2015 China (Shanghai) International Polyurethane exhibition

Time: September 16-18, 2015 Venue: Shanghai Everbright Convention & Exhibition Center

International trade industry base, the global polyurethane industry procurement trading platform

*Organizer*

At Organizer: China Chemical Industry Association
Co organizer: Chinese Polyurethane Industry Association Professional Committee of foam rubber Committee Chinese Society for composite materials
Adhesives industry committee of chemical engineering Chinese Refrigeration Association Professional Committee
Support unit: China building society polyurethane Manufacturers Association China refrigeration and air conditioning industry association
China polyurethane elastomer Association China Polyurethane Industry Association Chinese polyurethane Enterprise Alliance

Organizer: Shanghai long sea Exhibition Service Co. Ltd.

*Show background*

At present, China has formed a complete system of production of polyurethane raw materials and downstream products, not only for polyurethane foam, polyurethane elastomer, polyurethane synthetic leather pulp output ranked first in the world, and is the main export many kinds of polyurethane products of china. China has built up the Yangtze River Delta, the Yellow River Delta, a plurality of polyurethane industry in Bohai, the Pearl River Delta, northeast, southwest and other gathering area, the formation of leading enterprises, many small and medium enterprises coexist in production of raw materials and downstream products processing pattern. Throughout the world, the western developed country has already entered the mature period of the development of polyurethane industry, into the innovative research and development stage; the Asian market is growing rapidly, many multinational chemical companies have will focus on business and R & D center have shifted to Asia and even Chinese market; in general, because of the rapid development of the national economy in recent years, Chinese polyurethane industry, from basic raw materials to products and machinery and equipment, has a considerable scale.

In recent ten years, the polyurethane industry in China continued to promoteindustrial upgrading, expanding professional raw materials, production scale; to develop science and technology innovation, strengthen the research and development, production technology, safety and environmental protection of environmental friendly products and energy-saving emission reduction, energysubstitution, the recycling of resources, research and development capabilities to a new level; products to the meticulous, function the high performance,development, and further expand the application field of. The future development of Chinese polyurethane industry will be mainly affected by five major aspects of the pull, namely the total population, the automotive industry, building energy saving, environmental protection requirements and improve the leisure and entertainment industry. "Twelfth Five Year Plan" period China PU product consumption, will maintain the average growth rate, 15% years at the appointed time, China will is the world's largest PU product manufacturing and consumer center.
2015 China (Shanghai) International Polyurethane exhibition planning of 30000 square meters, the preset booth 800, integrated platform will be for the polyurethane industry at home and abroad to provide a set of "exhibition, trade, cooperation, development" in one, carefully build an international, the leading departments to vigorously support, positive response, the market is highly recognized by the industry mass participation, polyurethane industry trade fair event, inject new vitality for the prosperity and development of polyurethane industry, open innovation opportunity. In China (Shanghai) International Polyurethane Industry Exhibition on the stage, from around the world can share valuable exhibitors and visitors of new products, new knowledge and experience, the wanton expansion of trade negotiations and the exchange of technology, from the product order, to the scheme design, explore the frontiers and industry. The key to unsolicited bulk purchasing group, 1000 of the world's more than 2000 suitable suppliers and high quality professional audience, will promote the China (Shanghai) International Polyurethane exhibition has become the global polyurethane industry's most trusted top trade fair exhibition!

The reason for exhibition
polyurethane We will in the following ways for the exhibition invitation to high quality professional audience:

This exhibition will release through a large network of more than 100 home mediatext warning information and exhibition of soft news release, the current exhibition program in other related exhibitions, mail distribution send invitations, tickets, tour guide and exhibition related invitation information 50000, fax 20000, mass SMS200000, according to the professional buyers, make an appointment registration system to implement, make the audience quality guaranteed. According to the professional institutions, government departments of the senior leadership, the exhibition office by telephone, home visits, summit promotion, invite industry executives at the meeting. Cooperation, and various industry association exchange resources, invited to have intention to a range of related enterprises to come to visit, to discuss cooperation;

Suppliers can also:
◆ Make transactions on the spot: Though the show time is limited, thanks to face-to-face talks with buyers, it is easy to reach agreement or intention;
◆ Publicize your company and products: Exhibition is a kind of 3-dimention advertisement and can enhance buyers’ understanding so as to make products and services easy to accept.
◆ Establish corporate image: Establish a fine corporate image in the same industry and among customers, and uplift your status in the industry;
◆ Deepen market understanding: Know more about market demand and potential amid exchanges with buyers. It is more direct and accurate than routine market survey;
◆ Open up market and establish marketing channels: open up market and seek customers through exhibition, look for and select agents or joint venture partners;
◆ Widen international horizons: Build up an effective platform for international cooperation so as to let your company and products enter into international market more properly;
◆ Supply-demand interaction: Your old customers or suppliers will get together at the exhibition, so it is convenient for you to carry out interactions and thank-you activities;
Learn about development experience: By comparing with other suppliers, learn about others’ experience in enterprise development;

Boundless business opportunities: Focusing on Beijing, buyers at home and abroad will gather here, international strength will be fully demonstrated.

