

# A Digital Entertainment, A Modern Life



The 15<sup>th</sup> Shanghai International Audio & Visual Exhibition  
High - End Hi - Fi Show 2007

[siav.tech-ex.com](http://siav.tech-ex.com)



3<sup>rd</sup> China International Exhibition on Audio Video & Internet Software  
3<sup>rd</sup> China International Forum on Audio Video Industry

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

## Organizers

China Audio Industries Association  
Shanghai Pudong Sub-Council China  
Council for Promotion of Int'l Trade  
Technology Exchange Ltd.

## Co-Organizers

Shanghai Information Household Appliance  
Trade Association  
Shanghai Shuzing Exhibition Service Co., Ltd.  
Shanghai Pudong International Exhibition Corp.  
Technology Exchange (Shanghai) Consultant Ltd.

## Supporting Units

China Video Professionals Association  
Shanghai Municipal Management  
Bureau of Culture, Radio, Film & TV

The 15<sup>th</sup> Shanghai International Audio & Visual Exhibition  
第 15 届上海国际音响影视展览会

2007.4.12-14

Shanghai Everbright Convention & Exhibition Centre  
(88 Cao Bao Road, Shanghai)

## Focus on Five Highlights

### ● Gathering High Definition Industry, Illustrating Fresh Visual Innovation

High definition TV has entered our daily life and is predicted the next TV revolution after the color TV. Exceeding traditional simulating TV sets, the sale of HDTV sets is accounted for 80% of the whole sales volume according to statistics. People in Shanghai have now owned over 500000 HDTV sets and the number is still increasing dramatically.

Numerous HDTV manufacturers will converge in 2007 SIAV to display various series of modern, state-of-the-art quality large screen HDTV, with the superior high definition contents newly provided in 2006 May, giving visitors a fresh new self-experience of the charm of the HDTV.

### ● Auto AV Being Premiered, Car Owners Having Personal Experiences

Auto AV has already been a rather prosperous industry in developed countries with a audio retrofitting rate over 50%. The China auto market is expanding rapidly in the past few years so there is huge potential for the car stereo retrofitting market which has just taken steps at the moment (now is less than 1%).

2007 SIAV will introduce the Auto AV to the visitors for the first time while holding a series of on-site activities.

- A professional, interactive and fresh-new car stereo retrofitting competition, professional judges by specialties and insiders, splendid interactive activities, abundant valuable prizes.
- Concurrent events like forum on China auto audio-visual industry, technical seminars and lectures on the popularization of car stereos.
- Cooperating with Shanghai Radio traffic tunnel, organizing manufacturers to make distinguishing and interactive displays, instructing car owners how to distinguish fake car stereos, protecting legal rights of customers.
- Demonstrating and providing stereo tuning and other services for car owners by free

### ● Top HI-END Equipments and Life Quality

International HI-END equipment manufacturers exhibited their top-brand products in SIAV before, such as MCLINTOSH, B&W, MARKLEVINSON, FOCAL, DYNAUDIO, HARBETH, LINN, KEF, QUAD, TRINAGLE, MARANTZ, YAMAHA, ELAC, ARCAM, DALI, WHARFEDALE, BURMESTER etc. Over one hundred concerts will be held in the 40 luxury multi-functional rooms of Everbright International Hotel every day to wake up your ears, fresh your life.

### ● Constructing Trade Cooperation Platform, Creating Infinite Business Opportunities

- On site AV new products transaction, follow-up services by sellers available
- Inviting international buyers, constructing international trade platform
- Gathering industry chain components, creating infinite business opportunities



### ● Combination of Content & Outputting Equipment, Industry Chain Interaction, Unprecedented Event

SIAV2007 will be held with China International Exhibition on Audio Video & Internet Software (China AV) to construct a display platform for both AV content and equipments together.

Top-5 world recording labels, Universal, EMI, SONY-BMG, Warner and China Record, together with new AV electronic companies like Pbe, Godigital, Shanda Interactive Entertainment will converge in the China AV event.



## Exhibition Cost

### Raw space (at least 36 m<sup>2</sup>)

Zone A: US\$ 220/m<sup>2</sup>/period  
Zone B: US\$ 125/m<sup>2</sup>/period

### Shell Scheme

Zone A: US\$ 2200/3m × 3m/period  
Zone B: US\$ 1250/3m × 3m/period

High-End Hi-Fi Show 2007  
2007 高级 Hi-Fi 演示会

2007.4.13-15

Shanghai Everbright Convention & Exhibition Centre International Hotel  
(66 Cao Bao Road, Shanghai)

## 4-star Hotel Service

SIAV2007 Hi-Fi show is to be held in Everbright International Hotel, a 4-star hotel with a complete service of exhibition, convention, catering, entertainment and leisure facilities. The Hotel boasts excellent exhibition halls, convenient public transport and comprehensive nearby facilities.

## An Across the Broad Media Promotion

Besides placing advertisements in international famous magazines, SIAV2007 will also continue to cooperate with various Stereo Squares, dealer and distributors from Yangtze River Delta in the exhibition promotion. SIAV2007 will continue to cooperate with Taiwan Taipei Electric Commercial Craft Unit Communication which will participate and visit the exhibition.

## Richest on-site activities

During the 2007 Hi-Fi show period, a series of activities such as the 2<sup>nd</sup> Forum on Headphone & Headphone Amplifier, music audio visual meetings, famous singer signature & vendition meeting, video & photograph works competition, valued prize lucky draw will be held.

## Exhibition Cost

Function Room	Area	RMB	Price (US\$)
Audio-Visual Hall	236m <sup>2</sup>	103750	US\$12000
Guang Da No.7	130m <sup>2</sup>	83000	US\$9700
Guang Da No.9	180m <sup>2</sup>	103750	US\$12000
Guang Da No.11	95m <sup>2</sup>	73000	US\$8500
Guang Da No.12 & No.18	60m <sup>2</sup>	43500	US\$5090
Guang Da No.15 & No.17	30m <sup>2</sup>	35000	US\$4100

Function Room	Area	RMB	Price (US\$)
Guang Da No.16	55m <sup>2</sup>	43500	US\$5090
Guang Da No.19	100m <sup>2</sup>	73000	US\$8500
VIP1	35m <sup>2</sup>	35000	US\$4100
VIP2	40m <sup>2</sup>	35000	US\$4100
5F, 6F			
Standard Room	23m <sup>2</sup>	16000	US\$1900
Suite	40m <sup>2</sup>	35000	US\$4100



Overseas enquiry, Please Contact

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