

**Application documents of the U.S. pavilion at  
Guangzhou International Lighting Exhibition 2013  
9 – 12 June 2013  
China Import & Export Fair Complex, Guangzhou, China**

The U.S. Consulate General Guangzhou, US Commerce Commercial Service is pleased to invite American firms to participate at the U.S. pavilion at the **18<sup>th</sup> Guangzhou International Lighting Exhibition, 9-12 June 2013 in Guangzhou, China.**

**Fair introduction**

First held in 1996, the Guangzhou International Lighting Exhibition is recognized as the most influential and comprehensive lighting and LED industry event in Asia.

The 18th edition will take place June 9 – 12, 2013 at the China Import and Export Fair Complex in Guangzhou, China. This event is held concurrently with Guangzhou Electrical Building Technology which supports the growing trend of eco-friendly buildings with a special focus on electrical engineering and building and home automation.

**Show fact 2012**

The 2012 combined shows attracted more than 2,653 exhibitors in 21 halls covering 215,000 sqm. Altogether there were more than 110,000 trade visitors from 111 countries and regions. The top 10 visiting countries and regions, in order of highest attendance are Hong Kong, Taiwan, India, Korea, U.S.A. Singapore, Japan, Thailand, Australia and Malaysia.

**Exhibit profile**

- Technical Lighting
- Decorative Lighting
- LED Technology
- Professional Lights
- Electric Lights
- Light Controls
- Accessories and Electronic Components

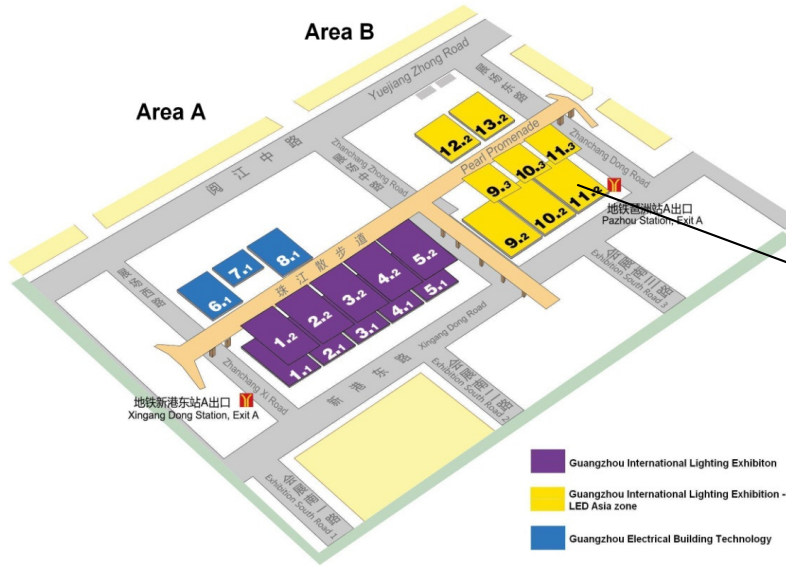


**Visitor profile**

- Project-based buyers - architects, designers, building contractors, developers, planners and engineers, property management, construction/planning authorities, procurement authorities, etc
- Trade-based visitors - importers, exporters, distributors, wholesalers and retailers, buying offices, department stores, etc
- LED and lighting manufacturers - LED packaging, LED chips, LED components, displays and signs, etc

