



智赋城轨 绿色发展

SMART URBAN RAIL GREEN DEVELOPMENT

2022北京国际城市轨道交通展览会暨高峰论坛

INTERNATIONAL METRO TRANSIT EXHIBITION & FORUM 2022(BEIJING)

首届中国城市轨道交通高新技术成果交易会

1st CHINA METRO TRANSIT HI-TECH FAIRE

第二届中国城市轨道交通文化博览会

2nd CHINA METRO CULTURE EXPO

August 18-20, 2022

China International Exhibition Centre (Jinganzhuang Hall, Beijing)

Advised by: Ministry of Industry and Information Technology

Host: China Association of Metros

Organizer: Beijing Sino Urban Railway Expo Co., Ltd.



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SMART URBAN RAIL GREEN DEVELOPMENT

Co-organizer

Shenzhen Metro Group Co., Ltd.

Shanghai Shentong Metro Group Co.,Ltd.

Beijing Mass Transit Railway Operation Corp. Ltd.

Guangzhou Metro Group Co., Ltd.

Chongqing Rail Transit (Group) Co. Ltd.

Beijing Infrastructure Investment Co.,Ltd.

Beijing MTR Construction Administration Corporation

Tianjin Rail Transit

China Railway Construction Corporation Limited

China Railway Group Limited

CRRC Corporation Limited

XIANGTAN ELECTRIC MANUFACTURING GROUP

Beijing Jiaotong University

China International Engineering Consulting Corporation

China Academy of Urban Planning & Design

Beijing Urban Construction Design & Development Group Co., Ltd.

China Academy of Railway Sciences Corporation Limited

China Academy of Transportation Sciences

Mass Transit Railway (MTR)

Nanjing Metro Group Co., Ltd.

Chengdu Rail Transit Group Co., Ltd.

Wuhan Metro Group Co., Ltd.

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About Metro Trans Beijing

Beijing International Metro Transit Exhibition & Forum (MetroTrans Beijing), which is supported by the National Development and Reform Commission, the Ministry of Industry and Information Technology, and the Ministry of Housing and Urban-Rural Development, is hosted by China Association of Metros. So far, it has seen its 6th successful delivery. MetroTrans Beijing is considered to be the largest and most-influential exhibition in the field of China urban rail.

MetroTrans Beijing is one that integrates achievement exhibition, technology promotion, summit forums, and cooperation & exchange, and its exhibition is focused on advanced technologies and products, technological innovation achievements, and scientific research achievements in the field of urban rail transit. Such event is held with the aim of offering exchange and exhibition opportunities for all participants, promoting business opportunities and building a platform that serves for industry trade and business, the presentation and release of new technologies & products, the industry exchange carnival as well as popular science and interaction.

While the MetroTrans Forum held in the same period, highlights the hot spots in the industry development and the future trend. It offers all what you are seeing and what you are learning, and allows collision of ideas and face-to-face communication. As one of the most important industry events in this year, you are able to keep pace with the latest trends in the field of rail transit at any time by participating MetroTrans and interacting with the industry experts, business elites and opinion leaders directly, foresee the future trend of rail transit in China and build the future prospects of rail development.

About China Association of Metros

China Association of Metros (CAMET) is a national first-level industry association which is registered at the Ministry of Civil Affairs with the approval of the State Council of China. It is subjected to the operational guidance and supervision of National Development Reform Commission and the Ministry of Civil Affairs, and also industry guidance from Ministry of Housing and Urban-Rural Development, Department of Transportation and Ministry of Industry and Information Technology. CAMET is the only national first-class industry association in urban rail transit industry, and also a national non-profit social organization with independent legal entity, as well as national grade 4A association.

Its Tenet: to abide by laws and regulations, strengthen self-discipline, play a role as a bridge, and sincerely serve governments and enterprises and promote the scientific development of the industry.

About Beijing Sino Urban Railway Expo Co., Ltd

It is subordinate to China Association of Metros and serves for the whole industry.

