

# 2016 THE THIRD SHANGHAI INTERNATIONAL JEANS WEAR EXPO

## —INVITATION LETTER

### I. Review

2015 The second Shanghai International Jeans wear expo with the theme of Condense the charming of jeans culture · Burst forth the fashionable glamour of jeans showed to foreign and domestic businessmen the excellent enterprise culture and image, the newest scientific and technical products of jeans industry. They will communicate face to face and hold the supply and demand dynamics and development trend of market in time .With close distance recommendation, domestic and international marketing channel will be established rapidly with less costs and shorter time to build a bridge between supply and demand parties of jeans industry. Compared to the first jeans expo, the Second jeans expo area increased 300%. The space-unit area accounted for 40% of the total are and the professional purchaser is increased by 117% over the first one.

2016 The third shanghai international jeans wear expo, as the only professional jeans industrial platform, will continue the quality of professional, exquisite and fine, lead the newest trend and technology, show the representativeness and authority, strengthen the connect of international buyer, base on the industrial base, face to the world market, run through the up, middle and low supply and demand chains, promote the seamless docking of the industry.

After three years of brand publicity and promotion, Shanghai international jeans expo has become the first platform option of new product release and market building for foreign and domestic clothing enterprise and also the best bridge and carrier for information transmitting and receiving, image promoting, brand building and directional procurement.

### II. Significance and Aim

**1.help enterprise to expand,build market channel.**

**2.Find better brands for the enterprise operators and partners**

**3.Play a positive role for brand construction**

**4.Help enterprise get the information of the trend faster and more accurate.**

### III. Theme of the exhibition:

**Condense the charming of jeans culture · Burst forth the fashionable glamour of jeans**

### IV. Tenet

Build a high quality, efficient, professional business docking platform

**V. Holding time: April 19<sup>th</sup> –21<sup>st</sup>, 2016**

**VI. Exhibition place: Shanghai World Expo Exhibition Hall**

**(No.850, Bocheng Road, Pudong New District, Shanghai)**

### VII. Institutional framework (planned)

**Host:** All-China Federation of Industry and Commerce Textile and Clothing Industry Chamber of Commerce, Guangdong textile Association,LISO Group Shareholding Co., Ltd.

**Co-organizer:** Jiangsu Federation of Industry and Commerce Clothing Industry Chamber of Commerce, Shanghai Garment Trade Association,Jun an Textile&Garment Chamber of Commerce, Xintang Chamber of Commerce,Huadong University Jeans brand design and research center

**Support organization:** Sino-Italy Chamber of Commerce, Hong Kong textile chamber of commerce, Vietnam textile and garment chamber of commerce

**Organizer:** Shanghai Aozo Exhibition Service Co., Ltd., Shanghai LISO Exhibition Service Co., Ltd.

**Strategic cooperation:** China Textile News, Xianyan News Agency, Asia Jeans Magazine, Cloth Washing Magazine, overseas fashion information, Asia textile league

## VII. Exhibition Time Schedule

Move-in	Date	Time
Raw space set up	April 17 <sup>th</sup> -18 <sup>th</sup> ,2016	08: 30 - 17: 30
Standard booth set up		
Exhibitor registration		
Exhibition schedule	Date	Time
Opening ceremony	April 19 <sup>th</sup> ,2016	9:30-10:30
Exhibition opening time	April 19 <sup>th</sup> -20 <sup>th</sup> ,2016	09: 00 - 17: 00
	April 21 <sup>st</sup> ,2016	09: 00 - 15: 00
Move-out	Date	Time
Exhibit move-out	April 21 <sup>st</sup> ,2016	15: 00 - 20: 30

## VIII. Exhibition scope

☆**Jeans wear:** Jeans ready-made clothes, pantsuits, jackets, skirts, shirts, children's garments, etc.

☆**Jeans (clothes) textile, accessory:** 100% cotton jean clothes and cotton polyester jean clothes (for example: elastic and inelastic jean cloths or printing, embroidering, jacquard weave, gilding, rubber printing jeans cloths) and label, button, and rivet, etc.

☆**Denim crafts and decorations:**Denim sofas,dolls and bags,etc.

☆**Jeans wear mating and OEM(Original Equipment Manufacturer):** Dyeing, washing and other OEM and ODM, etc.

