

PREVIOUS EXHIBITIONS (PARTS)

Terminal manufacturer



Panel manufacturer



Display core-equipment



Display Material



*The above ranking is not particular in order, was limited by length, not all published.

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CITE 2022 Pre-registration
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CITE 2022

第十届中国电子信息博览会

The 10th China Information Technology Expo

2022 SHENZHEN (INTERNATIONAL) NEW DISPLAY AND APPLICATION EXHIBITION

INVITATION

May 17-19, 2022

Shenzhen Convention & Exhibition Center



First Asian Electronic information exposition

The China Electronic Information Expo. (CITE) is a national platform that showcases the latest products and technologies of the global electronic information industry. It has become the biggest tech expo in Asia and a leading player in the information technology world with an international recognition.

An Industry Leading The Asian First The World Class



Latest technology, leading information, developing trend, potential business opportunity, branding promotion

The 10th China Electronic Information Expo. (CITE 2022) will be held at the Shenzhen Convention and Exhibition Center on May 17th to 19th, 2022. The national-level large-scale exhibition will take place in Shenzhen following two other major events, the Hi-Tech Fair and the Cultural Fair.

The Whole Industry Chain Quality Enterprises

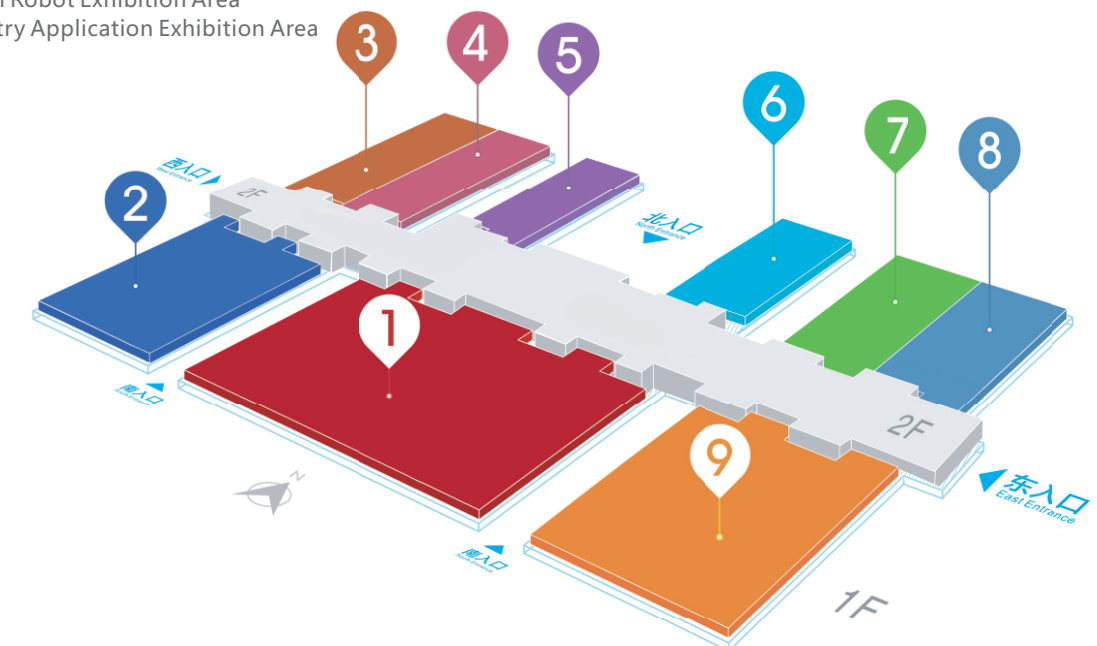
There are nine exhibiting halls namely CITE theme hall, New display and application hall, Meta Universe and Virtual Reality Technology hall, Next- generation information and communication industry cluster hall, Electronic life hall, Big data cloud computing hall, IOT innovation application hall, Internet of vehicles technology pavilion and Basic electronics hall. They fully showcase the latest developments and trends in innovation and technology in Asia and around the world, which makes this exhibition a first-class technology and innovation platform.

