



EXPO LIFE STYLE
中国(上海)尚品生活展

EXPO LIFE STYLE
for
LUXURY
AND EXCELLENCE
尚品生活展

—— 2014 中国·上海 ——

尊崇生活
如影随行



Post-show Report

April 10-13, 2014
Shanghai World Expo
Exhibition
& Convention Center



Expo Life Style



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RIDE
TASTE
COLLECTION
ENJOY



General Information

Expo Life Style, gathers world-famous luxury brands under the four major themes – Ride, Collection, Taste and Enjoy, aims at offering a platform for those who are in pursue of high quality lifestyle to experience and enjoy.

Categories include : supercars, property, furniture, jewelry & watch, wine & cigar, luxury travel and private banking, etc.

April 10-13, Expo Life Style had its 2014 edition at Shanghai World Expo Exhibition & Convention Centre, along with the 19th China (Shanghai) International Boat Show and 2014 Expo Leisure.

This year, we welcomed total 35262 visitors coming from 70 countries and area. The numbers of exhibitors and revenue topped its record in the last year, made a steady growth and a good show in 2014.



**Overall
Space**

50,000 SQM

4%

Exhibitors

550

8%

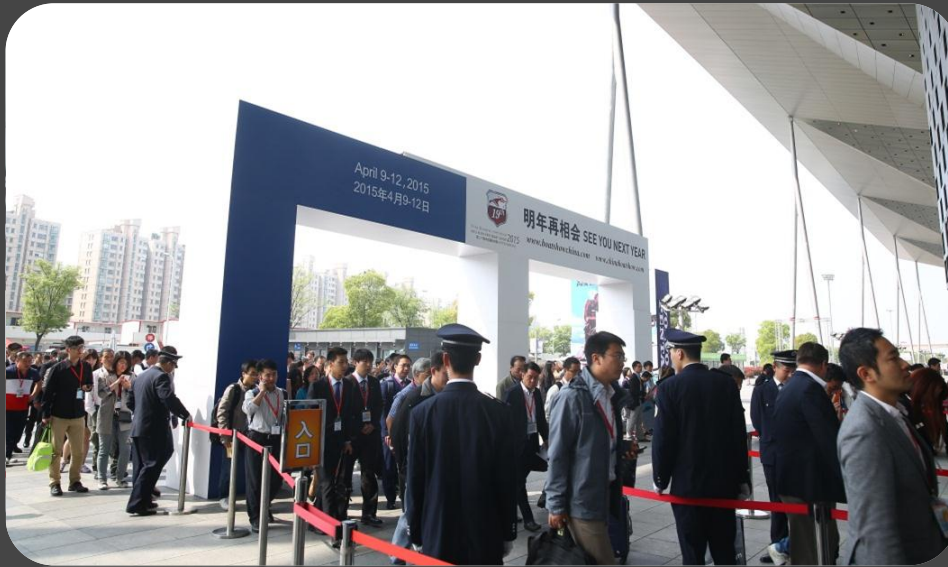
Visitor

70 countries & regions

25%



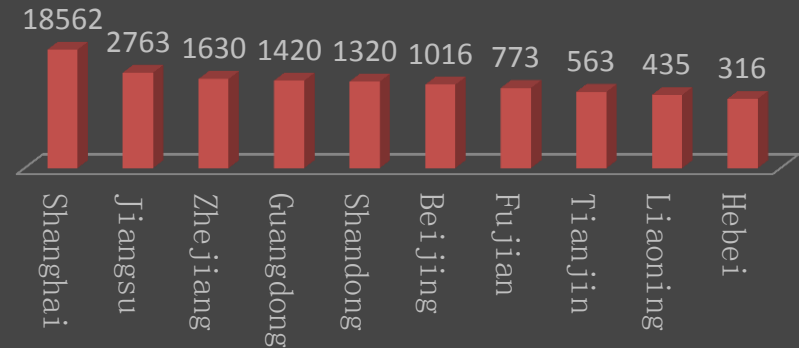
Visitors Feedback



ELS2014 welcomed total 35262 visitors. Overseas visitors account for 16%, from 70 countries and regions. The overall visitor figure increased steadily.

