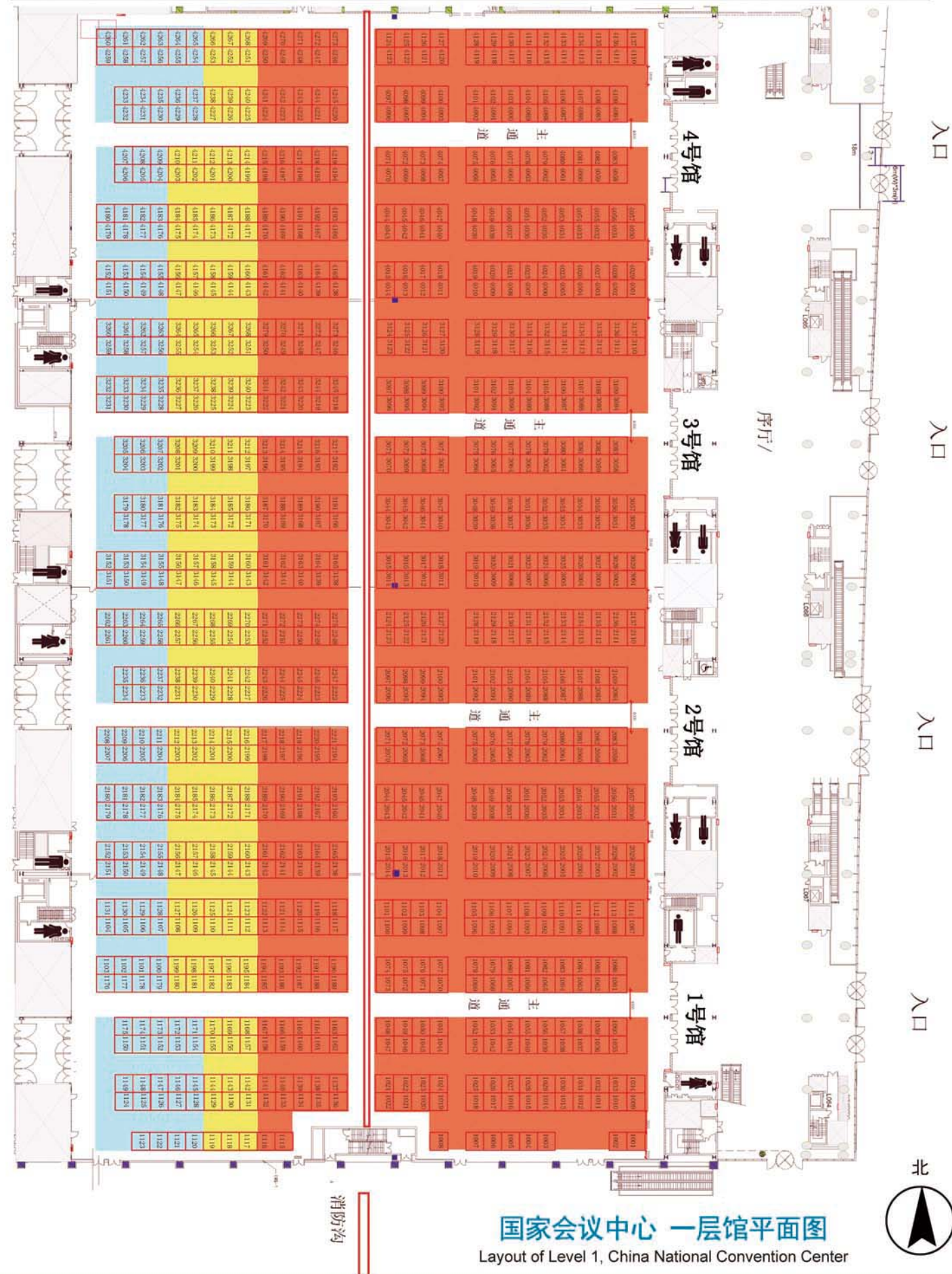


第十七届中国国际照相机械影像器材与技术博览会

The 17th China International Photograph & Electrical Imaging Machinery and Technology Fair



