



Metro Trans

拥有轨道 拥有未来

RAIL CONNECT FUTURE

2020北京国际城市轨道交通展览会  
暨高峰论坛

International Metro Transit  
Exhibition & Forum 2020(Beijing)

Sponsor: China Association of Metros

Organizer: Media Exhibition Center of China Association of Metros  
Beijing Sino Urban Railway Expo Co., Ltd.

Beijing Sino Urban Railway Culture Communication Co., Ltd.

China International Exhibition Center (Jing 'an Zhuang Pavilion, Beijing), Oct 21-23, 2020

[www.metrotrans.com.cn](http://www.metrotrans.com.cn)

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## [ About MetroTrans ]

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Beijing International Metro Transit Exhibition& Forum (MetroTrans Beijing) is supported by National the Development and Reform Commission, the Ministry of Industry and Information Technology and the Ministry of Housing and Construction and sponsored by the China Urban Rail Transit Association. As a professional urban rail transit exchange platform, MetroTrans Beijing is committed to creating more exchange and exhibition opportunities for all participants and promoting the achievement of business opportunities. It aims to become an industry trade and business platform, a new technology and new product display and release platform, an industry exchange carnival, and a platform for popular science and interaction.

The MetroTrans Forum held at the same time has various forms, focusing on the hot spots of industry development and future trends. You will see what you want to see, know what you want to know. To collide ideas, and communicate face to face.

To participate in MetroTrans and interact closely with industry experts, business elites and opinion leaders in the rail field. As one of the most important industry activities this year, it will help you keep pace with the latest trends in the rail field at any time, foresee the future trend of China's rail market, and jointly build the future prospect of rail development.

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## [ About Media Exhibition Center ]

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Media Exhibition Center is affiliated to China Association of Metros and provides services for the entire industry.

Service system: industry content production, industry communication, exhibition, conference, investigation, consultation, service, full communication services for industry segments

Our goal: taking medias, conferences and exhibitions as platforms to launch specialized communication to boost scientific development of the industry

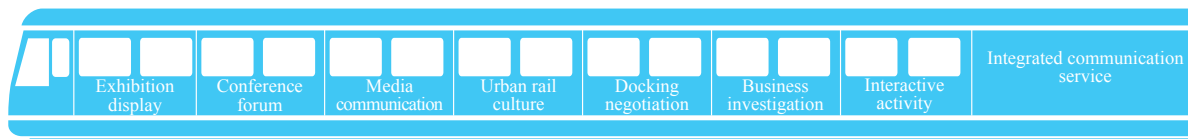
## [ Professional Audience Composition for the Exhibition ]

Understand industry trends	38.59%	Seek cooperation	19.78%
Look for new products	13.44%	Purchase product	12.20%
Meet new customers	10.07%	Others	5.92%

## [ Participants Composition for the Forum ]

Manufacturer	22.29%	Scientific research institutions/colleges and universities/....	15.80%
Service provider	13.50%	Others	11.81%
Owner unit	10.38%	Design/consulting unit	10.07%
Agent/dealer/trading company	7.88%	Government sector	5.82%
Media	2.45%		

## [ What can MetroTrans do for you? ]



## [ What can MetroTrans do for you? ]



### Open vision, capture new knowledge

MetroTrans has an open exhibition area of nearly 30,000 square meters, covering the entire industrial chain of rail transit, and involving rail culture and travel culture that are of public concern.



### Share platform resources, seize market opportunity

It is sponsored by the national first-class association and co-organized by more than 30 owner units such as the Beijing subway, Shanghai subway, Guangzhou subway, Chongqing railway, Shenzhen subway and nearly 700 member units will participate in. Leaders of governments, associations and the owner units organize tour groups, and there are many professional tour groups.



### Communication with big names, insight into new industry trends

Industry experts formulate topics covering a wide range of topics, communicate face-to-face with industry leaders, and speak out to the entire industry.

