

第二十二届上海国际汽车工业展览会
The 20th Shanghai International Automobile Industry Exhibition



AUTO SHANGHAI 2023

**EMBRACING
THE NEW ERA OF
AUTOMOBILE
INDUSTRY**

Date

April 20 - 27, 2023
Press Day: April 18 - 19, 2023

Venue

NECC (Shanghai)
168 East Yinggong Road, Shanghai

Total Area

Over 360,000 square meters (Estimated)

Media Coverage

Reported by 10,000 journalists from
more than 3,000 Media (Estimated)

For more information, please contact:

Shanghai International Exhibition (Group) Co., Ltd.

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Driven by a new round of energy transformation and industrial revolution, a new era of automobile industry is unfolding. To achieve the goals of energy conservation, emission reduction and carbon neutrality, countries around the world are accelerating the planning of new energy systems and vigorously promoting the innovation of new energy technologies for automobiles. Chinese and global automotive leaders are actively embracing new industrial opportunities such as green, low-carbon transformation and smart mobility, pursuing technological empowerment and innovation-driven development, and promoting the coordinated development of new business models and new technologies so as to meet the needs of high-quality development of the automobile industry. China is confidently stepping to the center of the world stage and toward the future of automotive power.

Standing at a new beginning, with the theme of "Embracing the New Era of Automobile industry", the 20th Shanghai International Automobile Industry Exhibition (Auto Shanghai 2023) will celebrate its new edition once again. We will further explore the implementation path of low-carbon transformation of the automobile industry; Stay more focused on building an exchange and cooperation platform to optimize the distribution of industrial chain and supply chain; Show more directly the visual impact brought by the integration of automobile culture and fashion elements; Make more efforts to build an automobile industry ecosystem driven by technological innovation and integrated innovation. This ecosystem will connect the world and collaborate across the fields, so that the world automobile industry will once again show full vitality on the stage of Auto Shanghai. Cutting-edge scientific concepts such as artificial intelligence and metaverse will be introduced to the show to demonstrate the infinite possibilities that future cars may bring to people's lives.

Let us empower growth, build up momentum and move forward. In Shanghai, April 2023, we look forward to joining hand with you to embrace the new era, forge ahead on a new journey and build the future together!

■ BOOTH PRICE, RELEVANT SERVICE AND SCOPE OF EXHIBITS

Booth Price:

- **Indoor Raw Space:** RMB 1,800 / m² (min. of 36m²)
- **Standard Booth:** RMB 2,000 / m² (min. of 9m²)

Notes:

Indoor Raw Space (min. of 36m²)

Exhibitors shall install exhibition booths by themselves. In order to seek approval from fire prevention authorities and organizers, installation proposals including construction material, contractor's credentials and other materials shall be submitted before the deadline mentioned in Exhibitor Manual. Exhibitors shall pay for electricity, booth management fee and other relevant fees mentioned in Exhibitor Manual. Indoor Raw Space price is exclusive of above mentioned fees and other relevant charges.

Standard Booth (min. of 9 m²) will be equipped with the following furniture:

- Indoor Space
- Fascia Board in CH and EN
- 1 Reception Counter
- 1 Wastebasket
- Carpet
- 2 Spot Lights
- 2 Folding Chairs
- 1 Single Phase Socket (13A / 220V)

Relevant Service:

Exhibitors will be entitled to the following services for free:

- Publishing of company or product introduction in CN and EN on Show Directory (in 100 words);
- Ranking of company name on Show Guideline on-site;
- Exhibitor badges (limited offer);
- Show tickets (limited offer);
- Daily cleaning and security service on-site;
- Other free service as shown on the official website.

Exhibitors will be entitled to the following paid services according to the actual demands (please refer to the Exhibitor Manual for details):

- Advertising on Show Directory;
- Holding technical seminar;
- Travel and translation service;
- Advertising on Show Guideline;
- Advertising on official website or other information service.
- Board advertisement on-site;
- Advertising on show tickets;
- Freight forwarding service;
- Furniture rental service;

Scope of Exhibits:

Exhibitors will be entitled to the following services for free:

- Passenger cars, commercial vehicles, new energy vehicles and special-purpose vehicles
- Auto design and new concept product
- Intelligent connectivity technology and product, including: *auto chips, autonomous driving system, high precision map, radar, camera, V2X technology, simulation software, shared mobility etc.*
- New energy technology and product, including: *battery, electric motor, electronic control; power grid, charging facility, energy storage equipment; hydrogen energy industry chain etc.*
- Automotive parts and components, including: *Engine and mechanical system, Gearbox, exhaust, axle, steering, braking, suspension and body systems, standard part, interior trims, charging accessories.*
- Electronics and systems, including: *motors and electrics, lighting system, electronic systems, comfort electronics, in-car entertainment system etc.*
- Safety and vehicle security system measuring, testing and control devices & systems, simulation system
- Maintenance and repair, garage, workshop and workstation equipment
- Paints, lubricants, additives and other auto supplies
- Related manufacturing technology, machinery, equipment and tools
- Automotive financial service
- Publications and other related service

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■ APPLICATION / RESERVATION FORM (Application Deadline: 2023.1.6)

The organizers reserve the right to reject applications by return of deposit.

Please E-mail this form to Shanghai International Exhibition (Group) Co., Ltd. before Jan 6th, 2023.
 Address: No. 10 Building, HONGQIAO ZHENRO Center, 666 Shenhong Road, Shanghai China (201106)
 Tel: (86-21) 6279 2828 Fax: (86-21) 6545 5124 E-mail: autoshanghai@siec-ccpit.com



www.autoshanghai.org
www.autochinashow.org

Company Name:		
Name:	Title / Department:	
Address:	Postcode:	E-mail :
Tel:	Mobile:	
Fax:	Website:	
Main Products for Display:		
Space Reservation		
Option:	Cost:	Area M ² (Frontage × Depth)
Indoor Package Stand (min. 9m ² , Multiple of 3m ²)	RMB 2,000.00 / m ² (Every 3m ² , add RMB 6,000.00)	
Indoor Raw Space (min. 36m ²)	RMB 1,800.00 / m ²	

Responsible Person's Signature:

Company Stamp:

Date: