

# 中国钢结构协会冷弯型钢分会

## Chinese Confederation of Roll Forming Industry

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### **2017 The Second China (Guangzhou) International Roll Forming Expo invitation Letter**

#### **One: Exhibition background:**

The roll forming products have been widely applied to the construction, automotive, transportation, agricultural machinery, engineering machinery and other national various industries because of its economic profile and great deal of advantages. Currently the roll forming product category and market demand are increasing rapidly in China. The market prospect will be more and more broad with the development of high-tech, high-quality, high value-added roll forming products, equipment and technology in-depth research and the growing market demand.

2017 The Second China(Guangzhou) International Roll Forming Expo has get full support from: China Iron and Steel Association, China Steel Construction Society, Hong Kong Constructional Metal Structures Association, Macau Society of Metal Structures, China Academy of Building Research, China Iron & Steel Research Institute Group etc. It is a distinguished expo, which deeply reflects the current Chinese market situation, co-organized by the Chinese Confederation of Roll Forming Industry, Guangdong Provincial Association of Steel Construction and Guangzhou Zonglan Exhibition Co., Ltd. 2017 The Second China (Guangzhou) International Roll Forming Expo is a professional event for exchange and cooperation in roll forming industry. It is characterized by distinct personality, rich content, pragmatic and close to the market trend. It is an

effective docking platform for seeking cooperation, and it will bring you not only the real cooperation opportunities, but also your preferred way to expand the Chinese market.

The China International Roll Forming Expo is hold for every two years, 2017 the second expo will be hold in Guangzhou, sitting on the pearl river delta, radiation in South East Asia, reasonably using of the great resources to make well-planned promotion and cultivate of the influence of the roll forming expo. At the same time select the professional visitors and regulate the behavior, to maximize business opportunities.

The Chinese Confederation of Roll Forming Industry (CCRFI) is the only national industry organization, At present, the member of CCRFI has more than 200, including roll forming materials, products and equipment enterprises, universities and research institutes at home and abroad. CCRFI also regularly conducts the roll forming meeting, exhibition, training and often makes communication and exchange with the foreign enterprises etc. CCRFI is committed to promote the development of the roll forming industry healthy and rapidly.

## **Two: Exhibition Content**

### **1. Products**

#### 1) Roll forming materials

Alloy steel, high strength steel, weathering steel, dual-phase steel, stainless steel, special steel, metal composite material and etc.

#### 2) Roll forming products

**Steel structure industry:** C-shape steel, Z-shape steel, U-shape steel, corrugated plate, color steel tile, glazed tile, sandwich panel, others;

**Construction/building material industry:** construction formwork, steel flitch beam, Square and rectangular steel tube, steel sheet pile, corrugated pipe, pedal, construction barrier, ceiling keel, housing light steel structure profile, and others;

**Vehicle industry:**

**Cars:** Exhaust pipe, window frame, bumper, anticollision beam, seat slide, windows and doors strengthen beam, threshold, Side door bumper and others;

**Trucks:** frame profile, carriage board, window frame, constant and variable section frame, lateral and corner column, and others;

**Buses:** frame profile, handrails, handrail and others;

Engineering truck: column and others;

**Train:** corrugated sheet, waveplate, frame, column and others;

**Shipbuilding industry:** Multi-directional bending plate, profile angle steel, ball flat steel, pedals and others;

**Transportation:** protective fence, fence uprights, others;

**Electric power industry:** cable-stay bridge: ladder side bridge, hypoplax, integral bridge frame and others;

**Electrical cabinet:** panel, column, reinforcing ribs, others;

**Lampshade:** profile and others;

**Window & Door Industry:** rolling shutter door, fireproof rolling shutter door, protective door, fireproof door, shielding window, fire-resistance window, plastic steel window, color steel door and window and others;

**Agriculture industry:** greenhouse and others;

**Containers / shelf:** support plate, column and others;

**Furniture industry:** bedstead, seat frame, drawer runner, drawer slide, furniture edge, frame and others;

**Elevator industry:** slideway, handrail and others;

**Stereo garage:** column, waveplate and others;

**Environmental protection industry:** photovoltaic bracket and others;

**Other industries**

### 3) Relative products

Stamping, welding, hot forming, extrusion, drawing, second process products and etc.

## 2. Equipment

### 1) Roll forming steel raw materials and testing equipment;

2) Roll forming steel cutting equipment: T shear, L shear, slitting machine, leveling cutting machine, slitting and rewinding machine, shear blade and etc.;

3) Main auxiliary machine: uncoiler, facing machine, croppers and butt welder, looper, forming machine, straightening machine, flying saw, high frequency welder, pipe bending machine, expanding machine, impedance converter and etc.; color steel tile equipment, metal sandwich panel equipment, pressure plate apparatus, C—shape steel equipment, Z—shape steel equipment, H— shape steel equipment, steel bearing plate equipment, bending equipment and etc.;

4) Roll forming mold and equipment;

5) Roll forming welding equipment: roll forming series of welding machine, spiral weld-pipe mill, high frequency welding machine, induction welding and resistance welding equipment and ate.;

6) Control equipment and instrument;

7) Related production equipment: stamping, welding, hot forming, extrusion, drawing, second process products and etc.;

8) Other related equipment.