## Pavilion location

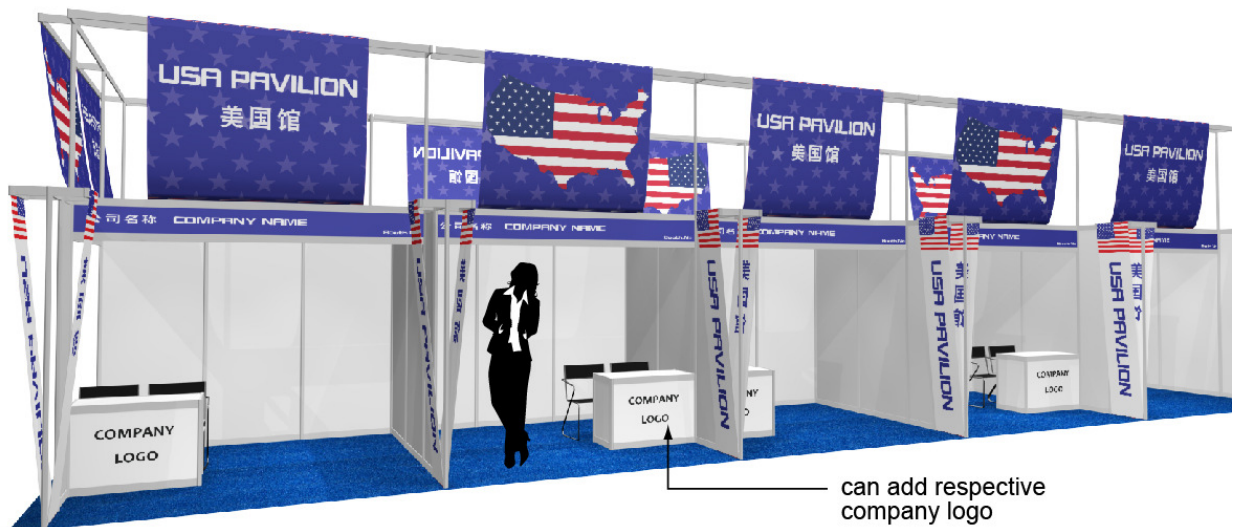
The total area of 2013 shows will be 215,000 sqm gross area covering area A and B. Altogether 21 exhibition halls the pavilion will be located at prime location in hall 11.2, a hall for LED retrofit lamp and lighting fixture where you will assess a good visitor flow.



## Pavilion booth design

A customised booth design with special design for highlighting U.S. pavilion image is offered. Below is the overall booth design of the U.S. pavilion for reference. The Organiser reserves the right to change the configuration, layout design without prior notice.

Apart from the basic fittings, the additional rental items are available for renting at exhibitor's cost.



**Participation fee**

Each 9 sqm booth costs \*RMB16,000 (minumium 9 sqm, with multiple 9 sqm unit addition) (around USD 2,600 per 9 sqm ) with the following basic fittings provided.

- Carpeted floor
- Booth construction
- Fascia board with company name and booth number
- Spot lights x 3 (2 used on fascia, 1 used inside booth)
- Square table x 1
- Folding chair x 2
- 3Amp, 500W socket x 1
- Waste paper basket x 1

**Benefits and support to the US exhibitors for joining the USA pavilion**

- Special highlight of pavilion in on-site signage and promotion materials such as floor plans, signage board, visitor guide, etc
- EXTRA publicity opportunities prior to the fair. The U.S. pavilion will be featured in the pre-fair promotional collaterals such as visitor flyer, website, press release etc.
- The American Day offers you an extra business matchmaking and networking opportunity
- Complimentary business matchmaking services provide for buyers and exhibitors
- Free entry of participants' information in a tailor made pavilion leaflet distributed to visitors during the fair
- CS post to provide one-on-one briefing and/welcome kits to U.S. exhibitors.
- Staffs to provide information and promote CS activities such as counseling, matchmaking appointments, communications, exhibitor assistance, etc. Staffing coverage depends on post resources.
- Performs one-on-one counseling for U.S. exhibitors covering how to work with local firms, pursuing promising opportunities, pricing, distribution, making agreements, local laws, tariffs, government services, etc.
- Facilitates contacts for U.S. exhibitors and provides targeted in-country promotional campaign to potential buyers/exhibitors; sends show invitations; distributes show tickets to potential buyers or government agencies, etc.



**Operational items and related services**

To facilitate the operation matters, an exhibitor manual will be available for exhibitors by end of February 2013. More detailed information can be found in the exhibitor manual which contains all forms for various related services exhibitors may require.

**Application procedure**

Fill up the attached application form or contact the following persons for details

Hong Kong, China

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Drafted on Feb 2013

The organiser reserved the rights to change the plan without prior notice