

0-18 ages

didac China

Education and Kids Expo

1-3 Oct 2020 SWEECC

Shanghai World Expo Exhibition & Conference Center
1099 GuoZhan Rd. Pudong

www.didac-china.com

**GATHERING OF ALL THE
RIGHT PERSON IN
ONE PLACE!**

Exhibition Highlights

Welcome to a world with unlimited possibilities

1. Covid Special Package

(Only Applicable for exhibitors from the countries where the entry bans apply)

Under current challenging situation, Covid package allows you to broaden business circles **in a much safer, cheaper way.**

2. Professional Online Expo Platform

Having successfully attracted **110,000 local distributors, schools & online viewers** during our 1st online expo, didac has built up a professional platform for exhibitors to promote their brand online, **in addition to the offline expo.**

3. Maximal Brand Exposure

Obtain maximal brand recognition from **30,000 offline buyers**, and **50,000 online viewers** via didac online platform.

Exhibition Overview



Estimated

Total Space

20,000 m²



Estimated

Exhibitors

300+



Estimated

Visitors

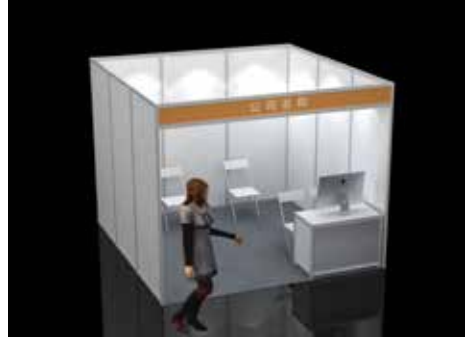
30,000+

Covid Special Package

(Only Applicable for exhibitors from the countries where the entry bans apply)

Due to the influence of COVID-19, didac offers foreign exhibitors the opportunity to participate didac offline expo virtually.

By choosing this package plan, each exhibitor will have a standard booth at Shanghai, SWEECC, from Oct 1st to 3rd, with **amazing features** as following:



- + Connect with local/expat **BUYERS** via zoom (**Translation available**)
- + Display your logo, images, company profiles in the booth & **didac online platform**
- + Collect name cards, distribute your pamphlets, with our team's help
- + Get immediate feedback or support from supporting staff

didac online platform demo



Exhibitors

New Layout, New Feature

Connect with 300+ Innovative brands



Organized by:

Hoer International Fairs Group
China Association of Trade in Service

Supported by:

Shanghai Best & More Exhibition Co.Ltd.
Shanghai ZhiYi Exhibition (SuQian)
GuangZhou Aoger Exhibition

Our partners:

Worldidac Association
Worldidac Asia
Mir Detstva | Didac India
EduTech Philippines
Italian Chamber of Commerce
Baidu | SmartShanghai | Bon App | TouTiao

Exhibition Range



+ Education Products

Toys/Plush
Stem/Coding/Robotics
Learning APP
E-Learning
Games/Books
Artcraft
Bicycle/Skooter/Pool
DIY/Creativities
Kids' Furniture
Presentation Technologies

+ Global Education

Study Abroad & Service
Vocational schools/Universities
Preschool Education Institutes
Summer Camps/Schools

