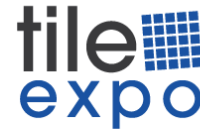


2021 Exhibition and Sponsorship Program

THE **SURFACE** **+DESIGN** EVENT™



CHINA

30 November - 2 December 2021

Shanghai New International Expo Centre (SNIEC)

Shanghai, China

www.surfaceschina.com



CCCMC

中国五矿化工进出口商会

**CHINA CHAMBER OF COMMERCE OF METALS MINERALS &
CHEMICALS IMPORTERS & EXPORTERS**

The Leading Event for Stone, Tile, Floor + Wall Covering Industry in the Region

The Surface + Design Event China 2020 (SURFACES China), organized by Informa Markets and CCCMC, was successfully held on 9-11 December, 2020 at Shanghai New International Expo Centre.

SURFACES China 2020 presented a three-day exhibition and conference with **11,000+sqm** exhibition space, featuring **30+** free-to-attend conference and seminar sessions. The event brought together **100+** leading manufacturers and suppliers including pavilions from Yunfu and Linyi regions, and hosted **10,800+** trade visitors, including architects, designers, importers, exporters, contractors, developers, distributors, agents, owners, design institutes, associations and other industry stakeholders.

For 2021 edition, **SURFACES China 2021** will be held on **30 November – 2 December 2021** at **Shanghai New International Expo Centre** in Shanghai. The event will present new exhibit sectors and will continue to help exhibitors to develop their business into the emerging markets.

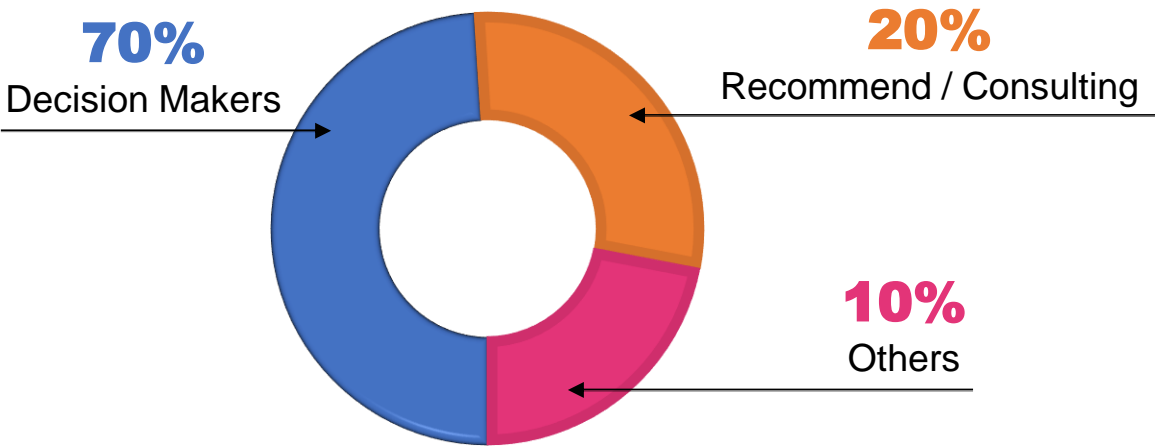
SURFACES China 2020 By The Numbers	
11,000m ²	Exhibition Space
10,800+	Visitors
100+	Exhibitors
30+	Free Sessions

2020 Trade Visitor Analysis

Business Type



Visitor Decision-Making Power Analysis



Visiting Objectives

- 26%** Find New Products and Technologies
- 18%** Source Products / Find New Suppliers / Business Meetings
- 16%** Network and Consolidate Contacts with Existing Suppliers or Business Partners
- 15%** Collect Market and Product Information
- 15%** Attend Conference and Seminar
- 10%** Other

Geography By % - Chinese Visitors

East China 87%

North China 4%

Central China 2%

Northeast China 2%

South China 2%

West China 3%

Hong Kong / Macau /
Taiwan China 1%

Top 10 Countries



Russia



Canada



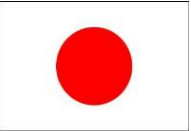
Thailand



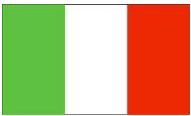
Malaysia



USA



Japan



Italy



Spain



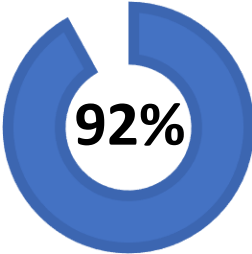
Korea



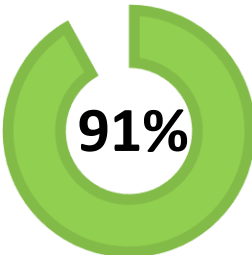
Australia

Visitor Satisfaction

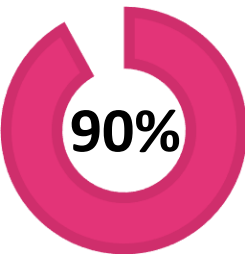
Overall Satisfied with SURFACES China 2020



Will Return to SURFACES China



Will Recommend SURFACES China



Conference and Seminars Highlights

- *Emerging Trends in Commercial Interior Architecture*
- *The Poetry of Materials in Architecture*
- *Looking into the Future: Consumer Insight, Color and Interior Design Trends*
- *Crossover and Fusion in Stone Industry: New Materials, New Concepts, New Models, New Methods*
- *World Resilient Flooring Congress*