Service system: industry content production, industry communication, exhibition, conference, investigation, consultation, service, full communication services for industry segments. Our goals: launch specialized communication based on platforms such as medias, conferences and exhibitions and boost scientific development of the industry.

EXHIBITION PLANNING BRIEF

展览规划概要

Themes

In order to implement the spirit of Outline of the 14th Five-Year Plan (2021-2025) for National Economic and Social Development and Vision 2035 of the People's Republic of China and the Outline of Building China into a Country with Strong Transportation Network, implement the Development Outline of Smart Urban Rail Transit in China, 2022 MetroTrans Beijing will closely center on China's overall national development strategy to position, plan, design and make layout, which is consistent with the new development pattern of "dual circulation". The Organizing Committee proposes to encourage independent innovation and advocate green and low-carbon, and it also proposes to learn from the experience of world advanced rail exhibitions so as to present a high-level, outstanding exhibition event in high-quality brand, that serves and promotes the healthy development of urban rail transit. It will make contributions to building China into a modern socialist country with strong transportation in all respects, ushering in the victory of the 20th National Congress of the Communist Party of China with actual results.

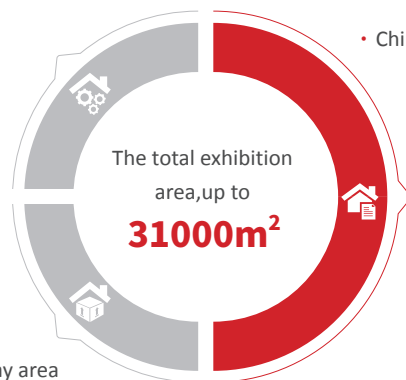
Exhibition layout

6 Professional Sectors

- Advanced technical equipment and intelligent operation and maintenance section
- Intelligent infrastructure (including tunnel construction)
- Green energy substitution, energy conservation, consumption reduction and efficiency improvement section
- Urban rail cloud, big data and intelligent train operation section
- Smart passenger service and intelligent transportation section
- Urban rail culture expo section (including resources management)
- Future rail section

Several Themed-Booths

- Beijing-Tianjin-Hebei
- Nanjing metropolitan area
- Yangtze river delta
- Guangdong-Hong Kong-Macao greater bay area
- Chengdu metropolitan area
- "Professional Title Appraisal" Booth
- Education and training
- "New Product Release and Road Show" Booth



14 Themed Exhibition Zones

- China urban rail transit technology and equipment independent innovation achievement zone
- Multi-standard themed exhibition zone
- China urban rail transit high-tech achievements exchange hall
- Engineering construction zone
- Safety management zone
- Passenger experience zone
- Safety education zone
- Urban rail culture zone
- Urban rail resource management zone
- Press and publication zone
- Future intercity and urban rail transit zone
- Future rail industrial park zone
- Future talent zone
- Demonstration project zone

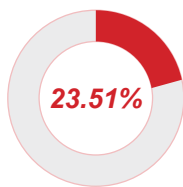
Supporting activities

Activity 1	Urban rail high-tech achievements trading
Activity 2	Selection and presentation of independent innovation achievements
Activity 3	Urban rail cultural expo
Activity 4	Track technology launching
Activity 5	Advanced technology and product introduction meeting
Activity 6	Supplier and demander meeting
Activity 7	Interaction experience
Activity 8	Contract communication and promotion
Activity 9	“National S&T Progress Award” Product Introduction Meeting
Activity 10	Professional visiting group
Activity 11	Administrative tour
Activity 12	Themed salon
Activity 13	All-media interview and live
Activity 14	Exclusive interview
Activity 15	Activities for passenger safety education and popular science
Activity 16	“Date with Car Fans” activity
Activity 17	Visiting activities during exhibition
Activity 18	Wide social communication activities

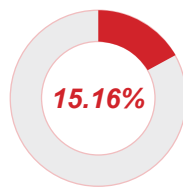


METROTRANS 2021 HIGHLIGHTS 2021 展览回顾

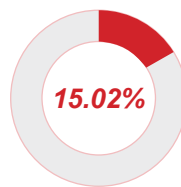
Structure of Exhibition Visitors and Units