## [ What can MetroTrans do for you? ]



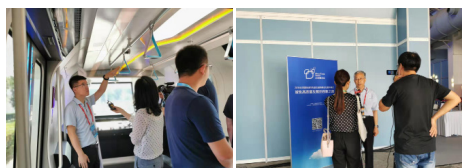
### Docking negotiations, in-depth cooperation

Leading enterprises in the industry participated in the exhibition and held special conferences and on-site exchange meetings. Diversified customized services, accurate docking of supply and demand sides.



### Authoritative release, predict the wind direction

Industry data, statistical reports, industry standards and other authoritative data are issued exclusively and authoritatively, so as to understand the current situation of the industry and draw up a blueprint for its development.



### Focus on media attention inside and outside industry

100+ medias live report, real-time report on our own media platforms, and industry public opinion guidance.

## [ 2020 highlight ]

### 01 [ Gather resources of industry associations ]



10+Professional committee



30+Owner unit

### 02 [ Exhibition ]



30000m<sup>2</sup>+Exhibition area



Division of professional exhibition areas



Multiple theme pavilions and theme booths

### 03 [ Forum ]



20+Conference, theme activities, the contents are related to industry development hotspots








300+Industry expert



3000+participants: multiple conference organization forms, multi-dimensional presentation

## [ 2020 division of exhibition area (pavilion) ]

				
Professional exhibition area	Theme pavilion	Theme booth	Beijing exhibition service area	Beijing exhibition functional area
Equipment technology exhibition area	Monorail theme pavilion	Association Science and Technology Progress Award theme booth	Dining area	Press Center
Communication signal exhibition area	Security theme pavilion		Luggage storage area	Direct broadcasting room
Rail construction exhibition area	Talent theme pavilion	Large country craftsman theme booth	Business noon break	VIP interview room
Comprehensive exhibition area	Uncle Ground theme pavilion	National laboratory theme booth		Special conference room
	TOD theme pavilion			Track bookstore
	Track media theme pavilion			Track cabin
	Survey theme pavilion			

## [ Previous participants representatives ]



Liu Xiaoming  
Member of the Leading  
Party Group, Vice Minister  
of Transportation



Cai Ronghua  
Deputy Director,  
Department of Industry,  
National Development and  
Reform Commission



Bu Yunan  
Chief Engineer at Certification  
and Accreditation  
Administration of the People's  
Republic of China



Bao Xudong  
Former President, China  
Urban Rail Transit  
Association



Fu Zhaohuan  
Former Minister of  
Railways, Academician of  
the Chinese Academy of  
Engineering



Wang Junyi  
Director, Be Machinery  
Division, Department of  
Equipment Industry, Ministry  
of Industry and Information  
Technology



Chu Qi  
Deputy Inspector, Department  
of Basic Industries, National  
Development and Reform  
Commission



Zhou Xiaojin  
Executive Deputy President  
of China Urban Rail Transit  
Association



Qiu Rongbin  
Deputy Director, the Machinery  
Experiment Division, Department  
of Industry Commission, the  
National Development and Reform  
Commission



Wang Kun  
Director of certification  
supervision division  
of CNCA



Wang Xuechun  
Deputy Director,  
the Department of  
Transportation Services, the  
Ministry of Transportation



Song Maibao  
Vice President and  
Secretary-General,  
China Urban Rail Transit  
Association



Yu Guangyao  
President on duty of  
China Urban Rail Transit  
Association, Secretary of  
the Party Committee and  
Chairman of Shanghai  
Shentong Metro Co., Ltd.



Xie Zhongguang  
Secretary of the Party  
Committee and Chairman of  
Beijing Subway Operation  
Co., Ltd.



Ding Jiansong  
President on duty, China  
Urban Rail Transit Association,  
Chairman of Shanghai  
Shentong Metro Co., Ltd.



Wang Zhu  
President on duty of China  
Urban Rail Transit Association,  
Secretary of the Party Committee  
and Chairman of Shanghai  
Shentong Metro Co., Ltd.



