



INTERNATIONAL SIGNS EXHIBITION, GUANGZHOU 2016
INTERNATIONAL LED EXHIBITION, GUANGZHOU 2016

Ad signs, signage, equipment, screen display tech,
customized lighting solutions

SHOW REPORT



Meet in South China, Where Business And Opportunities Cluster

VENUE & TIME AREA B, CANTON FAIR COMPLEX
FEBRUARY 24-27, 2016



Exhibition Area,
100,000m²



Visitors Expected
100,000⁺



More Exhibitors
1500⁺



Professional Forums
10⁺

HOSTED BY: CANTON FAIR ADVERTISING CO., LTD.
CHINA FOREIGN TRADE GUANGZHOU EXHIBITION GENERAL CORP

SHOW REPORT

Organizations

Organizers: Canton Fair Advertising Co., Ltd. / China Foreign Trade Guangzhou Exhibition General Corp. / Guangdong Provincial Advertising Association

Contractors: Canton Fair Advertising Co., Ltd. / China Foreign Trade Guangzhou Exhibition General Corp. / Guangdong Provincial Advertising Association / Guangdong Provincial Semiconductor Lighting Association Joint Innovation Centre / Shenzhen Light Emitting Diode Industry Association

Supporter: Guangzhou Municipal Commission of Commerce

Grand show—New Platform, New Resources, New Opportunities

Intelligent Signs & LED Exhibition, Guangzhou 2015 ("ISLE"), co-hosted by Canton Fair Advertising Co., Ltd. and China Foreign Trade Guangzhou Exhibition General Corp., was held at Canton Fair Complex in Guangzhou, during March 1-4, 2015. Being the first show of the industry this year, ISLE 2015 had an exhibition area of 80,000 m², 965 high-quality exhibitors, and more than 35,000 domestic and overseas buyers from over 80 countries and regions in the world coming for business talks and opportunities. This exhibition had 4 main areas: intelligent advertising signs, advertising sign equipment, LED screen, and LED lighting. Exhibits included ad production equipment, intelligent signs and signage, exhibition and display equipment, new media technical equipment, advertising materials and consumables, software, gifts and books, LED screens and guide signs, advertising and engineering lighting, commercial lighting, lighting fixtures and parts, special lighting, LED equipment, new LED tech, and other leading technologies and equipment in the advertising and LED industries. All well-known brands in the sectors could be seen in the event, latest technical achievements by many leading enterprises were exhibited on the show, and visitors were amazed by a wide range of industrial leading technologies, equipment and materials. 14 forums were held in Area B, where dozens of authoritative experts and nearly 1,000 visitors from home and abroad came together to discuss and interact with each other for the purpose of understanding the latest news of the industry, analyzing the market trend and looking into the promising future.

1 High-quality exhibitors—Illuminating the first industrial show with new technologies

Leading enterprises in the industry such as Unilumin, LianTronics, Absen, Leyard and Ledman exhibited their own star products at the event. Unilumin caught the visitors' eyeballs with its ultra-small-spacing and ultra-high-definition upanel 1.5. LianTronics presented fine picture and lifelike scenario on its V-me display system. Absen created a high-definition visual world with its A1.2 and other small dot-spacing series products. Central China Display Laboratories, Ltd. (CCDL) from Zhengzhou showed its 3D screen. A wide range of exhibits presented a full picture of the new technologies and new trends in the LED industry. Renowned brands in the advertising industry, such as Tongxing, Xinghui, Zhuochuang, Varibend, Senfeng, Ruijie, Huazu and Baitete, came to the event and exhibited their industrial leading technologies and equipment for laser carving, laser printing, digital labelling and intelligent sign guiding.

2 High-quality buyers—Gathering on this international trading platform

Buyer delegations to this exhibition included foreign delegations from the US, Malaysia, Vietnam, Japan, Brazil and Russia, and a huge number of domestic delegations organized by trade associations such as China Identification Industry Association, Hubei Sign Industry Association, Shaanxi Sign Industry Association, Guangdong Provincial Advertising Association, Jiangmen Lighting Association, Xiamen Optoelectronics Association, Guangzhou Municipal Commission of Commerce, and Foshan Advertising Association and other advertising associations of prefecture level and municipal level within Guangdong Province. More than 35,000 high-quality visitors and buyers of commercial values from over 80 countries and regions around the world also converged to the exhibition.

