



2020第四届中国上海国际 汽车座椅创新与技术应用展览会

2020 China Shanghai International
Automotive Seating Innovation Technology Application Exhibition

2020.8.7-9

Shanghai New International Expo Center(SNIEC)

上海新国际博览中心（龙阳路2345号）



同期举办:

2020第三届国际汽车智能座舱技术创新展览会

The 3rd International Automotive Intelligent Cockpit Technological Innovation Exhibition

2020第十届中国上海国际汽车内饰与外饰展览会

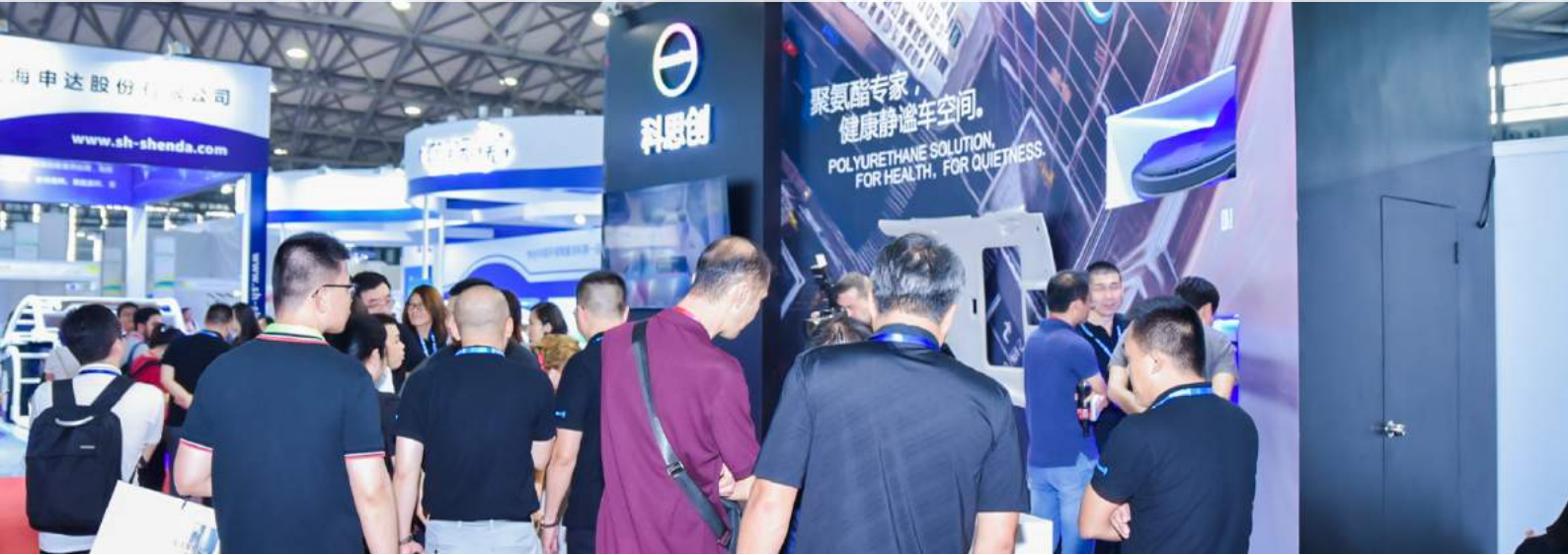
The 10th China International Automotive Interiors and Exteriors Exhibition

2020第七届中国国际汽车轻量化技术成果展览会

The 7th China International Automotive Lightweight Technological Achievements Exhibition

CIAIE 2020

2020年08月07-09日 | 上海新国际博览中心
Aug 07-09, 2020 | Shanghai New International Expo Center



展会概况 Exhibition Background

随着汽车消费日益普及，消费者对汽车产品提出了更高的要求：节能、美观、安全、舒适、智能、环保等。汽车座椅也逐步向轻量化、智能化、环保化方向发展，汽车座椅的创新在汽车产业环保、舒适、美观、智能等方面都起着重要的作用。