Zhao Youming  
Vice President, China Urban  
Rail Transit Association,  
Member of the Party  
Committee and Deputy  
General Manager of Chinese  
Academy of Railway  
Sciences



Ding Shukai  
Vice President, China  
Urban Rail Transit  
Association, General  
Manager of Beijing Metro  
Construction Administration  
Corporation Ltd.



Huang Jianwei  
Deputy Secretary-General,  
China Urban Rail Transit  
Association



Lu Yaoru  
Academician of the Chinese  
Academy of Engineering



Wang Yanning  
Deputy Secretary-General,  
China Urban Rail Transit  
Association



Ju Shiraia  
Vice President, China Urban  
Rail Transit Association,  
Standing Committee Member  
of the Party Committee and  
Deputy General Manager of  
CRRC Corporation Limited



Wang Hiao  
Deputy Secretary-General,  
China Urban Rail Transit  
Association



Wang Xiangbin  
Director of Operations of  
Beijing Metro Operation  
Co., Ltd.



Liu Changlin  
Chief Engineer of Shanghai  
Shentong Metro Co., Ltd.



Cai Changbin  
Vice General Manager of  
Guangzhou Metro Group  
Co., Ltd.



Liu Zhongyong  
Secretary of the Party  
Committee and Chairman  
of Hohhot Metro  
Construction Administration  
Corporation Ltd.



Pan An  
Deputy Secretary of the Party  
Committee and Vice General  
Manager of Shanghai  
Shentong Metro Co., Ltd.



Hua Womeng  
Vice General Manager of  
Shenzhen Metro Group  
Co., Ltd.



Yan Zhu  
General Manager of Beijing  
Public Transport Transit  
Co., Ltd.



Wang Meng  
Member of the Party  
Committee and Chief  
Engineer of Shanghai  
Shentong Metro Co., Ltd.



Xuan Jing  
Executive Director and  
Chief Executive Officer of  
Beijing Railway Transportation  
Technology Holdings  
Company Limited



Zhou Xiaoming  
Deputy Secretary of the  
Party Committee, Director  
and General Manager of  
Changsha Metro Group  
Co., Ltd.



Luo Ping  
Deputy General Manager  
of Beijing Metro  
Construction Administration  
Corporation Ltd.



Liu Shuya  
Deputy Chief Engineer of  
Shenzhen Metro Group  
Co., Ltd.



Gu Mingsheng  
Deputy Chief Engineer of  
Chengdu Rail Transit Group  
Co., Ltd.



Bi Xianglin  
Vice President of Shanghai  
Shentong Metro Co., Ltd.



Zhu Qidun  
Deputy General Manager of  
Hangzhou Metro Co., Ltd.



Li Xiangjie  
General Manager of  
Qingdao Metro Resources  
Development Co., Ltd.



Chen Jian  
Vice President of Wuxi  
Metro Co., Ltd., Chairman  
of Resources Company



Yang Shouqiang  
Chief Engineer of Ningbo  
Rail Transit Group Co., Ltd.  
Operating Branch



Xie Xianbing  
Deputy General Manager  
of Guangzhou Mass Transit  
Engineering Consultant  
Co., Ltd.



Tang Shaoguo  
General Manager of  
Shenzhen Metro Group  
Co., Ltd.



Lin Li  
Chief Engineer of  
Chengdu Rail Transit  
Group Co., Ltd.