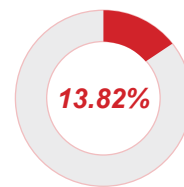
Manufacturer



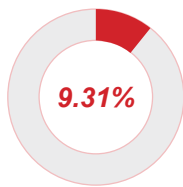
Service Supplier



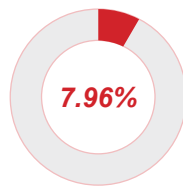
Metro Operators



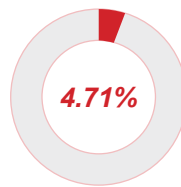
Scientific Research Institutions / Colleges and Universities and Industry Associations



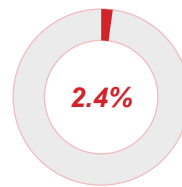
Design Consultation Units



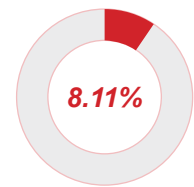
Agents/Trading Companies



Government sector

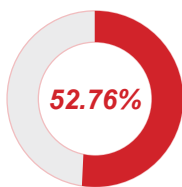


Media

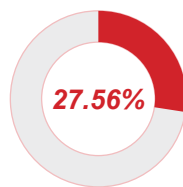


Others

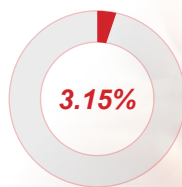
Occupational composition of forum audience



