



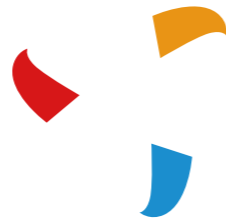
Starting Your Marketing Push..... →

**China Consumer Electronics Fair (Shenzhen) 2010  
(CCEF)**

April 9–11, 2010  
Shenzhen Convention and Exhibition Center

[www.ChinaCEF.com](http://www.ChinaCEF.com)

Starting Your Marketing Push.....



Digital Technology  
Innovates a Better Life



#### CCEF's Focus

##### Seize the exhibition opportunities while 3C integrate

With the advent of 3C integration, electronic information products are further facing the consumer market. Electronic information industry is growingly depending on the market, for product life cycles is becoming shorter and shorter and competition is increasingly dramatic. To grasp the market trend and guide the future technology becomes the key to industrial development and the source of technological innovation. And exhibition, the most effective promotion method to close to the market, naturally becomes the indispensable choice of consumer electronics manufacturers; a high-quality consumer electronics exhibition with a favorable geographical position is the best way for manufactures to seize the market.

##### Share the fast-growing China market

China consumer electronics market is increasingly becoming the world's most important regional market, and even irreplaceable when the economic crisis swept the world. It has not only become one of the new products and technologies releasing place of global consumer electronics giants, but also will become the birthplace and touchstone of new products and technologies. In the rise of China market, international giants played an important role. Moreover, local national brand manufacturers did played and will continue to play a vital role as well.

##### Start to enter the market of the Pearl River Delta

China and the surrounding areas of East Asia are the world's consumer electronics product development and manufacturing center. China's Pearl River Delta and the surrounding region are even more highly-intensive manufacturing and R & D base, sustaining the local and global consumer electronics industry with industrial clusters. Meanwhile, the intensive Guangdong and Hong Kong city circle, consumer groups, international and domestic channels, logistics, terminal, parts and components industry all make the region into the world's most important consumer electronics procurement and information center, and into the intersection of domestic and foreign markets, channel, brand and manufacturing resources.

Shenzhen is close to Hong Kong and Guangzhou. This unique location advantage makes Shenzhen becomes a rallying place of global consumer electronics buyers' in April, the gold procurement season of global businessmen.

If the traditional consumer electronics market of the U.S. and Europe is represented by CES, IFA exhibition for its advanced level, the rapid rise of Asian consumer electronics market currently, especially China and its Pearl River Delta region, as center of Global 3C products R & D, manufacture, supporting, marketing and procurement, also need a benchmark for their industry characteristics and market trends, that is CCEF, highlighting China market features, the industry innovation, consumer electronics products trends.



# What is the CCEF? A Trading fair? A marketing platform?



CCEF is short for China Consumer Electronics Fair (Shenzhen) 2010. It is a fair of 30,000 square meters, held together with China Electronics Fair (CEF), China's largest electronics trade show; it is not only a show, but also an integrated marketing platform that provides media exposure chance, buyer invitation, brand promotion and other marketing services that up to half-year, besides exhibition booth.

With three core elements of terminal, content and user experience, CCEF is digital lifestyle oriented, powered by innovation and development, guided by green energy, focusing on media communication and channel expansion, to create an international consumer electronic communication platform that permits consumers to fully experience the "Digital Technology Innovates a Better Life."

Relying on the China's market, especially Shenzhen, a unique industry background and a global R & D, manufacturing, supporting, marketing and procurement centers of 3C products, CCEF shares China's electronics Fair(CEF)'s more than 70,000 buyers and the Pearl River Delta's overseas buyers purchasing gold season in April, and focuses on helping home and abroad 3C, especially consumer electronics manufacturers to develop China's market.

# CCEF, Starting Your Marketing Push...



## Digital Technology Innovates a Better Life



**Theme: Digital Technology Innovates a Better Life**  
**Exhibition Area: 30,000 square meters**  
**Visitors: 70,000 people**

Simultaneously held with NO 1 electronics fair in China,  
**China Electronics Fair (CEF)**  
 Sharing **70,000** industry buyers

## Authoritative Forums

Perceives the future opportunities of technology market

The 73rd CEF launched China Electronics Technology Annual Meeting 2010 and 20 insightful forums to keep up with the forefront of technology development and to focus on the technical key points of the industry.