3 High-standard forums—Highlighting authoritative experts to the summit forums

There were 14 concurrent forums during the exhibition period, together with other wonderful events such as new product release conferences, awarding ceremony and summit forum. Guan Jizhen, Vice Chairman of China Optics & Optoelectronics Manufacturers Association and Chairman of LED Display and Application Branch, Zhang Qiang, CEO of Yejibang (a large screen display billboard), Wang Tie, President of Architectural Design and Research Institute of Central Academy of Fine Arts, and other authoritative experts came to the forums to discuss with the audience on the new development trends in the advertising and LED industry. During the exhibition, experts and the audience had active discussions around the popular topics in the industry, such as intelligent signs and new strategy for LED channel in China, and they also jointly studied on the new hot spots in the industry, sought for new opportunities in the market and planned for new cooperation in the future. The forums became one of the highlights of the event. In addition, dozens of media units were attracted to come to the exhibition for site interviews. Three major TV stations including GDTV, GZTV and TVS sent their crews to walk around and take video records of the grand show. Tens of media units had their personnel base in the exhibition venues for special interviews and follow-up reports, including CNAD.com, Chinasigns.cn, Sign51.cn, CNLEDw.com, LED.hc360.com, ledscw.com, Yejibang.com, LightingChina, International Lighting, Lighting and Design, and The World of LED Display Magazine and LED World Lighting.

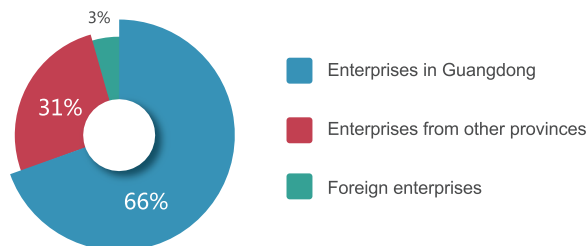
As the first exhibition for the advertising and LED industry of a year, Intelligent Signs & LED Exhibition Guangzhou is committed to create a well-organized event for advertising and LED professionals, use its best efforts to improve service quality, optimize the experiences of the participants and develop new advantages in the exhibition. With an aim to build a high-quality and high-standard trading information and purchasing platform for both exhibitors and buyers, ISLE is also dedicated to become the forefront for publishing new technologies and new trends and leading the tide in the advertising and LED industry.

The next session of ISLE will be held during February 24-27, 2016 in Area B of Canton Fair Complex in Guangzhou. The exhibition area will be increased to 100,000m² and according to estimation, 60,000 buyers from around the globe will be invited to the event. ISLE 2016 will have a larger scale, more global buyers and more updated information. We look forward to striding towards a brighter future with you!

Profile of Exhibitors

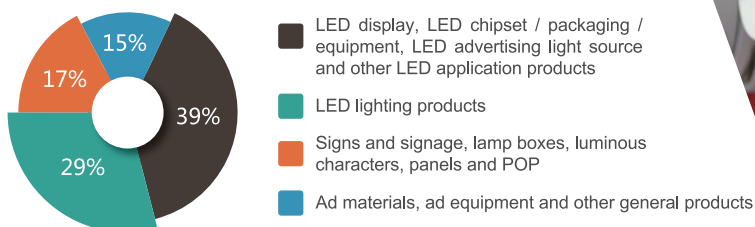
1 Exhibitors by region

● Exhibitors by region



2 Exhibitors by exhibit category

● Exhibitors by exhibit category

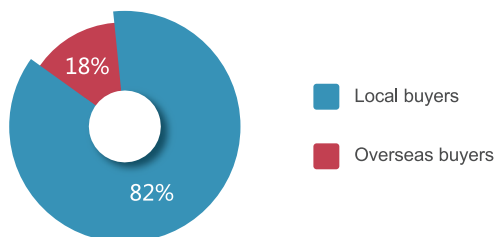


Profile of Buyers

1 Buyer statistics

Total 83319 buyers entered the venue for visits and purchases during the 4-day exhibition. Total 35102 buyers from more than 80 countries and regions in the world completed their registration procedures for access to the exhibition through different channels, including registration at the entrance, pre-registration on the official website and joining the delegations organized by trade associations. There are 28784 local buyers (82%) and 6318 overseas buyers (18%).

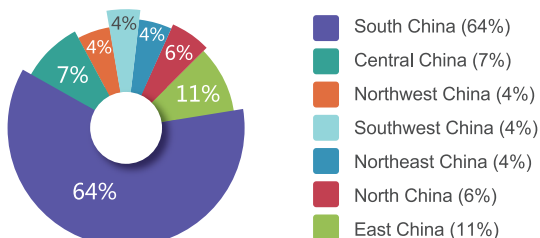
● Percentage of local and overseas buyers



2 Profile of local buyers

Total 28784 local buyers from 31 provinces come to ISLE 2015. A majority of them (64%) are from the South China region. Top 10 provinces include Guangdong, Fujian, Shandong, Jiangsu, Hunan, Zhejiang, Guangxi, Beijing, Hebei and Henan.

