



# **2016 CHINA INTERNATIONAL SPORTING GOODS SHOW**

# **REPORT**

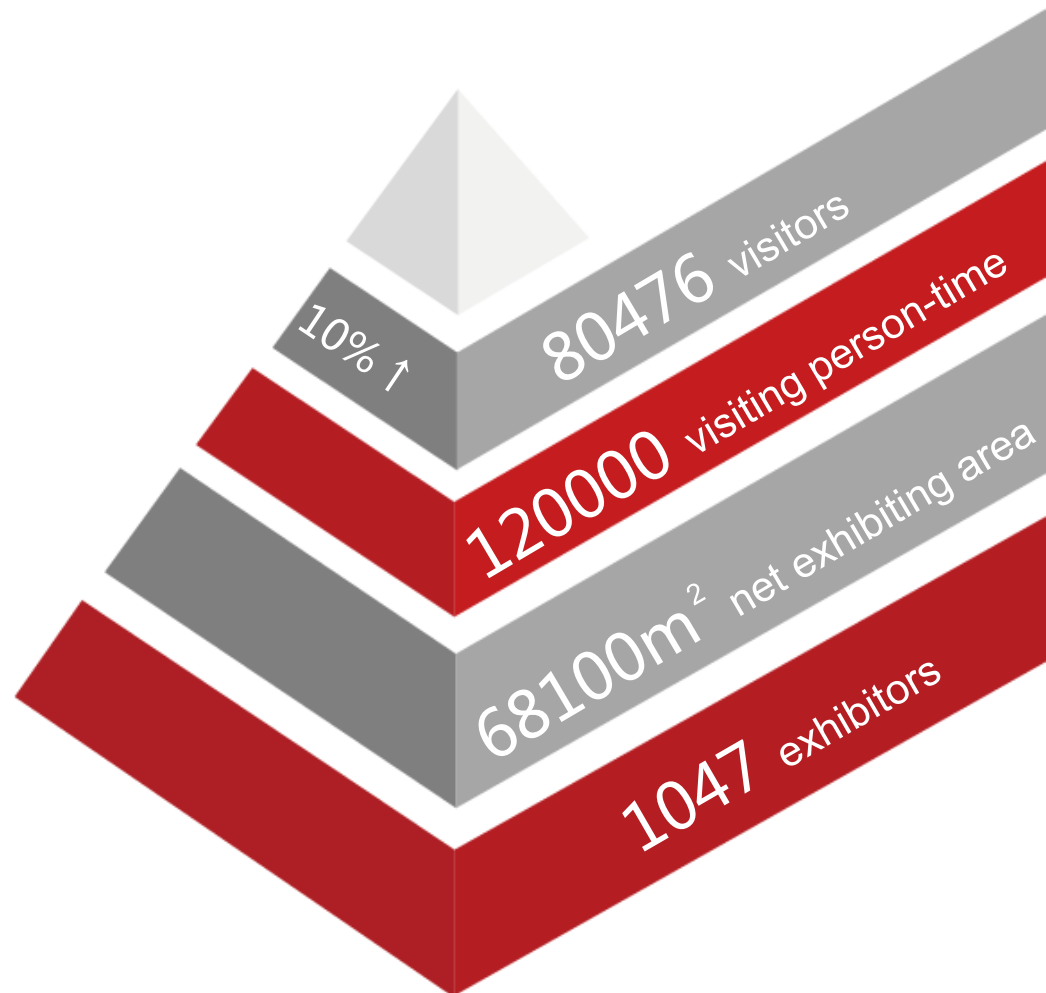
**[www.sportshow.com.cn](http://www.sportshow.com.cn)**

## Overview

China Sport Show 2016 with a net exhibition area of **68100 m<sup>2</sup>** attracted **1047** companies who participate as exhibitors.

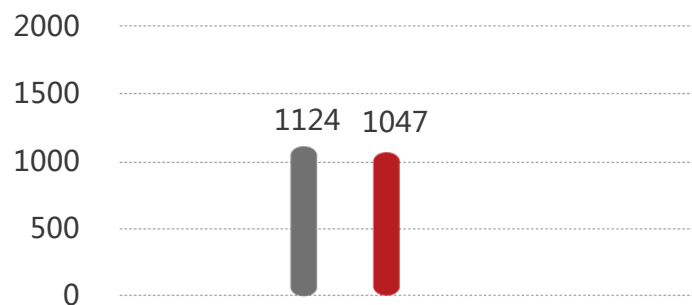
Number of visitors have a certain growth and reached **80,000** in three and a half days. Visiting person-time reached **120,000**, flat with last year.

The above mentioned data means a new level on development of China Sport Show and made it a communication platform of sporting goods industry.