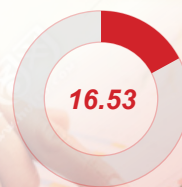
Technicians



Enterprise Management Personnel



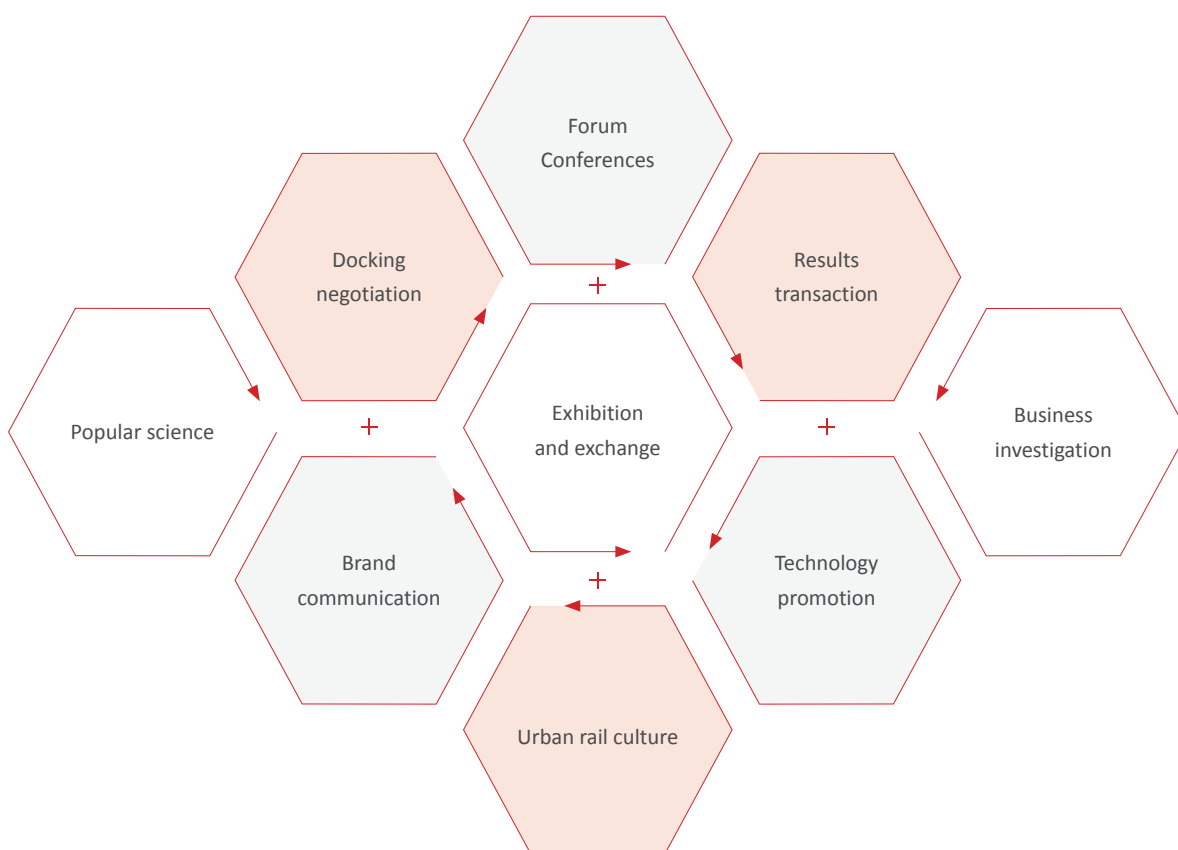
Marketing Personnel



Others

WHAT CAN METROTRANS DO FOR YOU?

能为您做什么



Professional communication via media, conferences and exhibitions

Assist for scientific development of the industry

WHAT WILL METROTRANS BRING YOU

将 给 您 带 来

Open Views and New Insights

MetroTrans Beijing is a nearly 30,000m² open exhibition platform that covers the whole industry chain of rail transit and involves the rail transit culture and travel culture of the public concern.

New Insights from Discussion of

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

Shared Platform Resources and Market Opportunities

The exhibition is hosted by the national first-level association, co-organized by more than 40 metro operators such as Beijing Subway, Shanghai Metro, Guangzhou Metro, Chongqing Rail Transit and Shenzhen Metro and participated by over 900 member units. Leaders of governments, associations and the metro operators organize tour groups, and there are many professional tour groups.

Negotiation and 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.

All-round Promotion of the SMEs

SMEs with membership will be offered with the most preferential policies for their first participation. Those SMEs that are without membership but are voluntary applicants for membership in the first participation in such exhibition, will enjoy the preferential policies of members. Support in venues, media, materials will be offered to the SMEs for brand promotion, product promotion, etc. The participating SMEs without membership will be treated as those with the qualifications in the forum. Newly participating SMEs, having an exhibition zone of more than 27m², will be offered with speech time at the "SMEs Forum". It is subjected to the actual arrangement of the forum.

Metro Transit Hi-tech Faire

Exhibition of the projects, products and achievements winning the Science and Technology Progress Award, and implementation of online and offline trading activities.

Authoritative Publishing and Predictive 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.

Industry Spots and Media Focus

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



METROTRANS 2022 HIGHLIGHTS

2022 亮点

Resources

10+ Branches
40+ Metro Operators
900+ Member Units
1000+ Industry Experts

Forum

Main Forum\ Sub-Forum\ Special Forum\
Professional Salon
10+ Forum Conferences
300+ Industry Experts
6000+ Participants

Propagation

Online live broadcasting, 100,000+ participants
"People's Metro" APP offers special follow-up reports
Magazine promotion for more than half a year
100+ original push via WeChat public account
Central media, local media, industry media
and we-media full coverage for matrix propagation