国家会议中心 一层馆平面图
Layout of Level 1, China National Convention Center

第十七届中国国际照相机械影像器材与技术博览会广告一览表

编号	类别	规格	设置位置	单位	单价 (人民币元/展期)	备注、数量
1	双幅道旗 单幅道旗	0.5m 宽×1.8m 高 0.6m 宽×1.8m 高	馆外—外侧东广场	组	1000 元/ 组 500 元/ 个	10 组/个起订
2	馆内串旗	0.6m 宽×1.5m 高 / 面 9 面/排	馆内—展馆序厅	排	3000 元/排	4 排起订
3	馆外玻璃 幕墙广告 (条幅广告)	E1 18 米×18 米	馆外(需报批)	面	¥100000	网眼布喷绘
		E2 18 米×20 米	馆外(需报批)	面	¥100000	网眼布喷绘
		E3 18 米×22 米	馆外(需报批)	面	¥100000	网眼布喷绘
		E4 18 米×18 米	馆外(需报批)	面	¥100000	网眼布喷绘
4	广告牌 大广告牌	5m 宽×2.6m 高	馆外院内进口两侧 广告牌	块	15000 元/ 块	钢架宝丽布(注)
		4m 宽×3m 高	东广场入口处	块	15000 元/ 块	
5	馆内入口 墙体灯箱广告	9.35m 宽×4.7m 高	一层展厅序厅西 侧墙观众入口上方	块	25000 元/ 个	共 8 块
6	馆内入口 包柱广告	1.45m 长×1.45m 宽 ×3.6m 高	馆内—展馆序厅	个	8000 元/根	贴喷绘
		3M 宽×2M 高				
7	馆内展区悬挂广告	5m 宽×3m 高	馆内—展馆	面	6500 元 / 面	宝丽布喷绘(双面)

广告发布期: 2014年4月25日-28日
1. 广告客户应于 3 月 6 日前签署广告认购协议书。
2. 广告认购期间如有两个以上客户选中同一广告位的, 可先行通过协商解决, 协商未果以最高竞标价格确定广告位归属。馆外玻璃幕墙广告(条幅广告)采用网眼布喷绘, 如采用宝丽布喷绘每平方米需加 50 元。
3. 广告电子文件设计稿如在广告安装到展位前 7 个工作日内提供, 须征得北京国机联创广告有限公司同意并加收 30%加急费用。

17th CHINA P&E ADVERTISEMENT SERVICE ITEMS

No.	Category	Size	Position	Fee (RMB yuan)	Quantity
1	Double width Road Flag Single width Road Flag	0.5m (W)×1.8m (H)	Outside of Venue— East Square	1000/ group	10 groups at least 10 at least
		0.6m (W)×1.8m (H)		500/ each	
2	String Flag in Venue	0.6m (W)×1.5m (H) / each 9 flags/row	In Venue—Entrance Hall	3000/row	4 rows at least
3	Glass wall Ads outside of Venue (Banners)	E1 18m×18m	Outside of Venue (need to be authorized)	100000 / each	mesh fabric Painting
		E2 18m×20m	Outside of Venue (need to be authorized)	100000 / each	mesh fabric Painting
		E3 18m×22m	Outside of Venue (need to be authorized)	100000 / each	mesh fabric Painting
		E4 18m×18m	Outside of Venue (need to be authorized)	100000 / each	mesh fabric Painting
4	Billboard Large billboard	5m (W)×2.6m (H)	Two Sides of Entrance to Square	15000 / each	PVC Painting with Steel Frame
		4m(W)×3m (H)	Entrance to East Square	15000 / each	
5	Wall Lamp Ads at Venue Entrance	9.35m(W)×4.7m (H)	Above Entrance for Visitors of Western Wall of Entrance Hall at the Grand Floor	25000/ each	8 in all
6	Pillar Ads at Venue Entrance Temporary Ads in Venue	1.45m (L)×1.45m(W) ×3.6m (H)	In Venue—Entrance Hall	8000/each	Painting
		3m(W)×2m (H)		5500/each	
7	Hanging Ads in Venue	5m(W)×3m (H)	In Venue—Venue	6500 / each	PVC Painting (with 2 sides)