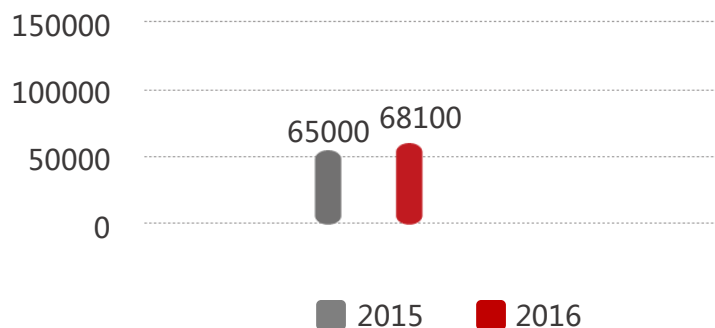


## Statistics of Exhibitors

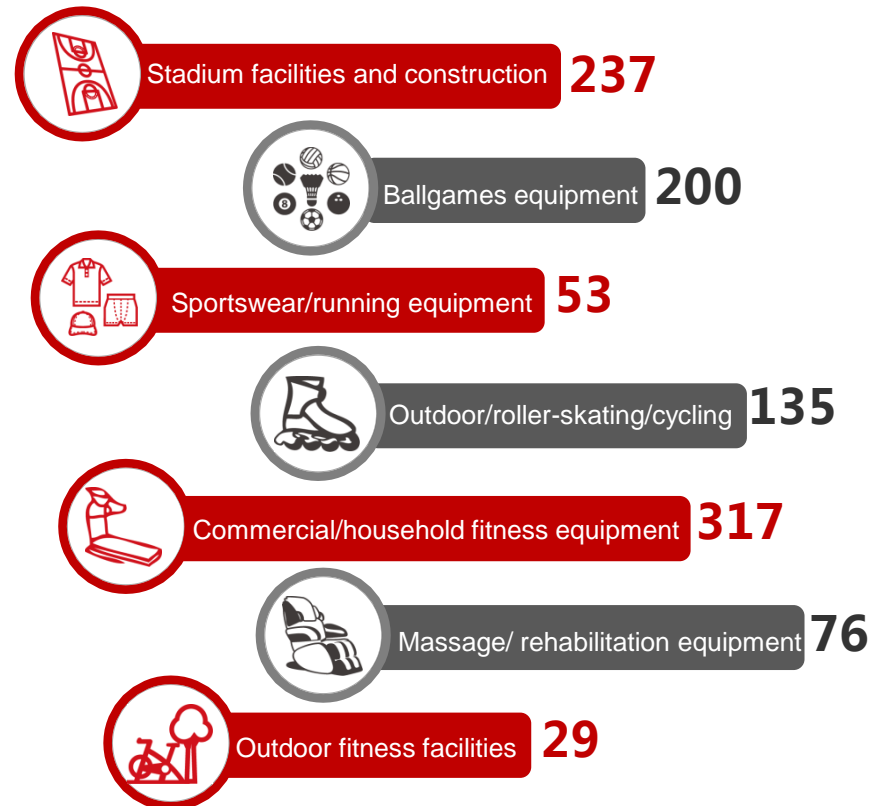
### 1. Comparison of number of exhibitors



