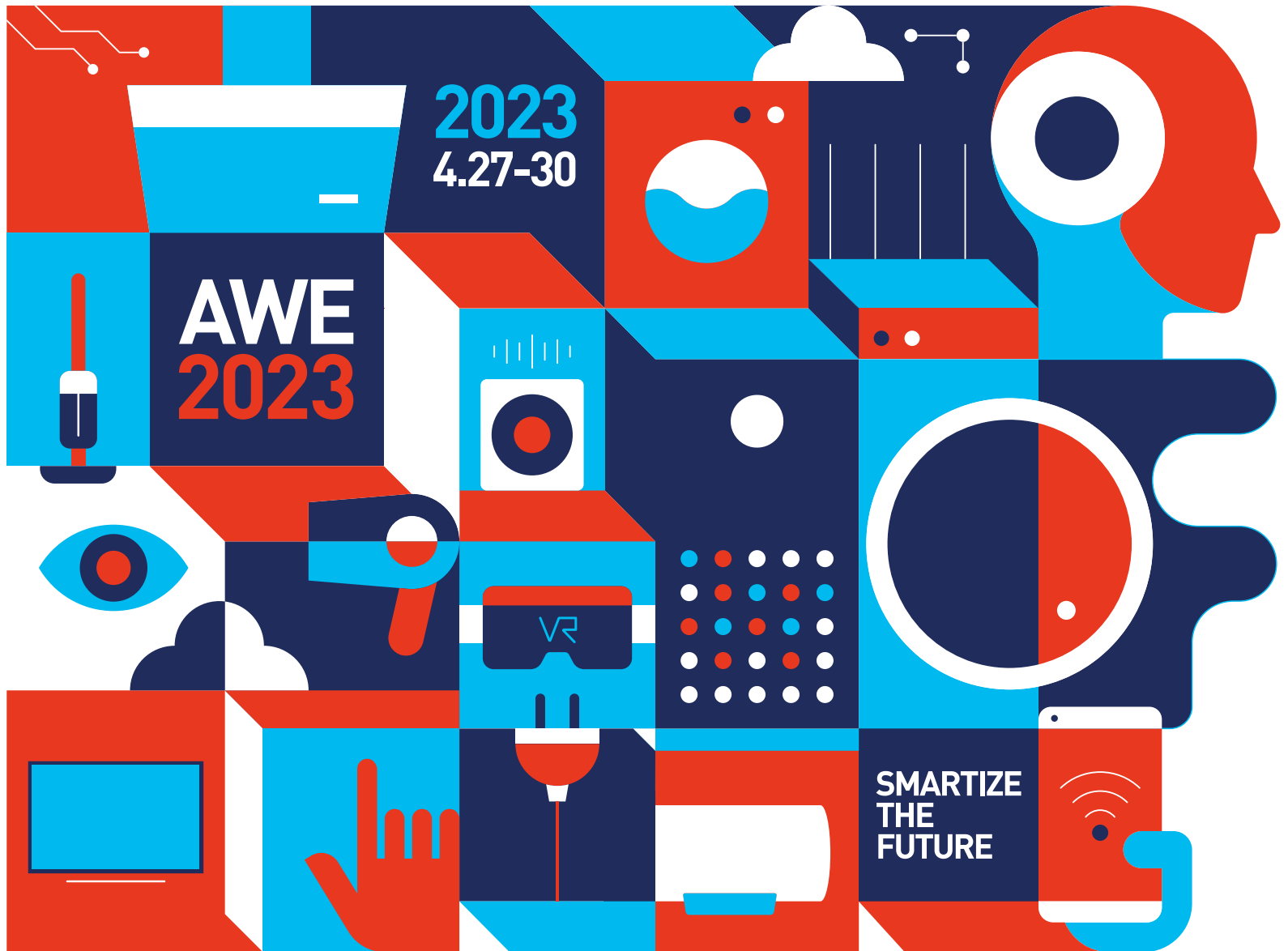


# AWE2023

Appliance & electronics World Expo  
**Smartize the Future**  
4.27-30 2023 Shanghai China