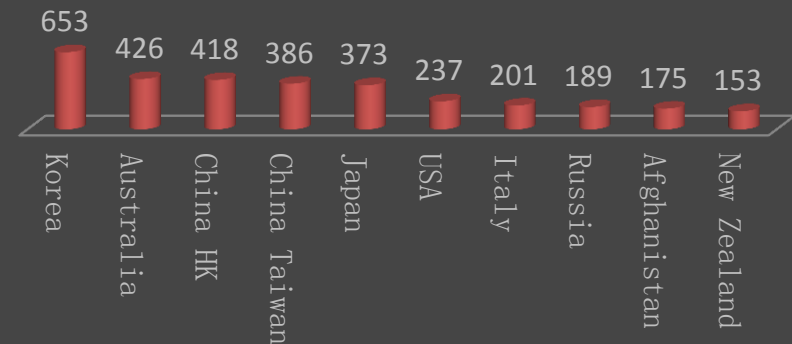
Domestic

■ Top 10 Provinces



Overseas

■ Top 10 Countries

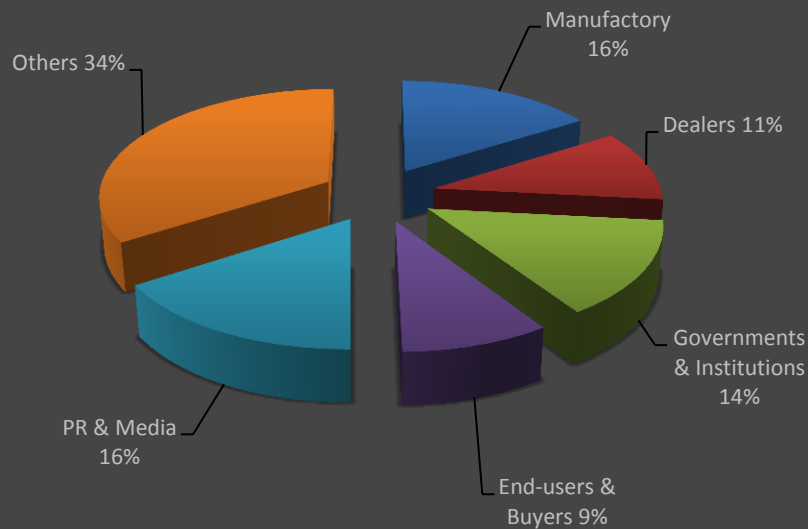




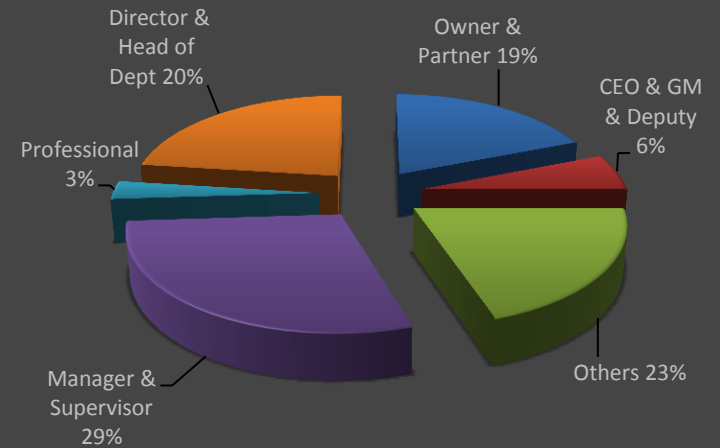
Visitors Feedback

ELS, aims at offering a platform for those who are in pursue of high quality lifestyle to experience and enjoy.

• By the nature of the visitors



• By the expense on on-water sports, per family (RMB)



