CIHIE 世博威·健博会® 旗下品牌

第24届|北京

2020 CIHIE 世博威·健博会®

ExPo

# 中国国际有机绿色食品食材展览会

## China International Organic Green Food & Ingredients Exhibition

北京展

时 间: 2020年10月11日-13日
地 点: 北京·中国国际展览中心
Date: Oct. 11th - 13th ,2020

Venue:China International Exhibition Center

批准单位:
中华人民共和国商务部

Approved By:
MINISTRY OF COMMERCE, PRC

特别支持:
斯里兰卡驻华大使馆
墨西哥农业部驻华代表处
中国有机生态产业联盟
日本健康产业流通新闻上海支局
中国粮油学会粮油营养分会
北京市餐饮行业协会

Special Support:
Embassy of The Republic of Sri Lanka in China
Ministry of agriculture of the Mexico
China Organic Ecological Industry Federation
Japan Health Industry News Agency in Circulation, Shanghai branch
Chinese Cereals and Oils Association（CCOA）
Beijing Food&Beverage Industry Association

主办单位:
中国优质农产品开发服务协会
世博威国际会展集团
中国中药协会
中国保健营养理事会

Sponsor:
China Good Agri-products Development Service Association
Shibowei International Exhibition Group
China Association of Traditional Chinese Medicine
China Health Care Nutrition Council

协办单位:
韩国有机农业协会
中华有机与自然食品协会
北京五洲恒通认证有限公司
蓝狮(北京)品牌策划有限公司
中欧联合检验认证有限公司
辽宁方园有机食品认证有限公司
北京中合金诺认证中心
北京爱科赛尔认证中心有限公司

Joint-Organizers:
Korea Organic Farming Association
Chinese Organic and Natural Food Association
Beijing Continen tal Hengtong Certification Co.,ltd
Bulelion (Beijing)Brand Planning Co., Ltd
Sino-Euro Union Inspection Certification
Fangyuan OrganicFood Certification Center
Beijing CO-OPS Integrity Certification Center
Beijing Ecocert Certification Centtre Co.,Ltd

承办单位:
北京世博威国际展览有限公司
世博威（上海）展览有限公司

Organizer:
Beijing Shibowei International Expo Co., Ltd
Shibowei(Shanghai) Expo Co., Ltd

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“创世界级博览，立国际化威名”

北京世博威国际展览有限公司
BEIJING SBW INTERNATIONAL EXPO CO.,LTD

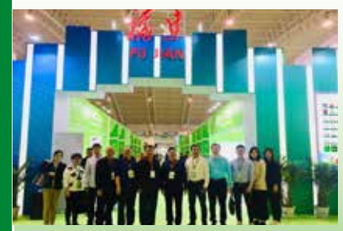
## 关于我们

世博威是一家专业会展公司，立足于中国北京，客户遍布全球60多个国家和地区。

世博威是中国国际健康产业博览会（简称：健博会）的承办公司。经过十年的平稳健康发展，把健博会从一个区域小展，发展成为亚洲规模最大、人气最旺、国际化程度最高的健康主题展会。被商务部评为“全国引导支持的108个展会之一”，也是全国健康领域唯一受国家补贴支持的展会。

世博威是世界健康产业大会（英文缩写：WHIC）的指定商业运作单位。在2012年4月7日第62个世界卫生日当天，由中国卫生部医疗保健国际交流促进会、美国传统中医药协会、德国天能生命科学研究院、日本统合医疗株式会社等单位联合发起的2012世界健康产业大会隆重开幕。这届大会成为一个历史转折点，全球健康产业从此有了由学术会议、产品博览、公益活动等部分组成最高级别盛会，第三次全球卫生健康革命也由此拉开帷幕。

世博威始终奉行“专业化、市场化、国际化、品牌化”的经营理念，为客户提供全方位的会展营销及延伸服务。公司经过十年的拼搏奋斗，已积累了丰富的展会营销经验，培养了大批善于组织、策划、宣传、销售、服务的各领域优秀人才，与国内外政府机关、行业协会、企事业单位建立了长久而紧密的协作关系，拥有着广泛而准确的客户资源和数据系统。在未来的发展中，世博威将不断融入国际会展的最新理念，以全新的视角俯览行业动态，合纵连横国际产业巨头及机构组织，大力拓展国际影响力，同时进一步提升服务质量，以求回报客户、感恩员工、造福社会，为推动中国会展业的繁荣昌盛，促进人类健康事业的发展贡献世博威人的全部力量与智慧。



