

INTERNATIONAL BEVERAGE Exposition and Competition

Exposition: 29–31 August 2012

Competition: 29–30 August 2012

Auction: 31 August 2012

Shenzhen Convention & Exhibition Center

112, Fuhua 3rd Road, Futian, Shenzhen, Guangdong, China

(Shenzhen is only a thirty (30) minutes drive from Hong Kong International Airport)



www.ib-ec.com

1 in 5 people on the planet lives in China

All people need to eat and drink...

Catch the attention of 1.3 billion people.

Your potential market is right here: IBEC in Shenzhen China

Sophisticated Shenzhen - Sophisticated Market

An Exceptional Opportunity for Your Beverage Business in China!

Shenzhen in Guangdong, China:

- Fastest Growing Chinese City**
- Convenient to Hong Kong**
- Highest Discretionary Incomes in China**
- Sophisticated Population Eager for Your Goods**



Your Growth Market Is Here - IBEC 2012 in Shenzhen!

The International Beverage Exposition and Competition (IBEC)

will take place in Shenzhen, China from 29 - 31 August 2012. Shenzhen is a special economic zone that is the gateway to China and the home of 14 million people with highest household incomes in China. IBEC is a forum for exhibitors of wine, spirits, beer and other non-alcohol beverage to showcase their products to a variety of buyers. Attendees have the opportunity to taste products and meet with producers, importers and distributors face to face.

IBEC is quickly becoming one of Asia's premier beverage events



Your potential market is right here: IBEC in Shenzhen China!



IBEC 2011 Competition
High standards and quality your customers can trust!

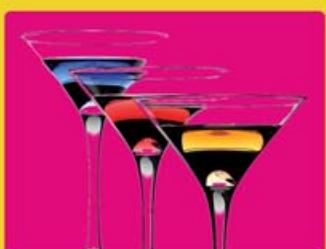
Great Opportunity To Meet Your Buyers Face to Face



Make plans now to join us at the International Beverage Exposition and Competition (IBEC 2012) in Shenzhen China. Shenzhen is only 30 minutes drive from Hong Kong. Shenzhen is the special economic zone that is the gateway to China and the home of 14 million people with the highest household incomes. IBEC is a forum for exhibitors of wine, spirits, beer and other non-alcoholic beverages to showcase their products to a variety of buyers. Attendees have the opportunity to taste products and meet with producers, importers and distributors face to face.

Exhibit Categories:

Wine	Coffee	Beverage Equipments
Spirits	Tea	Beverage Packaging
Beer	Milk	Beverage Processing
Liquor	Water	Beverage Distributors
Cocktails	Soft Drinks	Beverage Publications





The high-standard IBEC creates an unparalleled opportunity for you to introduce your beverage product into the Chinese market. Whether you are a producer of a beverage product to be introduced to the Chinese market or a supplier of equipment for the domestic beverage sector, this EXPO is a must for your company.



An Exceptional Opportunity for Your Beverage Business in China!

Exhibition and competition news was regularly broadcast on local television broadcasts – on CCTV, Shenzhen TV and Southern TV – as well as on the Shenzhen public transit system in an effort to reach a broader potential audience.

The marketing potential from this competition will be tremendously valuable to your company. Local and national media will cover the competition in August. This exposure will educate your potential consumers across China about your exceptional products.





International Beverage
Exposition and Competition
国际饮品博览会暨国际竞赛(IBEC)
Website: www.ib-ec.com



The beverage competition brings together experts from around the world, highly qualified to judge wine, beer and spirits. The awards are given only after careful consideration and discussion amongst the judges. In addition to the competition, the IBEC offers a variety of educational seminars and professional excursions. The presence of the media to cover the exhibition and award ceremony highlights both traditional and innovative products to a vast audience offering excellent exposure to all involved. Producers of wine, spirits, beer and other non-alcohol beverage from around the world should take note of IBCE exhibition and competition by exhibiting your products and entering the competition.

Beverage producers will be eligible for the competition to find the best wines, spirits, beers, coffees and teas. Judging will take place during the EXPO from 29–31 August 2012.



High standards + high visibility = increased sales
Join this competition now!

Buyers will come from:

Beverage Distribution Companies
Discos and Bars; Hotels; Restaurants
Supermarkets; Liquor Superstores
Coffee Shops; Tea Houses



Invited Media:



Exhibit Rates

Standard Package Booth:

US \$3,000 - Standard 9 square meter package booth (3mx3m)
Corner booth, additional US \$300 for each.

What you get with your booth:

3 sides hard walls; lighting; 1 table; 2 chairs; carpet;
Company identification sign (Chinese and English)
Unlimited number of staff badges for employees working in your booth
Your company's profile listing in the IBEC Buyers' Guide
Free Exhibitor Invitation Cards



Raw Space:

US \$300 per square meter (Minimum 36 sq.m)
Corner is additional US \$300 for each.

What you get with your booth:

Unlimited number of staff badges for employees working in your booth
Your company's profile listing in the IBEC Buyers' Guide
Free Exhibitor Invitation Cards



Promotion Opportunities:

Opportunities are available on a first-come, first-served basis. Reserve your sponsorship and advertising space now to increase your company's exposure at the industry's premier event. For more information please visit: <http://www.ib-ec.com/promotion-opportunities>

Exhibitor & Attendee Registration Bags US \$10,000
Show-Only Attendee Registration Bags US \$8,000
Registration Pens US \$2,700
Exhibit Hall Aisle Signs US \$10,000
Badge Lanyards US \$8,000
Badge Holders US \$8,000
Registration Bag Inserts US \$3,000
Competition Area Advertising US \$3,500
Website Banner US \$800 / month
IBEC TV US \$2,000 / 5 minutes
Welcome Reception / Banquet US \$7,000

Show Guide / Competition Advertising Prices
Inside Front Cover US \$6,000
Inside Back Cover US \$5,000
Back Cover US \$8,000
Full-page 4-color US \$1,200
Full-page Black and White US \$800

Competition Entry Fees:

US\$100 per entry (received before 1 March 2012)
US\$150 per entry (after 1 March 2012)
Deadline: 1 August 2012

Travel information for international participants:

The best choice is to fly into Hong Kong International Airport.

Shenzhen is only a thirty (30) minute drive from the airport. You have several choices to get to your hotel in Shenzhen:

1. We recommend the door-to-door Airport Shuttle Bus from the airport directly to your hotel in Shenzhen. The cost is currently HK \$180 (about US \$30).

2. The MTR (train) from the airport to center city Shenzhen (HK \$180), and then either taxi or the Shenzhen subway to your hotel.

3. The ferry from the airport to Shenzhen / Shekou, and then either taxi or bus to your hotel.

Most transportation companies at the HK International Airport operate between 7:00 am and 10:30 pm

Crossing the border: 24-hour bus service from Hong Kong to Shenzhen is available only at the Huanggang Check Point, a 10-minute drive from the Shenzhen Convention & Exhibition Center



IBEC2012

INTERNATIONAL BEVERAGE EXPOSITION AND COMPETITION



Sponsor:



Co-sponsors:



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Support Agencies:



International Partners:



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