☆**Jeans wear manufacturing equipment and other relevant products and technology:** equipment of garment sewing, washing, after finishing, printing, 3D fitting, embroidery, laser processing, tailoring, marking machine, chemical dyestuff and production design software, etc.;

## IX. Activities of the corresponding period

- ☆ new product release/runway show
- ☆ jeans professional forum, investment conference, buyer matching conference
- ☆ online jeans geek searching competition
- ☆ Top one hundred jeans list
- ☆ jeans travel ten thousand miles in China

## X. Charging standard

### 1. Booth setting and charging standard (booth at the corner will be charged extra 500yuan)

Category	Charging standard (yuan/exhibition period)		Configuration and size
<b>Standard booth:</b> 3m×3m/booth	<b>Domestic enterprise</b>	<b>Foreign enterprise</b>	◇ 1 table ◇ 2 chairs ◇ 2 spotlights ◇ 3 coamings ◇ making of exhibition lintel ◇ 220V/5A power socket ◇ carpet
	12800RMB/9 m <sup>2</sup>	3000USD/9 m <sup>2</sup>	
<b>Special booth</b> rent starts from 36 m <sup>2</sup>	<b>Domestic enterprise</b>	<b>Foreign enterprise</b>	◇ only offers bare land. Booth design, other configuration and equipment will be arranged by the exhibitor, the same to cost.
	1280RMB/ m <sup>2</sup>	300USD/ m <sup>2</sup>	

### 2. Advertisement channel and charging standard

In order to make full use of the exhibition platform, other modes can be used to show the image of your enterprise from all aspects and elevate the popularity of the enterprise, therefore, it will attract more buyers to come for negotiation and purchase.

Advertisement channel	Size of the advertisement	Quantity	Price
Advertisement on the journal of the expo	Back cover: width 140 mm× height 210 mm	1P	18000yuan/P
	Fly page: width 140 mm× height 210 mm	1P	12000yuan/P
	The second and third front cover: width 140 mm× height 210 mm	2P	10000yuan/P
	Color inside pages: width 140 mm× height 210 mm	Unlimited	8000yuan/P
New product release, runway show	30 min/show	4 shows/day	20000yuan/show
Visit tickets (admission tickets)	210 mm×90 mm	300 thousand pieces	12000yuan/ten thousand/side
Badge (Admission for Exhibitor)	90 mm×115 mm	2000 pieces	10000yuan/exhibition period
Badge (Admission for Purchaser)	90 mm×115 mm	50000 pieces	40000yuan/exhibition period
The hanging flags and other advertisements	Please call the office of the committee or log in the official website (www. jeansexpo. com) for other advertisements		

## XI. Publicity and promotion

The purchasers we invite include: agents, distributors, alliance business, wholesalers, retailers,

electronic businessmen, department store that are engaged in jeans wear industry and self-established brand of jeans wear, manufacturers of jeans wear and the investors from various circles of society and other relevant social groups.

The relevant channels and approaches.

**1. Professional media** in professional media as the carrier, cooperating with more than 150 professional journals and magazine, websites and news papers to publicize in audience --- covering 200 thousand people;

**2. Mass media regard** the mass media as supporting to publicize. including TV, radio station, news papers, websites, journals and magazines, large scale exhibitions, and professional markets, etc. to transmit information continuously --- covering 400 thousand people;

**3. News flash of the exhibition** sending the relevant policy, the exhibition and marketing information to the people who engaged in jeans wear industry by direct mail or post mail, etc. in time --- covering 50 thousand people;

**4. Message** publicizing and inviting through micro blog, wechat, message, telephone, mail, etc. --- covering 100 thousand people;

**5. Invitation letter, invitation card, ticket and DM** sending 100 thousand invitation letter, invitation card and tickets to professional enterprises, merchants, communities and academies, inviting the responsible person to attend the exhibition and purchase --- covering 200 thousand people;

**6. Event Marketing like meeting and activity** Attract the attention, participation and interaction from various circles of society through news release, industrial forum, summit, lecture, new product release, runway show, and industrial competition, etc. in the way of “promote work in all areas by drawing upon the experience gained on key points”, “using exhibition to promote the conference” and “using conference to promote the exhibition” --- covering 100 thousand people.

## **XII. Procedure to take part in the exhibition**

Submit application for taking part in the exhibition → book a booth → sign the exhibition participation contract → pay the deposit of the booth → pay the balance of the booth in according to the contract → send the handbook of the exhibitor → report and send the design drawing and construction program of the booth in according to the handbook → send the sample → transact procedures and arrange the exhibition two days before the exhibition → exhibition → Move-out.

## **XIII. Contact information**

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