Conference Partners:



AIA
International Region



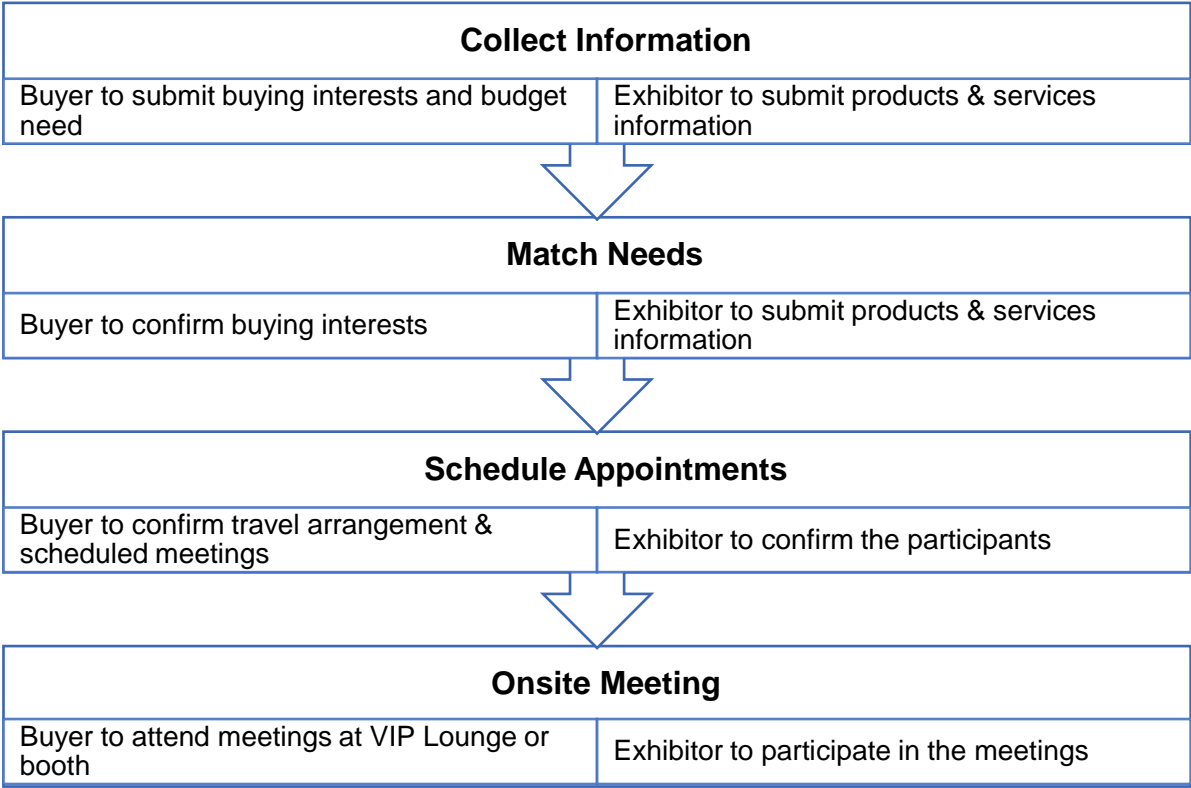
WGSN



Featured Events

- **Buyer Match-Making Program**

Buyer Match-making Program will help you to build new connections and development new business opportunities in a time efficient way.



Featured Events

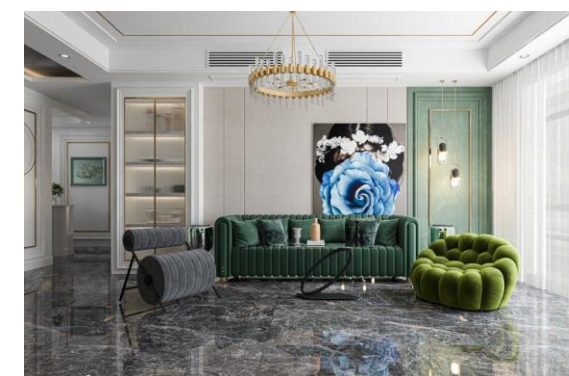
- **S + D Product and Design Award**

S + D Product and Design Award is an annual awards opening to all exhibiting companies, and awards those who have an outstanding performance in product development and design, service, and application. The awarding ceremony will be held around the same time as SURFACES China event.

2020 S + D Award Winners

- HONGYU Ceramics
- Monalisa Group
- Andal Terrazzo
- ZHISHENG Stone
- Wayon Stone
- XINKUNYUAN Terrazzo
- Foshan Idea Building Materials Ltd.
- Jiangsu Herewin Environmental Technology Co., Ltd.
- MEIYITAO (Fujian) High-Tech Construction Materials Co., Ltd.
- Foshan TOFENO Building Materials Co., Ltd.