• By the position of the visitors

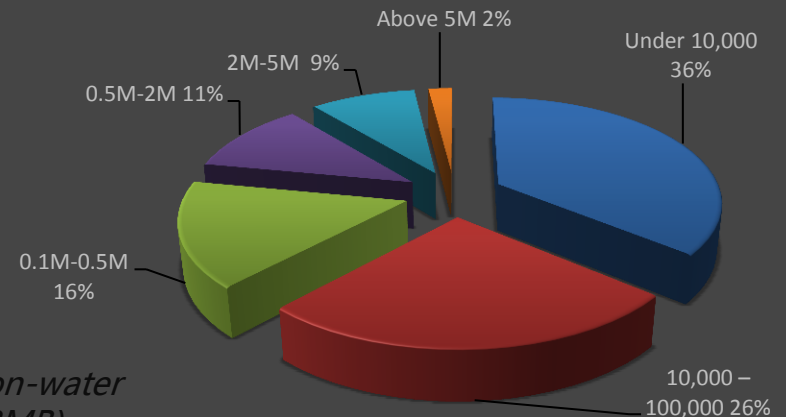




Photo Gallery - Exhibitors



G01 ShuangWei
Refitted Supercars



G06 Star River
Properties



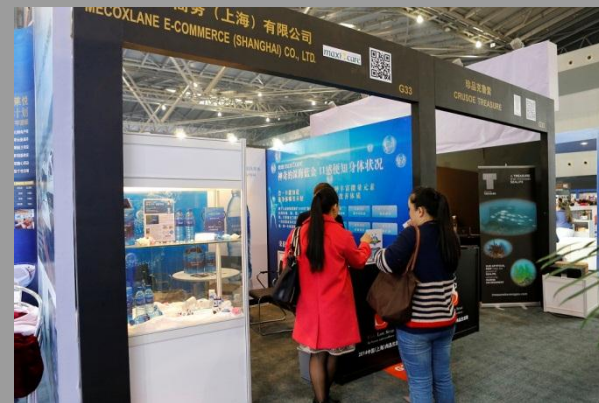
G15 YUTAI
Benz Commercial Van



G29 CCYC
China Cruising Yacht Club



G32 LUXURIATOR (USA)
Luxuriator Eyewear by Franco



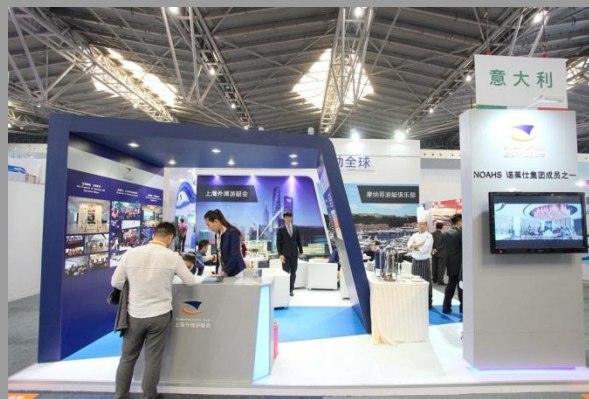
G33 Maxi Care
Aqua Mineral



Photo Gallery - Exhibitors



G35 CRUSOE TREASURE (Spain)
Underwater Red Wine



G37 Shanghai Yacht Club



G49 GALLERY EUROP'
ART CHINA



G50 Qing Quan Instrument



G52 JIADELI ART



G54 Vintage Eiffel Lover
Luxury Champagne

Photo Gallery - Exhibitors



H49 BARIGO (Germany)
Marine Instruments



H50 Credit Ease
Wealth Management



H52 ZANNETTI (Italy)
Handmade Watch



H54 HIROBATA (Japan)
Japanese Coral



H56 OCBC Bank
Private Banking



H58 Six Sheng Industrial
Rolls Royce Motor Cars



Photo Gallery - Exhibitors



H60 Tianzi Gold Orchid Tea



H62 AUDI



Optimus



Porsche supercar



MORGAN Vintage Car



Yachts & Ferrari supercar



On-water Area

An on-water area was launched at the North Bund, for the first time, interacted with the Expo Venue during the boat & lifestyle event.





On-water Area



With fancy yachts and cars shining at the best location of the North Bund, on-water area attracted tons of people coming to witness the marvelous view along the Huangpu River.





Onsite Activities

Through a rich variety of onsite activities, ELS provides a platform for exhibitors, visitors and media partners, to share luxury lifestyle experience.



- ◆ *Extraordinary Traveler*
——*New Trends of Travel - Hotels are destination.*
- ◆ *Select Life*
——*See Equestrianism Market Value and Potential, from The Business Perspective.*
- ◆ *CN West*
——*The Latest Policy for Immigrants*



Part of Sponsors

Sparkling water at Gala Dinner, Sponsored by :



Champagne in new launch ceremonies, Sponsored by :



Decoration & Furniture in VIP Lounge, Sponsored by :



Presents of Leisure Carnival, Sponsored by :





Marketing

Awesome marketing and PR team works for CIBS throughout the year, provides comprehensive marketing promotion to exhibitors in three phrases, before & during & after the show, covers all the online and offline channels.

Major Actions

Timeline

Sep

Pre-show
(49.8%)

Dec. 12
Industry Seminar

Feb.
Launch Leisure Carnival

Mar. 29-30
Sailing Regatta

Apr. 10
News Release

Apr. 10
Launch On-water Area

Apr. 10-13
Group Interview

Post-show
(9.9%)

April

Dec

Sep

During
(40.3%)

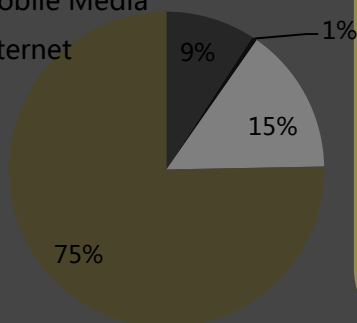
Media Partners

■ Magzines & Newspaper

■ TV & Radio

■ Mobile Media

■ Internet



Related news releases on CIBS are 2,183 pages, at a worth of RMB 34,312,000

Traditional media power: covers the market by mainstream media

Newspaper, Magazine, Television, Broadcast

New media interaction: put emphasis on communication and connection with audience

EDM,SEO,SEM,Weibo,Weichat,SMS



Marketing

- *Using Internet and Social Media, makes positive interaction with exhibitors and visitors on-site.*
- *Putting exclusive QR code on each booth, initiates a new trend of communication platform.*