## 上届回顾

世博威“CIHIE·2019第25届中国国际健康产业博览会”4月17-19日在北京●中国国际展览中心1-8号馆全馆展出，展出面积5万平方米。设立标准展位1500个，参展企业1276家，9个国家展团，13个国内省市县展团，参观人数74262人次，现场采购团体150家，到场媒体165家，同期举办的第八届世界健康产业大会；本届大会以“开启全球银发经济新时代、共谋世界康养产业新未来”为主题，来自全球57个国家的嘉宾代表出席开幕仪式和国际论坛。实体的展贸效果和主办方先进的办展理念得到了业内企业和专业观众的一致认可和好评，并被行业人士盛誉为“健康行业晴雨表”。

## Review

Shibowei.CIHIE.2019 was held on April 17-19 at Beijing. China International Exhibition Center(Hall1-Hall8) with 5000m² show area and 1500 standard booths. We set up 1500 standard booths,1276 exhibitors,9 national pavilions,13 domestic provincial and municipal pavilions,74262 visitors, 150 site purchasing organizations and 165 media.The 8th World Health Industry Congress was held in the same period: The theme of this conference is "Open a new era of global silver-haired economy and seek a new future for world health industry" ,and delegates from 57 countries attended the opening ceremony and international forum. The entire exhibition effect and the advanced exhibition concept of the organizer have been unanimously recognized and praised by the enterprises, professional audiences, and have been as well praised as the "barometer of the health industry".

# 展会介绍

“中国国际有机绿色食品食材展览会”是“世博威·中国国际健康产业博览会”重要组成部分。“世博威·中国国际健康产业博览会”始办于2003非典”之年，简称“CIHIE·世博威健博会”,截止目前已成功举办了26届。是由中华人民共和国商务部批准, 由中国优质农产品开发服务协会 、中国保健营养理事会、中国中药协会、中国医疗保健国际交流促进会和北京世博威国际展览有限公司联袂主办。历经15年的不懈努力,CIHIE·世博威健博会年度累计从当初的80个展位发展到现在的2800余个展位;展会规模由原来的2000平方米发展到现今的8万平方米;展商数量由原来的60多家发展到现在的近2800家,参与国家由单一的中国发展到现在的全球50多个国家;观众数量由最早的2000人次发展到现在的10万余人次;已连续多年被国家商务部评定为“全国重点引导支持展会”。中国国际有机绿色食品食材展览会”更是得到了国内外13个国家和17个国内省市县政府的大力支持和倾力参与，是行业内不可或缺、不容错过的行业成效盛会！

# Exhibition Introduction

China International Organic Green Food & Ingredients Exhibition is the main section of Shibowei.China International Health Industry Expo which was found in 2003 (The abbreviation is Shibowei .CIHIE).Up to now, It has been successfully held for 26 times. This expo is approved by MINISTRY OF COMMERCE, PRC and jointly sponsored by China Good Agri-products Development Service Association、China Health Care Nutrition Council、China Association of Traditional Chinese Medicine、China International Exchange and Promotive Association for Medical and Health Care and Beijing Shibowei International Expo Co., Ltd.Going through unremitting efforts of 15 years,Shibowei. CIHIE is developing from the original 80 booths to the current 2800 more booths、from 2000m²show areas to 80.000m² show areas、from 60 exhibitors to 2800 exhibitors, from a single China to the current 50 countries in the world and from 2000 visitors to the current 10.0000 visitors;This expo has been appraised as "National Key Guidance and Support Exhibition" for many years. Also,China International Organic Green Food & Ingredients Exhibition got the great supports of 13 countries at home and abroad and 17 domestic provinces and cities governments as industry key successful event.

# 平台优势

1、15年只专注于大健康会展，有力的推动了中国大健康产业的融合发展势头，是企业寻求商机，塑造国际品牌形象，强势走向全球市场的优质品台。
2、成功举办了26届健康产业博览会和八届世界健康产业大会，以展促会，以会带展；
3、年展出面积8万余平方米，服务国内外2800多家参展企业，专业买家及观众10万余人次；
4、北京，上海，成都三站巡展，独占鳌头引爆全国市场制高点；
5、累计展出总面积达65万平方米，打造健康产业行业品牌盛宴；
6、服务来自近60个国家及地区近15000多家展商，因为专业所以信任；
7、累计总观众人次超过110万，庞大观众数据库就是商机库；
8、累计意向贸易近150亿，切实为企业谋取了丰厚的经济效益。