### 3. New roll forming technologies

New technologies, patents and software developed for roll forming production

#### Three: Contact

Address: Room 1323, University of Science and Technology Beijing Conference Center, No.30, Xueyuan Road, Haidian District, Beijing

Contact: Shearly Guo Xing

Phone: +86 18801193854 +86 15300178699

Tel: +86 10-63813263

Fax: +86 10-63813263

Email:chinacri2011@126.com

#### Attachment 1: Participation Fees

##### 2: Exhibition instructions

##### 3: 2017 The Second China (Guangzhou) International Roll Forming Expo

#### Application Form

Chinese Confederation of Roll Forming Industry (CCRFI)

January 10, 2017



**Attachment 1**

**2017 The Second China (Guangzhou) International  
Roll Forming Expo participation fees**

**Booth fee**

Booth Type	Booth fee	Remarks
Standard Booth	\$ 260/sqm	One 3m*3m information desk, two folding chairs, two spotlights, Chinese-English fascia board, dustbin,carpet,etc;
Space only		Minimum 36 sqm, without any facilities available; exhibitors shall be responsible for independent design and decoration, subject to 3000 CNY per sqm as special decoration management fee by the organizing ommittee.

Service fee (服务收费)

One : Advertisement in the official catalogue of China (Guangzhou) International Roll Forming Expo

Types		explanation	Size	Price
1	Cover page	For domestic and foreign relevant industry associations, relevant authorities, exhibitors, distributors, professional buyers and industry professionals.	140mm*210mm	20000 CNY
2	Back Cover			15000 CNY
3	Front Page 2			10000 CNY
4	Front Page 3			8000 CNY
5	Prominent internal colorful page			5000 CNY
6	Internal colorful page		140mm*210mm	4000 CNY/P
7	Exhibitor introduction	Each exhibitor can get 300 words free of charge.	Text introduction within 300 words	500 CNY/company

Two: Propaganda before exhibition

8	Internet Advertising	Logo link or special column recommend by exhibitors as advertisement for promotion, it also can be text or picture. Rolling play, unlimited.	101*60pix	800 CNY/year
9	WeChat Advertising	WeChat public platform to promotion, 3 companies introduction can be send to every WeChat account per day.Its order is according to the order of the booth booking and payment or exhibitors' brand influence.	Images and text format	1000 CNY/5 times
10	Ticket Advertising	Ticket Advertising depends on the booth area booked and brand influence.	210mm*95mm	5000 CNY/5000 tickets

11	Short Message Group Sending	Group sending short message to organizers' database, a quantity of numbers can be presented, and acceptance industry and region decided by exhibitors.	text within 70 words	1000 CNY/1000 text messages
12	E-mail Group Sending	E-mail Group Sending to organizers' database, a quantity of numbers can be presented, and acceptance industry and region decided by exhibitors.	Any number of words	1000 CNY/1000 E-mails
13	WeChat custom	Customize exhibitor special invitation letter by Yi qi xiu and send to relevant gropes and individuals.		2000 CNY every time
There: Propaganda when exhibition				
14	Gift Bag	Distribute to exhibitors and visitors when registration.	Height 35cm Width 30cm Profile 8cm	12000 CNY/3000 bags
15	Back of the Admission Card for Visitors	Mainly for visitors, when the visitor registration.	80mm*100mm	10000 CNY /5000 cards
16	Sling of the Admission Card for Visitors			8000 CNY/5000 cards
17	Back of the Admission Card for Exhibitors	Mainly for exhibitors, when the exhibitors registration.	80mm*100mm	3500 CNY /1500 cards
18	Sling of the Admission Card for Exhibitors			3500 CNY/1500 cards
19	Advertising in the Exhibiting Guide A	Mainly for visitors, when the visitors registration and fulfillment their information table.	4.8mm*6mm	2000 CNY each
20	Advertising in the Exhibiting Guide B		4.8mm*20mm	3500 CNY each
21	Advertising in gifts for visitors A	Every visitor can enjoy the attendance gift, promoting your company brand.		5 CNY each, at least 1,000

22	Advertising in gifts for visitors B	VIP audience gifts, mainly to the professional buyers, group buyers invited by the organizer one to one. Enterprises can be more intuitive, fast, more targeted display of product features, brand promotion.		20 CNY each, at least 1,000
23	Advertising in gifts for Exhibitors	Gift distribution mainly for exhibitors, to strengthen the industry's brand image and publicity in the same industry.		100 CNY each, at least 300
24	Advertising in gifts for Honoured Guest	Honoured guests are the industry experts and leaders, invited to participate in the opening ceremony, forums and other important events.		200 CNY each, at least 50
25	X-banner Advertising	Generally placed in front of the exhibition hall, as a value-added services, only for large booth area exhibitor and the famous brand. Less than four.	0.6m*1.6m	2000 CNY each
26	Advertising on the Ground Stick	Made according to booth area and the company brand's influence.	1m*1m	1000 CNY/3 ground sticks

