

## CME 2010

### The 10<sup>th</sup> Shenzhen International Mobile Phone Industry Exhibition & Seminar

**Show time:** from Nov. 25<sup>th</sup> to Nov. 27<sup>th</sup>, 2010

**Event Location :** ShenZhen Conference&Exhibition Center , Fuhua San Rd. ,Shenzhen

#### BRIEF ON THE EVENT OF LAST YEAR

**Exhibitors :** 395 companies from 21 countries and areas, with 39% of them as oversea Exhibitors and 20,000 M2 as the total exhibition area.

**Visitors :** 34287 professional visitors from 23 countries and areas are received during the three-days-event , an increase of 28% comparing with number of 2008.

**On-Site Transaction :** Orders valued 46,320,000 USD was generated on site in total, with 58% of the amount in the exporting section.

#### FEEDBACK FROM PARTICIPANTS

- 92% of them willing to recommend our fair to their Business Partners or friends
- 90% of them willing to participate in the 2010 Fair
- 87% of them think highly of this exhibition

#### FEEDBACK FROM VISITORS

- 97% of them willing to recommend our fair to their Business Partners or friends
- 90% of them willing to visit the Fair in 2010
- 94% of them think highly of this exhibition
- 86% of them satisfied with the full range of products covered in this event
- 87% of them agreed on the leading position of this fair in Asia

#### BACKGROUND

*China International Mobile Phone Industry Exhibition* (CME), held twice a year with one in Shanghai in July and the other in Shenzhen in November since 2001, has come to be the top cell phone industry show in Asia . With the rapid development of the Chinese mobile phone industry, CME is enjoying an annual growth rate of over 30% by average for a couple of years. More and more companies consider CME one of the most wanted annual Industry Event in world wide scope and many of them would find it a most important sourcing platform .

As the biggest mobile phone expo in Asia, it represents the mainstream direction of the industry and has built a huge exchange & transaction platform for companies domestic and abroad. It serves as a bridge to help domestic manufacturers to “go abroad” and bring overseas companies to buy into China market.

By showcasing the state-of-art technology and know-how of mobile phone industry , CME offer you the best chance to catch the novel conception of the Industry and make you accessed by your potential clients in a simple but effective way. Shanghai Kuozhan Exhibition service, as the only hosting company and founder of this event, is always doing her best to assure all the participants a successful and fruitful Gala in Mobile phone Industry.

## **SCHEDULE**

Registrstion & move-in: 8:30 ~22:00 of Nov. 24<sup>th</sup>, 2010

Opening ceremony : 9:30~10:00 of Nov. 25<sup>th</sup>, 2010

Show time : from Nov. 25<sup>th</sup> to Nov. 27<sup>th</sup>, 2010

Move-out : from 15:00 of Nov. 27<sup>th</sup>, 2010

## **RELATED PARTIES**

### **Organizer:**

Shanghai Kuozhan Exhibition Service Co., Ltd.

### **Sponsors:**

Shanghai Communication Industry Association

Shanghai Institute of Electronics

Korea Mobile Phone Industry Association

Japan Mobile Phone Interactive Alliance

Hong Kong Kuozhan International Exhibition Co., Ltd.

### **Media Partner:**

China Communication Network (<http://www.ci800.com>)

### **Website Supporters:**

China Mobile Marketing Network (<http://www.yougood.cn>)

China Mobile R&D Network (<http://www.1mp.cc>)

China FP Display Network (<http://cn.fpdisplay.com>)

Colorful Digital Business Info (<http://www.0755b2b.com>)

China Information Industry Network (<http://www.cnii.com.cn>)

Communications World Network (<http://www.cww.net.cn>)

3G China Information Network (<http://www.t800.com.cn>)

China Mobile Alliance Network (<http://www.cnmb.cn>)

China Laser Network (<http://www.laser.hc360.com>)

Handset Info Network (<http://www.handsetinfo.com>)

### **Media Supporters:**

Global Communications, Mobile Circle, Handset Info, Mobile & Accessory, Digital Network Info, Communication Special Issue, China Telecom World News, New Electronics, Electronics Today, Global Optoelectronics & Display, Mobile Phone Manager, etc.

## **RANGE OF PRODUCT**

### **I. Mobile Terminals:**

Mobile phone brand manufacturer, design company, ODM, OEM, EMS manufacturer, outsourcing processor, manufacturer for handset, PDA, digital camera, palm PC, and mobile TV, etc.

### **II. Related Parts & Accessories:**

1. **Semiconductor parts & IC circuit:** chip, chip design, image sensor, electric silicone, modem, semiconductor part, integrated circuit telecom, digital communication network application technology, etc.;
2. **Display parts:** mobile phone display, LCD, LED back light source, back light module, reflector, PMMA, PC, LCM, LCD and module, metal mask, filter, len module, mobile phone len, and sheet materials for decoration, etc.;
3. **Packaging accessories:** adhesive tape, sealing pad, optic acryl sheet, communication part, coating product, filming,

labeling, label, nameplate, trademark, panel, back-light protection screen, paper printing, mobile phone outer pieces, leather case, hanging adornments, and antistatic packaging products, etc.;