### 2. Comparison of net exhibiting areas

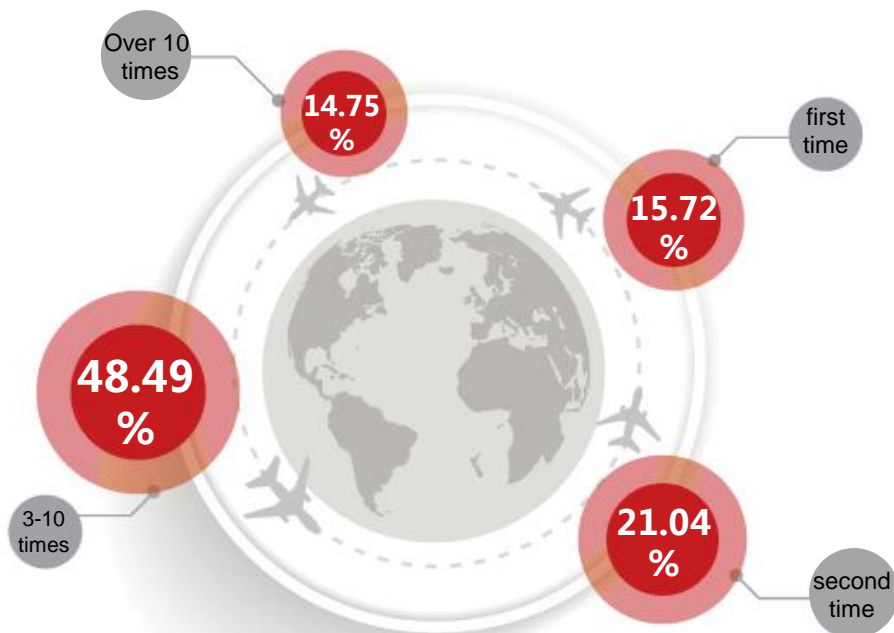


### 3. categories of exhibitors (in number of exhibitors)

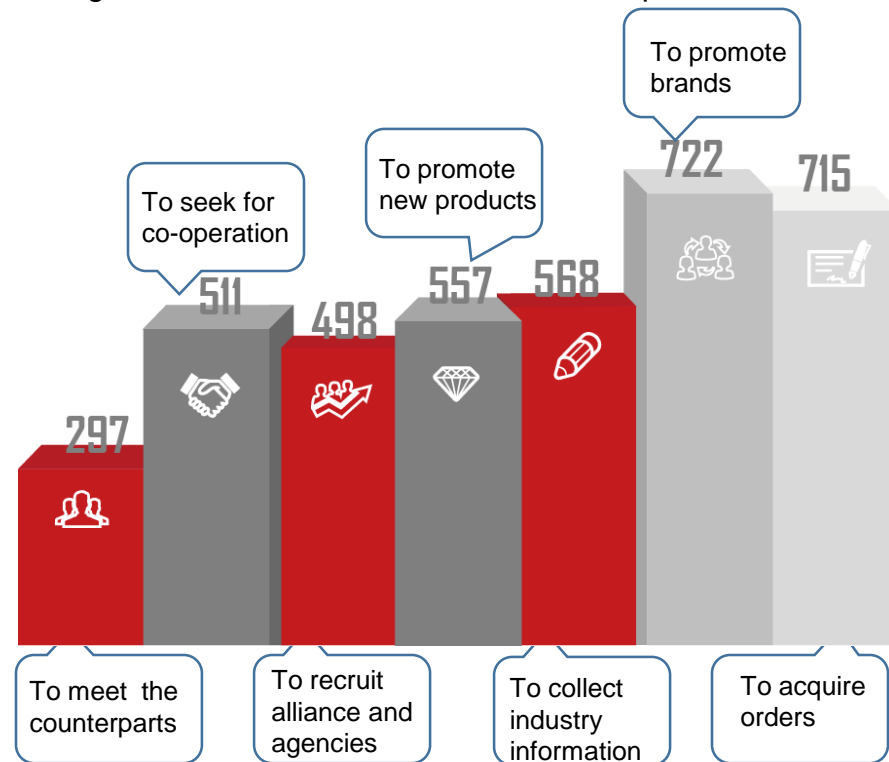


## Statistics of Exhibitors

4. Attendance by previous exhibitors

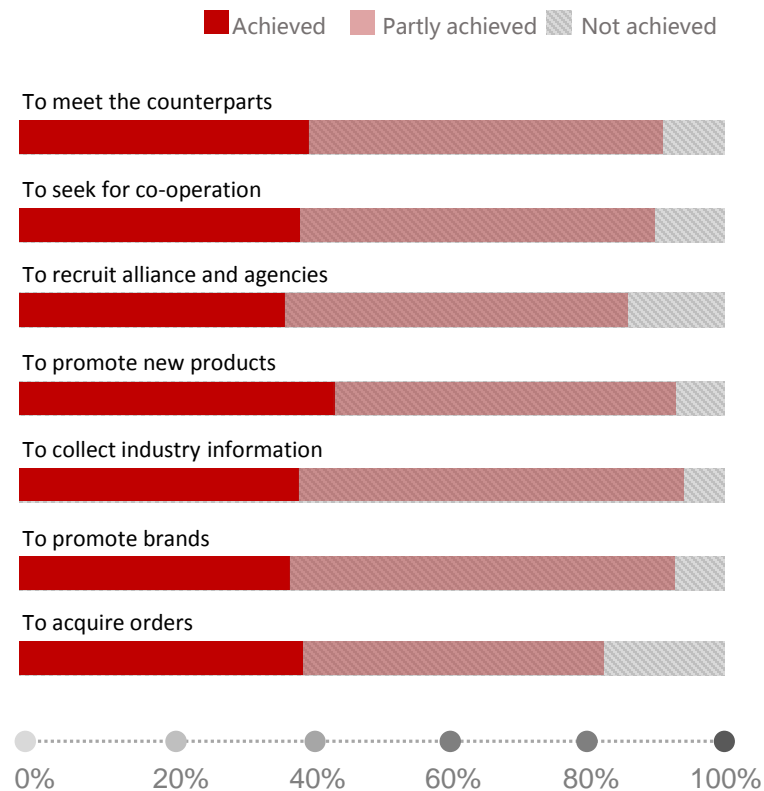


5. Target of exhibitors' attendance to China Sport Show 2016

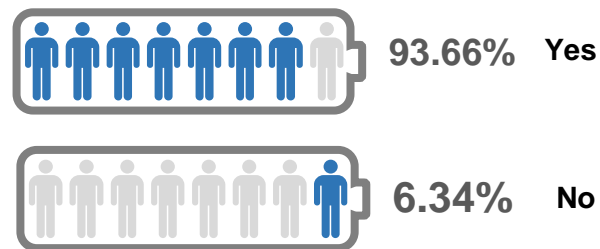


## Statistics of Exhibitors

### 6. Fulfillment of targets

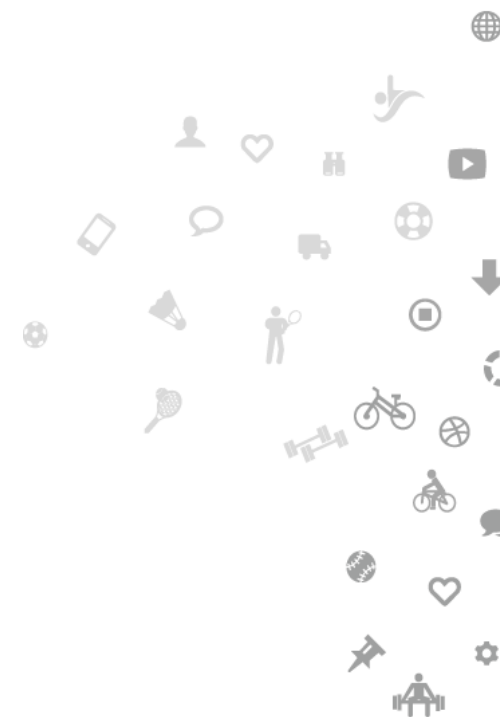
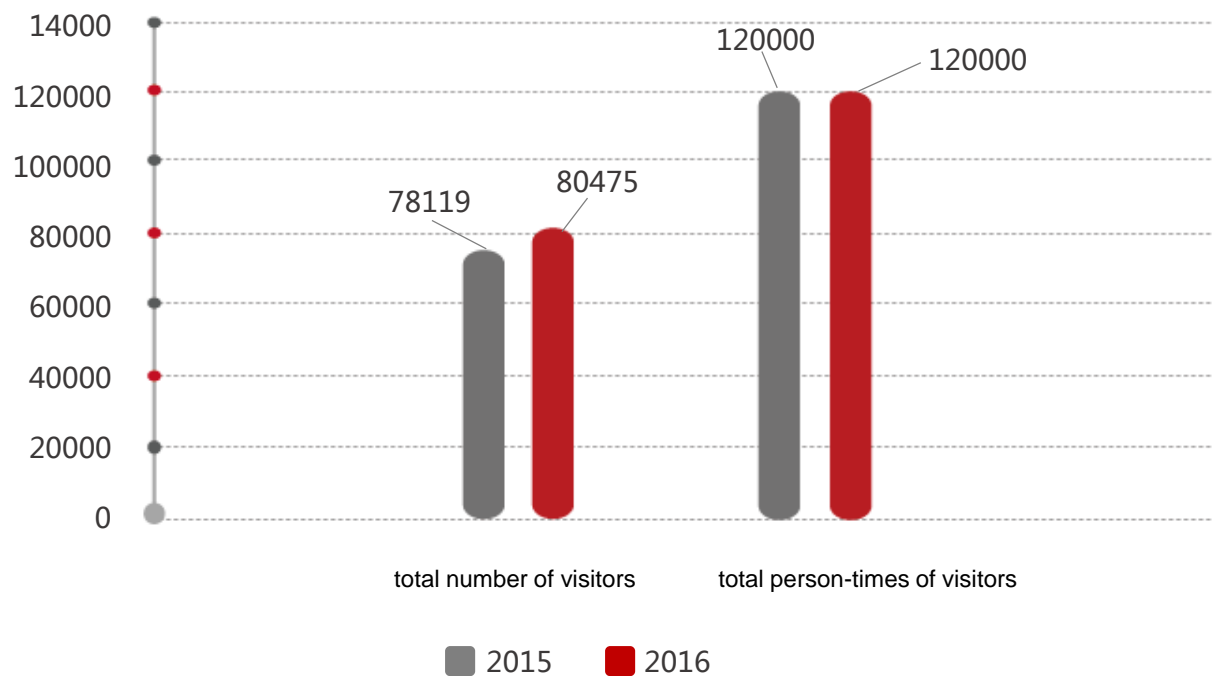


