



SHANGHAI EXHIBITION CENTER

**13th**  
EDITION

LIVING  
IN  
CHINA

*The shanghai*  
**expat**  
**show**

150+ EXHIBITORS  
10.000+ VISITORS

FEEL LIKE AT HOME IN SHANGHAI  
SEP 20-22, 2019



[www.expatshowchina.com](http://www.expatshowchina.com)

# WHAT IS THE EXPAT SHOW SHANGHAI?



# EXPAT SHOW VISITORS PROFILE



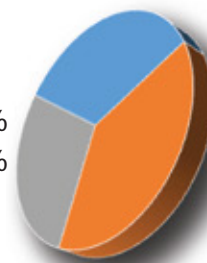
### Nationality

- America: 21%
- Europe: 32%
- Asia: 11%
- China: 32%
- Others: 4%



### Age

- < 25: 1%
- 20 to 35: 41%
- 35 to 50: 49%
- 50 to 65: 8%
- > 65: 1%



### Time in China

- < 1 year: 36%
- 1 to 3 years: 38%
- > 3 years: 26%

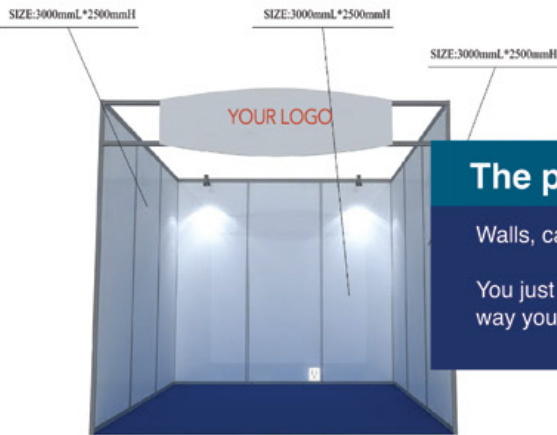
# CHOOSE YOUR BOOTH

## BARE STAND

### The best way to stand out

This option allows you to book the space only and to contract a booth construction company to design your own stand.

Ask us to recommend constructors.



## TURNKEY STAND

### The perfect balance between cost and customization

Walls, carpet, logo signage, 2KW electricity and spotlights are included.

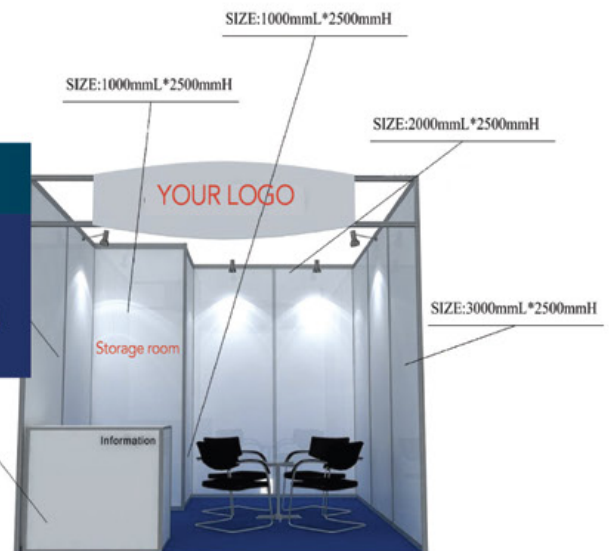
You just need to bring or rent furniture of your choice and to decorate it the way you want.

## FULLY EQUIPPED STAND

### Everything is taking care of for you

Walls, carpet, logo signage, 2KW electricity, spotlights but also chairs, tables, information counter and storage room are included.

You just need to bring your people and your communication tools and you can enjoy a stress free exhibition



## 4 SQ.M. DISCOVERY PACKAGE

### The cheapest way to exhibit

Walls, carpet, logo signage, 2KW electricity, spotlights, chairs and tables.

A full equipment in a 4sq.m booth. Bring your people and communication tools and enjoy a stress free exhibition for a smaller budget.

Don't miss this opportunity  
and book your booth now!



## CONTACT US

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## Marketing Strategy

Partnerships are signed with Shanghai media, social media, website and associations. The Expat Show is present in its partners' communication to reach more visitors than ever!

The Expat Show communication tools are: advertisements, invitations, banners displays, newsletters, social media messages, agenda listings, postcards in venues... Every channel is intensively used to reach all Shanghai communities.



## Activities on site



### The Expat Show is more than an exhibition:

If you want to organize an activity or participate in one of them, please feel free to let us know!

- Relaxing Area
- Live Performances
- Lucky Draws
- Kids Fun Area
- Wine Tastings
- Workshops
- Associations Village
- National Villages
- Cooking Classes

**And many more to come !**

## Exhibition features

After the big success of the 12th edition, The Expat Show will come back next year with a special focus on your Shanghai house. You will be able to find everything you need for let you feel like at your hometown in Shanghai.

The Expat Show will welcome again the International Village where you can find associations from all over the world (USA, UK, Germany, Italy, China, Canada...) The famous French Village with many French companies and associations; the Food Court where you will have the opportunity to try the best of the Shanghai F&B industry.

The combination of these different events and activities is meant to be a giant feast for the high purchasing power international community with no other equivalents in Shanghai.



For more information please check our website or send us an email  
[www.expatshowchina.com](http://www.expatshowchina.com) or [expatshow@weacn.com](mailto:expatshow@weacn.com)