Guiding industrial hot spots & precise planning area

EXHIBITION PLANNING

CITE 2022

- 1 Hall 1: CITE Theme**
 - Smart Home Exhibition Area
 - Smart Terminal Exhibition Area
 - Information Technology Application Innovation in Ecological Exhibition Area
 - Integrated Circuit Exhibition Area
 - 5G Application Exhibition Area
 - "Professional, Refined, Special, Potential" Exhibition Area.
- 2 Hall 2 : New display and application**
 - Ultra HD Video Exhibition Area
 - Micro-LED/Mini-LED Exhibition Area
 - 3D cover glass Exhibition Area
 - Semiconductor Display Area
 - Show Upstream and Downstream Materials and Equipments Exhibition Area
 - Display Terminal Application Exhibition Area
- 3 Hall 3 : Meta Universe and Virtual Reality Technology**
 - Human-Computer Interaction Zone
 - Video Game Area
 - Blockchain Zone
 - Internet of Things Zone
 - Artificial Intelligence and Digital Twin Zone
 - Network and Computing Technology Zone
 - Software and Hardware Supporting Area
- 4 Hall 4: Next-generation Information and Communication Industry Cluster**
 - Service Robot Exhibition Area
 - Industrial Robot Exhibition Area
 - 3C Industry Application Exhibition Area
- 5 Hall 5: Electronic Life**
 - Consumer Electronics Exhibition Area
 - Electronic Life Experience Area
 - Entertainment Video Exhibition Area
 - Cross-border Ecological Chain Exhibition Area
- 6 Hall 6: Big Data Cloud Computing**
 - Big Data and Storage Exhibition Area
 - Web3.0 Exhibition Area
- 7 Hall 7 : IOT Innovation Application**
 - Internet of Things Application Exhibition Area
 - Intelligent Networking Technology Exhibition Area
 - Automotive Active Safety Exhibition Area
 - Smart Transportation Exhibition Area
- 8 Hall 8: Internet of Vehicles Technology**
 - Vehicle Intelligent Terminal Exhibition Area
 - Car Networking Technology Exhibition Area
 - Unmanned System and Mission Exhibition Area
- 9 Hall 9: Basic Electronics**
 - Components
 - Material
 - Instrumentation Equipment
 - Special Electronics



2022 Shenzhen (International) New Display and Application Exhibition Zone Planning

01

New display technology exhibition pavilion

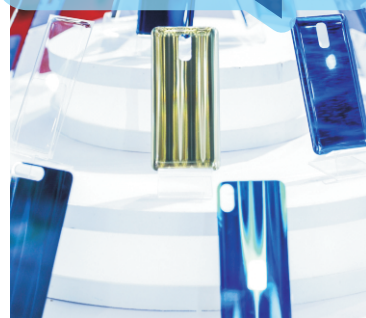
LCD / OLED / QLED, Mini/micro -LED, holographic projection, 3D / laser display, etc.



02

Upstream and downstream materials and equipment Pavilion

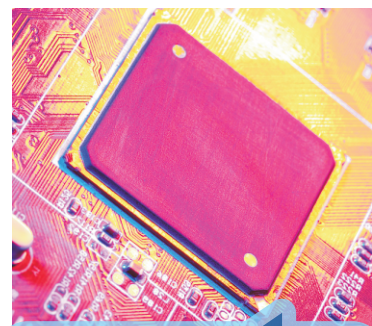
2.5D/3D Non-Metallic back cover, Polarizer, target, IC, PI, mask, connector, FPC, OCA, Photoresist, visual inspection, COF, bonding/fitting / dispensing / cleaning, etc., upstream and downstream material and equipment etc



03

Smart Business Display Application pavilion

Vehicle display, LED large screen, Electronic whiteboards, smart meeting, advertising machine, laser projection, smart education, smart retail, digital media application, etc.



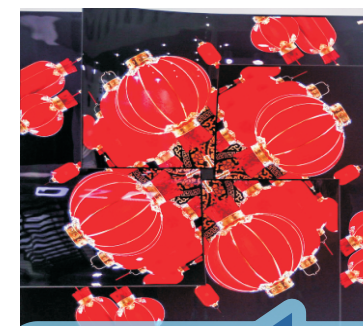
Semiconductor display pavilion

Including the latest technologies and products in the fields of semiconductor equipment, semiconductor packaging and testing, semiconductor materials and display chip design used in display technology.