### 7. Exhibiting intention of next year



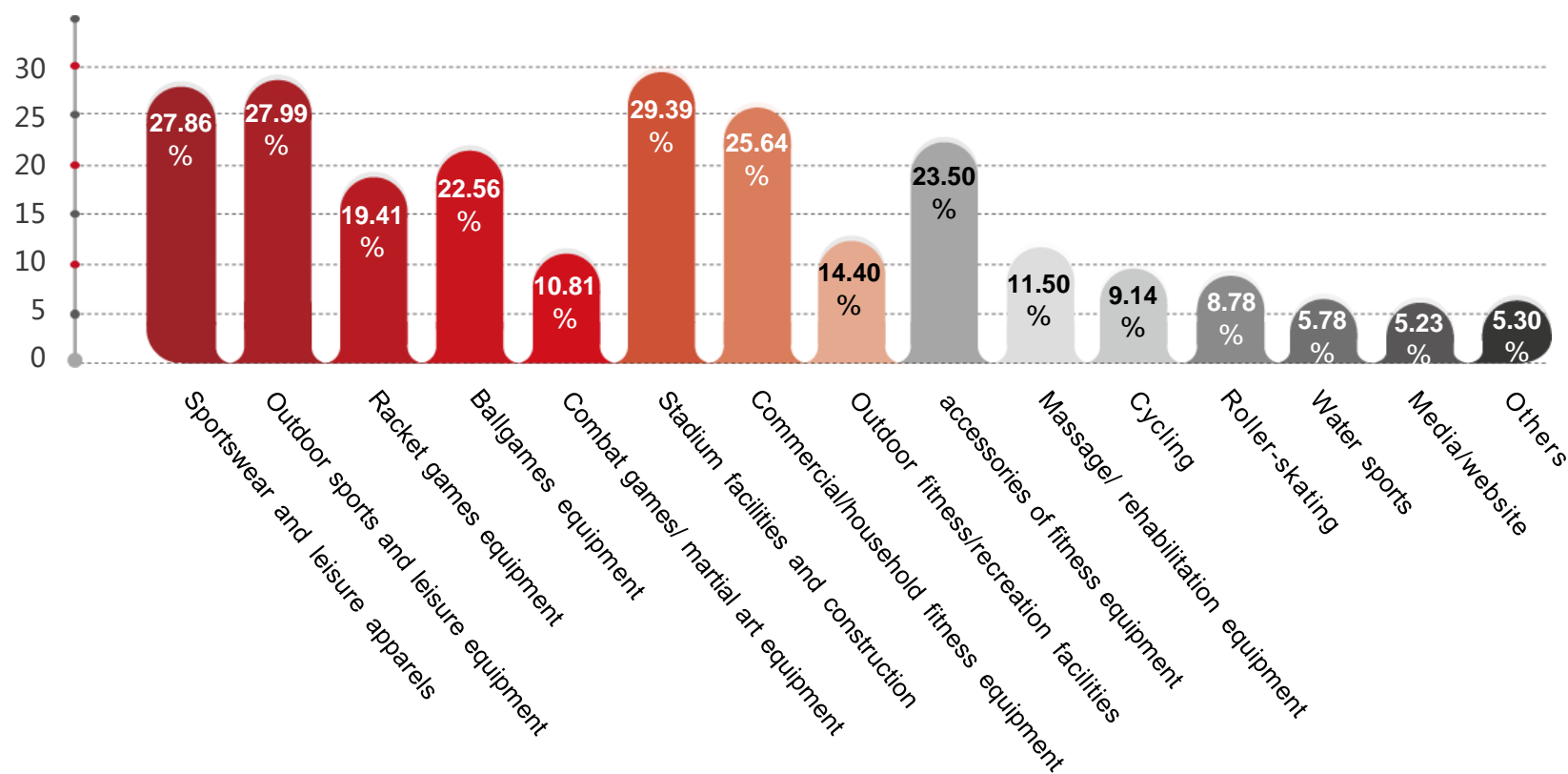
## Statistics of Visitors

### 1. Comparison of attendees



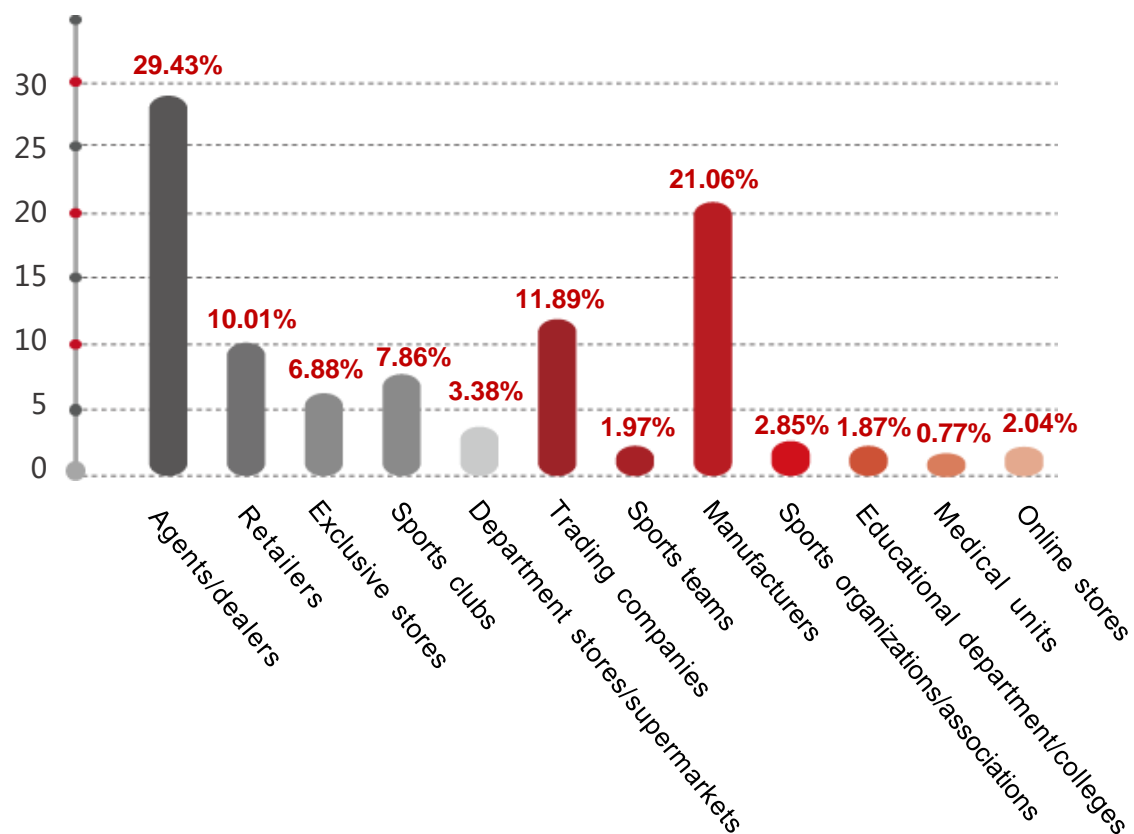
## Statistics of Visitors

### 2. Categories of exhibits that the visitors are interested in



