

EXHIBITOR INFO

*go plantopia!*

ECO DESIGN FAIR 2017

2017.11.10-12, 2017 KIC Plaza 创智天地

ORGANIZED BY



[www.ecodesignfair.cn](http://www.ecodesignfair.cn)

## About Eco Design Fair

**Eco Design Fair** is a grass-roots community event showcasing sustainable innovations and design in Shanghai. Each event draws national and international attention to Shanghai's unique intersection of art, commerce, and sustainability. Started in 2008, the Eco Design Fair is the city's first initiative to provide the general public with green tools to support restorative, environmentally-positive design and lifestyles. When it comes to anything eco, sustainable, organic and healthy in Shanghai, Eco Design Fair is the only expert you need.

国际生态创意市集是一个草根社区活动,旨在向大众消费者展示环保设计师的风采以及他们设计的环保产品。它同样也是上海第一个以此为主题的集市,为社区提供绿色环保的工具来提倡健康的、环保的设计和生活方式。



Eco Design Fair has inspired

73,000

visitors in the last 8 years

94%

would buy from companies associated with Eco Design Fair

**Eco Design Fair is a valuable resource for eco products and businesses in Shanghai.**

**Eco Design Fair successfully promoted sustainable lifestyles.**

91%

of visitors were inspired to act greener

**Visitors sustainability concerns**



**Eco Design Fair has an influence on visitors' consumption behaviour for products to lead a healthy and green lifestyle.**

89%

would buy more sustainable products

## Go Plantopia

**Eco Design Fair 2017**, in our 9th year in Shanghai, inspires and empowers consumers, communities and businesses to **Go Plantopia**. This year's event showcases the wide variety of plant-based options available and inspires visitors about healthy, eco-friendly lifestyle and animal protection options in order to create a better world for next generations. From vegan foods to cruelty-free products to interactive activities and fun performances, you will discover the benefits of plants for your body, mind and the planet.

The Eco Design Fair 2017 is organised by **Eco Design Fair, Green Initiatives and VeggieDorm**.

今年的国际生态创意市集将会为消费者、社区和商家全方位呈现“植物理想世界。”市集上会展示丰富多样的“植物性选择”，向参会者传递更加健康、绿色、有机、环保和对地球生命有益的永续生活方式，从而为我们的子孙后代创造一个更好的世界。届时，你可以品尝到纯素美食和健康农产品，买到无动物试验的“零残忍产品”，深度参与现场互动，欣赏到美轮美奂的演出，从而探索植物性/蔬食生活方式如何造福你的身体、内心以及整个地球。



## Inspiring and Connecting the Community

Each Eco Design Fair event is a dynamic retail and educational environment attracting people from around Shanghai eager to learn about green and healthy living, and seeking earth-friendly alternatives in food, energy, transportation, clothing, wellness, home, garden, finances and more.

每届生态环保设计展都是一个大型的动态零售终端和具有环保意境的教育环境，吸引来自上海各个区域那些渴望了解“绿色”和健康生活并一直不断找寻在食品、能源、交通、穿着、健康、家庭、花园、资产等等领域的实用环保方案的人们蜂拥而至。



