

AIEXPO

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中国国际商会济南商会

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微信公众平台
二维码

2014第七届中国(山东)国际汽车工业博览会

2014 China (Shandong) International Automobile Industry Exposition

2014第七届中国(山东)国际卡车暨零部件展览会

2014 China (Jinan) International Truck & Accessory Exhibition

邀请函 Invitation

2014年9月23—25日

中国·济南国际会展中心(高新区)

Jinan International Convention and Exhibition Center
September 23-25, 2014



展会介绍 Introduction

2014中国(山东)国际汽车工业博览会将于金秋9月23日-25日在泉城济南隆重举办。作为省内唯一的商用车行业专业盛会,本届展会将在总结前六届成功经验基础之上,本着市场的实际需求一对一的对专业高端买家进行邀请,是汽车工业相关单位开拓市场、树立形象、维护关系的绝佳平台。

本届展会将进行网络、报纸、广播、电视等多角度、全方位宣传,重点展示MPV、房车、微面、轻客、卡车及相关零配件、维修汽保设备、养护用品等产品。展会同期举办“中国汽车工业发展高峰论坛”、“山东省物流行业发展高峰论坛”等20余场配套活动,为客户提供一个全面、全新的汽车工业产业链,促进供需双方增进合作、共赢发展。

2014年9月,我们将以全新的会展形式、丰富的活动内容、细致周到的服务,迎接参加汽博会的朋友们!

This golden autumn of Jinan will see the long-expected 2014 China (Shandong) International Automobile Industry Exposition on September 23-25. Remaining the ONLY professional show for commercial vehicles in Shandong, the five years of success has earned this show a reputation as an ideal platform for promoting, branding and customer-bonding for businesses in auto industry. What's more, this year's exhibition will feature a demand-oriented one-on-one invitation program to attract top class buyers, ensuring all participants more and better opportunities.

The publicity plan of AIExpo 2014 integrates various widely-covered promotion approaches, including ads on the Internet, the press, broadcast, and TV. Exhibits include MPVs, RVs, mini buses, light buses, trucks, automobile parts, repair & maintenance, and accessories & service, covering the entire automobile industrial chain. Major on-site activities comprise over 20 forums and meetings, for instance, the Summit Forum on the Development of China Automobile Industry and the Summit Forum on the Development of Shandong Logistics, facilitating the cooperation between supply and demand and promoting win-win development.

New form, abundant activities and attentive service are our promises.

Welcome to Shandong Auto Expo 2014!

组织机构 Organization

主办单位 Sponsors

中国国际贸易促进委员会
China Council for the Promotion of International Trade
济南市人民政府
Jinan Municipal People's Government
山东省经济和信息化委员会
Shandong Economic and Information Technology Committee
山东省汽车行业协会
Shandong Automotive Manufacturers Association

承办单位 Organizers

中国国际贸易促进委员会济南市分会
China Council for the Promotion of International Trade Jinan Sub-council
中国国际商会济南商会
China Chamber of International Commerce Jinan Chamber of Commerce
山东新丞华展览有限公司
Shandong Xinchenghua Exhibition Co.,Ltd.

同期活动 Activities

- ① 中国汽车工业发展高峰论坛
- ② 山东省物流行业发展高峰论坛
- ③ 新车发布会
- ④ 商用车节能发展高峰论坛
- ⑤ 山东省新能源汽车技术创新论坛
- ⑥ 汽车制造企业与配套关键零部件企业对接洽谈会
- ⑦ 万家VIP采购商&供应商

1. Summit Forum on the Development of China Automotive Industry
2. The Summit Forum on the Development of Shandong Logistics
3. Vehicle Release - Gathering in the City of Springs, Dialogue with the Global Truck Brands
4. Summit Forum on the Development of Commercial Energy-saving Vehicles
5. Forum on the New-Energy Automotive Technological Innovation of Shandong Province
6. Meeting of the Automotive Manufacturers and Key Supporting Spare Part Manufacturers
7. Trade Fair of 10,000 VIP Buyers & Suppliers and Sub-industries

日程安排 The schedule

报到布展 Check-in & Move-in	2014.9.21-22	8:30-16:30
展出时间 Exhibition	2014.9.23-24	8:30-16:30
	2014.9.25	8:30-16:00
撤展时间 Move-out	2014.9.25	16:00-20:00

中国·济南国际会展中心(济南市工业南路28号)