4. **Rubber & plastic products and module:** mobile phone module, mobile phone shell, mobile phone key, conductive membrane, plastic product, plastic mould, rubber and silicone product, membrane switch, module-cutting product, stamping and printing ink coating, mobile phone glass window, plastic plating part, and mould design, etc.;
5. **Circuit board & related parts:** soft circuit board, flexible circuit board, print circuit board, PCB, FPC, base, connector, wiring, conductive silver paste, insulated material, optic material, face panel, computer and related OEM product, SMT, etc.;
6. **Power supply & batteries:** power supply product, high-frequency product, battery, battery core, power switch, mobile phone charger, etc.;
7. **Electronic components:** capacitor, resistor, loop, filter, light part, sensor, optic component, loudspeaker, diode, triode, crystal oscillator, resonator, antenna, electret capacitive microphone, sheet, magnetic material, mobile phone microphone, earphone, and receiver, etc.;
8. **Connectors and insertors and accessories:** receiver, speaker, socket, connector, insert base, terminal, vibrating motor, motor, data cable, mobile phone len and camara module, wire module, encoder, electronic switch, etc.;
9. **Metal products & stamping pieces:** precision mould, metal product, precision metal stamping piece, plating, precision plastic injection, assembly and package, back light source, conductive board, hardware part, axes, shield device, etc.;
10. **Related equipment and others:** automatic equipment, inspection equipment, marking machine, laser cutter, die cutter, test equipment, membrane material, plastic and chemical material, other related equipment and machinery, etc.

## Participation Fees

Booth Type	Single-open (Domestic company)	Double-open (Domestic company)	Overseas Enterprise (including Hong Kong, Macao, Taiwan)
Standard Booth	RMB 12,800/9M2	RMB13,800/9M2.	USD 4,000/9M2
Bare ground (Min.36m2)	RMB 1,300/M2.	RMB 1,300/M2	USD 400/M2

- Each standard booth consists of 3-sided white partitions (3m/L x 3m/W x 2.5m/H), bilingual fascia board with company name, 1 power socket (no more than 500W), 2 fluorescent lamps, 1 information table, 2 folding chairs, carpet and dust Bin, etc.
- Bare ground consists of a show area, carpet, security and booth cleaning service.
- Exhibition service fee: Each attendee is charged at RMB500.00 for exhibition materials, exhibitor's badge, lunches, souvenirs, and seminar admission tickets, etc.

## Show Catalogue & Other Ads

Size of Show Catalogue: 210mm × 285mm.

Front cover RMB 25,000	Back cover RMB 20,000	Inside front RMB 15,000	Inside back RMB 10,000
Fly page RMB 12,000	Colored full page RMB 6,000	Black-and-white full page RMB 3,000	Full text page RMB 2,000
Arches RMB 2,000/Day	Balloons RMB 1,000 /Day	Banners RMB 2,000/ Expo	Invitation letters RMB10,000/30,000 pcs.

## **High-level Seminars**

Seminars on international technology and trade exchanges, product promotion and presentations will be held during the exhibition.. Speech-delivering are open to all exhibitors in each sessions, but application in advance is needed and considered to be a requisite for eligible candidates . Please send the application form and indicate the topic chosen to the Organizing Committee.

Each successful applicant will be charged a certain amount of fee , which is to make sure a high quality service delivered to all participants. Application is available on requested.

### **CME2009 Liaison Office:**

#### **Shanghai Kuozhan Exhibition Service Co., Ltd.**

Add: Rm. 602, Bldg. No.5, Lane 251, Caoxi Road, Xuhui District, Shanghai, P. R. China (Post Code: 200235)

Tel: +86-21-64841166, 64841177

Fax: +86-21-64843355, 64843366

Http://www.mobileexpo.cn

E-mail: mobileexpo@163.com

Contact Person: Ms. Chen Lu (Mobile: 13816175839)

## The 10th China (Shenzhen) Mobile Phone Industry Exhibition 2010

**Show Date: November 25-27, 2010      Venue: Shenzhen Convention & Exhibition Center**  
**Shanghai Kuozhan Exhibition Service Co., Ltd**  
**TEL: 0086-021-6484 1166 / 1177**  
**FAX: 0086-021-6484 3355 / 3366**  
**Contact Person: Ms. Chen lu 86-1381-617-5839**

Name of Applicant	Chinese:		
	English:		
Address			
Telephone		Fax:	Post Code:
Legal Representative		Person in charge:	Position:
Website		E-mail:	
Main Products			
Rental Items: ■ Standard Booth: _____ m × _____ m = _____ m <sup>2</sup> Booth No.: _____ / Fee: _____ ■ Indoor Raw Space: _____ m × _____ m = _____ m <sup>2</sup> Booth No.: _____ / Fee _____ ■ Technical Seminar: _____ session(s) / Fee: _____ ■ Pages of Expo Catalogue: _____ / Publication Fee: _____ ■ Others: _____ / Fee _____			
Total	(Letters) :		(Number) ¥
Remittance Date	All the fees above be remitted within _____(M) ____ (D) _____(Y).		
Beneficiary	Shanghai Kuozhan Exhibition Service Co., Ltd.		
Beneficiary's Bank	China Construction Bank Shanghai Branch Longcao Road Sub-branch		
Account No.	3100-1662-6010-5250-0089	SWIFT	PCBCCNBJSHX
Notes: 1. Publishing 200-character/word content of exhibits and company profile in the Show Catalogue free of charge. 2. The allocation of booths is based on the principle of first-come-first-served in terms of application and payment. 3. Participation fees shall be remitted in full or 50% to the designated bank account within 7 working days after application. The balance of the payment shall be settled before October 1, 2010. 4. In order to comply with the overall arrangement, the Organizer has the right to make adjustment to some booths when necessary. 5. No booth fees shall be refunded unless the application is not accepted by the Organizer. 6. Exhibitors who need water, motor power, and compressed air for demonstration shall submit their applications one month in advance.			

Organizer (Official Seal)

Exhibitor (Official Seal)

Person in Charge (signature)

Person in Charge (Signature)

Date( month / date / year)

Date( month / date / year)