## Statistics of Visitors

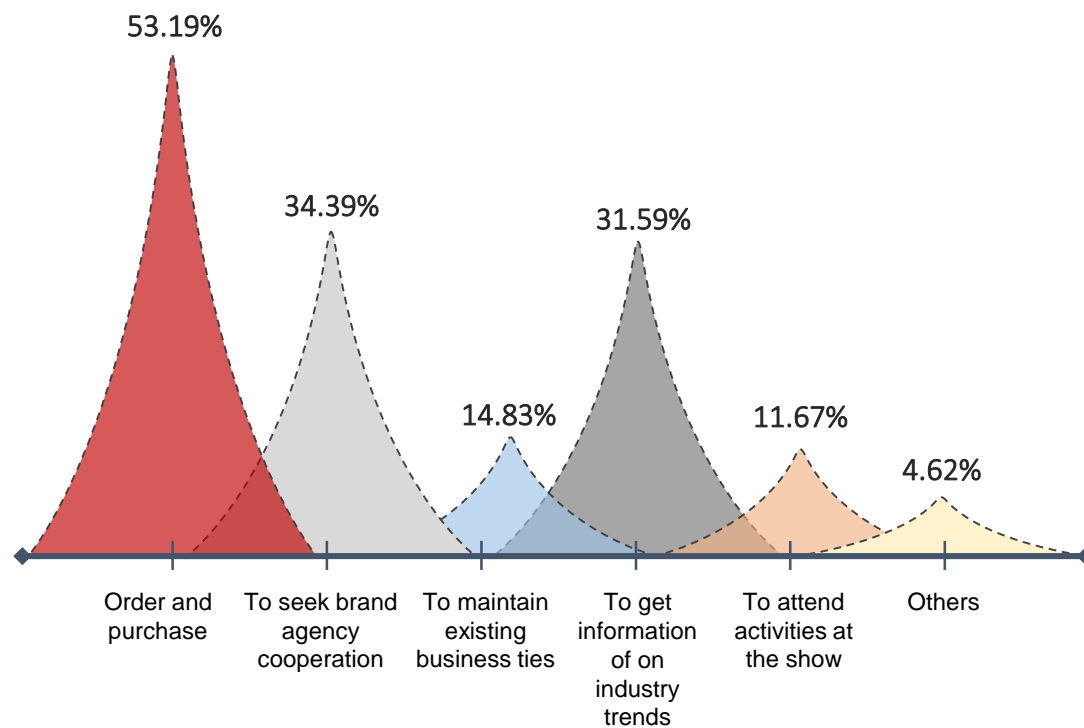
### 3. Categories of visitors



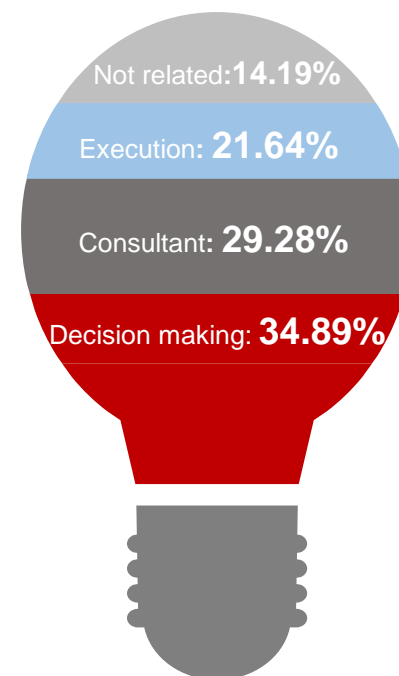


## Statistics of Visitors

### 4. Visiting intentions

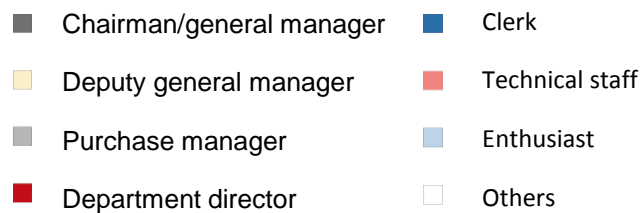
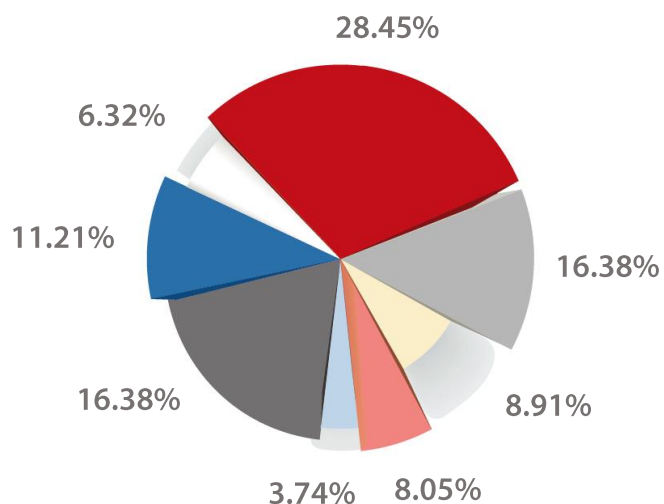


