

China International
Hardware Show 2021
2021中国国际五金展

CIHS @home

Match your market!

www.hardwareshow-china.com



Introduction

- **CIHS @home** Basic Introduction
- **CIHS @home** Key Features
- **CIHS @home** Back Office for Exhibitors
- **CIHS @home** Participation Options
- Q & A



China International Hardware Show 2021

2021 中国国际五金展

CIHS @home

Digital access to first-class business networking with maximum reach

- **CIHS @home** is a cutting-edge business platform that offers you the same international reach and impact as a physical event. This online platform will serve the global manufacturers to continuously connect and network with Asian buyers as well as keep their presence in the Asian market. The intuitive network system allows exhibitors and visitors to make high valuable business connections without searching for massive amount of information.





CIHS @home - New Features & Highlights



Maximum Branding Exposure

- Huge regional buyers' database of CIHS.
- Multi-channel promotion increases the exposure of exhibitors worldwide.

Intelligent Matchmaking System - More Business Opportunities

Supply and demand in perfect harmony through the power of AI.



31 Days Long Period - Unlimited Networking

It goes live on **24 September until 24 October** and remains live **24/7** as a valuable business community to enable digital networking and a wide range of events.



China International Hardware Show 2021

2021 中国国际五金展

CIHS @home - Tailor-Made Promotions

Massive Exposure for Domestic Market

- **200,000+** regional buyers database
- **60+** regional media and partners
- **20+** global media
- **Strong industry support** of China Hardware Industry Association and Koelnmesse
- **E-Newsletters, SEO, Social Media, Telemarketing...**

Intensive channel-promotion to easily connect with buyers





CIHS @home - Key Features at a Glance

Show Floor & Show Room

Showcase your company and products.



Business Matchmaking

- Chat feature for easy interaction with buyers.
- Matchmaking system for better business connection.



Information Station

- A one-stop station for collecting & exchanging of industry information.
- Make connections the easy way.



Programme

A virtual space to present both online and onsite events, forums, workshops, press conference..





China International Hardware Show 2021

2021 中国国际五金展

1. Show Floor

Overview of all exhibitors
(by alphabetical order and segment)

Chinese-English interface
Full-text optimized search function

Embedded text chats and audio/video
meetings.

Various ways to show your information

Product Search

Category
Selection

Company List

China International Hardware Show 2021
2021 中国国际五金展
LEADING HARDWARE SOURCING FAIR IN ASIA

展商介绍 配套活动 商贸配对 五金资讯驿站

请输入展商名称和产品名称 搜索

按国际/国内展团搜索参展商或产品

按类别搜索展商或产品

展商列表	公司名称/展位号	产品类别	品牌所属国
	杭州巨星科技股份有限公司 1-E042m	手动工具	中国
	台州市鸿奇工具有限公司 1-F035	电动工具 气动工具	中国
	广东欣全铝制品有限公司 1-F002m	手动工具 建筑材料及配件 工具相关附件及设备	中国
	上海扶梯销售有限公司 1-G012	安防产品与系统	中国



1.1 Exhibitor Show Room

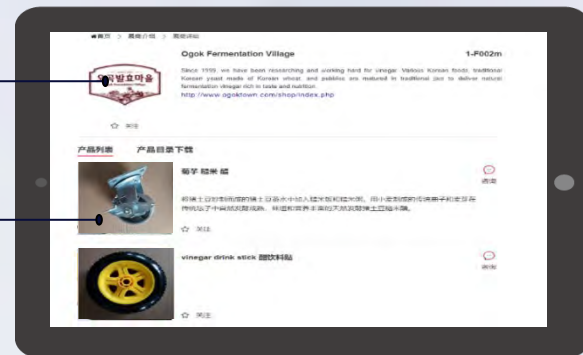
The show room is your exclusive booth at **CIHS @home**.

You can present all the relevant information about your company, products and services here.

- You can use the **chat system** to start text chats and audio/video meetings with buyers and arrange **meeting appointments**.
- Through E-business cards and customized invitations, both the on-site and online visitors can directly follow you among more than 1,000 exhibitors' profiles.

