

Nov. 20<sup>th</sup>-22<sup>nd</sup>, 2009

Shanghai Mart 4<sup>th</sup> floor (2290 West Yan an Rd Shanghai)

Organizer: Shanghai Federation of Industrial Economics (SFIE)

Co-organizer: Shanghai Women's Federation  
Shanghai Institute of Quality Inspection and Technical Research  
Shanghai Institute of Fibre Inspection  
Shanghai World Expo(Group) Co., Ltd.

Undertaker: Shanghai FESCO International Exhibition & Advertising Co., Ltd.

Support: Shanghai Toy Trade Association  
Shanghai Daily Chemistry Trade Association  
Shanghai Light Industry Association

Media:



During the EXPO 2010 Shanghai China, there will be thousands and millions of guests from home and abroad gathered in Shanghai for greeting the grand pageant in the history of human civilization. Such a large flow of people will greatly stimulate the consumer market in Shanghai, which will promote the prosperity and development of Shanghai's economy, while is a challenge for the product quality and security system of Shanghai. Thus, how to ensure domestic and foreign tourists a secure and healthy market is a major issue in front of us.

The health and secure supplies of pregnant women, infants and young children is the most concerned among the system of product quality and security, and the specific group will be the focus and interpretation of the product quality and security in our country.

For creating a healthy, orderly and harmonious environment and doing a good backup job to hold a successful EXPO 2010 Shanghai China, 2009 Shanghai International Mama & Baby's Brand Products and Necessities Exhibition organized by Shanghai Federation of Industrial Economics (SFIE) is scheduled to be held in Shanghai Mart November 2009.

For showing a good consumer market image of Shanghai and even China, 2009 Shanghai International Mama & Baby's Brand Products and Necessities Exhibition is aim to build an effective platform for commercial exchanges, cooperation and marketing, and to introduce scientific knowledge of pregnant women, infants and young children' food and supplies all-roundly, and to standardize the market and promote good quality and secure products.

## EXHIBITS

Daily necessities:	healthcare products such as paper diaper, wet tissue
	clean & care products such as bath foam, skin cream
	living products such as baby bed, cradle and dining chair
	baby carriers such as perambulator, baby-walker
	feeding supplies such as feeding bottle, nipple and breast pump
	travel supplies such as powdered milk box, vacuum flask and backpack
	electrical appliances such as heat sterilizer, juice extractor
	baby swimming pools, baby protective products and children's furniture, etc.
Food:	all categories of infants' nutrients, formulated & supplementary food
Apparels & Home Textiles:	all categories of pregnancy & postpartum nutrients
	infants, young children, bibs, baby carriers, shoes, hats, socks, warm-keepings and other accessories
	bedding such as baby blanket, pillows
Education:	all categories of toys, models, growing souvenirs, books & audiovisual products of antenatal training, board games, preschool education institutions, etc.
Mama's supplies:	apparels & underwear for pregnant women, radiation-proof suits, clean & care products for pregnant duration, postpartum recovery products, etc.
Other services:	preschool education institutions, photography agencies, insurance companies, health care agencies, franchising, etc.
Spotlight- the Sample Baby's Room:	inviting well-known design companies, manufacturers of wall paint, furniture, bedding, accessories, toy, joining hands with famous supermarkets of home furnishing products, to create sample room for audience

## Special Activities

- ✓ Happy Family Day  
Through a variety of parent-child activities, combined with the scientific knowledge on the right promotion play-feeding infants and education for early children.
- ✓ Pretty Mama & Baby Fashion Show  
Beautiful focused on pregnant women's fashion clothing, will also be a grand launch the latest parent-child sets of the well-known clothing brands.
- ✓ Mama's Shopping Day  
Focused on the sales of domestic and international famous brands, be ready to 15,000 discount manuals for the audience, providing the audience with an attractive discount.
- ✓ Seminar  
Topics such as health care, feeding advice pre-school education lectured by famous domestic and foreign experts.

