

Shanghai International Medical Beauty and Plastic Surgery Equipment Exhibition 2018

Time: 11-13 July, 2018

Venue: Shanghai World Expo Exhibition & Convention Center

Confidence—The Beginning of Beauty

【Preface】

In recent years, with the rapid economic development in China, the idea of cosmetic surgery has been accepted by more and more people gradually, and China's medical cosmetic surgery industry has ushered in a golden period of rapid development. According to statistical data of CNTV, in 2015, the output value of China's plastic surgery industry reached up to 510 billion yuan, contributed by over 7.43 million consumers. The number of surgeries accounts for 12.7% of the total number of global plastic surgeries. Hence, China becomes the third largest cosmetic surgery consumption country. Medical cosmetic surgery and life cosmetology spread all over China, with vigorous vitality and rapid growth, which exactly reveals people's pursuit of personalities and perfection as well as desire for beauty. The love of beauty is human nature and manifestation of loving life, which is also the requirement of the times and also personal legitimate right. This is the vital factor that beauty cause is more and more concerned by popular among society. 80 percent of China's plastic surgery involves surgical operation, while laser devices are mostly used for publicity, the reason of which lies in the rapid updating and high price of products, and a process for being more skillful in them is necessary. The plastic surgery in developed countries is not restricted in epidermis, therefore medical equipment and devices are used frequently. They are in the forefront of high-end medical plastic surgery industry and have created unprecedented conditions for brave pioneers of the market. It has pivotal realistic and historic significance for further promoting development of domestic medical plastic surgery industry and enhancing its overall image and influence among consumers and international counterparts.

2018 Shanghai International Medical Cosmetology and Plastic Equipment Exhibition will be held at Shanghai world expo exhibition center from July 11-13th. As the largest and the most influential event in medical cosmetology and plastic equipment, organizers will integrate resources to provide a trade exhibition platform of cooperation and exchanges for cosmetic manufacturers at home and abroad. Shanghai International Medical Beauty and Plastic Surgery Equipment Exhibition will be held at the Shanghai World Expo Exhibition & Convention Center that has been visited by 70,000,000 person-times; when the time comes, the organizer will fuel the boom of the Medical Beauty industrial market, with the tenet of "developing markets for enterprises, facilitating communication and expanding sales service". We believe that the Exposition will definitely bring limitless business opportunities for you. Your active registration and participation are sincerely welcome!

• Organizers

Organizers:

Asian Association of Medical Cosmetic Surgery

China Medicine Health Industry Association

Chinese Medical Exchange Association

Supporters:

Asian Association of Medical Cosmetic Surgery

Japan Medical Cosmetic Association

Jiangsu Cosmetology Association

American Medical Cosmetic Association

International Cosmetology Surgery Association South Korea Association of Plastic Surgery
Undertaker: Shanghai Juyi Exhibition Service Co., Ltd.

Media Supporters:

Asia-Pacific Aesthetic Plastic Surgery Network

Medical Aesthetic Plastic Surgery Network

Jianguo'er Medical Plastic Surgery Network

Plastic Surgery 315 Network

Aesthetic Medicine

Beauty Fashion Report

China Beauty and Hair Dressing Devices and Equipment

HC360 Huicong Network

Beauty Life

Beauty and Times

39 Medical Health Network


Oriental Cosmetics

Why Participate in the Exhibition

Exhibition is one of the most direct and effective marketing approaches. Suppliers and buyers of medical devices industry will gather at the same time and in the same place. Participation in Medical Beauty and Plastic Surgery Equipment Exhibition will bring you the opportunity of face-to-face talking with more than 30,000 visitors. You will save much time to search for customers. 2018 Shanghai International Medical Beauty and Plastic Surgery Equipment Exhibition is worthy of your participation.

Suppliers can

- ★ contact quality buyers and becoming the potential suppliers for a lot foreign buyers by participating in 'Medical Beauty and Plastic Surgery Equipment Exhibition' with low cost;
- ★ engage face-to-face communication with buyers to learn their demands, strategy and preference;
- ★ render you the best selling opportunity by presenting corporate contact details and corporate culture to buyers.

 Suppliers can also:

Make transactions on the spot: Though the show time is limited, thanks to direct face-to-face talks with buyers, it is easy to reach agreement or intention.

Search for potential customers: 3 days show and over 30,000 visitors will help you meet new potential customers.

Publicize your company and products: Exhibition is a kind of 3-dimension 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 Shanghai, buyers at home and abroad will gather here, international strength will be fully demonstrated. It will be a unique international platform on plastic surgery industry

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.