● Percentage of local buyers by region

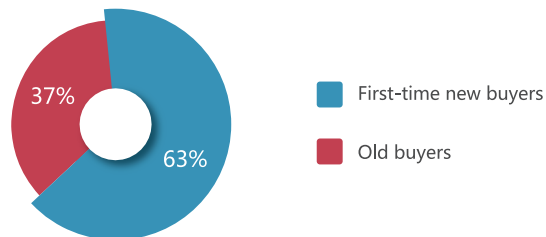




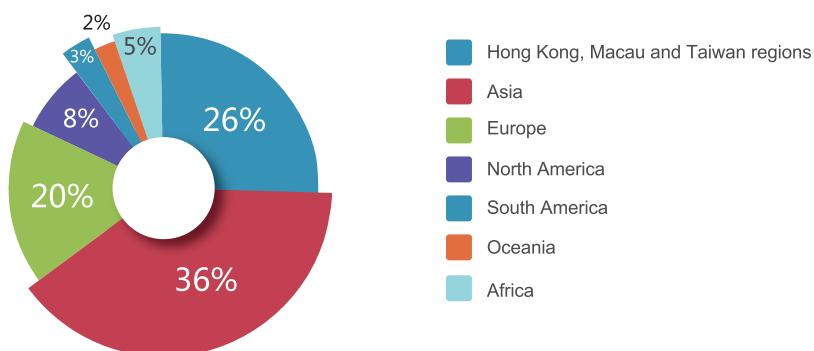
3 Profile of overseas buyers

Total 6318 overseas buyers from more than 80 countries and regions are attracted to the 4-day grand event. Most of them are from Asian countries (not including Hong Kong, Macau and Taiwan regions), Hong Kong, Macau and Taiwan regions, and Europe. Up to 60% of the overseas buyers came to Guangzhou to participate in an exhibition of this type for the first time.

● Percentage of new and old overseas buyers

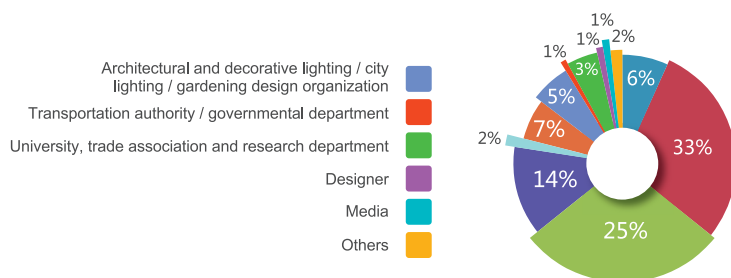


● Profile of overseas buyers



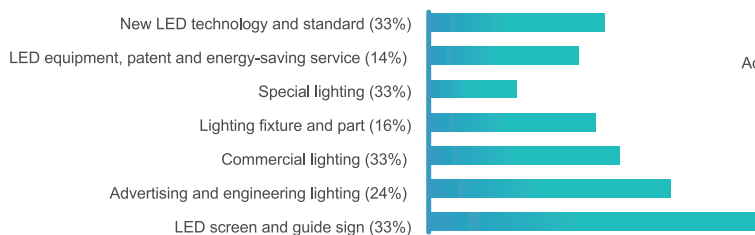


4 Profile of buyers by industry

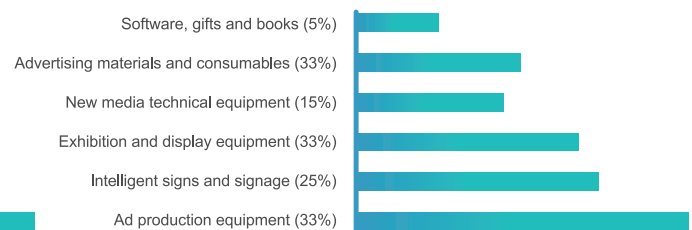


5 Profile of buyers by interested exhibit category

● Percentage of buyers by interested LED product category

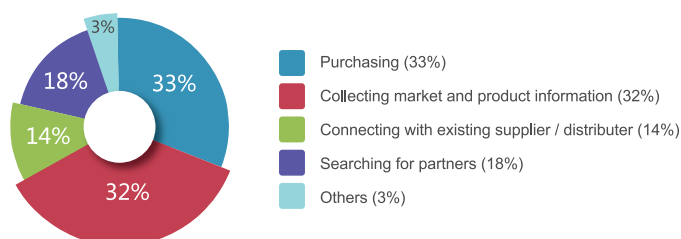


● Percentage of buyers by interested advertising product category



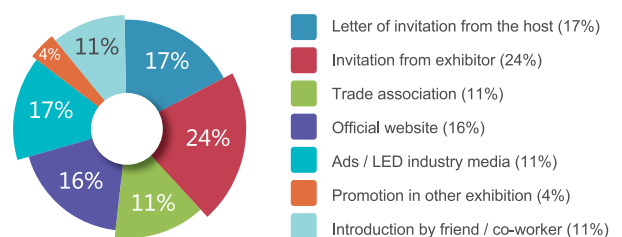
6 Profile of buyers by purpose of participation