# ABOUT AWE

## A Global Platform for Smart Life

As the largest home appliance and consumer electronics world expo in Asia and a top three in the world, AWE brings together more than a thousand domestic and international brands, displays premium user experience scenarios, acts as a platform for business negotiations and technical strategy communications and provides to brands great publicity, diverse user groups, crossover communications and the attention from the capital market. It is a key platform that brings public attention and influence to the industry while empowers its exhibitors and partners.

AWE fully displays the latest achievements made in a wide range of fields including home appliance, consumer electronics, smart home, smart entertainment, IoT, AI, and 5G, and showcases interactive, personalized scenario-based home solutions to promote the development of emerging categories that is healthy, safe, convenient and comfortable, lead the trend of integrated and packaged products that combine aesthetics with functions and benefit global consumers with tech-powered smart home solutions.

As a display platform and a booster of industry innovation, AWE2023 is expected to inject vitality to the industry and advance its technological development and innovation. With global vision and influence, AWE2023 will showcase the latest applications of cutting-edge technologies and indicate the trends of innovative technologies and consumption to advance the development of China's home appliance and consumer electronics industry to better meet the demands of consumers.

AWE would not be where it is today without the long, firm support of its exhibitors and partners. It is dedicated to establishing a tech-powered show that is more innovative, more open and more inclusive along with its global partners.



# INTELLIGENCE

## A Tech-powered Intelligent Global Show

### A Competitive Global Tech Show

The brands and products at AWE point to a trend of intelligence. AWE has become a key platform for the display of technology globally.

AWE shows the fusion of different fields such as home appliance, consumer electronics, smart home, smart entertainment, IoT, AI, and 5G to build a tech-powered ecology.

Original technologies spring up at AWE with more investment put into R&D by industry players. The industry has developed an innovation driven development mode and a world-leading independent innovation capability.





# INTELLIGENCE

## A Tech-powered Intelligent Global Show

### A Competitive Global Tech Show

AWE has become the best choice of international brands even luxury premium brands to enter and expand in Asia-Pacific market.



From Asia-Pacific region to the globe, AWE attracts the attention of global trade organizations, cross-border e-commerce operators and international media.



### A Scenario-based Platform

At AWE, smart products are connected within scenarios including smart living room, smart entertainment, smart kitchen, smart bathroom, smart personal care, smart transport and smart office, which allows consumers to get an immersive experience of the charm of smart life. The scenario-based display attracts players from different fields including food, fashion, automobile, and internet celebrities and live streamers, creating an opportunity of crossover cooperation for enterprises.



### A Display Window for Hot Fields

AWE showcases and advances the development of emerging hot fields such as smart home, future home, and home robot. Consumer electronics industry, a key field of focus of AWE, grows fast in recent years. With the application of 5G and 8K, big screen TVs with immersive and interactive experience will be a highlight of AWE2023. Plus, personal care industry will be in the spotlight too with the first Beauty Tech Festival held at AWE2023 apart from the usual Charm Hall. The trend of integrated, packaged, health-oriented, customized products will also be shown at AWE2023 with the display of innovative products.





# INTELLIGENCE

## A Tech-powered Intelligent Global Show

### AWE Award

More than a hundred product releases will be held at AWE2023. AWE Award, the highest honor of the industry, will award the most cutting-edge and competitive products out of the tens of thousands of candidates.



### Influence on Capital Market

The fast growth of AWE and its global influence draw the eyes of the capital market, becoming an important reference for venture capital and securities practitioners. AWE has always been a key event that causes stock fluctuations of relevant sectors, which is known as AWE effect.



### AWE Live Stream Night Show

With its official applet AWE Online, AWE launches AWE Live Stream Night Show as a complement to its offline show to reach more consumers through live streams of exhibitors and other online activities. AWE will explore more possibilities of AR/VR-powered virtual booth to give global visitors an immersive experience.