Information Classification: General



The Surface + Design Event China 2021

Event Overview

Featured Events

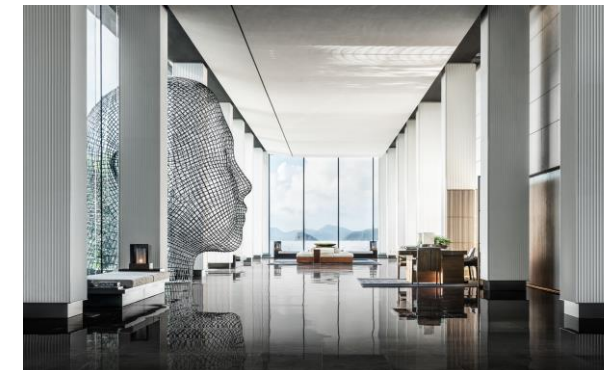
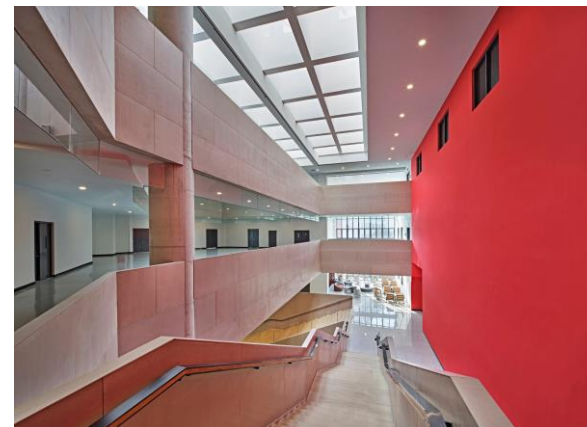
- Commercial Interior Architecture Design Exhibition

Design Institutions:

- Atelier Alter Architects
- Cheng Chung Design Hong Kong (CCD)
- Design Power House
- China IPPR International Engineering Co., Ltd.
- Shanghai Xian Dai Architectural Design (Group) Co., Ltd.

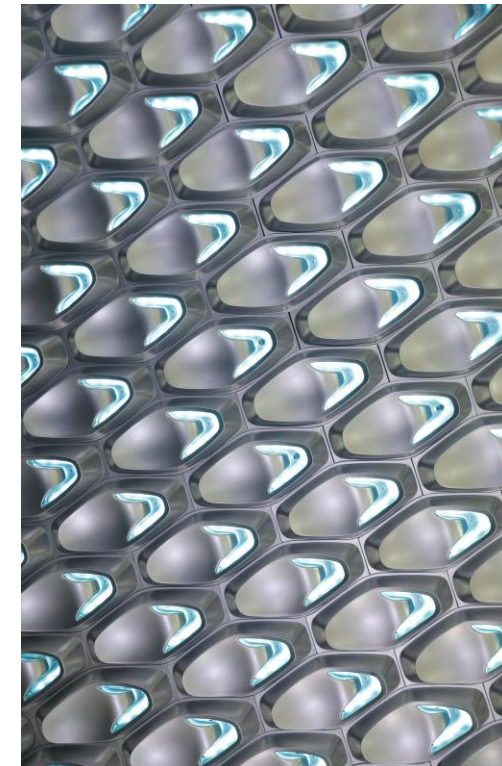
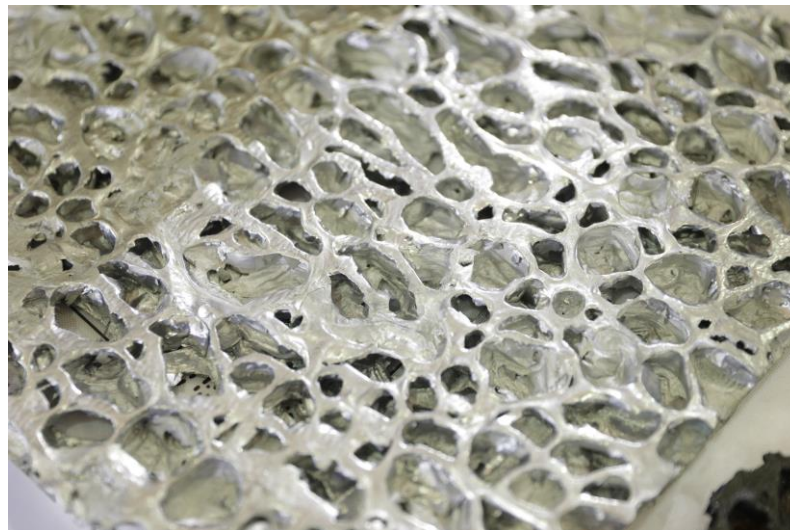
Keywords:

Commercial Complex, Hotel, Public Space, School, Healthcare, Hospital, Interior Design, Application, Innovative Materials



Featured Events

- **Innovative Materials Museum**
- Touch, feel and experience the products;
- Be inspired;
- Expand the materials knowledge and explore the latest innovations;
- Keep up with the industry trends and innovations;



Why Exhibit?

- Meet with quality buyers, develop new business partners and generate new business opportunities.
- Build your brand and increase the profile of your product and brand in the industry.
- Showcase the latest products, technologies and services.
- Network and establish the relationships with industry stakeholders.
- Exchange information and keep up with the latest trends and developments in the industry.

Who Attend?