— ( In no particular order ) —



## [ Previous exhibitor representatives ]



— ( In no particular order ) —

## [ Exhibition area schematic diagram ]

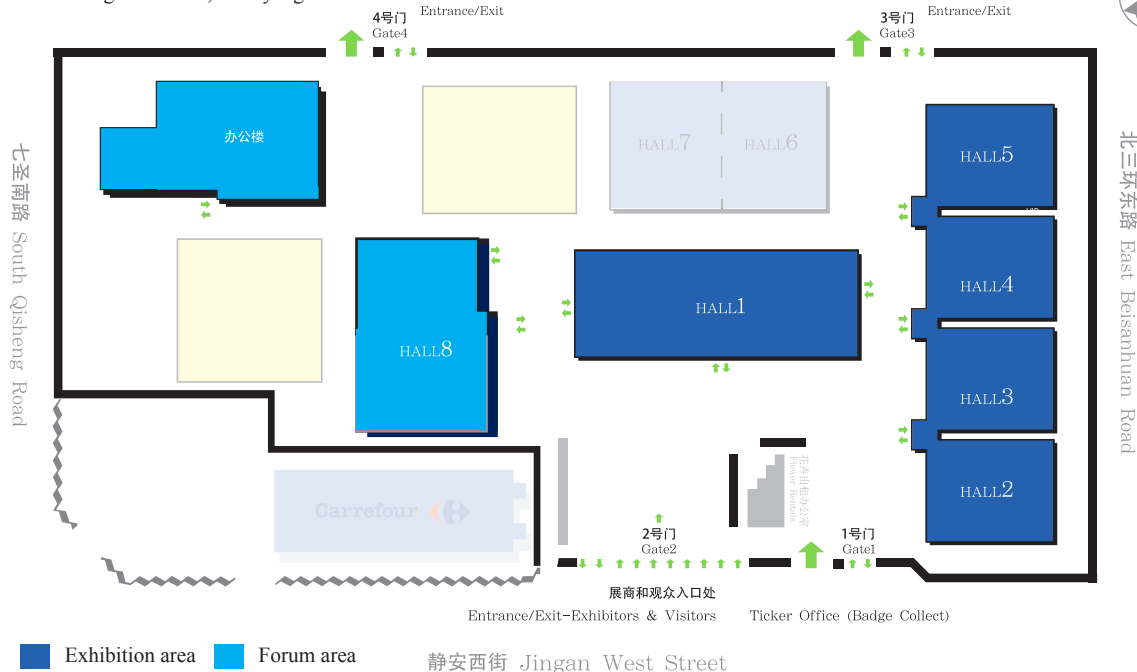
China International Exhibition Center (Jing An Zhuang Museum)

No.6 North Third Ring East Road, Chaoyang

展商 Exhibitors  
Entrance/Exit

西坝河中街 Xibahehong Street

展商 Exhibitors  
Entrance/Exit

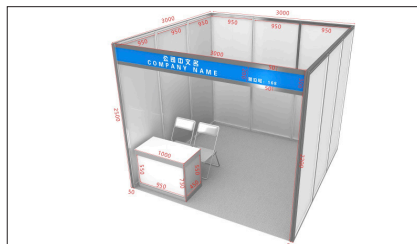


## [ Booth price and schematic ]

Booth type	Booth location	Unit	Price (unit: yuan)
Simple shell scheme	Exhibition area A	/	19800
Hardcover shell scheme	Exhibition area A	/	21800
Space Only	Exhibition area S	Square meter	2380
	Exhibition area A	Square meter	2180

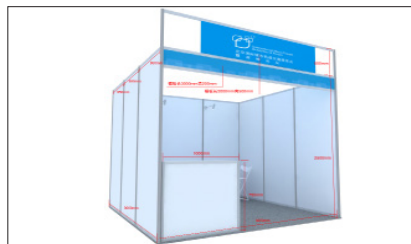
### Simple shell scheme (at least 9 square meters)

Including 3m × 3m display rack and hoardings, fascia board with exhibitor name in both Chinese and English, blanket, 1 information desk, 2 folding chairs, 2 spotlights, and 1 5A/220V socket. (Special electricity usage shall be stated in advance for additional fees)



### Hardcover shell scheme (at least 9 square meters)

Including 3m × 3m display rack and hoardings, heightened fascia board with 0.5m in width, blanket, 2 long-beam spotlights, 1 information desk, 1 round table, 4 chairs, 5A/220V socket, and 1 garbage can. (Special electricity usage shall be stated in advance for additional fees)