Advertising period: April 25-28, 2014
Note: 1. the advertise agreement should be signed before March 6, 2014.
2. If two or more customers to subscribe for the same advertising space, should first be settled through negotiations and consultations, if failed it should determine the highest bid advertising attribution. Outside the glass wall advertising (banner ads) with mesh fabric printing, such as the use of Po Li cloth inkjet need to add 50 RMB per square meter.
3. Draft design of electronic documents such as advertisements in the ad in place within 7 working days before the offer, the consent shall be subject to advertising agency, 30% agreed and urgent expenses.

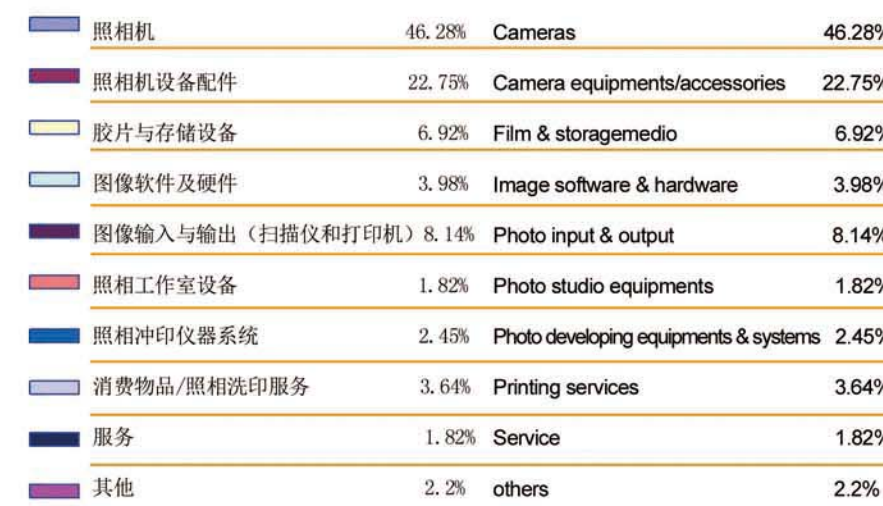
第十六届中国国际照相机械影像器材与技术博览会介绍

16th China P&E POST SHOW REPORT

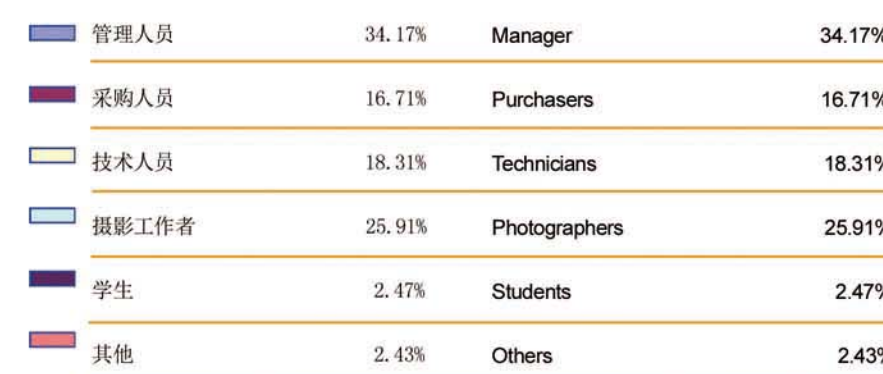
参观博览会的目的 Purposes of Visitors



观众所感兴趣的产品 Products interested to visitors



观众构成 Composition of visitors



第十七届中国国际照相机械影像器材与技术博览会

17th 2014 CHINA P&E

Apr 25 - 28 2014 China National Convention Center, Beijing

北京-国家会议中心
4月25日-4月28日

邀请书 INVITATION



The 17th China International Photograph & Electrical Imaging Machinery and Technology Fair