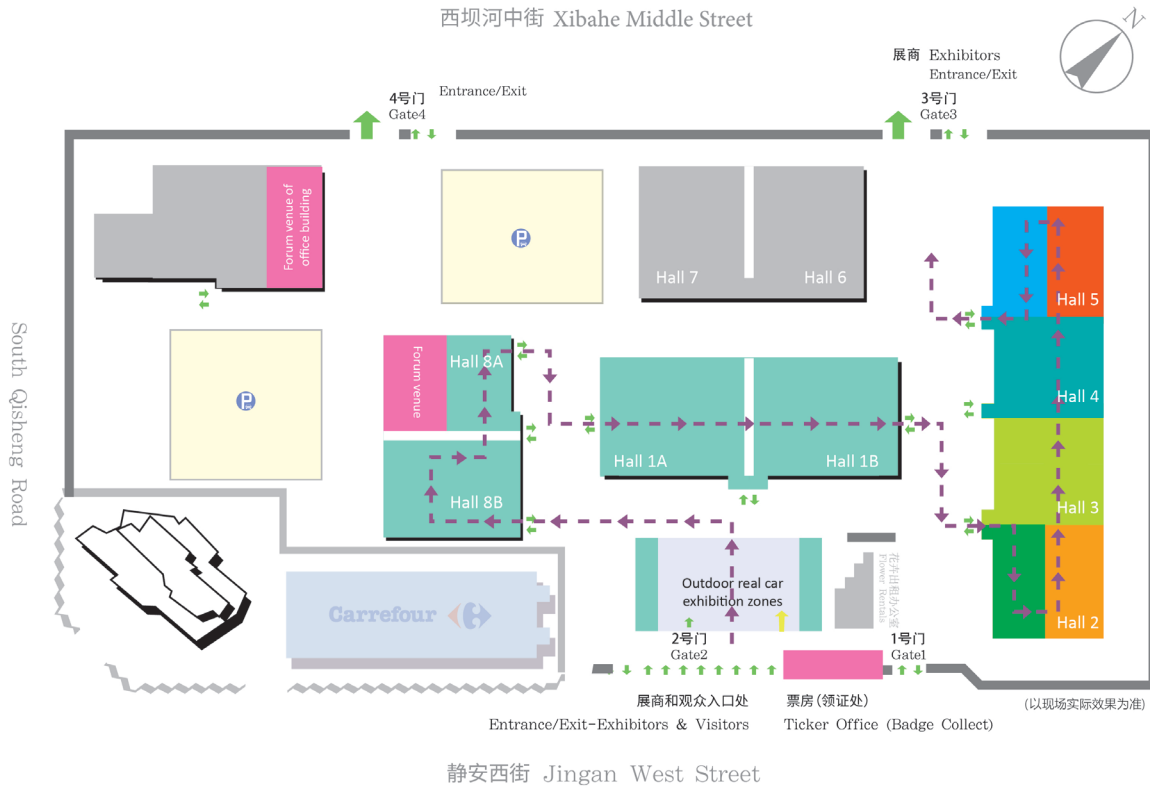
Exhibition

31000 m² Exhibition Space
6 Sectors
12 Themed Exhibition Zones
Several Themed-Booths
18 Supporting Activities
20000+ Professional Visitor

METROTRANS

2022 FLOOR PLAN

2022 总平面图



■ Advanced technical equipment and intelligent operation and maintenance section

- Multi-standard exhibition zone ■ Autonomy exhibition zone

■ Intelligent infrastructure (including tunnel construction)

- Engineering construction zone ■ Safety management zone

■ Green energy substitution, energy conservation, consumption reduction and efficiency improvement section

■ Urban rail cloud, big data and intelligent train operation section

Smart passenger service and intelligent transportation section

- Passenger experience zone ■ Safety education zone

■ Urban rail culture expo section (including resources management)

- Urban rail culture zone ■ Urban rail resource management zone ■ Urban rail press and publication zone

■ **Future rail section**

- Future intercity and municipal railtransit zone ■ Future track industry zone ■ Future talent zone





Main Forum

Top event in the industry

1 session

Theme for the year,
experts gathered

+

Sub-Forum

Reflection of the times,
catering to the needs

10 session

Hosted by association branches
and metro operators

+

Theme Forum

Open access for business
applications

Multiple sessions

Hosted by association branches
and metro operators

+

Themed salon

A diversity of forms

Multiple sessions

Flexible modes,
with high independence

The forum is to meet the actual needs, giving priority to quality other than number. It is required to control the number of Beijing MetroTrans Forum 2022, at about 10, including 1 main forum and about 10 sub-forums. The main forum shares the same theme with the exhibition: "SMART URBAN RAIL GREEN DEVELOPMENT".