- Distributor / Agent
- Importer / Exporter
- Wholesaler / Retailor
- General Contractor / Builder / Remodeler
- Architect / Designer
- Developer / Owner
- Design Institution / Association / Media

Product Categories

- Tiles ■ Stone ■ Flooring Products/Machinery/Technologies ■ Resilients
- Carpets ■ Integrated Wall Covering Systems/Wall Covering Materials
- Integrated Ceiling Systems/Ceiling Materials ■ Installation and Maintenance
- Integrated Bathroom Solution/Bathroom Products ■ Design/Others

Hall Layout



Co-locating Events



- **Space Only**

Space Only (Min. 18sqm)		
Early-bird Rate	USD 200 per sqm	The Option includes: Exhibition Space, Exhibition Hall Security during Exhibition Hours, Public Area Cleaning.
Normal Rate	USD 240 per sqm	

**The Early-bird Rate will be available until 30 June, 2021.*

***Above prices include 6% VAT.*

Branding & Benefits

- 150 words company profile listing in Show Directory(in English and Chinese);
- 150 words company profile listing on SURFACES China Official Website;
- Exhibitor Badges;
- Trade Visitor Invitations;
- Exclusively sponsorship and advertising opportunities only open to exhibitors;
- Press releases published on SURFACES China Official Website;

• Shell Scheme

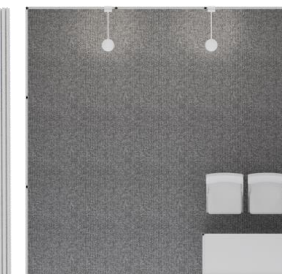
Shell Scheme (Min. 9sqm)	Early-bird Rate	Normal Rate
	USD 220 per sqm	USD 270 per sqm

**The Early-bird Rate will be available until 30 June, 2021.*

***Above prices include 6% VAT.*

Branding & Benefits

- 150 words company profile listing in Show Directory(in English and Chinese);
- 150 words company profile listing on SURFACES China Official Website;
- Exhibitor Badges;
- Trade Visitor Invitation;
- Exclusively sponsorship and advertising opportunities only open to exhibitors;
- Press releases published on SURFACES China Official Website;



9sqm Shell Scheme Booth Includes:

- Exhibition space, Stand construction/dismantling, Panel walls, Carpet, Fascia Board(Text Only), Cleaning, Exhibition Hall Security during Exhibition Hours;
- One (1) Reception Desk and Two (2) Chairs;
- One (1) Socket
- Two (2) Spot lights

• Schell Scheme Upgrade - A

Shell Scheme Upgrade - A (Min. 9sqm)	Early-bird Rate	Normal Rate
	USD 235 per sqm	USD 279 per sqm

**The Early-bird Rate will be available until 30 June, 2021.*

***Above prices include 6% VAT.*

Branding & Benefits

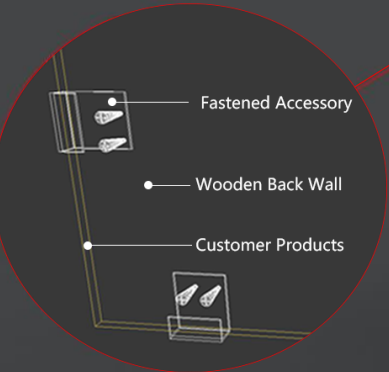
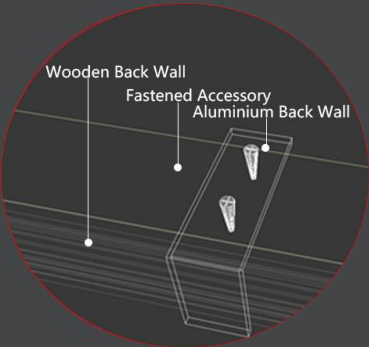
- 150 words company profile listing in Show Directory(in English and Chinese);
- 150 words company profile listing on SURFACES China Official Website;
- Exhibitor Badges;
- Trade Visitor Invitation;
- Exclusively sponsorship and advertising opportunities only open to exhibitors;
- Press releases published on SURFACES China Official Website;



Shell Scheme Upgrade - A Includes:

- Exhibition space, Stand construction/dismantling, Panel walls, Carpet, Cleaning, Exhibition Hall Security during Exhibition Hours;
- Upgrade Fascia Board(Text Only);
- One (1) Display Rack. (The load-bearing capacity: Lower level: 35KG; Upper Level: 15KG);
- One (1) Reception Desk and Two (2) Chairs;
- One (1) Socket, Two (2) Spot lights

• Schell Scheme Upgrade - B



Remarks
1. Exhibitors shall confirm the exhibits details and installation plan with the Official Contractor prior to the event.
2. Additional reinforcement is subject to the weight of exhibits.
3. The load-bearing capacity of the wooden mounted wall is 40kg/m².
4. The above is a sample of Upgraded Shell Scheme booth. The installation is subject to the installation plan agreed by exhibitors and the Official Contractor.
5. Please contact the Official Contractor for any custom-made requirements.