## **Audience Invitation**

### a) Professional Audience

1. to invite professional visitors by the links of the trade portals
2. to put ads throughout major wholesale markets, which makes the distributors & agents directly perceive the info of exhibition through the senses and attracts the audience from major wholesale markets
3. to organize the visiting delegations from major wholesale markets in China
4. to invite overseas chambers of commerce to organize professional delegations to visit the venue
5. to make the exhibitors invite their own distributors, agents to visit the exhibition
6. to invite the professional visitors, especially the directors of malls, shops and kindergartens, etc. through the promotion
7. to invite the professional visitors through the ads on major mother-to-child media
8. to invite the doctors of obstetrics and gynecology at major hospitals to visit the exhibition
9. to invite the investors who are willing to be engaged in baby goods industry to visit the exhibition
10. according to the database of Organizing Committee, to delivery 5000 invitations to the distributors and agents of infants & young children departments in shopping malls, and unique baby goods stores throughout China

### b) General Audience

1. to set a on-line-registration for the visitors on the official website, and delivery or email the free tickets to those registers before the opening of exhibition
2. to report the info of exhibition on the TV or radio till 1 week before the opening of the exhibition, in order to attract the end consumers who focus the industry to visit the exhibition
3. to delivery the free tickets to the offices of major preschool education institutions in Shanghai before the opening of the exhibition
4. to delivery the free tickets to the departments of gynecology, obstetrics and pediatrics of major hospitals in Shanghai before the opening of the exhibition
5. to distribute the free tickets at the pregnancy & child area of the well-known shopping malls in Shanghai before the opening of the exhibition

For more information on *2009 Shanghai International **Mama & Baby's** Brand Products and Necessities Exhibition*, please contact:

Shanghai FESCO International Exhibition & Advertising Co., Ltd.

Add: Room 5G、 5F Yan Dang Building, 107 Yan Dang Road

Zip : 200020

Contact : Ms. Gu/Ms. Wu/Mr. Xie/Ms. Chen/Mr. Gu

Email: [exhibition@fescox.com.cn](mailto:exhibition@fescox.com.cn)

Tel : ( 8621 ) 61416505/ 6011/ 6503/ 6502/ 63595485

Fax : ( 8621 ) 63722827

# Exhibition Application Form

## CONTACT INFORMATION

Title / First Name:

Surname:

Job Title:

Organization:

Address:

City / State / Postcode:

Country:

Telephone:

Facsimile:

Email:

## EXHIBITION REQUIREMENTS

Raw Space ( min 27m <sup>2</sup> )	RMB 1,000 per sq. m	Qty	<input type="text"/>	Each exhibitor receives the following complimentary as part of their booth: <ul style="list-style-type: none"> <li>• Walls</li> <li>• Power</li> <li>• Lighting</li> <li>• Fascia (3m x 3m booth Only)</li> <li>• Company sign</li> <li>• Satchel Insert</li> <li>• 2 standard delegate registrations</li> </ul>
Standard Booth( 3m x 3m)	RMB 12,000 per booth	Qty	<input type="text"/>	
Preferred Booth numbers (regrettably choice cannot be guaranteed)			or or	
Delegate 1:	<input type="text"/>			
Delegate 2:	<input type="text"/>			

ALL RATES ARE INCLUSIVE OF GST

Please describe your product range(200 words max, will also be used as catalogue entry)

## SPONSORSHIP OPPORTUNITY

Advertising on Exhibition Brochure		Tickets Advertising
Back Cover	RMB 18,000	RMB 15,000/40,000 tickets
Inside Front Cover	RMB 12,000	
Inside Back Cover	RMB 8,000	Material Bag Advertising
Full Page	RMB 6,000	RMB 10 per/ bag(min 1,000)

## METHOD OF PAYMENT

Payment must be received within seven (15) days of verbal reservation. Please return this application to [exhibition@fescoex.com.cn](mailto:exhibition@fescoex.com.cn) or alternatively fax to (86 21) 6372 2827

### Bank Transfer

Conference Committee's Bank Details:

Bank: Ruijin Yi Road Sub-branch, Shanghai Branch, Bank of China

Account name: Shanghai Fesco International Exhibition & Advertising Co. Ltd

Account number: 044191-8200-03661408093001 (RMB)

820003661408091014 (USD)

Swift Code: BKCHCNBJ300

\*Please note a 1% surcharge will be added to bank transfer charges.