Besides, applications for some themed forums and themed salons are open to the market. It requires to have novel themes and highlight hot and difficult topics, solve practical issues, and pursue conference quality to create a sustainable conference (topic) brand. The forum needs to attach continuous importance to serving the vast SMEs, encourage technological innovation of SMEs, promote international exchanges, well organize innovation forums of SMEs in rail transit, and assist in carrying out supporting activities in exhibitions and displays.

Application of themed forums and themed salons is not affected by the nature of the organization. The main considerations should include high quality conference, attractive topic, the application units with driving force and sufficient organization capability. Applications are subject to the approval of the Organizing Committee.



PRICE AND SCHEMATIC

展位价格及示意

Space only

Published price of blank space

Category	Area	Price
Zone S	Both sides of the main passage (Hall 1-5)	RMB 2,380/m ²
Zone A	Non-main passage (Hall 1-5)	RMB 2,180/m ²
Zone S+	Hall 8B	RMB 2,580/m ²
Zone S++	Hall 8A (the location of forum) Quiet hall, green, low carbon, noise reduction	RMB 2,780/m ²

Standard package booth

Published price of standard package booth

Category	Area	Price
Hardcover standard package booth	Hall 1-5	RMB 21,800/unit
Hardcover standard booth preferred	Hall 8A and 8B	RMB 24,000/unit
Simple standard package booth	Hall 1-5	RMB 18,800/unit
Simple standard package booth preferred	Hall 8A and 8B	RMB 21,000/unit

Note: 9m²/unit

Real car booth

Published price of real car booth

Category	Area	Price
Real car	Outdoor exhibition zone	RMB 500/m ²

FORUM SPONSORSHIP

论坛赞助

Reference Standard for Forum sponsorship

Sponsor interests	Diamond sponsor	Platinum sponsor	Gold sponsor	Silver sponsor
Beijing Exhibition Theme Forum vtitle sponsor	√	-	-	-
Beijing Exhibition Theme Forum co-organizer	√	√	√	√
Have opportunity to show the brand image by using the enterprise name/ logo on venue background board, display panel, 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	-	-
Enterprise promo materials	1 Booklet	Single page	Single page	-
Display enterprise image separately on site	√	√	-	-
Forum VIP Seat	2 seats	1 seat	-	-
Forum participant qualification	10 seats	8 seats	5 seats	2 seats
Welcome dinner	2 seats	1 seat	1 seat	-
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	4 seats	2 seats	1 seat	-
Price	RMB 800,000	RMB 600,000	RMB 400,000	RMB 200,000

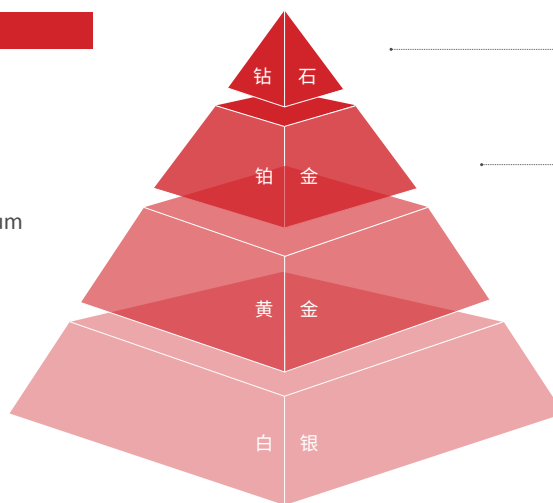
Note: The above rights and interests are for reference only, subject to the actual situation.