- **Schell Scheme Upgrade - B**

Shell Scheme Upgrade - B (Min. 9sqm)	Early-bird Rate	Normal Rate
	USD 350 per sqm	USD 400 per sqm

**The Early-bird Rate will be available until 30 June, 2021.*

***Above prices include 6% VAT.*

Shell Scheme Upgrade - B Includes:

- Exhibition space, Stand construction/dismantling, Panel walls, Carpet, Cleaning, Exhibition Hall Security during Exhibition Hours;
- Upgrade Fascia Board(Text Only),
- One (1) Reception Desk and Two (2) Chairs;
- One (1) Socket
- Two (2) Spot lights
- Two (2) Wooden Mounted Wall, the load-bearing capacity of the wooden mounted wall is 40kg/m²
- Twenty-four (24) sets of hooks

** Exhibitors shall confirm the exhibits details and installation plan with the Official Contractor prior to the event.*

Badge Sponsor (Exclusive) USD 4,550.00

- Advertisement displayed on the back of all badges;
- Company name, logo, 50-word description, URL on Official Website Sponsor page;
- Sponsor logo in Show Directory, Visitor Guide, Onsite;
- Proofs of your ad. must be approved by Show Management.

Lanyard Sponsor (Exclusive) USD 4,550.00

- Sponsor Logo displayed on the lanyards alongside the event logo;
- Company name, logo, 50-word description, URL on Official Website Sponsor page;
- Sponsor logo in Show Directory, Visitor Guide, Onsite;



Tote Bag Sponsor (Exclusive) USD 4,250.00

- Advertisement displayed on the tote bags;
- One (1) Tote bag Insert;
- Company name, logo, 50-word description, URL on Official Website Sponsor page;
- Sponsor logo in Show Directory, Visitor Guide, Onsite;
- Proofs of your ad. must be approved by Show Management.

Tote Bag Inserts (Max. 5) USD 1,250.00

- One (1) Tote bag Insert;
- Company name, logo, 50-word description, URL on Official Website Sponsor page;
- Sponsor logo in Show Directory, Visitor Guide, Onsite;
- Proofs of your ad. must be approved by Show Management.

Show Directory

Item	Price (USD)
Back Cover	3,900.00
Inside Front Cover	3,050.00
Inside Back Cover	2,280.00
Double Spread	1,500.00
Full Page	980.00
Bookmark Ad. (Exclusive)	1,500.00
Company Logo	75.00

Conference & Summit Sponsor **USD 5,450.00**

Pre-Event Exposure

- Sponsor's logo name, URL on Official Website Conference page; ;
- Company name, logo, 50-word description, URL on Official Website Sponsor page;
- Two (2) e-newsletter to attendees, including sponsor name, logo, 50-word description, URL;
- One (1) WeChat Post, including sponsor name, logo, 50-word description;
- ROS Banner on Official Website;

On-Site Exposure

- One (1) Tote bag Insert;
- Speaking slot listing in Show Directory, Visitor Guide, including title, speaker and description;
- Sponsor's logo in Show Directory, Visitor Guide, Onsite;

Speaking Slot

- One (1) 30mins Speaking Slot. Time and place based on availability, subject to the Show Management;
- Set-up: Theatre style;
- One (1) Projector, One (1) Screen, Two (2) Wireless Mics, One (1) Podium Mic;
- One (1) e-newsletter, One (1) WeChat Post, including sponsor name, logo, 50-word description, URL;

Speaking Slot (30mins) **USD 1,250.00**

- One (1) 30mins Speaking Slot. Time and place based on availability, subject to the Show Management;
- Set-up: Theatre style;
- One (1) Projector, One (1) Screen, Two (2) Wireless Mics, One (1) Podium Mic;
- One (1) e-newsletter, One (1) WeChat Post, including sponsor name, logo, 50-word description, URL;

Registration Sponsor (Exclusive) USD 5,450.00

- Sponsor logo on Official Website Registration pages;
- Registration confirmation emails include: Sponsor logo, 50-word description, URL;
- Onsite registration area logo listing;
- One (1) Tote bag Insert;
- Company name, logo, 50-word description, URL on Official Website Sponsor page;
- Sponsor logo in Show Directory, Visitor Guide, Onsite;
- Proofs of your ad. must be approved by Show Management.

Brand Promotion Package USD 750.00

- ROS Banner on Official Website Homepage;
- Two (2) e-newsletter to attendees, including sponsor name, logo, 50-word description, URL;
- One (1) WeChat Post, including sponsor name, logo, 50-word description;
- Company name, logo, 50-word description, URL on Official Website Sponsor page;
- Sponsor logo in Show Directory, Visitor Guide, Onsite;
- Proofs of your ad. must be approved by Show Management.

Homepage Leaderboard Rotating Banner (Max. 3)

- Leaderboard Rotating Banner on Official Website Homepage;
- Three (3) e-newsletter to attendees, including sponsor name, logo, 50-word description;
- Company name, logo, 50-word description, URL on Official Website Sponsor page;
- Sponsor logo in Show Directory, Visitor Guide, Onsite;
- Proofs of your ad. must be approved by Show Management.