# BRAND EFFECT

## Strong Brand Effect of AWE

### Wide Media Coverage

#### State-level Media

AWE2021 was covered as a newflash by News Broadcast (Xinwenlianbo in Chinese) of CCTV1, as a special report by Nightly News of CCTV1, as a special report for two days in a row by Economic News of CCTV2, by China News of CCTV4 and by Live News of CCTV13 with a combined report length of 56 minutes.



XinhuaNet sent a reporting team to AWE to make special reports. Besides, People's Daily, Economic Daily, Global Times, Reference News, CNR News, ChinaNews.Com, and China Economic Network also made a coverage of AWE through press releases, Vlogs, etc.





# BRAND EFFECT

## Strong Brand Effect of AWE

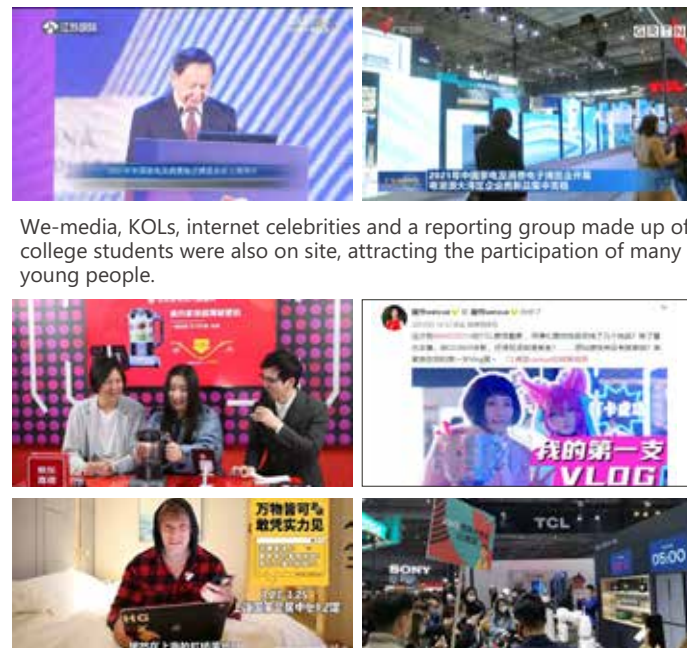
### Wide Media Coverage Overseas Media

Media from Asia-Pacific region especially South Korea and Japan sent journalists to make onsite report of AWE for multiple times. Plus, media from key markets such as the United States, Europe and Japan keep a close eye on AWE.



### Mainstream Media & Social Media

Local TV Stations including Guangdong TV, CGTN, China Education Network Television, Shanghai TV, online media including ZOL, PCOLine and Yesky, and other mainstream media such as Beijing Youth Daily, Guangzhou Daily, Southern Metropolis Daily, Yicai, 21st Century Business Herald, 36 Kr, TMTPost, ZEALER and Zhidx.com also gave wide coverages of AWE. The combined number of special reports from them came to more than 40.



We-media, KOLs, internet celebrities and a reporting group made up of college students were also on site, attracting the participation of many young people.

### Partnership with Top Platforms

In partnership with JD.com, Tmall, Douyin and Kuaishou through online special editions, live streams, special reports from internet opinion leaders, trending topics, short videos and outdoor advertisements, AWE received more than 2.4 billion online exposure during the exhibition.



AWE2023 will continue its cooperation with leading platforms such as smzdm.com, Baidu, Zhihu, AutoNavi, and Xiaohongshu to provide diversified publicity for exhibitors.