置身于全球最大汽车市场，企业如何具备全球视野，参与国内、国际分工与竞争？这已是十分现实的问题。为适应汽车产品品质提升的需求，促进我国汽车座椅创新及加工工艺技术水平的提高，加快推进新产品新工艺的产业化应用，在此特别向您推荐“**2020第四届中国上海国际汽车座椅创新与技术应用展览会**”，希望您通过这个平台找到答案。

With the increasing popularization of automobile consumption, consumers propose higher requirements for automobile products: energy conservation, beauty, safety, comfort, intelligence and environmental protection. Automotive seat gradually develop towards lightweight, intelligence and environmental protection. And the innovation of automotive seat plays an important role in environmental protection, comfort, beauty and intelligence of auto industry.

In the largest automobile market in the world, how will the enterprise participate in domestic and international division of labor and competition with global vision? This is a realistic problem. In order to adapt to the demand of product quality improvement, promote the enhancement of automotive seat innovation and processing technology level in China, accelerate the industrialized application of new products and new technologies, we hereby recommend "**2020 China International Automotive Seating Innovation Technology Application Exhibition**" and we hope that you can find answers through this platform.

展会规模 Exhibition Scale



20,000+

展出面积
Exhibiting Space



300+

参展商
Exhibitors



20,000+

专业观众
Visitors



80+

国家和地区
Countries & Regions

展品范围 Exhibits Profile

座椅板块:

乘用车座椅总成、头枕总成、扶手总成、商用车、客车座椅总成、汽车安全座椅、安全带及各类汽车座椅、交通运输座椅系统等。

配套与加工:

座椅骨架、调节器、调高器、座椅用电机、座椅滑轨、头枕支杆、座椅安全气囊、通风加热系统、驱动器、线束、传感器与电子技术、弹簧等相关座椅机件、配件、座椅缝制设备、座椅生产加工技术设备（聚氨酯发泡设备、激光加工焊接、切割设备、金属加工机械、管材加工机械）等。

应用材料与新技术:

座椅用钢材与合金材料、焊管、座椅面料、座椅用皮革、超纤革、人造革、高分子材料、聚氨酯材料、聚醚、改性塑料、工程塑料、助剂、树脂、脱模机、高性能非金属材料及各类汽车座椅应用材料等。

Seat plates:

Seat assembly of passenger vehicle, seat assembly of commercial vehicle and passenger car, safety seat of automobile, safety belt and various automotive seat, transportation seat system, etc.

Supporting and processing:

Relevant seat function parts, such as seat frame, regulator, height controller, motor for seat, seat slide, seat airbag, ventilation and heating system, actuator, sensor, electronic technique and spring, as well as technologies and equipment (polyurethane material and equipment, laser processing and welding, cutting equipment, metalworking machinery, pipe processing machinery, etc.) for manufacturing and processing seat

Applied materials and new technologies:

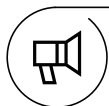
Steel materials and alloy materials for seat, welded tube, seat-cover fabric, leather for seat, microfiber leather, artificial leather, high polymer material, polyurethane material, modified plastics, engineering plastics, accessory ingredient, resin, stripper machine, high-performance non-metallic materials, and various automotive seat application materials





市场宣传

MARKETING PROMOTION



多维定向推广提升参展体验

Multi-channel marketing promotion



数字营销点对点邀约专业观众 Database marketing

甄选 **100,000+** 优质数据, 通过 EDM、SMS、Callcenter 等渠道进行全球专业观众的定向邀约
EDM, SMS and Callcenter marketing to **100,000+** database covering target visitors worldwide



定制推广一对一定制宣传服务 Customized promotion

为展商量身定制专属邀请函进行展前宣传推广及观众邀约
Customized invitations for exhibitors to promote before the show



社交媒体开创内容营销新篇章 Social media content marketing

30,000 社交媒体活跃粉丝, 精准推送最新政策、创新技术、企业动态及展会资讯
30,000 Social media followers



媒体网络线上线下全展期立体曝光 Media network online and offline full-period promotion

- 50+** 国内外专业媒体深度合作
Worldwide trade media
- 30+** 主流综合媒体平台新闻发布
Mass media
- 100+** 行业网站发布信息
Website
- 100,000+** SEM 搜索引擎点击
Official website SEM
- 30+** 年度行业活动地推
Annual offline activities