### 5. Position in purchase process

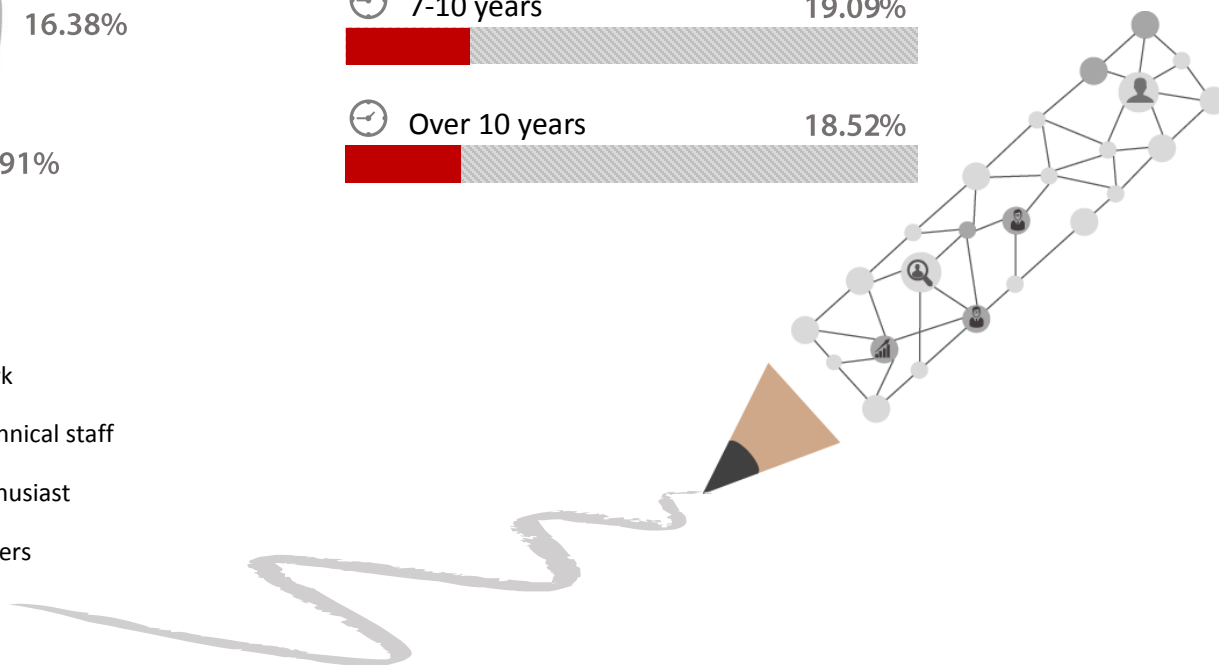
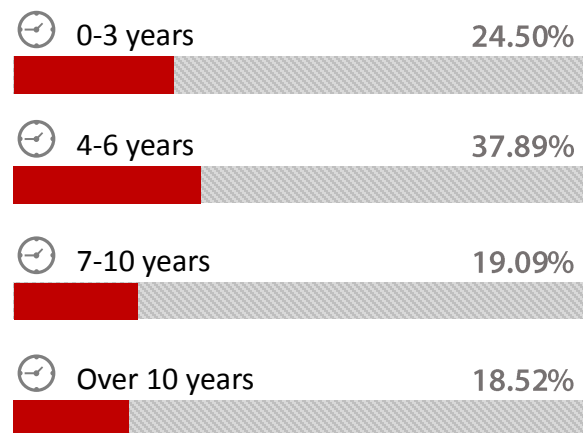