USD 1,250.00

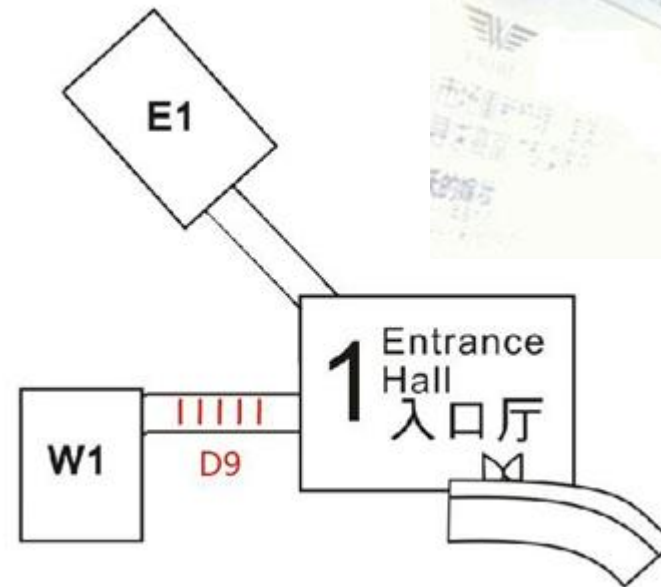


Hanging Banner

USD 1,850.00 / piece

Option A: Corridor Connecting South Entrance and Hall W1

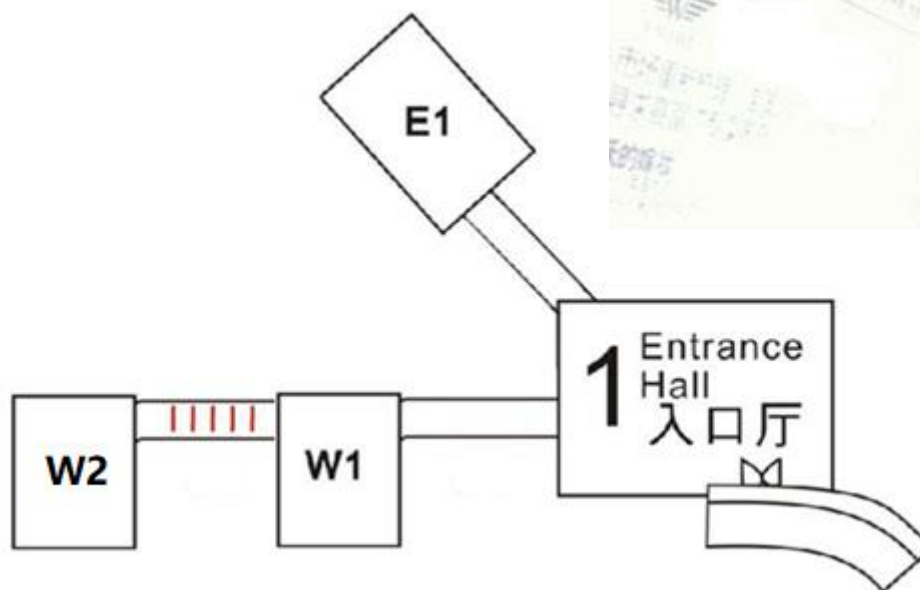
- Size: 5m(W) x 1m(H);
- Company name, logo, 50-word description, URL on Official Website Sponsor page;
- Sponsor's logo in Show Directory, Visitor Guide, Onsite;
- Quantity and location are subject to the availability, and it is served on a first-come-first-served basis;
- Proofs of your ad. must be approved by Show Management.



Hanging Banner USD 1,850.00 / piece

Option B: Corridor Connecting Hall W1 and W2

- Size: 5m(W) x 1m(H);
- Company name, logo, 50-word description, URL on Official Website Sponsor page;
- Sponsor's logo in Show Directory, Visitor Guide, Onsite;
- Quantity and location are subject to the availability, and it is served on a first-come-first-served basis;
- Proofs of your ad. must be approved by Show Management.



Floor Graphics

USD 750.00 / piece

Location: Aisles inside Hall W1

- Diameter: 1.5m;
- Company name, logo, 50-word description, URL on Official Website Sponsor page;
- Sponsor's logo in Show Directory, Visitor Guide, Onsite;
- Quantity and location are subject to the availability, and it is served on a first-come-first-served basis;
- Proofs of your ad. must be approved by Show Management.

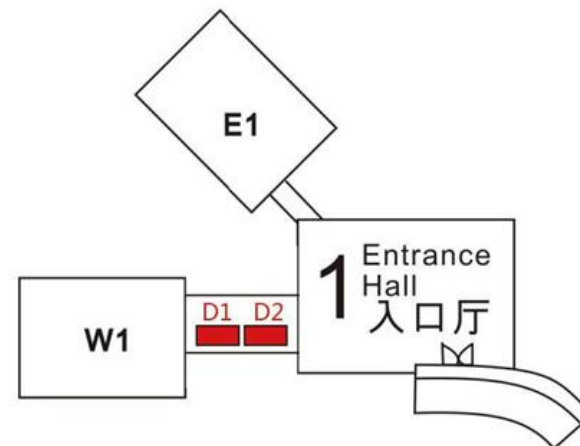


Signage Graphics (Max. 2)