# Platform Advantage

1、We only focus on the big health exhibition for 15 years and vigorously promote Chinese healthy industry development which is a high quality platform for enterprises to seek business opportunities, create an international brand image and strongly move towards the global market.
2、We successfully held The 26th CIHIE and The 8th World Health Industry Conference:mutual promotion between the exhibitions and conferences;
3、Annual exhibition area of more than 80,000m² ,2800 domestic and foreign exhibitors, 100,000 professional buyer&visitors;
4、Beijing, Shanghai, Chengdu -Three stations detonated the commanding point of national market;
5、We created 650,000m² accumulative total show areas to make this brand banquet in health industry;
6、Serve 15000 exhibitors from 60 countries,‘specialized, so trusted’;
7、The accumulative total number of visitors was over RMB1100,000 and the huge visitors database is the business opportunity Library;
8、The accumulative volume of trade is nearly RMB15 billion which brought a substantial economic benefit for the enterprise;



# 资源优势，打造健康盛会

**1、数据资源**
世博威·健博会历经15年的沉淀，建立了近100万条优质专业买家数据库，根据参展产品的特性、地域特色以及展商的需求，数据库将精准定位，定向邀约、匹配对口采购商、代理商等，为参展商扩展销售渠道。设置特色展区，举办为组团所在地相关重大项目招商引资及项目对接专题会议，设立采购商大会，链接各方资源。

**2 高端专家及社团资源**
成功举办了8届“世界健康产业大会”，吸引众多国家领导的目光，多国首脑纷纷发来贺电。每年“世博威·健博会”都吸引国内外众多健康产业专家与会演讲，不断增强和充实专家智库数据库。政府、行业协会、企业主联盟、经济联合会、国外商会、大使馆驻华机构等均保持着紧密的联系和合作关系。我们为参展商提供以下精准服务：资源对接、媒体专访对接、采购对接、进京通道对接、电商对接、专家对接、考察对接、融资对接、源产地评定挂牌对接、评定对接、产品定位咨询、市场销售咨询等精准服务。

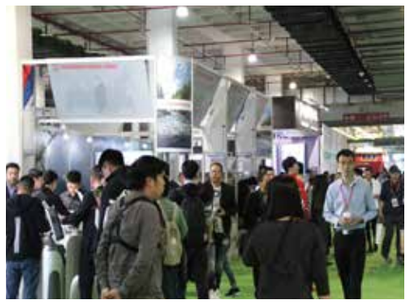
**3、媒介矩阵宣传优势**
媒体宣传：展前预热，展中采访，展后跟踪报道；
多渠道推广：新华网、凤凰、新浪、搜狐、今日头条等120家网络媒体；中央电视台、北京电视台以及各大地方电台；优酷、爱奇艺、腾讯等网络视频；《中国食品报》、《健康时报》等平媒；微信公众平台等自媒体。通过展览贸易平台不断提升企业竞争力，形成独特的强势品牌，增强企业在消费者心中的认可度。

# Advantages for Creation of Health Event

**1.Data resources:**
After 15 years of precipitation, Shibowei.CIHIE nearly establish one million of high-quality professional buyers database. According to the characteristics, regional characteristics and exhibitor's needs, it will precisely orientate, invite and match the relevant purchasers and agents to expand the sales channels for the exhibitors. We set up the characteristic of exhibition area, hold a special meeting
to attract investment and projects, set up the purchasing meeting and link up with the resources of all concerned parties for major projects in group location.

**2.High–end experts and community resources:**
"World Health Industry Conference" was successfully held for 8 times, and attracted the attention of many Chinese national leaders.Meanwhile,many heads of state sent their congratulation wishes. Every year,“Shibowei.CIHIE” attract many local and foreign experts of health industry to deliver speech and constantly strengthen and enrich their database knowledge. As participants at this event, there are the governments, trade associations, business associations, economic federations, foreign chambers of commerce, embassies in China, etc... all maintain close contact and partnership relations.We provide the following services for exhibitors such as resource docking, media interview docking, business matching, channel docking to Beijing, e-commerce docking, expert docking, investigation docking, financing docking, evaluation & listing of origin docking,evaluation docking, product positioning consulting, marketing consultation, etc....

**3.Advantages of Media Matrix Publicity**
Media promotion: Publicity preheating before this expo starts, Interviewing during exhibition, Tracking and reporting after this expo. Multi-Channel promotion: Xinhua network, phoenix, Sina, Sohu, today's headlines and other 120 online media; CCTV, Beijing TV and major local radio stations; YOUKU, IQIYI, Tencent and other online video; China Food newspaper, health times and other media; Wechat public platform and other self-media. Through the exhibition trade platform, it will continuously enhance the competitiveness of enterprises, the formation of a unique strong brand and enhance the recognition of enterprises in the minds of consumers