## **Exhibition instructions**

### **One: Trade visitors' invitation and promotion**

- ☆ Invite trade visitors through vast resources with associations. Key target visitors' industries: construction, vehicle, transportation, bridge, petrochemical, railway vehicle, boat/ship, steel ship pile, power transmit tower, containers, sheet steel and scaffolding. And the visitors' job function will be decision makers, purchasing department manager/staff or R&D department technicians;
- ☆ Global promotion plan launches including domestic and international market through huge industrial database accumulated years;
- ☆ Focus on inviting professionals from the whole metal industry chain including metal materials enterprises, metal products manufactures, processors, demand trader, merchants and distributors;
- ☆ Promote the exhibition in influence relative industrial exhibitions both in domestic and international markets;
- ☆ Invite relative industrial associations and institutes as delegation visiting group globally;
- ☆ Send out tickets and invitations beyond the name of organizers to global guests;
- ☆ Launch massive media promotion plan fully covering in industrial papers, magazine and website.
- ☆ Exhibition updated will be reported by professional medium regularly.

### **Two: How to be an exhibitor**

1. Return the exhibition application form to organizer office by E-mail or fax and receive the floor plan and exhibitor manual for further reference. The organizer office reserves all the rights of booth arrangement to ensure the exhibition well organization.
2. Please submit 50% of exhibition fee as the down payment within one week after registration. In addition, the other 50% of payment need to be completed no later than August 1, 2017; otherwise, booth cannot be reserved. Booth arrangement will follow the rule of first-in-first-serve.
3. Exhibitor manual is important exhibiting guide including: shipping, utility installation and fees, meeting arrangement (accommodation, transportation, registration location and date), facility rental, promotion materials (catalogue and advertisement). Please read the exhibitor manual carefully, and E-mail or fax the application form to the



organizer office after fill in the form in details.

### **Three: Exhibition Services**

#### **Free value-add services**

1. Invitation to professionals;
2. Provide exhibiting guide for details;
3. Company name and profile (no more than 300 words) entry in the official catalogue of China (Guangzhou) International Roll Forming Expo;
4. One official catalogue of China (Guangzhou) International Roll Forming Expo;
5. Organize relevant business delegation to Exhibitor Company (all the involved fee will be paid by the exhibitor company);
6. Assist in shipping procedure;
7. Assist with promotion activities during exhibition period.

#### **Paid service:**

1. Advertisement in the official catalogue of China (Guangzhou) International Roll Forming Expo;
2. Advertisement in visitors tickets;
3. Inner and outdoor advertisement
4. Exhibitor Forum and Technology Seminar organization: venue arrangement, audio & video projection rental
5. Additional facilities and power rental
6. Exhibition image and souvenir's design and execution
7. Exhibits' move-in and set up
8. Services include: customs clearance, shipping and warehouse storage
9. Raw space booth set up
10. Part-time arrangement: booth on-site services, interpreter and ritual girls and etc.
11. Travel / Accommodation services

**Attachment 3:**

**2017 The Second China (Guangzhou) International Roll Forming  
Expo Application Form**

Please click the box you are interested in

**Please fill in the form and return to us in time**

I am interested in:  exhibit       visit

**Booth reserved (please click the right option)**

**International Exhibition Area**

Raw Space (min 36 sqm)       Booth Size \_\_\_\_\_ sqm

Standard Booth (min 9 sqm)       Booth Size \_\_\_\_\_ sqm

**Advertisement in the official catalogue:**

Cover page     Back Cover     Front Page 2     Front Page 3     Prominent  
internal colorful page     Internal colorful page     Exhibitor introduction

**Propaganda before exhibition:**

Internet Advertising     WeChat Advertising     Ticket Advertising     Short  
Message Group Sending     E-mail Group Sending     WeChat custom

**Propaganda when exhibition:**

Gift Bag     Back of the Admission Card for Visitors     Sling of the Admission Card  
for Visitors     Back of the Admission Card for Exhibitors     Sling of the Admission  
Card for Exhibitors     Advertising in the Exhibiting Guide A     Advertising in the  
Exhibiting Guide B     Advertising in gifts for visitors A     Advertising in gifts for  
visitors B     Advertising in gifts for Exhibitors     Advertising in gifts for Honoured  
Guest     X-banner Advertising     Advertising on the Ground Stick

**Please contact us should you have other request:**

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**Bank Information**

Account Name: Wang Yilan

Beneficiary Bank: Industry and Commercial Bank of China , Beijing Municipal Branch,  
Beijing, PRC

Telephone No: 0086 13693508722

Account number: 6212 2602 0000 1973 177

Swift Code: ICBKCNBJBJM

Name: Wang Yilan

**Please mark when payment: Exhibition fee**

**Total fee:** \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Job Title: \_\_\_\_\_

Address / Postcode: \_\_\_\_\_ Cell: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**Organizer Office Contact**

Contact: Shearly Guo Xing

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