● Percentage of buyers by purpose of participation



7 Profile of buyers by channel used to acquire information about the exhibition

● Percentage of buyers by channel used to acquire information about the exhibition



Concurrent Activities

1 Lucky draw on official WeChat account

Time: March 3, 2015

Place: Area B of Canton Fair Complex

Activity information: The lucky draw of "Iphone 6 for WeChat account followers" was a popular activity launched on the official WeChat account of ISLE by the host. Promotional information for the event and lucky draw information was published on the media channel of the exhibition including its official website and WeChat account for people to get a warm-up for the imminent event. Awards such as Amazing Fan and Lucky Star were given in the activity. Visitors could register for the lucky draw simply by following the official WeChat account prior to the exhibition online or by scanning the QR code on the spot. The exhibition organizer performed the lucky draw at 11:00am on March 3, 2015.

2 Lantern Festival Evening Banquet

Time: March 2, 2015

Place: The Westin Pazhou

Participants: Overseas buyers, brand exhibitors, experts in the industry, and principals from authoritative organizations

Activity information: At the Lantern Festival Evening Banquet, more than 400 guests from different sectors both home and abroad came together to have warm communications and share business opportunities with each other. The host of the exhibition organized a wonderful commercial event for the guests to enjoy the festival. From guessing the lantern riddles at the registration table upon entrance to watching the traditional dancing performance at the dinner table, the guests were immersed in the continuous surprises from this fabulous banquet!

3 Summit forum

Time: March 1-4, 2015

Place: Area B of Canton Fair Complex

Activity information: Total 14 high-standard forums were convened at the conference rooms in Area B of Canton Fair Complex during March 1-4. All of these forum activities were wonderful. Shenzhen Absen Optoelectronic Co., Ltd., one of the leading LED enterprises, took advantage of the first show of the year to present its new products and promote its product launch activity. Shenzhen UniLumin Technology Co., Ltd. hosted a series of "Summer Forums for LED Display Application Industry 2015": Foresee 2015, Meet 2015, where experts and scholars had great discussions on how to build a new environment and a new blue sea for the global LED display market. In addition, Guangdong Provincial Semiconductor Lighting Association Joint Innovation Centre, Guangdong Provincial Signs Industry Association, Guangzhou Academy of Fine Arts, Guangdong Provincial Industrial Trade Union and Hubei Qunyi Group organized many summit forums and awarding ceremonies during the exhibition, where authoritative experts and visitors came together to communicate with each other in depth regarding the industry chains in the upper stream and lower stream of the ad and LED industry, for the purpose of understanding the market trend and visioning the promising future.

Comments by exhibitors

General manager of Cosun Sign: We present our new products and new technologies on the first exhibition of the year. We expect to exchange more ideas and learn more from our peers.

Principal of Unilumin: We participate in many exhibitions every year, and we certainly won't miss this very first exhibition of the year as it is the most important one. Clients from both home and abroad come to this show as well. We are very satisfied with the services in the exhibition area.

General manager of Esdlumen: We have very high expectations for this session of LED exhibition. We feel very satisfied with the exhibition as the huge number of people and customers on the first day already meets our expectation. As the largest exhibition in the industry, it is the platform needed by us manufacturers, suppliers and clients. It helps us manufacturers to come together and increase our communications, and enables customers to buy what they want. So, this is an LED exhibition that all exhibitors like us want to participate in. We will certainly come back again next year. We hope the exhibition can be even better and better and attract more and more customers to come.

Principal of Absen: We come to Guangzhou for this exhibition every year and we feel it is better and better year after year. Moreover, its scale is also larger and larger. We hope, not only for this session, but also for the coming sessions, more areas will be open and more display brands can come and join.

Principal of Retop: Every manufacturer has made full preparations for this exhibition. As one of the first-line manufacturers in China, we will definitely participate in the exhibition again next year.

Comments by buyers

David (USA) : I've been having a great time in this exhibition. It exceeds my expectations and the facilities are wonderful. I love the range of the product so far; I've met some new manufacturers that I want to do business with here.

Collin Hert (USA) : I visit the website you had mentioned that your range was much bigger than just intelligence, because we do have a few colleagues didn't come because they only focus on lighting, and they thought that wasn't gonna be that much of lighting. So I telling them to come here and they will join tomorrow. It's worthy so far.

Corradi (USA) : Good quality products. I came to this show to see new products, new options, and I hope to find more options here.

Rammi Stafford (Dubai) : The product is good and in this year I saw a lot of new products, you know some factories add some additional to same products. Quality is good.

Alexander (Libya) : The quality of the product becomes better and better, the resolutions become much nicer and had good pictures. It's good so we can supply our customer. And I will come back here every year.