# 日程安排

**★北京展日程安排：**

| | | |
|---|---|---|
| 光地展位布展时间： | 2020年4月13日至14日（二天） | 上午8:00–17:00 |
| 标准展位布展时间： | 2020年4月14日（一天） | 上午8:00–21:00 |
| 展览时间： | 2020年4月15日至17日（三天） | 上午9:00–17:00 |
| 撤展时间： | 2020年4月17日 | 下午14:00–21:00 |

**★上海展日程安排：**

| | | |
|---|---|---|
| 光地展位布展时间： | 2020年9月26日至27日（二天） | 上午8:00–17:00 |
| 标准展位布展时间： | 2020年9月27日（一天） | 上午8:00–21:00 |
| 展览时间： | 2020年9月28日至30日（三天） | 上午9:00–17:00 |
| 撤展时间： | 2020年9月30日 | 下午14:00–21:00 |

# Schedule

**★Schedule for Beijing Exhibition**

| | |
|---|---|
| Raw Space: April 13 –14, 2020 (2 days) | 8:00am–17:00pm |
| Standard Booth: April 14,2020 (1 day) | 8:00am–21:00pm |
| Exhibition Time: April 15–17,2020(3 days) | 9:00am–17:00pm |
| Move–out Time: April 17,2020 | 14:00pm–21:00pm |

**★Schedule for Shanghai Exhibition**

| | |
|---|---|
| Raw Space: September 26–27, 2020 (2 days) | 8:00am–17:00pm |
| Standard Booth: September 27, 2020 (1 day) | 8:00am–21:00pm |
| Exhibition Time: September 28–30, 2020(3 days) | 9:00am–17:00pm |
| Move–out Time: September 30,2020 | 14:00pm–21:00pm |

# 观众组织

1、国家政府机关、企事业单位团体、国家体育总局后勤部、各国驻华大使馆及外企业单位团体、驻华采购商、进出口贸易公司、国内大型企业、食品生产加工基地、以及各行业协会和媒体合作组织的专业买家等。
2、各大健康医疗机构、电子商务网购、有机绿色食品专供中心、有机绿色食品展销中心、代理商、经销商、贸易商、高端餐饮食材渠道商等。
3、大型超市和电子商务平台如（沃尔玛、家乐福、物美、华联、美廉美、世纪联华、好又多、欧尚、卜蜂莲花、澳利方圆、华堂、永辉、京客隆、麦德龙、国泰、利群、华普、2688、沱沱工社、环球品汇等）、有机绿色食品专卖店、地方特产精品专卖店、连锁店和经营专柜、礼品店、社区连锁超市和便利店等。
4、星级酒店、商务会所、酒吧、娱乐场所、私人会所、西餐厅、俱乐部、度假村、干休所等重要团购单位等。
5、各地的高等学校、贵族学校、私立学校、贵族幼儿园等。

# Visitors Profile

1、The national government offices, enterprises and institutions, China Logistics Department of General Administration of Sport, Embassies in China and foreign enterprises groups, foreign buyers, import and export trading companies, domestic large enterprises, food production and processing bases, industry associations and professional buyers of media cooperation organization etc;
2、Large health-care institutions, E-commerce on-line shop, Shopping center just for organic food , show and sale center of organic food , agents, dealers, traders, etc;
3、Large supermarkets : Wal-mart, Carrefour, Wu-mart, Hua lian, Merry-mart, Century Mart, Trust-mart, Auchan, Lotus, Ht-store, Beijing Carrefour, Metro, Cathay Pacific Department Store, Liqun Shop, JIAN-MART, 2688, tootoo.cn, DUHUB etc), organic food stores, chain and business counters, gift shop, community chain supermarkets and convenience stores, etc;
4、Star hotels, business clubs, bars, entertainment venues, western restaurant, clubs, holiday village, rest home and other important group purchasing units etc;
5、Colleges and universities、Exclusive schools、Private schools、 International kindergartens around the country;



# 有机绿色食品、高端食材展览会展品范围

**特别设置：省市县展团区域品牌形象展区、国家重点农业产业化龙头企业展区**

**有机食品类展区：**

**1.有机食品及有机转换食品类**：有机大米、有机谷物、有机蔬菜和水果、有机杂粮、有机原料和半成品 、有机乳制品、有机海鲜产品、有机牛羊肉类食品、有机旅游食品、有机功能性食品、有机方便食品、有机冷冻食品、有机儿童食品、有机休闲食品；
**2.有机饮品类**：有机茶、有机椰子产品、有机蜂蜜、有机有机食用油、有机果汁及饮料、有机咖啡、有机瓶装水、有机红酒、啤酒、葡萄酒、果露酒、白酒、黄酒等；
**3.有机调味类**：香草、天然香料、辣味调味品、酱油食醋、味精鸡精、调和油、调味料酒、复合调味系列；
**4.有机中药材**：天麻、葛根、三七、藏红花、辣木籽等各种有机中药材；
**5.有机食品添加剂及配料区**：食品添加剂、食品配料、植物提取物、功能性食品配料、食品加工助剂等；