DISPLAY LOGO IN GRADES

赞助商分级展示

Display mode:

- Title page of conference brochure, hierarchical display of sponsors
- All sponsors are displayed in the overall architecture of summit forum
- LOGO wall at forum area
- LOGO wall at sign-in desk
- Advertising board in conference



RMB 800,000

Diamond sponsor

RMB 600,000

Platinum sponsor

RMB 400,000

Gold sponsor

RMB 200,000

Silver sponsor

Reference standard for forum venue advertising space

Form	Content	Dimensions (Height x Width)	Price
Advertising space at Forum	Available for enterprises to showcase technology, achievements, products and other publicity on site	3x6 m	RMB 50,000/exhibition period
Forum display panel		1.8x0.8 m	RMB 10,000/half a day RMB 16,000/full day



Promotion Service - Comprehensive

Name	Interests		Price
Handbag advertisement	Exhibition + forum information pack; Quantity: 10,000+		RMB 200,000
Admission certificates (Chest cards)	Including guest pass, exhibitor card, media card, professional visitor badges, public visitor card, forum guest pass, forum participation card, and employee's card, 15,000+		RMB 300,000
	Offer free subway rides during the exhibition (three days)		
Admission certificates (Sling)	Including guest pass, exhibitor card, media card, professional visitor badges, public visitor card, forum guest pass, forum participation card, and employee's card, 15,000+		RMB 200,000
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)	RMB 6,000/hour
Floor sticker	Indoor and outdoor advertising of companies	1500x500 mm (the size is for reference only, subject to the actual site situations)	RMB 100,000/100 stickers

Note: The content shown in the screen needs to be designed by the company itself. The size is for reference only, subjected to the actual situations of the site. For any other requirements, the conference affairs team may be consulted.

Promotion Service - Communication

Platform	Interests and Contents		Price
WeChat public account of MetroTrans Beijing	3 special reports on the MetroTrans Beijing (front, middle and back)		RMB 50,000
	Headlines of non-exhibition period		RMB 10,000/time
	Headlines of non-exhibition period		RMB 8,000/time
Exclusive interviews with people during the exhibition	Official media interviews offer a publicity platform for (within 3 minutes)		RMB 50,000/time
Press conference	Provide venue and equipment		RMB 20,000/conference
Mail promotion	Nearly 30,000 databases, securing accurate delivery		RMB 10,000/phase
Advertisement with enterprise name or logo	Guide display panels, visitor guide booth layout and exhibitor list, and mini-program booth layout of each exhibition hall. No more than 3 company logos are allowed at each exhibition hall.		RMB 20,000/Company
Advertising space on the home page of Beijing Exhibition website	Month views 10000+		RMB 10,000/month
Proceeding Dimensions(Width x Height)	Inside front cover	210x285 mm	RMB 30,000
	Inside back cover	210x285 mm	RMB 18,000
	Back cover	210x285 mm	RMB 20000
	Color inside page	210x285 mm	RMB 10,000
	Ordinary inside page	210x285 mm	RMB 8,000
Visit guide Dimensions(Width x Height)	Inside front cover	145x210 mm	RMB 30,000
	Inside back cover	145x210 mm	RMB 18,000
	Back cover	145x210 mm	RMB 20,000
	Interstitial ads (limited)	145x210 mm	RMB 10,000

Note: The above media are the own media platform of MetroTrans Beijing. The propaganda and distribution contents are to be supplied by the advertiser, and the content shown in the screen needs to be designed by the company itself. The size is for reference only, subjected to the actual situations of the site. For any other requirements, the conference affairs team may be consulted.