**ECO MARKETPLACE**  
生态生活市集



**FRESH TASTES MARKET & FARMER'S MARKET**  
素食美食和农贸市场



**ECO STAGE**  
生态舞台



**ECO KIDS**  
生态儿童乐园



**ECO FORUM & WORKSHOPS**  
生态论坛会和工作坊



**ECO ART & EXHIBITS**  
生态艺术观展示

**ECO MARKETPLACE**  
INDEPENDENT . ARTISAN . QUALITY LIFESTYLE BRANDS



**FRESH TASTE MARKET & FARMER'S MARKET**  
LOCAL . URBAN FARMING . VEGAN FOOD & BEVERAGES

# SHARING & MAKING

INFORMATIVE FORUM . HANDS-ON WORKSHOPS



**INTERACTIVE**  
LIVE PERFORMANCES . DEMONSTRATIONS

# INSPIRING

PHOTO BOOTH , ON SITE ART EXHIBITS & INSTALLATIONS



**FORWARD THINKING**  
5 R AREA . ECO KIDS CORNER . CLEAN AIR BIKE RIDE



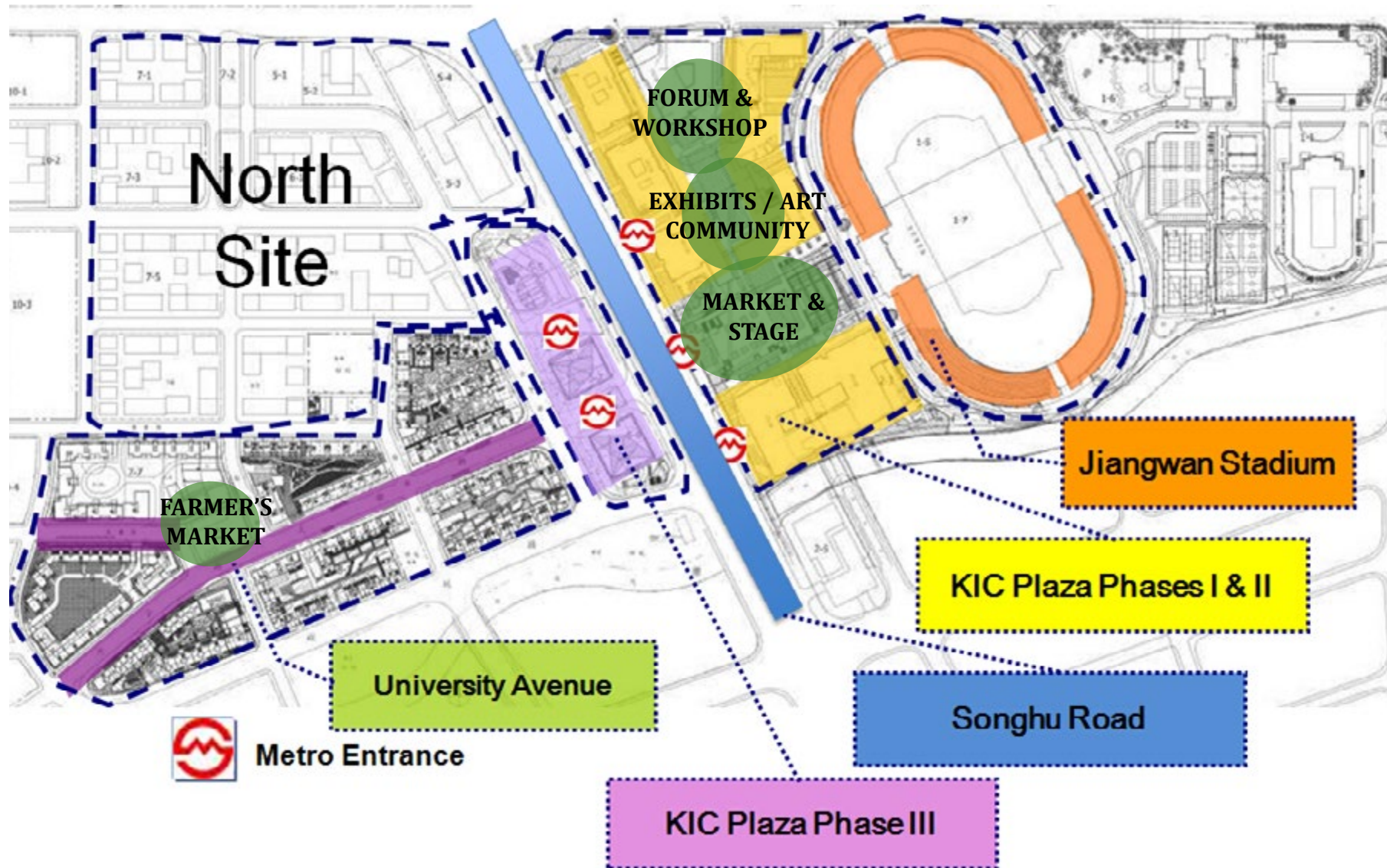
## Unique Innovative Venue

**KIC (Knowledge and Innovation Community)** is home to offices, learning complexes, exhibition halls, and conference facilities, a truly innovative live-work-play community. KIC Plaza is home to offices, learning centers, exhibition halls and conference facilities. KIC Village provides accommodation and recreational facilities, and KIC Tech Park boasts R&D related activities.