**有机用品类展区：**
1.有机原料制成的药物和芳香剂产品；2.有机棉织品；3.天然化妆品及个人护理产品；4.天然纤维和纺织品；

**绿色食品及绿色农业类展区**：
**绿色食品**：大米面粉、豆油杂粮、脱水食品、肉、野味、肉汁、水产品、罐头、腌制和干制的水果及制品、干制蔬菜、蛋品、乳制品、食用油脂、沙司及食用果各地特产、各种调料、酒水饮料、绿色农业、绿色农产品等；
**优质农产品类：**环境优、品种优、种植优、品质优及物有所值的所有优质农牧产品、农副产品和具有地域特色的地理标志产品、老字号产品等；
**其他**：生态食品、生态原产地保护产品、富硒食品、地理标志产品、百年老字号等。以及食品类包装机械，食品外包装相关产品；

**高端食材类展区**：
**高端肉类食材**：高端牛羊肉、高端猪肉、冷冻/冰鲜肉、肉卷、肉丸、火腿、香肠、调理食品及即食产品；
**高端水产海鲜**：海鲜冻品、干品、活品、水产品、海产品、调理产品、深加工产品以及即食海鲜产品；
**高端配餐调味品**：食用油、糖、味精、鸡精、酱油、食醋、调味酱、汤料，调味料酒，香辛料调味品（胡椒、花椒、干辣椒、八角、小茴香、芥末、桂皮、姜片、姜粉、草果，藏红花等），复合调味品，火锅调料等；
**高端速食食品**：速食米饭、速食汤、速食快餐、方便粥、调理包等速食食品；
**其他高端食材**：高端酒类、乳类（奶酪，牛奶等）、进口高端休闲食品（饼干/糕点/糖果/巧克力/坚果等）、蜜饯类、茶饮类、食品添加剂、食品配料、食品加工助剂、药食两用类等；

# Exhibit Scope

**Special settings: Regional Brand Image Exhibition Area Of Province & City &Country Pavilion、National Key Leading Enterprise in Agriculture Industrialization Area**
**Organic Food Area:**
**1.Organic Food&Organic Conversion Food:** Organic rice&grains,vegetables&fruits,Organic raw materials and semi-prepared products,Organic dairy products,Organic seafood products,Organic baby food,Organic meat product,Organic tourism food, organic functional food,Organic convenience food,Organic frozen food,Organic baby food,Organic snack food (dried fruit, candy and chocolate, etc.)
**2.Organic Drinks:**Organic tea, Organic coconut products,Organic honey products,Organic high-end oil (olive oil, palm oil etc.),Organic fruit juice and soft drinks,Organic coffee,Organic bottled water,Organic wine&beer&fruit wine& white wine,&rice wine, etc.
**3.Organic Condiment:** Herbs, Natural spices, Spicy condiments,Soy sauce vinegar,Gourmet powder&Chicken flavor,Blend oil,Seasoning wine,Compound seasoning series etc.
**4.Organic Medicinal Herbs:** Gastrodia, Pueraria,Ginseng,Saffron,Moringa Seed,other organic medicinal herbs;
**5.Organic food additives and ingredients:** food additives, food ingredients, plant extracts, functional food ingredients, food processing aids etc;
**Organic Products Area:**
1.Organic ingredients and fragrances products; 2.Organic cotton product; 3.Natural cosmetics and personal care products; 4. Natural fibers and textiles products;
**Green food:** Rice flour, Soybean oil &Cereals, Dehydrated food, Meat, Game, (meat) juice, Aquatic products, Canned foods, Pickled and dried fruits and products, Dried vegetables, Eggs, Dairy products, Edible oil, Sauce and Fruit products, Spices, drinks, Green agriculture, green agricultural products etc
**Others:** Ecological food,Ecological Origin Protection Products,Se-enriched Foods,Geographical Indication Products,Time-Honored Brand, Food packaging machinery, Food packaging products.etc.
**High–end Food Ingredients Show Area:**
**High–end meat ingredients:** High-end beef and mutton 、High-end pork、Frozen / chilled meat、Meat rolls、Burger;Ham、Sausage、Prepared food and instant food;
**High–end seafood:** Seafood frozen goods、Dry goods、Live goods、Aquatic product、Marine products、Conditioning products、Processed products and instant seafood products;
**High–end catering condiments:** Edible oil、Sugar、Gourmet powder、Chicken essence 、Soy sauce、Vinegar、Sauces、 Soup blend、Seasoning wine, Spices and condiments (Pepper、Chinese red pepper、Dry pepper、Aniseed、Fennel、Mustard、Cinnamon、Ginger、Ginger Powder、Caoguo, Saffron etc) , Compound condiment, CHAFFY DISH CONDIMENT etc;
**High–end fast food:** Instant Rice、instant soup、Instant snack、Instant porridge、Conditioning pack etc;
**Other high–end ingredients:** High-end wine、Dairy products (Cheese, milk, etc) 、Import high-end snack foods (biscuits / pastries / candies / chocolates / nuts etc)、preserved fruits、Tea Drinks、Food additives、Food ingredients、Food processing aids、Medicinal and edible herbs etc.