Promotion Service - Outdoor Advertising

Location	Dimensions(Length × Height)		Price
Front of Hall 1	Main emblem	22×9 m	RMB 150,000/panel
	1A(B)-2	13×7.5 m	RMB 88,000/panel
	1A(B)-3	24×8 m	RMB 120,000/panel
	1A(B)-4	24×3 m	RMB 40,000/panel
	1A(B)-5	24×4 m	RMB 60,000/panel
	Left display board (partial)	7×4.5 m	RMB 50,000/panel
Front of Hall 1	Left display board (entire)	22×4.5 m	RMB 150,000/panel
Side of Hall 1	1C-1	18×7.5 m	RMB 100,000/panel
	1C-2	10×15 m	RMB 80,000/panel
Back of Hall 1	1A(B)-6	24×6 m	RMB 60,000/panel
	1-7	8×24 m	RMB 100,000/panel
	1A(B)-8	10×15 m	RMB 80,000/panel
Information bar on both sides of the connecting body of Hall 2-5	Door 2-3/3-4/4-5	5.8×4 m	RMB 50,000/panel
Exterior walls of Hall 2-5	2-1(3)	10×12 m	RMB 68,000/panel
	3-1(3)	10×12 m	RMB 68,000/panel
	4-1(3)	10×12 m	RMB 68,000/panel
	5-1(3)	10×12 m	RMB 68,000/panel
	2(3/4/5)-2	24×4 m	RMB 60,000/panel
	2(3/4/5)-2	24×6 m	RMB 68,000/panel
Inside Hall 1	Cylindrical advertisement	Circumference 4.75m × Height 2.7m	RMB 8,000/panel
	Advertising board above step ladder	7×1 m	RMB 15,000/panel
	Advertising board on both sides of step ladder	6×3 m	RMB 10,000/panel
	Advertising space on rolling door frame	See schematic diagram	RMB 12,000/single-side RMB 20,000/double-side
	Advertising boards on both sides of rolling door	4×3 m	RMB 10,000/panel
Inside Hall 2-5	Banner at connection	18×2 m	RMB 50,000/panel
	Second floor advertising board at connection	7×8 m	RMB 80,000/panel
Hall 8	8-1	18×10 m	RMB120,000/panel
	8-2/3	8×10 m	RMB 100,000/panel
	8-4/5/6/7	20×5 m	RMB60,000/panel
	8-8/9/10/11	20×3 m	RMB 60,000/panel

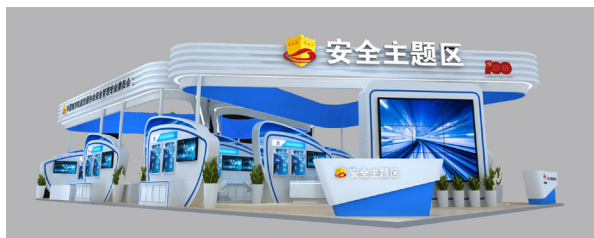
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STAND DESIGN & CONSTRUCTION SERVICES

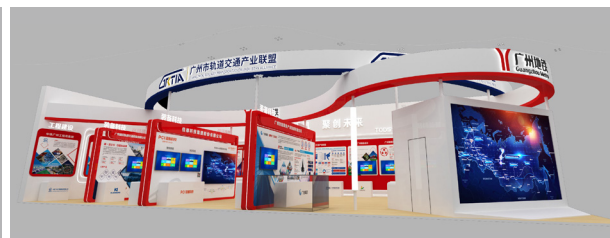
设计搭建服务

MetroTrans Beijing is committed to providing customers with professional planning, design, operation, construction and other integrated comprehensive display solutions, enabling customers to enjoy a "one-stop" new exhibition experience, reducing exhibition communication costs and economic costs at exhibitions, and improving the participation benefits of customers. During the year of 2021, it has undertaken creative planning, design and construction of the First China Urban Rail Transit Equipment Independent Innovation Achievement Exhibition, Engineering Construction, Safety Management, Assembly, Beijing-Tianjin-Hebei and other themed exhibition zones, as well as more than 50+ company exhibition booths including Guangzhou Metro, Ningbo Metro, Zhengzhou Metro, Hefei Urban Rail Transit Association, CSSC, Shanghai Electrical Apparatus Research Institute (Group) Co., Ltd.

Successful cases



Safety themed exhibition zone



Guangzhou Rail Transit Industry Alliance



The First China Urban Rail Transit Equipment Independent Innovation Achievement Exhibition



Beijing General Municipal Engineering Design & Research Institute



Zhengzhou Metro



Ningbo Rail Transit

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