Company
Information

Product
Information





China International Hardware Show 2021

2021 中国国际五金展

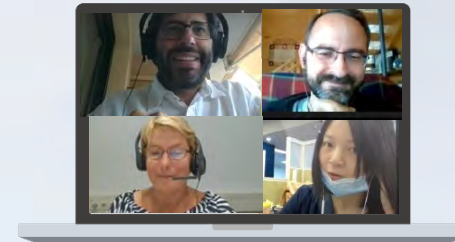
2. Business Matchmaking

- Online business matchmaking is the customized system for both supply and demand parties.
- The hybrid show provides both online + offline matchmaking connections.
- The matchmaking platform will open for 31 days during the event.



The “Hosted Buyers” Programme

- The organizer will invite 50 professional buyers in China to join the tailor-made online matchmaking events as the “Hosted Buyers” during 8-10 October and set meetings with the international suppliers.
- Dedicated customer service staff will support the matching service.





China International Hardware Show 2021

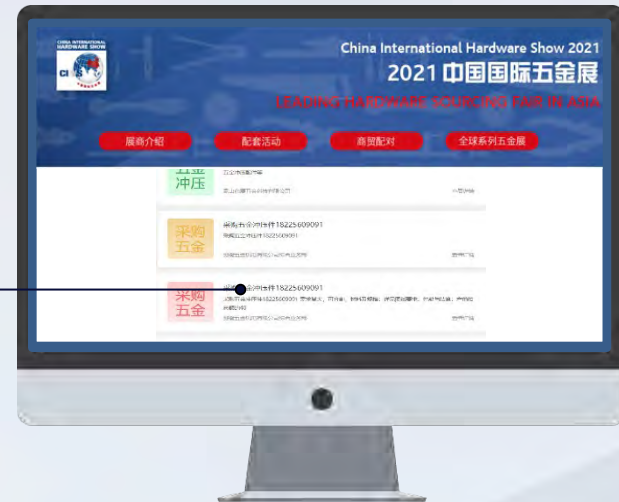
2021 中国国际五金展

3. Information Station

- You can post what you want to share with the industry at the information station. Product information, company news and any topics related can be found here.
- You can share the information with potential partners. You can also collect and view all the information you have browsed in your back office.
- Buyers can easily link to your show room through the information you post.

* All postings should be approved by the organizer.

Supply and Demand Requirements





4. Programme

- Online and offline **forums, press conferences, related events** will also be available at CIHS @home.
- All self-translated or bilingual events will be specially marked with the language used to facilitate different language exhibitors and visitors to view and follow.



Forum Search

Forum List





CIHS @home - Customization Features



Multi-Account Login

- One exhibitor can generate a multi-account for its multiple departments to meet visitors' different needs.
- Customized promotion images are available for each sub-account.



Visitor Invitation

- Automatic generation of E-QR codes, E-Poster and E-Business cards for exhibitors.
- Visitors can register from the link of E-posters, all the registered data will return to the exhibitors.
- Exhibitors and visitors can directly exchange business cards through the chat system.



CIHS @home - Customization Features

Exhibitors Recommended



- All exhibitors related to the visitor's interest will be randomly recommended in the visitors' back office.
- **Tailor made+ package** will always be recommended in the relevant visitors' back office.



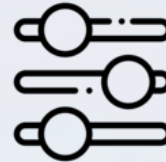
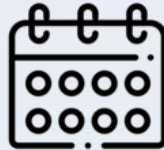
E-Catalogue

- All the information of online exhibitors can be integrated into one simple E-Catalogue for download purposes.



CIHS @home – Back Office for Exhibitors

- All of the functions will be integrated in a platform that is incredibly simple and intuitive to use.
- It will be convenient for exhibitors to get an in-depth understanding of the visitor statistics, who visited the showroom or contacted you through the chat system.
- All visitor information collected can be exported as a CSV file for better usage.





CIHS @home – Back Office for Exhibitors

- The Back Office is a launching platform like an exhibitor homepage where exhibitors can present all the relevant information on their company, products and services.
- Exhibitors can access all the different functional areas through the menu as well as edit and view all their information.
- At the same time, exhibitors can manage all the generated information and schedule meetings accordingly.