O2O 平台

—首创展会与B2B网站互动新模式



online and social media

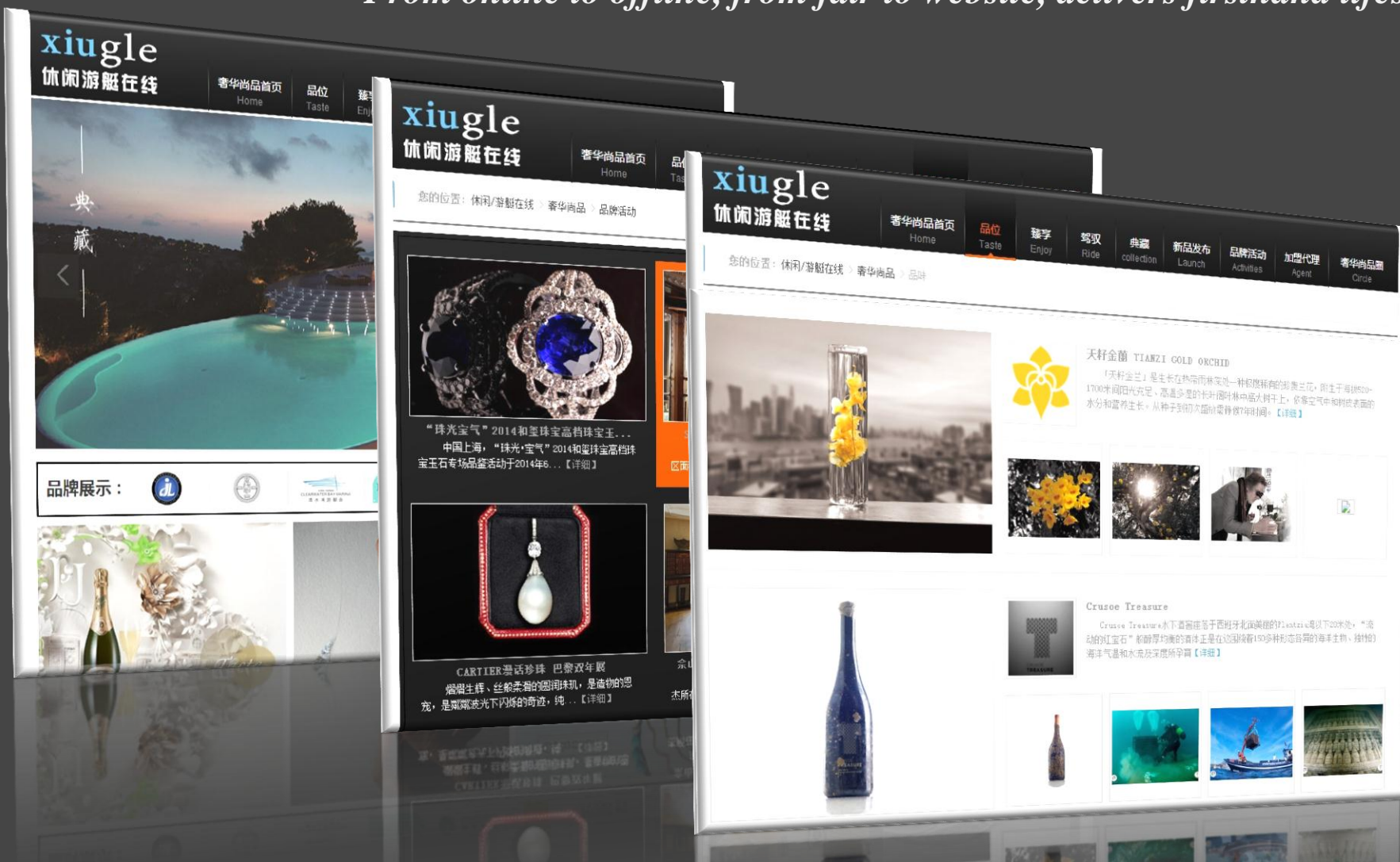
数百家“企业在线商铺”现场扫描即可了解





Marketing

**www.xiugle.com, an online lifestyle platform——
Taste, Enjoy, Ride, Collection, Launch, Activities, Agents, Circle
From online to offline, from fair to website, delivers firsthand lifestyle.**



Marketing

Thanks for your huge support to CIBS!





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同期举办:



第20届中国(上海)国际游艇展



上海国际休闲展

主办单位:



上海博华国际展览有限公司
Shanghai UBM Sinoexpo International Exhibition Co., Ltd.

2015
4.9-12

www.expolifestyle.com

See You
April 9-12, 2015

*Shanghai World Expo Exhibition
& Convention Center*



Expo Life Style

Concurrent Events:

**20th China (Shanghai) International
Boat Show**
2015 Shanghai Expo Leisure

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