Gathering of technologies: A grand gathering of the latest products and technologies at home and abroad; Exhibition-Forum-Economic Cooperation is an efficient platform for publicity and market promotion;

Display the state-of-art products and technologies and establish and consolidate the corporate image;

Obtain most valued market feedback information from the technical and purchasing representatives of various application industries;

Provide exhibitors with a opportunity to demonstrate the products and investigate the market, and offer a platform of knowledge for the buyer;

Seize the opportunity to contact with the research institution, organized groups and government officers from all various industries;

Benefit from a serious of top-level conferences and seminars; and provide opportunity to cooperate and communicate with specialized visitors and purchasers;

Attract more attention during the exhibition period via close cooperation with the organizer and media;

Seek cooperation with agencies, distributors, system integration and solution providers from China and the Asian-Pacific region;

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**The schedule**

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<tr>
<th>Event</th>
<th>Dates</th>
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<tr>
<td>Registration and move-in</td>
<td>May 11-12, 2015</td>
</tr>
<tr>
<td>Opening Ceremony</td>
<td>May 13, 2015 (9:00—9:30)</td>
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<tr>
<td>Exhibition</td>
<td>May 13-15, 2015</td>
</tr>
<tr>
<td>Move-out</td>
<td>Afternoon: May 15, 2015</td>
</tr>
</tbody>
</table>

**Exhibition scope**

- The polyurethane raw materials: isocyanate, polyether polyol, polyester polyol, other polyols and active hydrogen containing oligomers, foaming agent, catalyst, flame retardant agent, foam stabilizer and other additives (solvent, plasticizer, stabilizer, antioxidant, release agent, pigment, filler) etc.;
- The polyurethane (Ban Chengpin) products: polyurethane foam (soft and hard), polyurethane elastomer, polyurethane sole system, composite material, polyurethane resins for synthetic leather, polyurethane elastic fibers (spandex), polyurethane adhesive, polyurethane sealant, polyurethane packaging system, poly ureas, polyurethane paint (solvent based polyurethane coating, non solvent type polyurethane coatings, waterborne polyurethane coating, polyurethane paint) and other specific polyurethane products etc.;
- The polyurethane equipment: polyurethane high (low) perfusion pressure foaming machine, horizontal continuous foaming equipment, spraying foaming machine, sponge cutting machinery facilities, regeneration sponge machine facilities, polyurethane mould, pouring machine, metering pump, continuous sandwich panel production line, mixing facilities
2015 China (Shang Hai) International Polyurethane Industry Summit Forum

The conference fees: 2000 yuan / person (including meals, materials fees, inspection fees)

The enterprise run by the forum fee: 28000 yuan (60 minutes)

### Participation Fees

<table>
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<tr>
<th>Booth</th>
<th>Type</th>
<th>Domestic Enterprise</th>
<th>Joint-venture Enterprise</th>
<th>Overseas Enterprise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Booth</td>
<td>3m × 3m</td>
<td>RMB 15,800/9m²</td>
<td>RMB 17,800/9m²</td>
<td>USD 4,800/9m²</td>
</tr>
<tr>
<td>Deluxe Standard Booth</td>
<td>3m × 3m</td>
<td>RMB 16,800/9m²</td>
<td>RMB 18,800/9m²</td>
<td>USD 5,000/9m²</td>
</tr>
<tr>
<td>Raw Space</td>
<td>(Min. 36m²)</td>
<td>RMB 1,600/m²</td>
<td>RMB 1,900/m²</td>
<td>USD 500 元/m²</td>
</tr>
</tbody>
</table>

Standard booth package: 3-sided partitions, 1 negotiation table, 2 chairs, company sign in Chinese and English, 2 spotlights, 1 power socket (220W/5A), and fully-floored carpet.

Expenses on any other furniture shall be borne by exhibitors.

Raw space fee consists of a show space, carpet, security and booth cleaning service.

### Advertisement

<table>
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<tr>
<th>Front cover:</th>
<th>Inside front:</th>
<th>Inside back</th>
<th>Back cover</th>
<th>Fly page</th>
<th>Colored full page</th>
<th>Full text page</th>
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</thead>
<tbody>
<tr>
<td>RMB 20,000</td>
<td>RMB 16,000</td>
<td>RMB 10,000</td>
<td>RMB 18,000</td>
<td>RMB 16,000</td>
<td>RMB 6,000</td>
<td>RMB 2,000</td>
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Secretariat Office of the Organizing Committee:

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