Jinan International Convention and Exhibition Center (28 Gongye South Rd., Jinan, China)



S 承办展会优势 Strengths and Highlights

- ★ 丞华展览始于1997年，是省内唯一一家拥有国家一级资质的展会组织服务机构；同时也是我省首家成立的展会组织服务机构；
Chenghua Exhibition Co., Ltd. established in 1997, is the first of its kind in Shandong, as well as the only state-qualified, class A exhibition organizing & service enterprise within the province.
- ★ 专业运作国内外的国际性的展会及会议超过500余场；
Organized over 500 international exhibitions and conventions at home and abroad;
- ★ 数据库拥有省内超过二十余万条具有购买实力的高端潜在客户；
Corporate database including over 200,000 high-end potential clients in the province;
- ★ 现场集中展示，针对性的邀请，为展商第一时间锁定潜在购买客户；
On-site show plus targeted invitation equal orders from potential buyers;
- ★ 无可复制的展会邀请力度，无可比拟的宣传优势，因为我们直接与购买客户沟通；
Unparalleled visitor invitation and publicity campaign, based on direct and close contact with potential buyers.
- ★ 展会现场活动丰富多彩，主题专区分类明确，亮点规模全面保证；
Various on-site activities, clear layout, large scale and well-arranged highlights—you have our promises!



E 展示内容 Exhibition Profile

- 商务车:** MPV、房车等多功能商务车；
Commercial Vehicles: MPVs, RVs and other multi-functional commercial vehicles;
- 新能源汽车:** 电动汽车、混合动力汽车、燃料电池汽车等新能源汽车；
New Energy Auto: electric cars, hybrid cars, fuel cell cars and other new energy autos;
- 轻型商用车:** 面包车、轻客、微客、轻微卡、拖车；
Light Commercial Vehicles: mini vans, light and mini buses, light and mini trucks, trailers;
- 重型商用车:** 卡车、货车、客车；
Heavy-duty Commercial Vehicles: trucks, vans, buses;
- 专用车:** 牵引车、通讯车、邮政车、餐车、冷藏车、市政车（垃圾车、环卫车、清洁车）、救护车、警车、消防车等；
Special Cars: towing vehicles, communication vehicles, postal vehicles, diner vehicles, refrigerated vehicles, ambulances, police cars, fire trucks, sanitation trucks, cleaning trucks, etc.;
- 工程机械车:** 搅拌车、挖掘机、推土机、起重机；
Engineering Machinery Vehicles: mixers, mining trucks, bulldozers, cranes;
- 零配件:** 各类汽车零配件、维修检测诊断及养护用品，工程机械零配件。
Parts & Accessories: all kinds of automobile parts, maintenance and testing equipment and supplies, construction machinery spare parts.



展商服务 Exhibitor Service

- | | |
|---------------------------|--|
| 根据企业实际情况及具体要求为客户推荐展示方案； | Customized Exhibiting Plans |
| 根据企业要求针对性一对一邀请终端用户； | One-on-one client invitation at your request |
| 免费为企业发送参展信息短信； | Free ads SMSs sent to all visitors |
| 免费为对口企业提供采购信息； | Free procurement info offered to exhibitors |
| 最新高端产品的参展企业将免费获得门票广告推广机会。 | Free Admission ticket ads for high-end innovative exhibitors |

展位价格 Stand Rental

- | | |
|------------------------|--|
| 室外光地: 350元/平米 | Space Only(outdoor): RMB 350/M ² |
| 2014年6月30日前报名, 尊享更多优惠! | Early bird discount available by Jun. 30, 2014 |

备注:

光地: 不含任何配套设施, 由参展单位自行或委托设计、装修。

Note:

Space only: No facilities included; exhibitors will be responsible for booth design, construction and decoration.

广告价格 Advertising Price

会刊封面 Bulletin Front Cover	会刊封底 Bulletin Outside Back Cover	会刊封二 Bulletin Inside Front Cover	会刊封三 Bulletin Inside Back Cover	会刊彩色内页 Bulletin Colored Inside Pages	会刊文字广告 Bulletin Text Ads
12000 元 RMB 12,000	10000 元 RMB 10,000	8000 元 RMB 8,000	6000 元 RMB 6,000	3000 元 RMB 3,000	500 元 RMB 500
参观券 Admission Tickets	大会证件广告 Badge Ads	手提袋广告 Handbags	彩虹门+条幅 Balloon Arches+Banners	室外广告 Outdoor Ads	请柬 Invitation
5000 元/万张 RMB 5,000/10,000 pieces	20000 元/类 RMB 20,000/category	8000 元/千个 RMB 8,000/1000 pieces	5000 元/个 RMB 5,000/piece	见参展商手册 See the Exhibitor Manual	5000 元/500 张 RMB 5,000/500 pieces

论坛会议 Forums and Conferences

- 主办单位提供场地、灯光、讲桌、座椅、开水、音响、白板、投影仪等, 5000元/每场。
RMB 5,000/session (venue, lighting, lecterns, chairs, drinking water, audio equipment, whiteboard, projector, etc. provided).

V 观众 VISITOR



为保证展会的实效性，组委会观众宣传组将倾力组织国内外旅游集团公司、物流运输公司、环卫部门、公路建设工程公司、市政建设单位、建筑工程及施工单位、水泥运输单位、搅拌站、石油及化工产品运输单位、公安、消防、邮电、医院、银行、铁路、轨道交通、港口码头、航空及机场管理部门、大专院校、教育局、大中型企业及相关零配件、维修检测设备进出口贸易商、产品代理商、经销商等部门的专业观众参观、交流。同时，针对省内的物流园区、农贸、建材、家具、灯具、五金、商场等定期发放展会及参展企业门票。

To ensure the effectiveness of the exposition, the Department of Publicity and Organized Visitors of the Organizing Committee will organize professional visitors from home and abroad, including tourism corporations, transportation and logistics companies, sanitation departments, highway construction engineering companies, municipal construction companies, cement transportation companies, mixer stations, oil and chemical products transportation companies, public security, fire protection, post and telecommunications, hospitals, banks, railways, mass transit, ports, aviation and airport management sectors, higher education institutions, bureau of education, large and medium-sized enterprises, exporters, importers, distributors, dealers etc. of automobile parts, maintenance and testing equipment. In addition, we have been handing out exhibition tickets every a few months in specialized markets for logistics service, agricultural products, construction materials, furniture, lamps, hardware, as well as shopping malls all over Shandong Province.



观众宣传邀请

Publicity and Visitor Invitation

电视、广播、报纸、分众传媒跟踪报道

Full media coverage (TV, radio, newspaper, Focus Media, etc.)

政府及专业网站、杂志强势推广

Highlighted promotion through governmental and industrial websites and periodicals

高速公路、重点城市大幅广告牌、出租车LED全面宣传
不间断电子邮件及短信通知

Ads Campaign covering highway and incity roadside billboards and LEDs on taxis
E-mails and SMSs sending on a regular and continuous basis

邮寄邀请函并派发门票

Widely-covered, well-targeted distribution of invitation letters and admission tickets



展馆附近设施

- 购物:** 银座购物广场
(包括有: 东方豪客、必胜客、肯德基、味干拉面) 统一银座超市
- 移动营业厅**
- 联通营业厅**

乘坐123路至泉城广场站(约15公里)可到达:

- 购物:** 泉城路步行街
银座商城
贵和购物广场
银座购物广场

旅游: 趵突泉

- 泉城广场
- 大明湖(北约1-2公里)
- 千佛山:(南约2-3公里)

另在济南国际会展中心
乘坐119路至高新开发区站下车
换乘115路直达(约16公里)。

餐饮住宿: 星巴克

- 索菲特大酒店
- 玉泉森信大酒店
- 特色小吃(各地菜色)

酒店:

- 会展酒店
- 雅悦酒店
- 鸿腾三馆酒店
- 名士轩酒店
- 大卫国际酒店
- 喜来登大酒店

银行:

- 中国农业银行
- 中国建设银行
- 上海浦发银行
- 民生银行
- 齐鲁银行
- 招商银行(ATM)
- 建设银行(ATM)
- 兴业银行(ATM)

自驾车路线图



至展馆的乘车路线

- 从济南国际机场至济南国际会展中心需20分钟车程
- 从济南火车站至济南国际会展中心需25分钟车程
从济南火车西站至济南国际会展中心需30分钟车程
- 从济南长途汽车总站至济南国际会展中心需25分钟车程
从济南长途汽车东站至济南国际会展中心需10分钟车程

济南快速公交(BRT)网络运行图



市内乘150、47、99、122、10路
公交车至舜华路北
口下车, 123、119
至高新区管委会下
车即到