### Space Only (at least 36 square meters)

Only space, basic lighting, cleaning of public areas and site management and services, self-construction is needed. (Exhibitors are required to pay additional "space management fees", and the specific fees are indicated in the Exhibitor Manual)



※The above is a schematic diagram, which is subject to the actual construction on site※

## [ Media service ]

Platform	Service content	Specification	Price (unit: yuan)
Media Platform of China Urban Rail Transit Association	Beijing Exhibition 3 special report (before, middle and after) magazine, WeChat, video	6-8 months	10000
RailVision applet	Advertising space on the top of home page	3 months	80000
	Advertising space at the bottom of home page	3 months	70000
RailVision video	The representative figures, introduced by enterprises, are followed up with camera during the whole process of Beijing Exhibition to create a special character short film for Beijing Exhibition.	5 minutes	Talk in detail
	Deeply participate in the activities organized and planned by the enterprise in exhibition to form the exhibition quick-cutting short film with enterprise characteristics (including construction, exhibition, leader exchange.). Content: the visit of Association leaders to the exhibition pavilion, panoramic view of the booth and introduction of key products.	3-5 minutes	30000-50000
	Each exhibitor submits the new technology, new product and new concept of the enterprise, from which the Association will select the top 3, and the Vision Track will plan an expert seminar.	15-25 minutes	Talk in detail
WeChat Public Number	Business article	1	8000
Journal of 《China Metros》	Hard advertisement	1P	10000
	Special advertisement	1/3P	6000



## [ Forum sponsorship ]

Sponsor interests	Diamond sponsor	Platinum sponsor	Gold sponsor	Silver sponsor
Beijing Exhibition Theme Forum title sponsor	√			
Beijing Exhibition Theme Forum co-organizer	√	√		
Beijing Exhibition Sub-forum co-organizer			√	√
Have opportunity to display the brand image and show the enterprise name/logo on venue background board, display board, conference materials, relevant documents and public publicity	√	√	√	
Play the enterprise promo before the opening of the forum and during the tea break	5 minutes	3 minutes	1 minute	
Assist in resource docking and exchange (duration)	2 quotas	1 quota		
Outdoor advertising space	2 pieces	1 piece		
Enterprise promo materials	1 Booklet	Single page	Single page	
Display enterprise image separately on site	√	√		
Forum VIP seat	2	1		
Forum participant qualification	10	5	3	1
Media service	Magazine, WeChat, video	Magazine, video	WeChat	
Welcome dinner	2	1	1	
Exhibition technical exchange area	Free use for 3 hours	Free use for 2 hours	Free use for 2 hours	Free use for 1 hour
Visit number for investigation activity	2	1	1	
Price (unit: yuan)	800000	600000	400000	200000

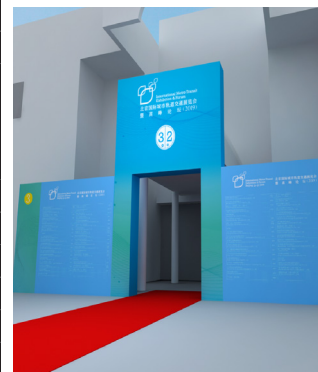
## [ Promotion service ]

