

# EXHIBITOR GUIDE

**CE China**  
INTERNATIONAL BRAND SHOW  
FOR CONSUMER ELECTRONICS

4-6 May 2017

With this Exhibitor Guide, we aim to provide you with key facts about the premier edition of CE China 2017. It will give you quick, direct and practical information regarding specific aspects of the exhibition. We want to make sure you get the best business results out of your company's presentation and look forward to enter the biggest consumer market with you!

## GENERAL FACTS

- **Show venue:** Shenzhen Exhibition and Convention Center (SZCEC), Fuhua 3rd Rd, Futian, Shenzhen, Guangdong, China
- **Halls:** 2 - 3
- **Organizer:** Berlin Exhibition (Guangzhou) Co., Ltd.
- **Opening hours visitors:** May 4-5, 2017: 9.30 - 17.00 h  
May 6, 2017: 9.30 - 16.30 h
- **Opening hours exhibitors:** May 4-5, 2017: 9.00 - 17.30h  
May 6, 2017: 9.00-17.00h
- **Construction period:** May 2: 8.30-17.30h  
May 3: 8.30 - 22.00 h
- **Dismantling period:** May 6: 17.00 - 22.00 h
- **5% Early Bird Deadline:** November 15, 2016
- **Application Deadline:** February 28, 2017

\*All construction and set up must be finished before 8.00 am on May 4, 2017

## RATES/PRICES

- **Row stand area:** 1,780 RMB / sqm
- **Corner stand area:** 1,820 RMB / sqm
- **Peninsula stand area:** 2,100 RMB / sqm
- **Island stand area:** 2,400 RMB / sqm

### Stand rentals include

- Flat rate for additional services of 24,30 RMB/sqm
- One-off-fee for the Promotion Package

All stands up to size of 18 sqm will be mandatory to build with CE China official contractor.

- **Price stand shell scheme 9 sqm:** 18,500 RMB
- **Price stand shell scheme 18 sqm:** 37,000 RMB
- **Digital Health Zone turnkey solution:** 39,000 RMB / 16 sqm
- **Start-up Area Connect@ CE China turnkey solution:** 9,900 RMB / 9 sqm

## OFFICIAL CE CHINA CONTRACTOR

PICO International will be the official contractor for CE China 2017.  
PICO IES Group Limited  
Mr. Pecken Chu / Ms. Kitman Chui

Pico IES Group Ltd  
e-mail: [cechina2017@picoiesgroup.com](mailto:cechina2017@picoiesgroup.com)  
or call: +86 769 8216 5886 (China)  
+852 3713 0608 (Hong Kong)  
Fax: +852 2660 4671 / 6312  
[www.pico.com](http://www.pico.com)

Additional services and stand furnishings will be available for rent. Contact PICO International for prices and further information.

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## TIMELINE

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## TECHNICAL GUIDELINES

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- Maximum booth height for stands is 4.5 m up to 100 sqm / for 100-600 sqm the maximum height for stands is 6m
- No double storey stands are possible
- No suspension points can be ordered
- A complete overview of CE China's Conditions of Participation can be found at: [www.cechina-ifa.com](http://www.cechina-ifa.com)
- All stands from 9 - 18 sqm must be built with PICO International
- Maximum Volume is 75 decibels

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## LOGISTICS

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### INTERNATIONAL EXHIBITORS:

Schenker Deutschland AG  
Axel Schiek  
Branch Office Berlin  
Phone +49 30 301 2995-451  
[axel.schiek@dbschenker.com](mailto:axel.schiek@dbschenker.com)

### CHINESE & HONG KONG EXHIBITORS:

Schenker International (H.K.) Ltd.  
Ms. Rosa Suen  
Phone +852 2585 9576  
Fax +852 2824 0328  
[rosa.suen@dbschenker.com](mailto:rosa.suen@dbschenker.com)

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## GENERAL INFORMATION

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- **Visa:** Please find all information on visa requirements at: [www.visaforchina.org](http://www.visaforchina.org)
- **Airport:** Shenzhen has excellent airline connections including domestic flights via Shenzhen and Guangzhou - which are among the largest Chinese airports - and international connections via Hong Kong and Macao
- **Travel Information:** check out [www.cechina-ifa.com](http://www.cechina-ifa.com) for Travel Services, including transportation, hotels and travel agencies

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## CE CHINA CONTACTS



### Berlin Office

**General:** cechina-ifa@messe-berlin.com  
**Sales Show Floor:** Daniel Soesanto: soesanto@messe-berlin.de  
**Organization / Conferences:** Juliane Furkert: furkert@messe-berlin.de  
**Coordination:** Nan Guo: guo@messe-berlin.de

### China Office

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## TRAVEL AGENCY

Shenzhen JL Conference & Exhibition Service Co., Ltd.  
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