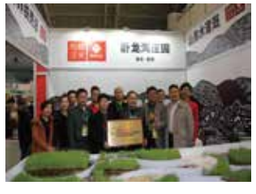
# 关于参展商

1、所有参展企业的参展品种应具备生产者和经营有效期内的《营业执照》、《商标注册证》、《商标授权证》等其他证明及产品合法审批文件。参展产品质量经过国家认可检测机构检测符合相关标准。

2、确定参展后与组委会工作人员取得联系，认真填写参展申请及合约表，加盖公章传真至组委会，申请表一经签字盖章后同具合同效力，传真或复印件有效。 展位分配: 先申请、先付款、先确认！

3、为了帮助客户赢取市场荣誉，扩大产品销售，组委会设置评奖活动，凡参加展会的客户均可参与，大会奖项设置“金奖”、 “诚信标兵”奖等；（详情请向组委会索取）。

4、为展现公司实力，树立企业形象，组委会设立了冠名和协办方案，有意向的企业请咨询组委会。



# Participation Procedure

1.Exhibitors should have a Business License within the validity period of production and operation or other related documents of approval about exhibits .The above scanned documents will be submitted to the organizer for checking them.

2.After the approval of the audit, the exhibitors should submit the《Application and Contract Form.》(The application form should be clearly filled in the required booth type, size and expected booth location), then mail or fax the form with the signatures and official seal to the organizer.

3.After receiving this application form, the organizer need open booth confirmation letter and payment invoice to the exhibitors in 3 working days.

4.The exhibitors should make full payment or 50% into the account of organizer according to the invoice in 7 working days.Otherwise, the organizer has the rights to cancel your participation. Booth Distribution Principle: apply first, Paid first, confirm first.

## 北京/上海/成都同步招商
## 优质服务面向全国市场

应广大参展商与专业买家的要求，世博威-有机展自2013年起，在北京、上海、成都三大主流城市巡回办展。北京、上海、成都三地不仅作为中国政治、经济、文化、旅游的主导城市，同时也是中国会展业发展的领军城市。其巨大的消费潜力吸引了众多的国内外有机绿色食品食材代理商、经销商、采购商的眼球。世博威-有机展将立足两大主流城市，服务于全国市场，为广大有机绿色食品食材企业搭建更为专业化的展会平台。