上海新国际博览中心(SNIEC)由上海陆家嘴展览发展有限公司与德国展览集团国际有限公司(成员包括德国汉诺威展览公司/德国杜塞尔多夫博览会有限公司/德国慕尼黑国际展览中心有限公司)联合投资建造。作为中外合资合营的第一家展览中心,上海新国际博览中心已建设成为中国最成功展览中心之一。

SNIEC拥有17个单层无柱式展厅,室内展览面积200,000平方米,室外展览面积100,000平方米。自2001年开业以来,SNIEC取得了稳定增长,每年举办约100余场知名展览会,吸引500余万名海内外客商。SNIEC的成功运营凸显了展会经济在中国及东亚经济区迅猛发展过程中的重要作用。

展会时间 | Exhibition time:

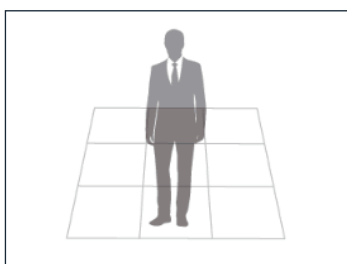
2020年8月7日 (周五)	09:00-17:00	August 7,2020(Fri.)	09:00-17:00
2020年8月8日 (周六)	09:00-17:00	August 8,2020(Sat.)	09:00-17:00
2020年8月9日 (周日)	09:00-15:00	August 9,2020(Sun.)	09:00-15:00

展会地点 | Venue:

上海新国际博览中心·浦东新区龙阳路2345号

Shanghai New International Expo Center | No.2345 Longyang Road, Pudong New Area

选择 **A** 区您获得的不仅仅是 **优越的展位位置**，**豪华的展台搭建**，还有**更多的专业市场推广**，使您参展事半功倍!
If you choose **Zone A**, you will not only get a superior booth location, luxury booth construction, you will also enjoy more professional marketing, so that you can get twofold results with half the effort!



■ 室内光地 (36平米起租):

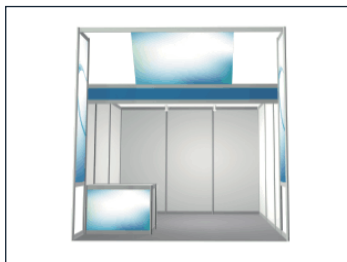
价格: **A区**: 1,800元/平米 | **B区**: 1,700元/平米 | **C区**: 1,500元/平米

注: 仅提供参展空间

■ Indoor Raw Space (Minimum 36 sqm):

Fee: **Zone A** RMB1,800/m² | **Zone B** RMB1,700/m² | **Zone C** RMB1,500/m²

Note: Space Only



* 仅A区和B区标准展位

■ 标准展位 (9平米起租):

价格: **A区**: 18,800元/9平米 | **B区**: 16,800元/9平米 | **C区**: 13,800元/9平米

包含: 地毯、2盏射灯、1张咨询桌、2把折椅、1个垃圾桶、1个插座

■ Shell Scheme (Minimum 9 sqm):

Fee: **Zone A** RMB18,800/9m² | **Zone B** RMB16,800/9m² | **Zone C** RMB13,800/9m²

Contain: Carpet, 2 Spotlights, 1 Consultation desk, 2 Folding chairs, 1 Trash can, 1 Socket



* 仅A区和B区标准展位

■ 转角展位 (双开口9平米起租):

价格: **A区**: 20,800元/9平米 | **B区**: 18,800元/9平米 | **C区**: 15,800元/9平米

包含: 地毯、2盏射灯、1张咨询桌、2把折椅、1个垃圾桶、1个插座

■ Corner booth (Minimum 9 sqm):

Fee: **Zone A** RMB20,800/9m² | **Zone B** RMB18,800/9m² | **Zone C** RMB15,800/9m²

Contain: Carpet, 2 Spotlights, 1 Consultation desk, 2 Folding chairs, 1 Trash can, 1 Socket



联系方式
Contact

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CIAIE 2020
期待您的加入!