第十七届中国国际照相机机械影像器材与技术博览会



经中华人民共和国科学技术部科外审字2013(0314)号文批准,第十七届中国国际照相机机械影像器材与技术博览会(2014 CHINA P&E)定于2014年4月25日至4月28日在北京国家会议中心举办。



知名品牌展 影像业盛会

- 国内唯一国家级国际影像展
- 十六年历程 国内外驰名
- 200多家业界厂商汇聚
- 观众逾七万人次
- 政府、业界、媒体支持

展示最新产品 活动丰富多彩

- 尽显数字影像新产品、新技术、新发展
- 零配件、耗材、系统成套、软件技术荟萃
- 数字影像新发展专家论坛
- 新产品、新技术发布

推崇诚信 提高品牌效应

- 组织国内外经销商、专业用户与会
- 宣传企业诚信,维护广大消费者权益
- 推介优质产品,提高品牌信誉
- 保护知识产权,构建有序和谐市场

服务为本 提高展会质量

- 以人为本,全面提高服务质量
- 诚邀政府相关部门领导、社会知名人士光临指导
- 加强现场管理,营造安全、文明、绿色、和谐的展场环境
- 强化宣传,扩大展会成果。

让我们在2014 CHINA P&E上与您相聚!



展商须知

批准单位:

中华人民共和国科学技术部 国科外审字[2013] 0314号

主办单位:

中国机械工业联合会
中国文化办公设备制造行业协会
中国摄影家协会

承办单位:

中国文化办公设备制造行业协会
中国摄影家协会

支持单位:

中华人民共和国国家发展和改革委员会
中华人民共和国商务部
中华人民共和国工业和信息化部
中国国际贸易促进委员会
国家工商行政管理总局
中华人民共和国海关总署
日本照相机与影像产品协会
中日友好协会

展览日期:

特装展位布展时间: 2014年4月22日至24日

标准展位布展时间: 2014年4月24日

展出: 2014年4月25日至4月28日

撤展: 2014年4月28日16时

展览地点:

国家会议中心
(北京市朝阳区北辰东路7号)
E1. 2. 3. 4号馆

参展须知

展位费用标准

标准展位: 3m×3m, 费用: A区 人民币20000元/个; B区 人民币15000元/个; C区 人民币10000元/个。包括: 三面围板、一块9平方米地毯、一块中英文展板、一张问询桌、一张圆桌、四把折椅、两只短臂射灯、一个220V/5A插座; 租用两个以上连展展台需拆除中间隔板, 或边缘展位需拆除侧板, 请务必在参展合同书(参展协议)中注明。
光地: A区 人民币2000元/㎡; B区 人民币1500元/㎡; C区 人民币1000元/㎡;

展品范围

数字照相机、数字机背、银盐照相机、镜头、录像机、扩印设备及相关产品; 供业余爱好者的普通经济型、专业用高级型相机、工业专用智能照相机、摄像机及其附件; 带有摄影功能的通讯设备: 幻灯机、投影机、打印机、及相关产品; 影楼设备、影室灯具、背景道具、婚纱、婚纱头饰、胶片及相机、摄录像多种辅助器材及摄影艺术书刊等; 花车、大型卡通(充气)造型等。

参展手续

1. 参展单位请填写妥“参展协议”(附表), 于2014年1月31日前传真或邮寄至主办单位(见参展联络);

2. 主办单位接到回执, 即按展品类别、所需区域、报名顺序、参展面积安排相应展位, 并传真展位确认通知书;

3. 展商在接到展位确认通知书10日内, 将展位费的30%作为定金汇至大会指定帐户, 余款应在2014年3月10日前向主办单位支付, 如未按要求支付定金或余款, 主办单位将不保证所确认的展位位置;

4. 2014年3月10日后报名参展企业, 在收到“展位确认通知书”5日内一次全额付清参展费用, 逾期所定展位位置不予保证。

5. 如参展企业在2014年3月10日后退出参展, 主办单位已收之展位定金将转为占位费, 不予返还;