Category 1	Name	Interest/content		Price (unit: yuan)
Comprehensive	Handbag advertisement	Exhibition + forum information bag, quantity 10000+		200000
	Admission certificate (chest card)	Including VIP card, platinum card, gold card, student card, exhibition pass, 10000+		300000
	Admission certificate (lifting rope)	Including VIP card, platinum card, gold card, student card, exhibition pass, 10000+		200000
	Mail promotion	Nearly X ten thousand database, precise launch.		10000/phase
	Advertisement with enterprise name or logo	No more than 3 enterprises shall mark each exhibition pavilion with guide boards, visit guide booth drawings, exhibitor directory and applet booth drawings.		20000/enterprise
	Advertising space on the home page of Beijing Exhibition website	Monthly page view		
Exhibition	Proceeding	Inside front cover	210mm wide × 285mm high	30000
		Inside back cover	210mm wide × 285mm high	18000
		Back cover	210mm wide × 285mm high	20000
		Color inside page	210mm wide × 285mm high	10000
		Ordinary inside page	210mm wide × 285mm high	8000
	Visit guide	Inside front cover	145mm wide × 210mm high	30000
		Inside back cover	145mm wide × 210mm high	18000
		Back cover	145mm wide × 210mm high	20000
		Interstitial ads (limited)	145mm wide × 210mm high	10000
	Site technical exchange area	For enterprises to hold new product release meeting, technical seminar, press conference, etc.	Inside exhibition pavilion (location depends on the planning of the sponsor)	6000/hour



## [ Promotion service ]

Category 1	Name	Interest/content		Price (unit: yuan)
Exhibition	Exhibition outdoor advertisement	Front of pavilion 1	Main emblem	18m long × 7.5m high 120000/piece
			1A(B)-2	13m long × 7.5m high 80000/piece
			1A(B)-3	24m long × 8m high 120000/piece
			1A(B)-4	24m long × 3m high 40000/piece
			1A(B)-5	24m long × 4m high 60000/piece
			Left display board (partial)	7m long × 4.5m high 50000/piece
		Front of pavilion 1	Left display board (entire)	22m long × 4.5m high 150000/piece
		Side of pavilion 1	1C-1	18m long × 7.5m high 100000/piece
			1C-2	10 m long × 15m high 80000/piece
		Back of pavilion 1	1A(B)-6	24m long × 6m high 60000 /piece
			1A(B)-7	8m long × 24m high 100000/piece
			1A(B)-8	10 m long × 15m high 80000/piece
		Connection of pavilion 2-5 Information bar on both sides of the door head	Door 2-3/3-4/4-5	5.8m long × 4m high 50000/piece
		Exterior wall of pavilion 2-5	2-1(3)	10 m long × 12m high 68000 /piece
			3-1(3)	
			4-1(3)	
			5-1(3)	
			2 ( 3/4/5)-2	24m long × 4m high 60000 /piece
				24m long × 6m high 68000 /piece



## [ Promotion service ]

Category 1	Name	Interest/content			Price (unit: yuan)
Exhibition	Advertisement in exhibition pavilion	In pavilion 1	Cylindrical advertisement	Perimeter 4.75m × height 2.7m	8000 /piece
			Advertising board above step ladder	7m long × 1m high	15000/piece
			Advertising board on both sides of step ladder	6m long × 3m high	10000/piece
			Advertising space on rolling door frame	See schematic diagram	12000 single side/20000 double side
			Advertising boards on both sides of rolling door	4m long × 3m high	10000/piece
		In pavilion 2-5	Banner at connection	18m long × 2m high	50000/piece
			Second floor advertising board at connection	7m long × 8m high	80000/piece
Conference	New product release meeting, product promotion meeting, theme promotion meeting, etc. The team will visit the enterprise booth, and carried out continuous promotion and publicity for the enterprise's exhibition from various angles and all-round aspects	Inside exhibition pavilion (location depends on the planning of the sponsor)			50000/session (less than 50 people)

## [ IP cooperation ]

As the image ambassador of Beijing exhibition, Uncle Ground welcomes all-round brand cooperation, including product authorization, event marketing, new media promotion, off-line activities, etc.





# 拥有轨道 拥有未来

## MetroTrans2020



Media Exhibition Center of China Association of Metros  
Address: 19F, Baiyunshidai Building, Xicheng Dist., Beijing, China



[ Book consultation ]

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Fixed telephone: 010-83935775 Email: [mailto:metrotrans-sd@railvision.cn](mailto:mailto:metrotrans-sd@railvision.cn)