Schedule

Registration and Move-in: 9-10 July, 2018,

Opening ceremony: (9: 00—9: 30) 11 July, 2018

Exhibition: 11-13 July, 2018

Move-out: afternoon, 13 July, 2018

Review of Last Event

The last exhibition held at the Shanghai world expo exhibition hall between 13th July and 15th July, 2017 with the exhibition area of 13,000 square meters is a great event attracting master channel buyers such as plastic surgery hospitals, beauty chain institutions at home and abroad, retail formats, micro electric businesses. The exhibition has also been recorded as the best one with as many as 33,761 visitors from India, Russia, South Korea, Japan, Thailand, Pakistan, Malaysia, Singapore, the United States, Brazil, Italy, Germany, France, the Middle East, Africa and China Taiwan, Hong Kong, China mainland. The exhibition as a whole is a vivid expression of its leading position in the medical cosmetology and plastic in China. According to the exhibitors survey made by the Organizer during and after the expo, 82% of the exhibitors were satisfied with the results of the exhibition, 80% of the exhibitors showed strong interest in continuously participating in the next exhibition. 70% of the exhibitors thought that this exhibition had more advantages than other similar exhibitions. according to the survey on visitors, 90% of the visitors showed their willingness to introduce the exhibition to their business partners or colleagues, 79% of the visitors showed interest in participating in the Exhibition 2016, 78% of the visitors thought that this exhibition had greater advantages than other similar exhibitions, 75% of the visitors believed that the exhibition had the most complete scope of exhibits, and 70% of the visitors thought that this exhibition had a leadership position in the industry.

Scope of Exhibits

All kinds of surgical instruments for medical cosmetic surgery including knives, surgical scissors, tweezers, blades, etc.;

All kinds of suture related products for medical cosmetic surgery such as suture needle, sutures, etc;

All kinds of instruments and equipment such as laser cosmetic instrument, photon tender skin, body sculpture machine, microcomputer beauty instrument, crystal beauty instrument, ultrasonic liposuction meter, ultrasonic vibration meter, hairdressing room, etc.;

Injection beauty products such as hyaluronic acid, collagen, botox, etc.;

All kinds of filling material, prostheses and implants, such as breast implants, dental implants,

cosmetic surgery implants, etc.;

All kinds of skin and beauty products and technologies with tender skin, anti-wrinkle, de-scar function;

Stem cell cosmetic products, anti-aging beauty products, etc.;

All kinds of postoperative repair products such as fluid, milk, cream, gel water, postoperative repair clothes, etc.;

All kinds of medical beauty supplies such as de-scar product, skin care products, cosmetics, etc.;

Various dental plastic equipment, tooth bleaching agents, beauty products, etc.

Participation Fees (Note: 20 % surcharge will be levied for reservation of a booth with 2-sided opening.)		
Booth Type	Joint-venture Enterprise	Overseas Enterprise
Standard Booth	RMB 25,800/9m ²	USD 5,000/9m ²
Deluxe Standard Booth	RMB 28,800/9m ²	USD 5,380/9m ²
Raw Space (Min. 36m ²)	RMB 2,600/m ²	USD 500/m ²

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.

【Show Catalogue & Other Ads】

Front cover: RMB 36,000	Back cover: RMB 30,000	Inside front: RMB 20,000	Inside back: RMB 15,000
Fly page: RMB 12,000	Colored full page: RMB 8,000	Black-and-white full page: RMB 5,000	Full text page: RMB 3,000
Arches: RMB 30,000/Expo	Balloons: RMB 20,000/Expo	Banners: RMB 20,000/Expo	Admission tickets: RMB 30,000/50,000 pcs.

【Seminars】 Domestic enterprises: RMB 36,000/Session Overseas enterprises: USD 6,800/Session

During the exhibition, many sessions of seminars will be organized by the hosts for international technology and trade exchanges, product promotion and presentations. All enterprises can make an application for hosting their own seminars. They must decide their topics and submit them to the Organizing Committee with the Application Form to arrange for conference room and equipment in advance. Equipment provided: Conference room (2 hours), tables and chairs, 1 projector, 2 microphones and 1 screen.

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Application Form/Contract

Name of Applicant	Chinese:		
	English:		
Address			
Telephone		Fax:	Post Code:
Legal Representative		Person in Charge:	Position:
Website		E-mail:	
Main Products			
Rental Items: ■ Standard Booth: _____ m × _____ m = _____ m ² Booth No.: _____ / Fee: _____ ■ Indoor Raw Space: _____ m × _____ m = _____ m ² Booth No.: _____ / Fee _____ ■ Technical Seminar: _____ session(s) / Fee: _____ ■ Pages of Expo Catalogue: _____ / Publication Fee: _____ ■ Others: _____ / Fee _____			
Total	(Letters) :		(Number) ¥
Remittance Date	All the fees above shall be remitted on _____(M) _____(D) _____(Y).		
Beneficiary	Shanghai Juyi Exhibition Service Co., Ltd.		
Beneficiary's Bank	Xinzhuang Sub-branch, Shanghai Branch of ICBC		
Account No.	1001140209140151126		
Notes: 1. Publishing 200-character/word content of exhibits and company profile in the Show Catalogue free of charge. 2. The allocation of booths is based on the principle of first-come-first-served in terms of application and payment. 3. Participation fees shall be remitted in full or 50% to the designated bank account within 3 working days after application. The balance of the payment shall be settled before June 1, 2018 4. In order to comply with the overall arrangement, the Organizer has the right to make adjustment to some booths when necessary. 5. No booth fees shall be refunded unless the application is not accepted by the Organizer. 6. Exhibitors who need water, motor power, and compressed air for demonstration shall submit their applications one month in advance.			

Secretariat Office of the Organizing Committee:

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Applicant (Official Seal):

Person in Charge (Signature):

Date (D/M/Y):