# 历届部分参展品牌 Parts of Exhibiting Brands

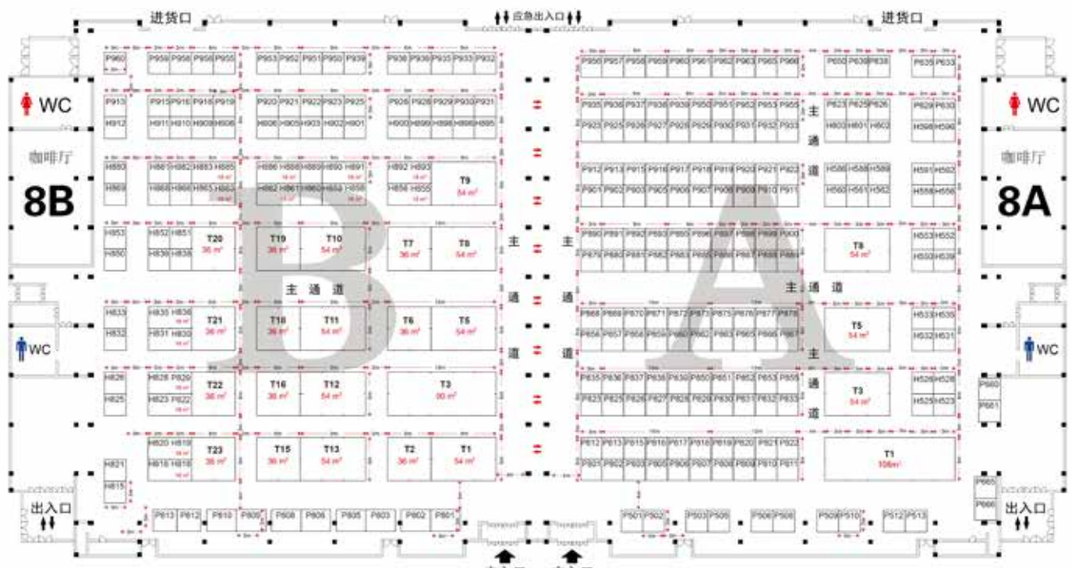
# 2020中国国际有机绿色食品食材(北京)展览会

CIHIE 世博威·健博会 2020 SBWZL Organic Green Food Industry Exhibition ExPo

China (Beijing) International Organic Green Food & Ingredients Exhibition 2020

北京展

时间: 2020年4月15日–17日
地点: 北京 · 中国国际展览中心
Date: Apr 15th – 17th, 2020
Venue:China International Exhibition Center




备注：展馆装修限高：4.5米

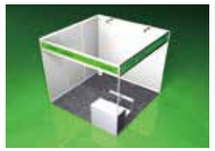
注释：以T开头的展位代表特装展位，以H开头的展位代表豪华展位，以P开头的展位代表普通展位！

# 中国国际有机绿色食品食材展览会 价目表

## 第一部分：展位价格表

| | 展位划分 | 规 格 | 费 用 | 配 置 说 明 |
|---|---|---|---|---|
| 内资企业 | 标展单开 | 3m×3m | CNY: 12800 | 楣板字二块、接待桌一张、椅子二把，5A插座一个（限500W内），射灯二盏、地毯；展位高为2.5m； |
| | 标展双开 | 3m×3m | CNY: 13800 | 楣板字二块、接待桌一张、椅子二把，5A插座一个（限500W内），射灯二盏、地毯；展位高为2.5m； |
| | 豪华标单开 | 3m×3m | CNY: 15800 | 除上述标展配置外， 展位升高为3.5m,增配一套洽谈桌，送3块升高部位的广告画面。（可参照效果图） |
| | 豪华标双开 | 3m×3m | CNY: 16800 | 除上述标展配置外， 展位升高为3.5m,增配一套洽谈桌，送3块升高部位的广告画面。（可参照效果图） |
| | 特装光地 | 36㎡起租 | CNY: 1300／㎡ | 仅提供对应展出场地；无任何配置，自行搭建。 |
| 外资企业 | 豪华展位 | 3m×3m | USD: 3800 | 楣板字二块、接待桌一张、椅子二把，洽谈桌一套，5A插座一个（限500W内），射灯二盏，9㎡地毯，垃圾桶一个，赠送部分图片广告位，展位高为3.5m 。 |
| | 特装光地 | 18㎡起租 | USD: 350／㎡ | 仅提供对应展出场地；无任何配置，自行搭建。 |

标准展位 3x3m


角标准展位 3x3m

豪华展位 3x3m

角豪华展位 3x3m（加收10%角位费）

特装空地展位 72平米

## 第二部分：配套宣传广告价目表

会刊版面广告

| 封 面 | 封 底 | 跨 彩 页 | 封（二,三） | 内 彩 页 | 黑 白 页 |
|---|---|---|---|---|---|
| 20000元 | 15000元 | 12000元 | 10000元 | 5000元 | 2000元 |

宣传印刷品广告

| 参观券 | 请 柬 | 手提袋 | 名片盒 | 参观证（独家） | 证件挂绳 |
|---|---|---|---|---|---|
| 5000元/万张 | 5000元/千张 | 6000元/千个 | 6000元/千个 | 30000元/3万张 | 15000元/万条 |

展馆现场广告 （以下广告仅限开展期间发布，发布后因自然灾害或不可抗力致使停止的，主办方不承担赔付责任。）

| 广场电子屏广告（限时60秒/条） | 墙体广告（以展馆为准） | 院内广告牌 高4mx宽5m | 馆内广告牌 高3mx宽4m | 通道柱子广告 2.4mx0.9mx4 | 道旗广告 2.4mx0.8m | 拱 门(18m) 条幅10mx0.8m |
|---|---|---|---|---|---|---|
| 15000元/展期 | 300元/㎡ | 12000/块 | 6000/块 | 1000元/根 | 800元/面 | 2000元/个 |

第三方平台广告 （下列广告会受不同时段和资源的影响价格会有一定的变化，最终以实际合同为准。）

| 楼宇框架广告 | 电梯电子屏广告 | 公交车车身 | CCTV–7 (5秒) | 广播电台(10秒) | 权威网媒发稿 |
|---|---|---|---|---|---|
| 150元/块/周 | 80元/块/周 | 2000元/辆/月 | 15000元/周 | 3000元/次 | 500元/次 |