- Chinese Institute of Electronics: Electronic Information Science and Technology Awards Ceremony
- Chinese Institute of Electronics: China Electronics Technology Annual Meeting
- Information-based and Industrialization Integration & Innovation Awards Ceremony
- Refrigeration & Air Conditioning of Industrial Strategy Annual Meeting
- International Electronic Test and Measurement Seminar (Shenzhen)
- China Electronics Technology Annual Meeting: Low Power Consumption Design Innovation
- Green Electronic Manufacturing and Authentication Seminar (Shenzhen)
- RFID Technology and Application Seminar (Shenzhen)
- China Electronics New Application forum: MEMS Technology and Applications Forum
- China Electronics New Application forum: LED
- China Mobile Netbook Product Development Forum(CMIP)
- China Netbook Industry High-level Salon
- New Purchasing Preference and Supply Trend Summit
- Circuit Protection and EMI/EMC Solutions Conference
- New Energy Saving Technology Conference: Power Components, LED Lighting and Green Power Supply
- China FPD Manufacturing Forum (Shenzhen)
- China 3D Video Industry Alliance & the Second Session Member Assembly
- 3D Industrial Cooperation Forum
- The Third China 3D Video Forum
- China GPS and Location Service Industry Alliance Value Chain Seminar
- China Glass Screen Printing Technology Forum (Shenzhen)
- China Thin film switches, panels and Signs Technology Forum (Shenzhen)
- China Clothing Printing Technology Forum (Shenzhen)

### Supporters:

The People's Republic of China Ministry of Industry and Information Technology

The People's Republic of China Ministry of Commerce

### Sponsors:

China Electronics Corporation

The People's Government of Shenzhen Municipality

China Video Industry Association

China Audio Industry Association

### Co-organizers:

Chinese Institute of Electronics

China Computer Industry Association

### Organizers:

China Electronic Appliance Corporation

China Electronic Exhibition & Information Communication Co., Ltd

Shenzhen Convention and Exhibition Center

### Hall Plan:

- **Hall 2: Audio-visual Zone**  
including audio-visual products, digital home products, digital entertainment and digital software products color TVs, set-top boxes, DVD, audio, projection, audio-visual products and accessories, home networking, digital content, digital entertainment, learning products and accessories, 3D and accessory products
- **Hall 3: Digital Communication Zone**  
including 3G products, portable digital products and automotive electronics mobile phones and accessories, digital imaging, digital storage, portable small household electrical appliances, portable internet access, bluetooth, electronic gifts, car audio, car navigation, vehicle communications and VoIP products
- **Hall 4: IT Zone**  
including computer and peripheral products, network products, software and services computers and peripheral products, mobile computing devices, networking products, office automation, commercial IT terminals, software, ISP, ICP, information technology services, IT outsourcing services, e-commerce and value-added services

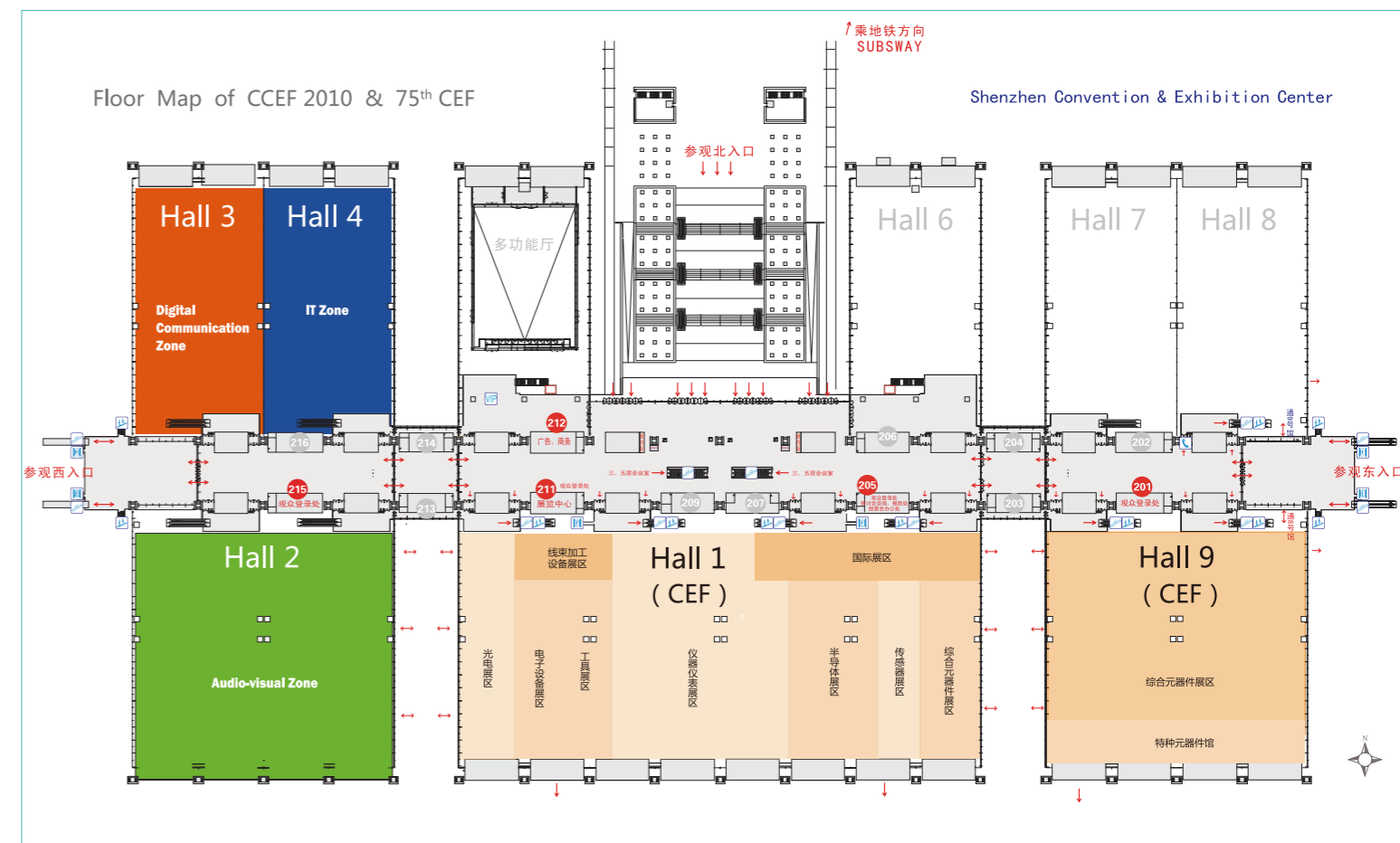
### Target buyers:

- Consumer Electronics channel deputy
- Consumer electronics industry's R & D, manufacturing and distribution engineers
- Mass and professional media
- Users
- Dealers
- Consumers

### Booth Price

- Standard booth (3m × 3m = 9 m<sup>2</sup>): RMB 10,000 yuan/ booth
- Raw (36 m<sup>2</sup>): RMB 1,000 yuan / m<sup>2</sup>

**Note:** Standard booth includes: three sides exhibition walls, booth carpet, company name fascia board, two lights, one 220V outlet, one table and two chairs.



# why do you choose CCEF ?

## Professional buyer organization and strong promotion campaign bring you the highest popularity

### 1. Channel expansion at home and abroad

- CCEF pays special attention to domestic buyer organization and has specific channels of it, including department store associations of national ministries, large channel dealers, large home appliances/ IT/ digital products retail chain markets, channel retailer of 3rd or 4th market and "home appliances to the countryside" channels;
- Well-known 3C dealers both domestic and abroad are invited, including Wal-Mart, Carrefour, Best Buy, Gome, Sundan, Suning, Onezero, PC Mall, SEG, Ego, PC online, Yuanwang City, etc. ;
- Buyers from 3rd or 4th city channels , in particular buyers interested in strategy "home appliances to the countryside" are invited;
- Buyers dealing with TV shopping, online shopping, e-commerce are invited as well;
- CCEF will share overseas buyers together with Hong Kong Electronics Fair and Canton Fair, which are held consecutively.;
- Besides, CCEF will invite channel dealers and retailer out of China Mainland, including Japan, Korea, Hong Kong, Taiwan, Southeast Asia, India, Middle East, Africa, Latin America, Russia and Europe and the United States, make strategic partners and establish overseas promotion channel.



### 2. Buyer organizing and promotion at home and abroad

- Press conference: Press conference will be opened in Beijing, Shanghai, Guangzhou, Shenzhen and other places;
- Overseas promotion: China Electronics Corporation's global partners in Hong Kong, Taipei, Tokyo, Seoul, Berlin and Las Vegas will promote CCEF together;
- Professional media: Advertisement and press release on more than 100 professional media; each media on an average of 10 articles per day, 90 articles per month.
- Distribution: Thousands of promotional materials will be distributed to professionals by domestic and foreign media;
- Mass media: Advertisement and press release on CCTV, Guangdong TV, Shenzhen TV, Shenzhen Traffic Radio, Shenzhen Special Zone Daily, Nanfang City News, Shenzhen Economy Newspaper, Economic Daily, Nanfang Daily, Shenzhen city bus station and Shenzhen Metro station;
- E-push: Advertisement on hot online media, DM and EDM advertising;
- Call-center: Direct calling to more than 6,000 VIP visitors for exhibition and seminars invitation;
- Exhibitors' customer invitation: To assist exhibitors to invite their key customers and customers they are willing to meet;
- Pre-registration online and related information preview through [www.ChinaCEF.com](http://www.ChinaCEF.com).
- VIP visitor registration channel onsite.





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