USD 3,300.00 / piece

Location: Corridor Connecting South Entrance and Hall W1

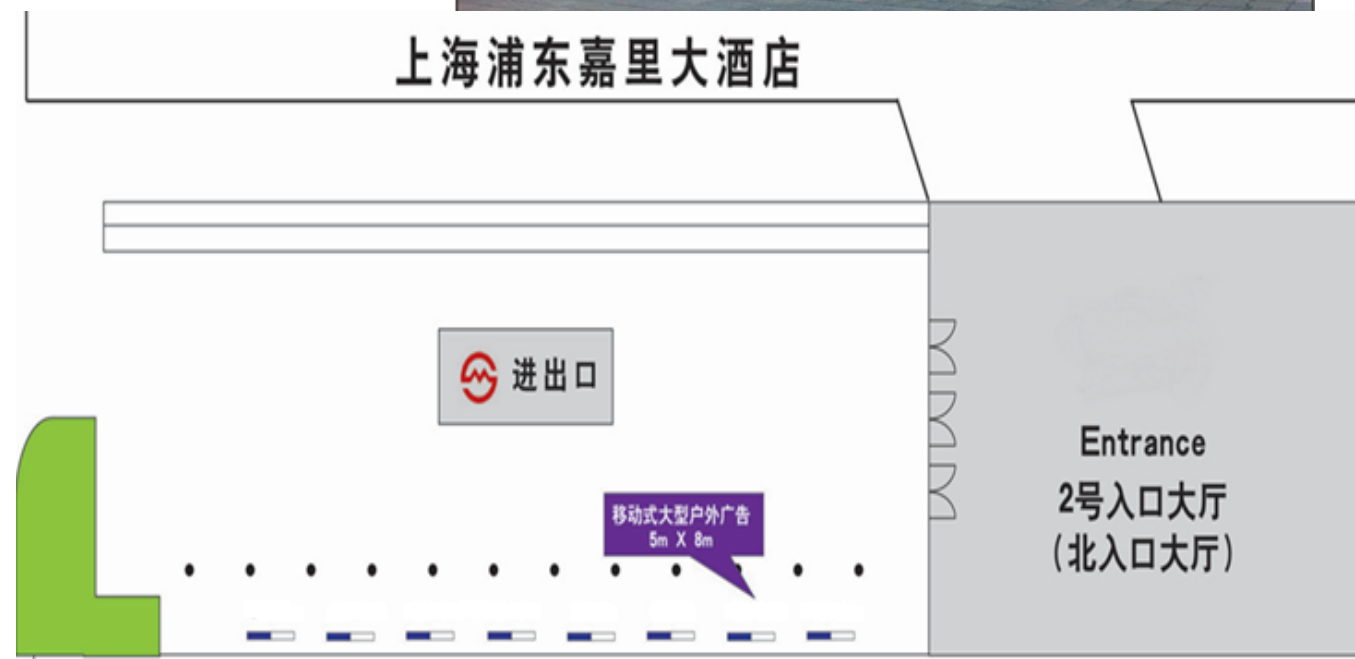
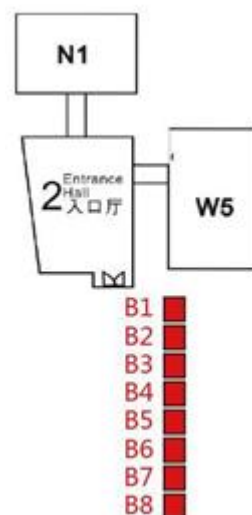
- Size: 4m(W) x 3m(H);
- Company name, logo, 50-word description, URL on Official Website Sponsor page;
- Sponsor's logo in Show Directory, Visitor Guide, Onsite;
- Quantity and location are subject to the availability, and it is served on a first-come-first-served basis;
- Proofs of your ad. must be approved by Show Management.



Outdoor Billboard Advertisement USD 4,250.00 / piece

Location: Outside Entrance No.2 (North Entrance)

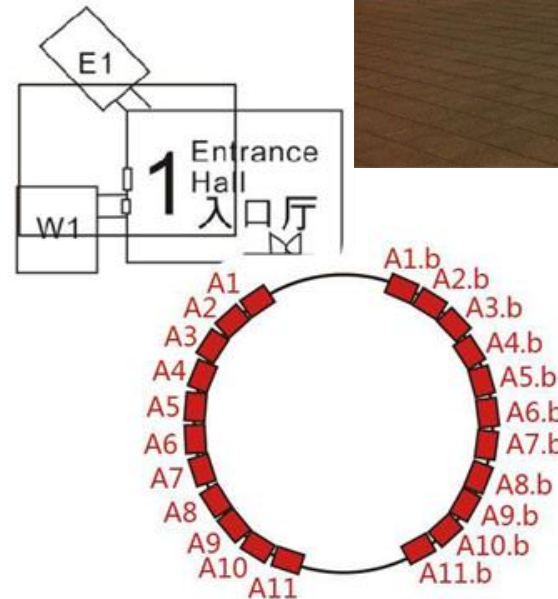
- Size: 8m(W) x 5m(H);
- Company name, logo, 50-word description, URL on Official Website Sponsor page;
- Sponsor's logo in Show Directory, Visitor Guide, Onsite;
- Quantity and location are subject to the availability, and it is served on a first-come-first-served basis;
- Proofs of your ad. must be approved by Show Management.



Outdoor Billboard Advertisement USD 4,250.00 / piece

Location: Entrance No.1 Square (South Entrance)

- Size: 8m(W) x 5m(H);
- Company name, logo, 50-word description, URL on Official Website Sponsor page;
- Sponsor's logo in Show Directory, Visitor Guide, Onsite;
- Quantity and location are subject to the availability, and it is served on a first-come-first-served basis;
- Proofs of your ad. must be approved by Show Management.

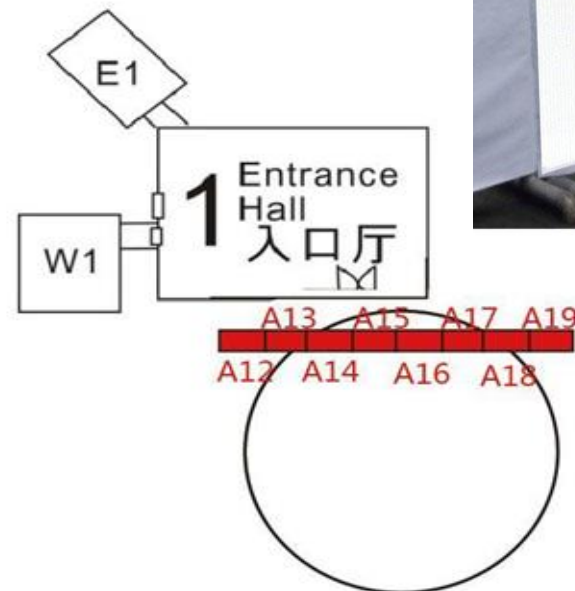


Signage Graphics

USD 750.00 / piece

Location: On the Fences Outside South Entrance

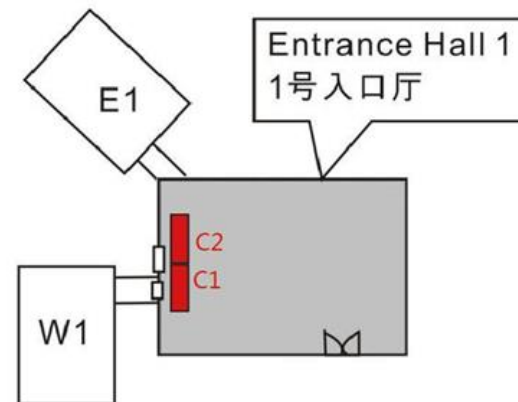
- Size: 3m(W) x 1.2m(H);
- Company name, logo, 50-word description, URL on Official Website Sponsor page;
- Sponsor's logo in Show Directory, Visitor Guide, Onsite;
- Quantity and location are subject to the availability, and it is served on a first-come-first-served basis;
- Proofs of your ad. must be approved by Show Management.



Hanging Banner (Exclusive) USD 8,790.00 / piece

Location: Entrance No.1 (South Entrance)

- Size: 8m(W) x 5m(H);
- Company name, logo, 50-word description, URL on Official Website Sponsor page;
- Sponsor's logo in Show Directory, Visitor Guide, Onsite;
- Quantity and location are subject to the availability, and it is served on a first-come-first-served basis;
- Proofs of your ad. must be approved by Show Management.

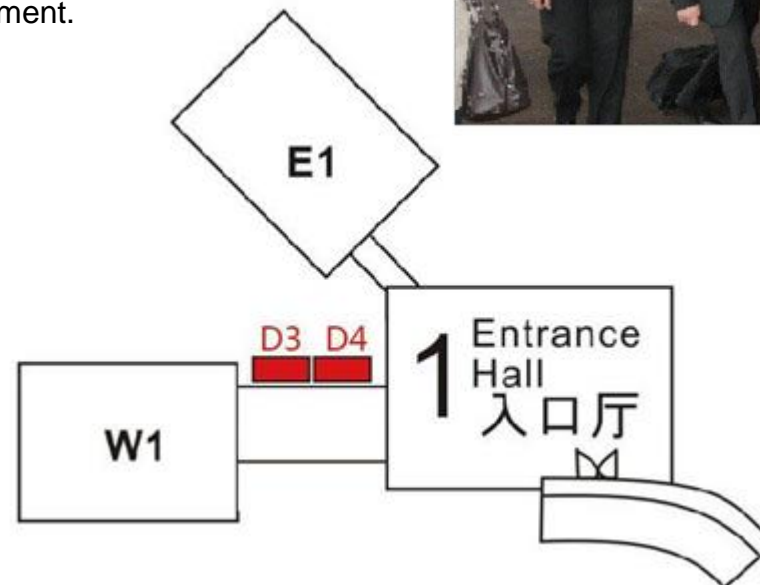


Signage Graphics (Max. 2)

USD 3,300.00 / piece

Location: Outside Entrance No.1 (South Entrance)

- Size: 4m(W) x 3m(H);
- Company name, logo, 50-word description, URL on Official Website Sponsor page;
- Sponsor's logo in Show Directory, Visitor Guide, Onsite;
- Quantity and location are subject to the availability, and it is served on a first-come-first-served basis;
- Proofs of your ad. must be approved by Show Management.



Stand Space Is Filling Up Fast, Book Now And Secure A Prime Location Soon

**Exhibiting & Sponsorship Opportunities,
please contact:**

Informa Markets

James Xiao

T: +86 10 6562 3326

E: james.xiao@informa.com

WeChat: SURFACES_China