## Statistics of Visitors

6. Position of visitors

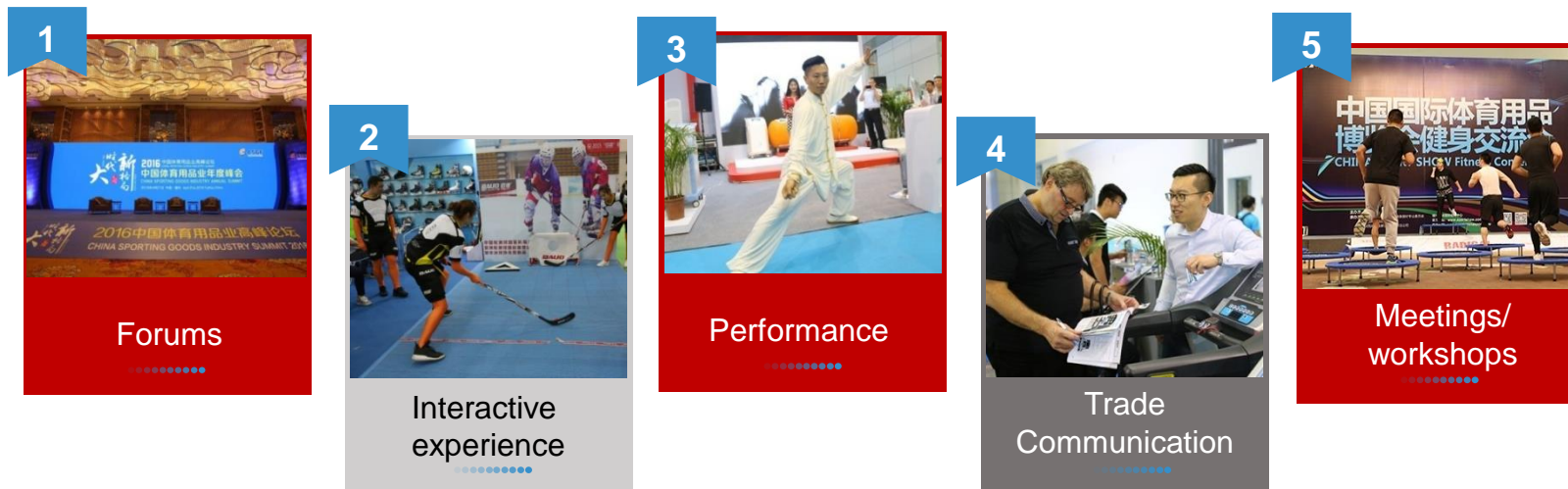


7. Duration of visitors working in the industry



## On-site Events

5 categories



During China Sport Show

2016, there are **33 events**

held in the above mentioned categories.

**7** cooperative events

**3** meetings and workshops

**5** self-management events

**1** visitor oriented event

**17** events held by exhibitors/sports organizations

## On-site Events



2016 SPORT



CHINA  
SPORT SHOW



2016 SPORT



## On-site Events

### Forums

3 forums

1

China Sporting  
Goods Industry  
Annual Summit

2

China Sporting  
Stadium  
Development  
Forum

3

China Fitness  
Industry Forum

First year to try  
"pay to enter" mode

Price system

Range of  
Attendees

Way of billing

Conference  
services

Mature system for  
forums

Representatives of  
International industry  
federations

Representatives  
of industry  
associations

Renowned economists

Leaders of  
government  
department in  
charge

Researchers

Representatives of investment  
organizations



39 Speakers attended

discussed hot topics of sporting goods  
and sports industry in forms of official  
speeches, industrial report, keynote  
speech or focus dialogs



## On-site Events

China Sport Show Fitness Conference

3 days seminars

10 lecture rooms

2584 m<sup>2</sup> in area

97 class hours in total

42 instructors

**ACSM, NSCA, NASM, ACE course instructors;**

**Fitness coaches of Team China;**

**Physical therapists;**

**Group fitness instructors**



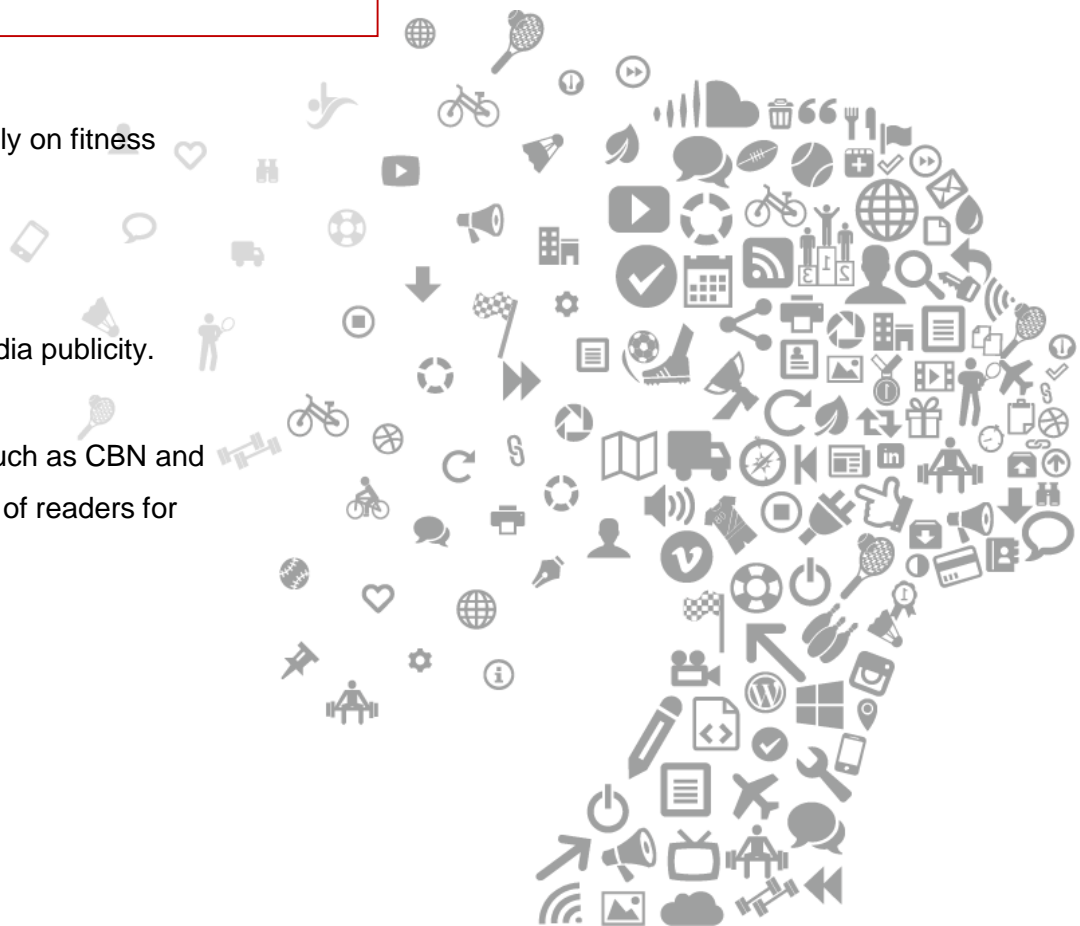
400+ attendees

## Media Publicity

## 1. Overview

545 original manuscripts were published for China Sport Show 2016, flat with last year.