04

CITE 2022

2022 Shenzhen (International) New Display and Application Exhibition



Ultra HD video pavilion

Video production equipment, network transmission equipment, consumer terminal equipment, related core components and ultra-high-definition video services and applications, etc.

05

2021 Exhibitors data analysis



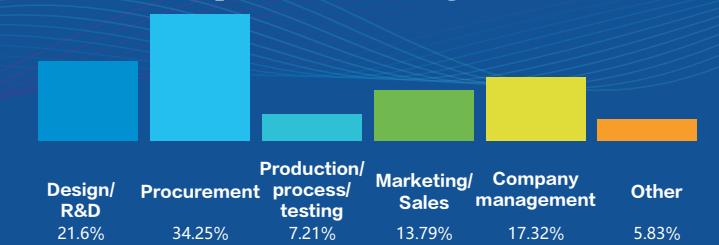
The exhibitors' satisfaction rate : 93%.

The rate of exhibitors going to participate in the next exhibition: 82%.

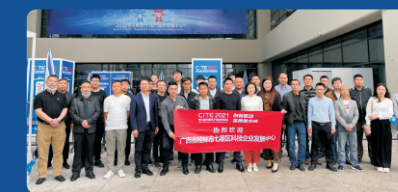
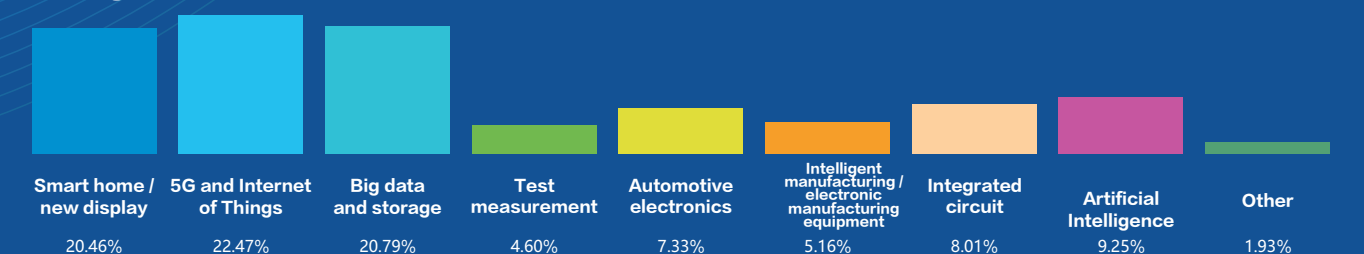
2021 Audience Data Analysis

Audience scale:
110,000 offline; 5 million online

Audience position analysis:



Analysis of the audience's field



Simultaneous forum & Innovation selection

China International Display Conference

During CITE , the "China International Display Industry Conference" will also be held. It is made up of a series of key forums including the Keynote Forum, the Smart Business Development Industry Forum, the Flexible and foldable AMOLED Technology Summit, the Global Quantum Dot Display Technology and Application Summit, and the China International Display Industry Leaders Summit, the vehicle display summit forum, the Micro LED technology summit, the 5G+8K ultra-high definition display application summit, the AI face recognition application summit and the other series of activities. Leaders of the display industry at home and in different countries and regions around the world are invited to join the discussions of new trend and technological development in the industry.

China Information Expo. Innovative Gold Award

In order to further improve the importance and influence of the Expo and become the vane of the development of new products and technology in the electronic technology industry, the Committee will hold the "China Electronic Information Expo Innovation Awards" competition. This competition will allow hundreds of companies to compete every year. The competition is divided into seven categories: new display, integrated circuit, basic electronic, intelligent network and new energy, intelligent manufacturing, intelligent hardware, software and application. More than 20 experts from relevant industry associations, consulting organizations and selected media will conduct rigorous reviews and elect the winners of China Electronic Information Expo Gold Award and the China Electronic Information Expo Innovation Award according to the degree of innovation, market competitiveness, design novelty, functional applicability, environmental protection among other indicators.