6. 主办单位在确认定金入帐后, 将寄发《参展指南》, 指导参展企业的各项参展工作; 在确认全额参展费已入帐后, 寄发赴会通知书, 参展商即可凭此按指定的时间、地点报到, 办理证件并开始布展;

7. 主办单位保留与参展单位协商并最终调整展位位置的权利。

参展联络

第十七届中国国际照相机机械影像器材与技术博览会办公室
地址: 北京市西城区月坛南街26号4060室
邮编: 100825

电话: 010-68596577 68519501

中国文化办公设备制造行业协会

联系人: 张晋生 张平 梁希嘉

电话: 010-68596577 68519501 68578585

传真: 010-68538552

E-mail: ccoea@mei.net.cn, zp109@vip.sina.com

招展范围: 照相机械、影像器材等

中国摄影家协会:

联系人: 戴榕

电话: 010-65134004

传真: 010-65211285

E-mail: dairong@cpa.net.cn

招展范围: 婚纱、影楼设备等

汇款办法

帐户全称: 中国文化办公设备制造行业协会

开户行: 中国银行总行营业部

帐号: 778350036127

其它

1. 敬请有意参展企业仔细阅读邀请函之每一细节, 主办单位享有对其解释权, 如有疑问欢迎电话垂询。

2. 所附参展协议, 请填写后于2014年1月31日前寄回或传真至博览会办公室(展位有限, 请尽早提交)。

3. 博览会为参展单位免费刊登会刊, 限500字中英文简介, 请直接发往博览会电子信箱(E-mail: ccoea@mei.net.cn), 截止日期2014年3月31日, 逾期未提交公司简介的单位会刊中将无法刊登。



The 17th China International Photograph & Electrical Imaging Machinery and Technology Fair

As approved by the document 2013 (0314) of the Ministry of Science and Technology of the People's Republic of China, the 17th China International Photograph & Electrical Imaging Machinery and Technology Fair will be held April 25-28, 2014 in China National Convention Center, Beijing.

Famous brand exhibition Imaging Industry Event

- The unique state-level international image show
- Well-known both at home and abroad for 16 years
- An assembly of more than 200 industry players
- With over 70,000 visitors
- Support from Government, Industry, and Media

Show of the latest products Rich variety of activities

- New product, technology, and development of digital image
- A distinguished gathering of spare parts, consumable items, system series, Software Technology
- Expert forum of New development of digital imaging
- Release of New Technologies and Products

Improve Brand Effect and being trustworthy

- Organize the dealers at home and abroad and professional users to participate this exhibition
- Publicize enterprise's credibility and protect the consumers' rights and interests
- Promote quality products and improve the brand reputation
- Protect intellectual property rights, building a harmonious and orderly market

Improve the quality of the fair based on service-oriented exhibition

- Improving the service quality based on people-oriented service
- We sincerely invite the government heads of related department, and the presence and guidance of social celebrities
- Strengthen site management, creating a Safe, Green, Civilized and Harmonious environment for the Exhibition
- Advertise widely and to expand the exhibition effect.

We are looking forward to seeing you in the 17th China International Photograph & Electrical Imaging Machinery and Technology Fair in 2014



2014 CHINA P&E

Exhibitors Instruction

Approved by:
Ministry of Science and Technology of the People's Republic of China
Guo Ke Wai Shen Zi No. [2013] 0314

Organizer:
China Machinery Industry Federation
China Culture & Office Equipment Manufacturers Association
China Photographers Association
Sponsors:
China Culture & Office Equipment Manufacturers Association
China Photographers Association

Supporters:
National Development and Reform Commission of P. R. China
Ministry of Commerce of P. R. China
Ministry of Industry and Information Technology of P. R. China
China Council for the Promotion of International Trade
State Administration for Industry and Commerce of P. R. China
General Administration of Customs of P. R. China
Camera & Imaging Products Association of Japan
Sino-Japan Friendship Association