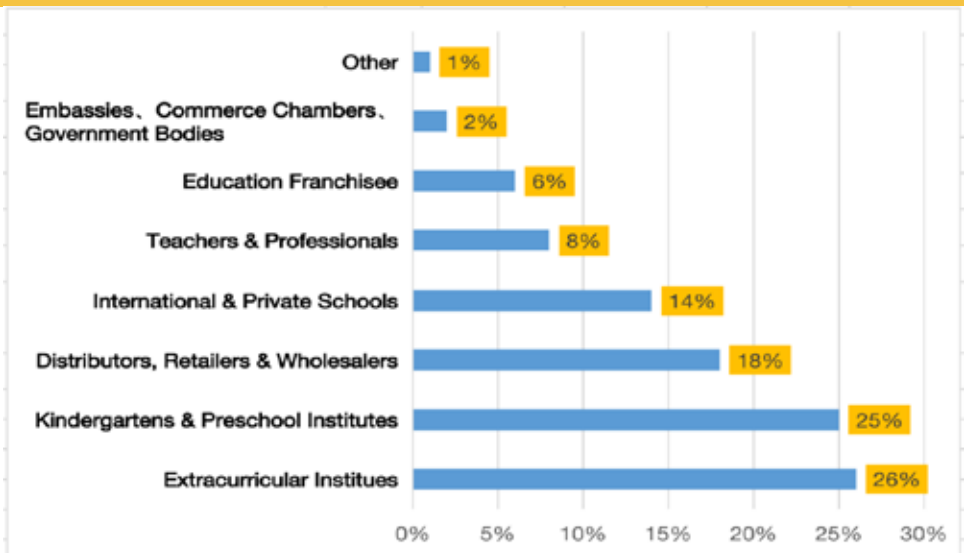
+ Education Services

Tech Solutions
School Management Tools
Hospitals/Insurance
Logistic/Sanitary/Safety
Testing/Psychological Advisory

Buyers Profile

**Come and Meet
30,000+ Local &
Expat Buyers**

- + Distributors, Retailers & Wholesalers
- + Local and Expat Families
- + Kindergarden, Private & International Schools
- + Educators, Professionals & Decision-Makers
- + Extracurricular institutes
- + Teacher and Professionals
- + Embassies, Commerce Chambers, Government Bodies



MAXIAML Media Coverage on 350 channels

Online Media - Baidu Ads

During last expo, we had 2,549,564 impressions, PLUS 19,605 clicks **over 3 days** on Baidu Ads



Toutiao & Google & Wechat News feed Ads



ABOUT ORGANIZER

Shanghai Best & More Exhibition, parent company of didac China, develops quality trade fairs and events promoting products, service and adventures for families (ages 0 - 18) . Its objective is to produce trade shows and events that enable kids and teenagers to get in touch with the best products and experience for educational purpose. Successful trade shows include China Machine Expo, Huaxia Home Expo.

In partnership with German Consulate and expat communities, the Shanghai German Christmas market witnessed over 110,000 visitors each year. It was also rated as Shanghai's No.1 Christmas market by Smartshanghai and DianPing.

Shanghai German Christmas Market® Show Profile

All the Right People in One Place

Total Attendance: 126,750

Expats: 45,550

Families: 82,300

Chinese Families: 50,240

Expat Families: 32,060

Countries of Origin

Represented: 65

Exhibitors: 230

Exhibit Booths: 148

Media: 350

Exhibition Fee

Discount Package (3mx3m)
900 USD/booth

(Only applicable for foreign exhibitors who are not able to come in person)

* Standard Booth (3m*3m)

Price included: Display Board, Reception Desk, 1 table, 4 chairs, 2 spotlights, 5A/220V Power plug & Socket, **1 desktop computer, translation fee**

Organizer:

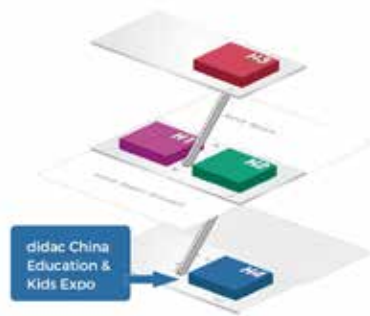
Hoer International Exhibition Group
China Trade in Service

2020 Show Schedule Exhibitor

Setup Sep. 29 - 30

Trade Show Oct. 1 - 3

Dismantle Oct 3



Location

SWECC - Shanghai World Expo Center
1099 GuoZhan Rd. PuDong



Explore the largest
education market
you can ever dream of!



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Hoer International Fairs Group

Shanghai Best & More Exhibition

A: T3/1016, 166 MinHong Rd. MinHang district, Shanghai

T: +86 21 5471 6885 | 5471 7208 E: info@didac-china.com