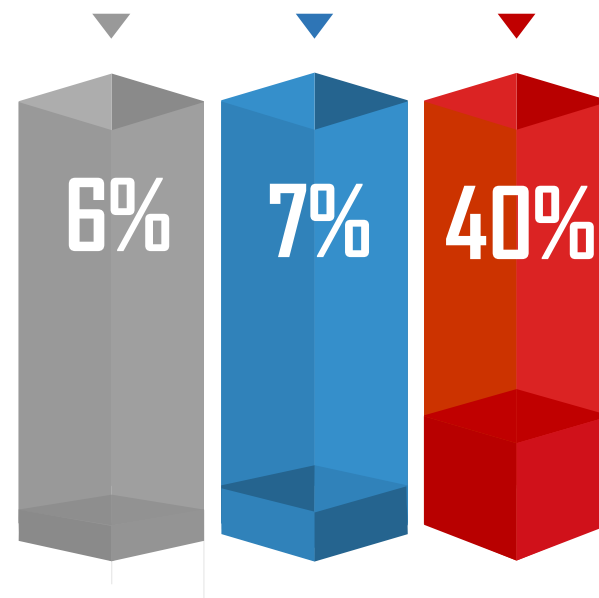
- ▶ **49** articles on forums, **14** more than last year, mainly on fitness forum and stadium development forum.
- ▶ **37** series reports to emphasize on the depth of media publicity.
- ▶ Co-operated with financial and economic media, such as CBN and we-media of some renowned economists. Number of readers for certain single article reached **25,000+**



## Media Publicity

### 1. Overview

- ▶ 37 series reports, 6% more than last year
- ▶ 203 articles on day-to-day report, 7% more than last year
- ▶ 49 articles for forums, 40% more than last year





## Media Publicity

### 2. Report of Mainstream Media



CCTV5

CHINA SPORT SHOW



Sports media

CHINA SPORT SHOW



News Agency

CHINA SPORT SHOW



Portal sites

CHINA SPORT SHOW



CBN

CHINA SPORT SHOW



Local Media in Fuzhou

CHINA SPORT SHOW

## Media Publicity

### 3. We Media Value-added Services --wechat official channel

Trying media publicity value-added services for the first time, the organizer got 16 publicity contract signed with exhibitors.

Some high-quality original articles got over 10,000 page viewers on wechat official channel of China Sport Show.



Figure 1. Fujian Yizhun

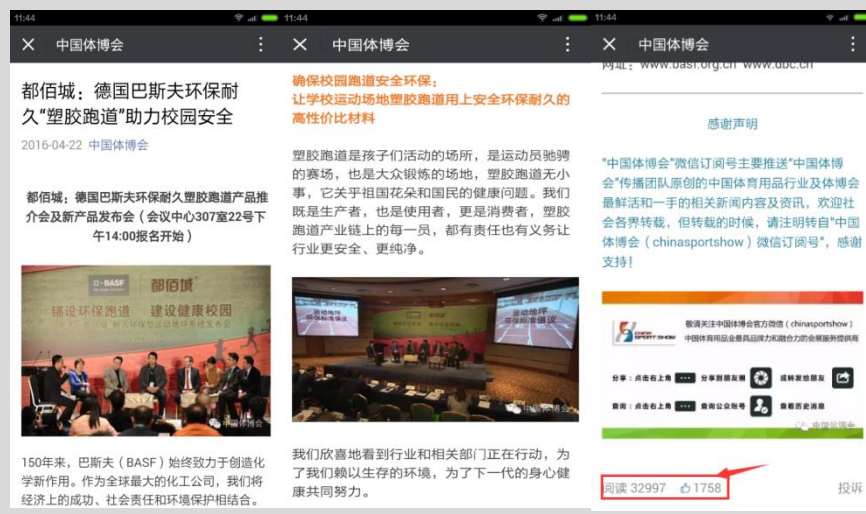


Figure 2. Shanghai Baicheng



## Media Publicity

### 4. We Media Value-added Services--official website and self-operated paper media



The contracted exhibitors got a chance to locate their advertisement on marked position of official website and the only official paper media on-site of China Sport Show.

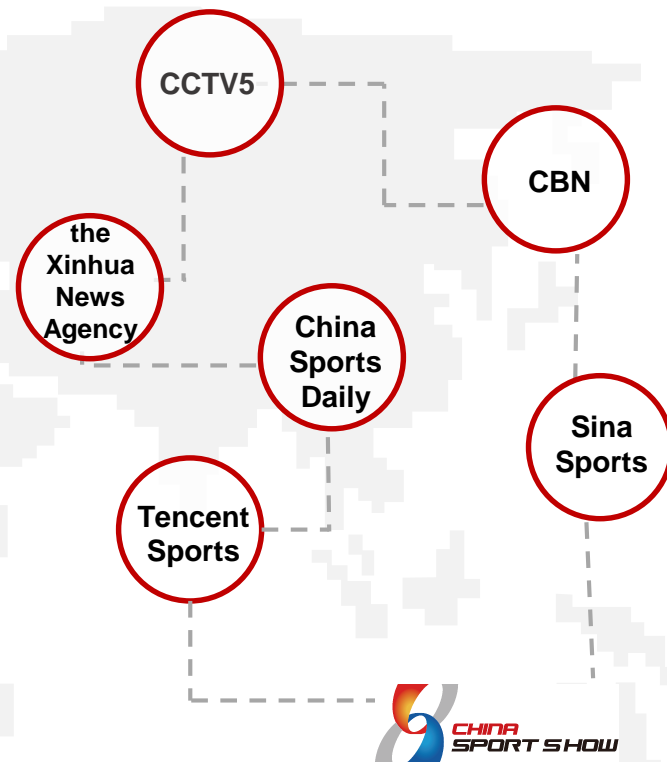




## Media Publicity

### 5. Cooperate Media Value-added Services

The contract exhibitors also got media publicity on mainstream media such on CCTV5, CBN, the Xinhua News Agency, China Sports Daily, Tencent Sports, Sina Sports, etc.



( Figure1. Exhibitor and brand exposure on mainstream media )

Thank you for your support

---

See you in Shanghai in 2017

23rd(Tuesday)-25th(Thursday) May 2017

National Exhibition and Convention Center (Shanghai)

Address: 168 East Yinggang Rd. Qingpu District, Shanghai