# BRAND EFFECT

## Strong Brand Effect of AWE

### Strong Publicity

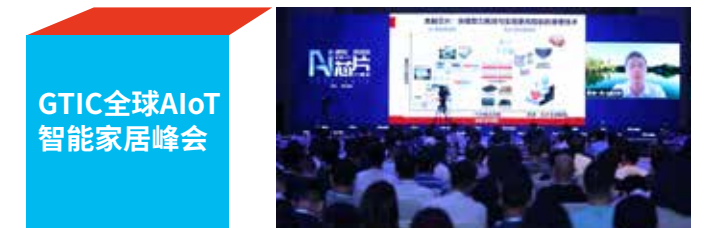
AWE launched intensified, diversified campaigns at the riverside of the Huangpu River, building elevators, business districts, and high-speed railway stations in Shanghai (as well as its surrounding areas) and key cities.

AWE's media partners introduced AWE to its visitors through advertisements on the landing pages, special editions, live streams, in-app ads, trending words, etc.



### Top Summits

At AWE2023, two top summits will be held as an important part of AWE's ecology and a key platform that complement the show. AWE Summit will focus on future trends of the industry in the macro level. Future Home 2035-AWE Summit 2023, as a new event of AWE, will give an insight into the actual applications of smart scenarios. The summits of AWE will provide diversified perspectives from the heavyweights of the industry to promote the industry development.





# BRAND EFFECT

## Strong Brand Effect of AWE

### AWE Live Stream Night Show

AWE Live Stream Night Show adopts a live streaming mode that allows the online participation from the whole industry to maximize the value of AWE. The first tryout at AWE2021 attracted the engagement of more than a hundred industry players. JD.com, Tmall and Kuaishou all set a special zone for the live stream night show of AWE.

AWE Live Stream Night Show will be further optimized and strengthened into an iconic event of AWE in 2023 to expand its coverage of online consumers based on the online marketing experience of industry players.



# PARTNERS

## AWE Gathers Wisdom of Industry



# PLANNING

## AWE2023 Layout



Scan here to register

### AWE2023 Brief

**13**  
Halls

**140000**  
m<sup>2</sup>

**1000+**  
brands

### AWE2023 Layout



- **W1** Smart Home Appliances
- **W2** Smart Home Appliances & Environment Appliances
- **W3** Smart Technology
- **W4** Consumer Electronics & Smart Technology
- **W5** Consumer Electronics & Smart Home Appliances
- **N1** Smart Kitchen & Bathroom
- **N2** Smart Kitchen Appliances
- **N3** Smart Kitchen Appliances & Portable Kitchen Appliances
- **N4** International Brands
- **N5** Haier Smart Home

- **E1** Vacuum Cleaning & Life Appliances
- **E2** Healthcare Appliances & Portable Kitchen Appliances
- **E3** Beauty & Personal Care Appliances

### AWE2023 Pricing System

RAW SPACE

< 100m<sup>2</sup> 1,580  
¥ /m<sup>2</sup>

100 ~ 200m<sup>2</sup> 1,480  
¥ /m<sup>2</sup>

> 200m<sup>2</sup> 1,380  
¥ /m<sup>2</sup>

SHELL SCHEME



STANDARD BOOTH

**13800**  
RMB/Booth (3m\*3m)

That includes:  
A three-plane boarding, a display panel with exhibitor name, 9 m<sup>2</sup> carpet, 1 information counter, 2 folding chairs, 1 waste bin, 3 spot lamps, and 1 power socket.



DELUXE BOOTH

**23800**  
RMB/Booth (3m\*4m)

That includes:  
A three-plane boarding, a lighted display panel with exhibitor name, 12 m<sup>2</sup> carpet, 1 information counter, 1 bar chair, 1 negotiating table, 3 folding chairs, 1 waste bin, 5 spot lamps, and 1 power socket; 4 shelf boards or 1 counter with a high countertop and a low countertop



2023  
4.27-30

SHANGHAI  
CHINA

Wechat Account



Wechat Applet



Host:  
China Household Electrical Appliances Association

Undertaken by:  
AWE (Beijing) Exhibition Service Co., Ltd.  
Beijing United Exhibition Service Co.,Ltd

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