Date:
Raw Space Construction times: April 22-24, 2014
Standard Booth Move-in: April 24, 2014
Exhibition: April 25-28, 2014
Dismantling times: 16:00, April 28, 2014
Venue:
Hall E1. 2. 3. 4 China National Convention Center, Beijing(7# Tian Chen East Road, Chao Yang District, Beijing)

Exhibiting the 2014 China P&E

Participation Notice
Participation fee
Standard booth: 3m×3m
Area A 人民币20,000/booth
Area B 人民币15,000/booth
Area C 人民币10,000/booth

Furnishing with:
Panel Walls up to 3 sides (Please specify panel walls direction arrangement)
Carpets
Fascia Board
1 Information Counter
1 Round Table
4 Chairs,
2 Spot Lights
Electricity Supply (220V/5A)

Raw Space Only:
Area A 2,000/sqm
Area B 1,500/sqm
Area C 1000/sqm

List of Exhibits
Digital Camera, Digital Camera-back, Camera, Lens, Video Recorder, Developing Equipment and Related Products, Economical Camera for Amateurs, Communication equipment with camera function ,Medium and Large Sized Cameras & Accessory for Professionals, Slide Projectors, Projectors, Printer and Other Related Products, Photo Studio Equipment, Studio Lamps and Lantern, Background and Property, Wedding Garment, Wedding Head Apparel & Accessory, Film & Auxiliary Equipment, Arts Books & Magazines, Wedding Cars Large-sized Cartoon (air filled), etc.

Application Formalities:
1. Complete the Space Application Form and fax it or post it to the organizer before Jan.31, 2014.
2. On receiving the Space Application Form, the organizer will allocate a position for the newly registered exhibitor according to the exhibitors' classification.
3. The exhibitor are asked to remitted 30% of the booth fee as the deposit to the account of the organizer within 10 days upon receiving the booth confirmation letter. And the balance shall be finished before Mar. 10, 2014. If the exhibitor fails to finish the deposit or the balance on the prescribed date, the booth will not be secured.
4. Exhibitors who apply the booths after the date of Mar. 10, 2014 should complete the full payment of the booth fee at one time, after receiving the booth confirmation letter. The booth will not allocate, given the full payment is not received by the organizer.
5. The exhibitor will not refund their down payment if they decide to cancel their participation after Mar. 10, 2014.
6. On receiving the down payment, the organizer will send the Exhibitors' Manual to the exhibitors for preparation. The Participation Confirmation will be sent to the exhibitors after they finish the full payment. With the Participation Confirmation, the exhibitors will be able to move in and exhibit at China P&E.
7. The organizer reserves the right to rearrange the exhibitors' position in the hall.

Contact us:
Exhibition Management Office of the 17th China P&E in 2014
Add.: Rm 4060, No. 26 Yue Tan Nan Jie, Xi Cheng District Beijing, 100825, China
Tel: +86-10 68596577/68519501

China Culture & Office Equipment Association (CCOEA)
Tel: +86-10-68596577/68519501 68578585
Fax: +86-10-68538552
Attns: Mr. Zhang Jinsheng Zhang, Ping Mr. Liang Xijia
E-mail: ccoea@mei.net.cn zp109@vip.sina.com
Scope: Photographic machinery and imaging materials, etc.

China Photographers Association
Tel: +86-10-65134004
Fax: +86-10-65211285
E-mail: dairong@cpa.net.cn
Attns: Ms. Dai Rong
For wedding garments & photo studio equipments only

A/C Details
Beneficiary: China Culture & Office Equipment Association
A/C No.: 778350036127 in Bank of China, Head Office, Banking Dept., Beijing

Others:
1. Please read carefully through the brochure while the organizers reserve the right for explanation. Your information request is welcome.
2. Please send the signed PARTICIPATION AGREEMENT before Jan. 31, 2014.
3. Catalogue entry is for free to the exhibitors. Please email the content you want to publish on the show directory to ccoea@mei.net.cn before Mar. 31, 2014.