Function of Back Office

- Company introduction
- Product information and photo upload
- Website links and other related links
- Promotional video
- Promotional brochure
- E-Business card and generated E-Posters
- Business arrangements
- Review of meeting schedule
- Company staff management - assign sub-accounts to teams



CIHS @home- Features for Visitors

All features will be free to use for professional visitors

Back office for visitors

- View all favorite (followed) products and exhibitors
- Chat with exhibitors / leave them the messages
- Apply for Matchmaking
- View the status of Matchmaking
- View online forums and other online activities
- Check your browsing history
- Exchange business cards and export all collected information
- Export E-Catalogue





CIHS @home - When the Exhibitors Meet the Visitors





CIHS @home- Participation options

Basic

- The entry-level package allows you to maintain a continuous promotional online presence through CIHS @home. It includes all the basic features and it is simple for exhibitors to contact buyers within CIHS @home.

Upgrade

- Our best value-for-money package for your product presentations. Take advantage of a wide range of product displays, video streaming and communication features as well as other functions to increase awareness with your potential customers.

Tailor made +

Get the best out of your presence at CIHS @home: the Tailor made + version is the ideal way to showcase your company and products:

- Top-of-list placements and reappearance in the products' recommendations.
- All your publicity will be present on the CIHS 2021 show site and at the same time the hybrid show connection offers you multiple effects!



China International Hardware Show 2021

2021 中国国际五金展

	Basic	Upgrade	Tailor Made+
Package Price	EUR 2,000.00	EUR 3,500.00	EUR 6,000.00
Package Price for Exhibitors of CIHS 2021	EUR --	EUR 1,000.00	EUR 4,000.00
Show Floor – Overview of All Exhibitors			
✓ Company presence	✓	✓	✓
✓ Top-of-list placement in a product segment of your choice			✓
✓ Rotating advertisement on main page			✓
Show Room			
✓ Exhibitor information and presented product images	x5	x10	no limit
✓ Product brochures and catalogues	✓	✓	✓
✓ Presentation of promotional company videos		✓	✓
✓ Addition of exhibitor news and video function		✓	✓



China International Hardware Show 2021

2021 中国国际五金展

	Basic	Upgrade	Tailor Made+
Package Price	EUR 2,000.00	EUR 3,500.00	EUR 6,000.00
Package Price for Exhibitors of CIHS 2021	EUR --	EUR 1,000.00	EUR 4,000.00

Back Office

✓ Statistics of number of visitors and enquiries	✓	✓	✓
✓ Communicated visitors' information collection and download (followers, name cards)	✓	✓	✓
✓ Statistical reports	✓	✓	✓
✓ Direct communication with followers		✓	✓

Business Matching

✓ Chat system (audio and video require both parties to be online)	✓	✓	✓
✓ Chat request - buyers can chat with exhibitors	✓	✓	✓
✓ Chat request - exhibitors can chat with followers		✓	✓

Visitor Invitation

✓ Automatic generation of electronic QR codes and business cards	✓	✓	✓
✓ Automatic generation of E-posters for visitor registration	✓	✓	✓



China International Hardware Show 2021

2021 中国国际五金展

	Basic	Upgrade	Tailor Made+
Package Price	EUR 2,000.00	EUR 3,500.00	EUR 6,000.00
Package Price for Exhibitors of CIHS 2021	EUR --	EUR 1,000.00	EUR 4,000.00

Other Promotional Functions

✓ Full text search of content	✓	✓	✓
✓ E-catalogue export	✓	✓	✓
✓ Information input and collection at the information station	✓	✓	✓
✓ Multi-account login		✓	✓
✓ Advertising banner in product recommendations			✓

Offline Co-Promotion

✓ Provide QR code advertising sticker during the fair for on-site visitors to follow		✓	✓
✓ List exhibitors' on-site events in CIHS @home events list (CIHS exhibitors only)		✓	✓
✓ Logo display in CIHS @home onsite video			✓



CIHS @home- Special offer

Attractive solutions for CIHS exhibitors!

- All the exhibitors that join CIHS 2021 will have the **free basic package** of CIHS @home.
- Reserve your booth at CIHS 2022 now. In addition to locating your booth with priority, you will also have the **free basic package** of CIHS @home. (1. first payment with 50% deposit. 2. The contract can first be signed with the pricing of 2021 and then be renewed with the final price announced by September, 2021)
- **10%** early bird discount of CIHS @home till 30 June 2021