## 第三部分：论坛会议室价目表

| | | | |
|---|---|---|---|
| 展馆会议室 | 容纳 70人 | 剧院式 | 5000元/小时 |
| 展馆会议室 | 容纳 80人 | 课桌式 | 8000元/小时 |
| 现场论坛区 | 容纳150人 | 剧院式 | 8000元/小时 |

备注：（含以下服务）
1.提供技术设施(电源、投影仪、音响，话筒等讲台、椅子)、饮水机； 2.提供会前的馆内广播通告；
3.协助会场布置以及背景板、地台的搭建。

## 第四部分：第八届世界健康产业大会收费

| 参会代表 | 嘉宾 | 贵宾 | 指定产品赞助 | 协办赞助 |
|---|---|---|---|---|
| 5800元 | 58000元 | 98000元 | 20万起 | 50万起 |



# China International Organic Green Food & Ingredients Exhibition Price List

## I: Booth Price

| | Booth Type | Booth Fee Beijing&Shanghai | Booth Furniture |
|---|---|---|---|
| Booth Info | Standard Luxury Booth (3x3=9sqm) | USD 3500 | 1 lintel board, 1 reception desk, 5 chairs ,1 glass round table, 15A power socket, 2 spotlights , Carpet; Printing promotional pictures (obtain size from the organizing committee) Booth size:3m×3m×3.5m(H) |
| | Standard Luxury Corner Booth (3x3=9sqm) | USD 3800 | 2 lintel boards, 1 reception desk, 5 chairs ,1 glass round table ,15A power socket,.2spotlights ,Carpet ; Printing promotional pictures (obtain size from the organizing committee)Booth size:3m×3m×3.5m(H) |
| | Standard Luxury Pavilion Booth (3x3=9sqm) | USD 4000 | 4 lintel boards, 1 reception desk, 5 chairs ,1 glass round table ,15A power socket,.2 spotlights ,Carpet ; Printing promotional pictures (obtain size from the organizing committee) Booth size:3m×3m×3.5m(H) |
| | Raw Space | USD 350／㎡ | Only provide exhibition space, without any configuration, self–build. |

Standard Luxury Booth

Standard Luxury Corner Booth

Standard Luxury Pavilion Booth

Raw Space

## II: Advertisement Price

Catalog page

| Catalog Cover | Catalog Back Cover | Color Page Spread | Catalog Cover (the second,third page) | Color Pages inside of Catalog | Black and white Pages of Catalog |
|---|---|---|---|---|---|
| USD 3200 | USD 2200 | USD 1800 | USD 1500 | USD 800 | USD 300 |

Printing material

| Entrance Ticket | Invitation Letter | Handbag | Card case | Back adv of visiting care | Hang rope |
|---|---|---|---|---|---|
| USD800 /10,000pcs | USD800 /1,000pcs | USD900 /1,000pcs | USD900 /1,000pcs | USD4,500 /30,000pcs | USD2,200 /10,000pcs |

Exhibition site

| Electronic screen advertising (60 seconds / time limit) | Wall Adv | Outdoor billboards H:4m x W:5m | Hall billboards H:3m x W:4m | Channel pillar Adv 2.4m*0.9m*4 | Banner Adv 2.4m*0.8m | Arched door (18m)10m*0.8m |
|---|---|---|---|---|---|---|
| USD2200 /Exhibition period | USD 50/㎡ | USD1800/pc | USD900/pc | USD160/pc | USD120/pc | USD1800/pc |

Third-party platform advertising (The following advertising price will be affected and changed by different time and resources , so the final price will be subject to the contract)

| Building frame adv | Elevator electronic screen adv | Bus adv | CCTV-7 (5 seconds) | Radio station (10 seconds) | Authoritative media news |
|---|---|---|---|---|---|
| USD22/block/week | USD13/block/week | USD300/pc/month | USD2200/week | USD500/pc | USD80/pc |

## III. Forum Price (Exhibitors visit for free)

| | | |
|---|---|---|
| Conference Room | Contain 70 people | USD 800/h |
| Conference Room | Contain 100 people | USD 1200/h |
| Live forum area | Contain 150 people | USD 1200/h |

Notes: (Contains the following services);
1.Provide technical facilities ( socket, Projector, audio, Microphone,Chairs,Water dispenser);
2.Broadcasting service;
3. Venue layout,Background advertising;

## IV.World Health Industry Conference

| Representatives of the participants | Distinguished guest | VIP | Designated product sponsorship | Co sponsorship |
|---|---|---|---|---|
| USD 900 | USD 8,500 | USD 14,300 | USD 30,000 | USD 72,800 |