A FULL-TIME ALL-ROUND THREE DIMENSIONAL TRACKING REPORTS



Electronic Information Expo. attracts thousands of well-known media for its news coverage. These include CCTV, China National Radio, Xinhua News Agency and other central media, as well as GRT Satellite Channel, HKSTV and Pearl River Delta TV, special coverage of the exhibition by major industry media such as China Electronic News, the Economic Daily, Yangcheng Evening News and Southern Metropolis Daily, Chinafpd.net, ZOL.com and other online professional media.



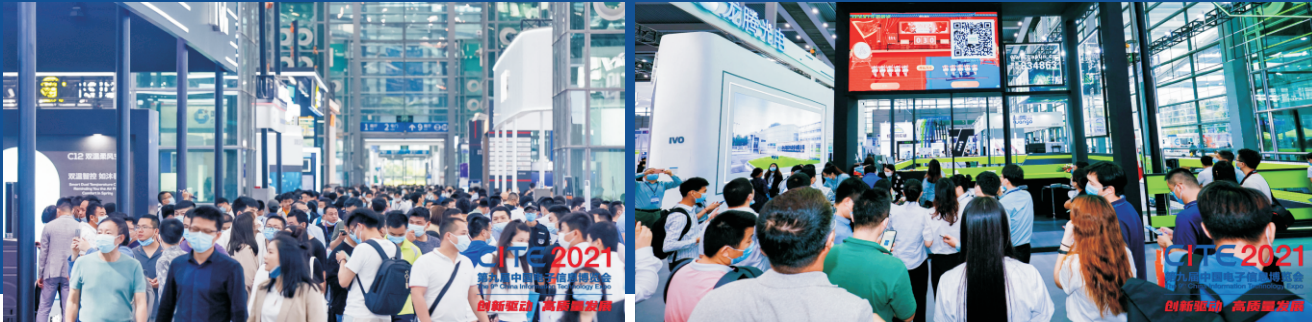
Why Choose CITE?

- ★Professional buyer: VIP buyer invitation / buyer purchase meeting, face-to-face negotiation and signing contract, and zero distance transaction
- ★High-end Conference: Understanding of the latest development trends and technical hot spots in the Industry
- ★Media promotion: TV station, radio, magazine, newspaper advertisement, outdoor advertisement, press release, internet marketing, etc.
- ★Accurate database promotion: Massive E-mail delivery, SMS and telephone marketing, periodic message delivery to industry users.

At CITE, you will have access to the following professional groups

Display Panel	Display Material	Display Device	Cellphone	Digital Home	Smart Wear Intelligent Hardware	Intelligent Terminal	Robot & Intelligent System
Smart Driving	5G & IOT	Big Data	Internet+	VR / AR manufacturing	New Energy	Electronic Component	Electronic Instruments and Equipment

Through high-end conferences, promotional conferences, new technology and new product launches, the "Innovation and Gold Award" awards ceremony, CITE will provide you with diversified services including exhibitions, media promotion and marketing services to help you carry out all-round integrated marketing and promotion.



Exhibition fee

Price	Type	Domestic Exhibitors	Overseas Exhibitors
	Standard Booth	RMB 15000	USD 2520
	Raw Space (From 36㎡)	RMB 1500/㎡	USD 260/㎡
CITE Innovative Application Technology Award	Each exhibitor is eligible to apply for the CITE Innovation Application and Technology Award.		
New Products and New Technology Conference	Exhibitors can organize new products and new technology launches at the exhibition site according to their own needs. The organizing committee will provide on-site support for exhibitors.		
Media Exclusive Interview	According to the exhibitor's needs, the organizing committee arranges the exhibition cooperation media to carry out the exclusive interview to the exhibitor.		
Advertising Resources	Type	Price	Note
	Advertisement On The Journal	RMB 10,000/page	It will be distributed to all exhibitors and VIP audience on the spot, with a circulation of 2,000 copies.
	Visit Guide	RMB 8,000/page	It will be distributed to all audiences on the spot, with a circulation of 30,000 copies.
	Audience Chest Card	RMB 100,000	Exhibitors and visitors use 120,000 advertisements on the back of their certificates.
	Information Kit	RMB 100,000	8,000 will be distributed to exhibitors and visitors on site.
	Movable Advertisement Page	RMB 30,000 each	North Plaza, Shenzhen Convention and Exhibition Center