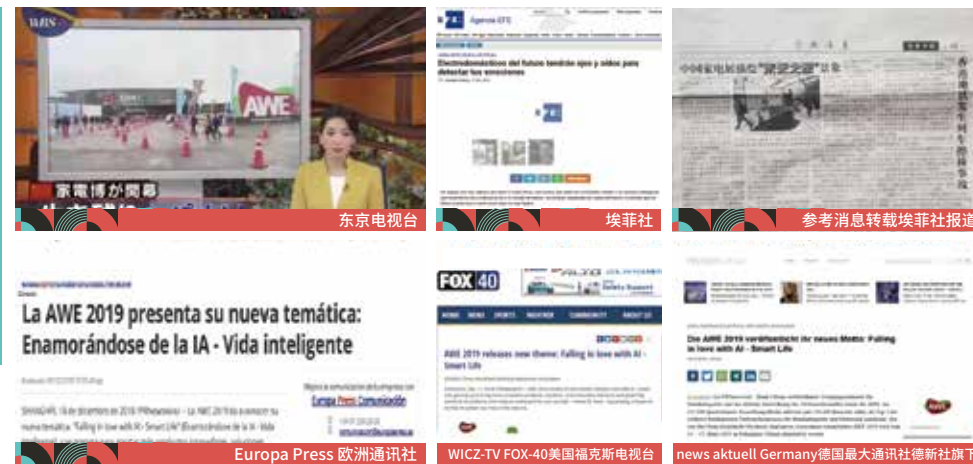
电视广播



公共交通



Plus, a number of globally renowned media including Reuters, Forbes, EFE, Nikkei, and New York Times have made in-depth reports on AWE. Tokyo-based WBS sent a reporting team to AWE to observe the trends of China's home appliances and consumer electronics industry.



AWE黄浦江灯光幕墙包屏广告



AWE社交媒体广告



AWE电视节目口播及字幕广告



AWE电视广告

PARTNERS

With more than 1,000 exhibitors and partners on board, AWE2021 brings together worldwide resources for a win-win for partners and exhibitors at home and abroad as well as the show itself.



*The above is part of exhibitors.

EXHIBITION VISITORS



BUYER-DRIVEN BUSINESS EXPANSION AND INDUSTRY UPGRADE

AWE has gained strong traction with distributors, retailers, buyers and investors across the world whose involvement drives up business cooperation, technology exchange as well as capital investment significantly.

AWE 2021

THEME ZONES

SMART HOME

As a mainstay of AWE, white goods and consumer electronics enterprises make strong presence each year at AWE. AWE2019 brought together top domestic TV makers including Hisense, Skyworth, TCL, Changhong and Konka as well as international players including Samsung, Sony and Sharp. It also covered communication products, 3D printers, home theaters, Bluetooth devices, stereo systems, digital cameras, and wearable gadgets.

WHITE GOODS, CONSUMER ELECTRONICS, PARTS

SMART KITCHEN

With premium local and international brands on board, AWE has become the biggest and most professional platform for high-end kitchen and bathroom appliances. There will be three halls for kitchen and bathroom appliances and portable appliances at AWE2021. A number of top-tier kitchen appliance and cabinet brands will be at AWE2021 to

KITCHEN AND BATHROOM APPLIANCES, PORTABLE APPLIANCES



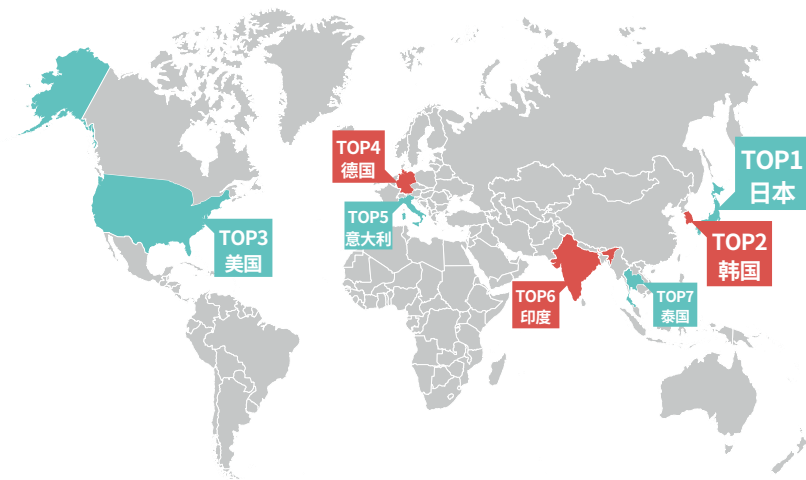
CONSUMER-LED EXHIBITION FORMATS

With endorsements from fashion and consumption bloggers, vloggers and internet celebrities, the number of consumers at AWE grows at an average rate of 200% each year. For them, the elements of innovation, interaction and fun are important. Some opinion leaders are also early users of products. They bring their user experiences to the public.



OVERSEAS VISITORS ACROSS THE WORLD

More than 20,000 overseas visitors from over 70 countries and regions visited AWE 2019, of which 80% came from Asia, Europe and America. They bridged overseas market with China.



ECOLOGY AND HEALTHCARE

For enterprises in the fields of air and water quality enhancement and daily use appliances, AWE has long been recognized as a platform that offers high exposure and high returns, consolidates brand competitiveness and market position while communicates healthcare awareness and advanced technologies to consumers. With well-designed products and enticing marketing campaigns blanketing AWE, beauty and personal care appliances stood out fast. At AWE2021, a Charisma Hall will be set up for you to embrace beauty.

APPLIANCES FOR DAILY USES,

APPLIANCES FOR AIR AND WATER QUALITY ENHANCEMENT,

APPLIANCES FOR BEAUTY AND PERSONAL CARE



SMART TECH

AWE offers scenario-based display of smart home, smart travel, smart office, smart medical system and AI to allow consumers an immersive experience of future smart life.

Technology Park has been a special zone and a hotspot for years. It is a cluster of new products, a gala to celebrate smart IoT-enabled life and a platform for innovative tech products. At AWE2021, the highly-anticipated Unexpected Infinite City will offer premium high-tech experience while embark a carnival of future technologies and modern life.

TECHNOLOGY PARK,
SMART HOME,
SMART HARDWARE
AND SOFTWARE,
SMART TRAVEL,
AI,
HIGH-TECH,
UNEXPECTED INFINITE CITY



PRICE

RAW SPACE

< 100m² 1580 ¥/m²

100 ~ 200m² 1480 ¥/m²

> 200m² 1380 ¥/m²

SHELL SCHEME



COMMON BOOTH

13800
¥/per(3mX3m)

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



DELUXE BOOTH

23800
¥/per(3mX4m)

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



PLEASE SCAN THE QR CODE TO
DOWNLOAD AN 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)

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