The majority of Eco Design Fair's activities will take place in the KIC Plaza public squares and conference center. The farmer's market will be held on University Street.

创智天地位于上海杨浦区的城市副中心，经过十年的积累，现在已经成为上海重要的知识高地和创新力之源。这里拥有天赋优势，超100亿的投资规模，近80万平方米规划面积，由杨浦区政府与瑞安房地产联手打造。





290 Songhu Road, KIC Plaza 上海市杨浦区淞沪路290号创智天地下沉式广场  
Subway Jiangwan Stadium Station, Line 10 地铁江湾体育馆站10号线

## Dedicated Outreach

Getting involved in this high-profile event can help you achieve your advertising and marketing goals and will highlight your commitment to our environment, community and economy. The Eco Design Fair attracts extensive national and international media coverage that has highlighted our organization as the forefront of the sustainability movement in China and resulting in millions of marketing impressions in recent years. The Eco Design Fair is a 3-time winner of the That's Shanghai Best Green Initiative Award (2011, 2012, 2013).

国际生态创意市集将提供非常引人注目的广告和营销机会。环保设计展已吸引了众多国内外媒体报道的主流，媒体对生态环境的保护覆盖带来了数百万的市场感受。生态环保设计展又被《That's Shanghai》授予“2011年，2012年，2013年Best Green Initiative Award”奖，不甚荣幸。



## Media Partners



English Media Platforms

Chinese Media Platforms

## Marketing Strategy

5,400

**\*Average Monthly  
Website Visits**

2,600

**\*Average Monthly  
Website Unique Visitors**

20,600

**\*Average Monthly  
Website Pageviews**

00:05:49

**\*Average Monthly  
Website Visit Duration**

5,100

**\*English & Chinese  
Newsletter Subscribers**

75,600

**\*WeChat & Sina Weibo  
Followers**

1,600

**\*Meetup & Facebook  
Followers**

3.1M

**\*Annual Media Coverage  
Value in RMB  
(Print/Broadcast/Social  
Media)**

120

**Media Attendees to  
On-site VIP Events**



# Sign Up & Be Seen

## Join the Eco Design Fair 2017 as an Exhibitor!

Green consumers - those interested in eco-friendly and healthy living - have become a driving force behind how many companies do business in China. They are creating a new economy based on corporate/consumer responsibility and ecological sustainability.

## Targeted. Reach Out.

The Eco Design Fair exposes you to a targeted and highly motivated audience in a cost effective way. Whether the goal is to increase sales, launch a new idea, provide information or position your brand at the forefront of the competition, your potential customers are delivered directly to you at each event.



Scan QR code for  
EDF2017 Exhibitor Sign-up

# Exhibitor Criteria

1

Products and/or services on display at the Eco Design Fair **MUST promote environmental responsibility** or contribute to a sustainable future through design, construction and operation.

2

All exhibitors at the Eco Design Fair 2017 **MUST provide non-animal products ONLY**. No meat, fish, seafood, egg, dairy, honey, fur, leather, silk and other animal products. Alcohol, garlic, onion & scallion-free is suggested but not compulsory. Please refer to us for further info. All food & beverage exhibitors MUST have valid food safety license in order to join the event.

3

Minimum of 10% of your booth display must show **why & how your product or business practices are sustainable**. Display ideas could include product material samples, video, demonstrations, hand-outs, and etc.

4

**Exhibitors must incorporate two or more of the following Eco Criteria categories:**

ORGANIC/ECO - Reduced Chemical Content / Environmentally Friendly Materials

UPCYCLED/RECYCLED - Re-Use and Waste Reduction

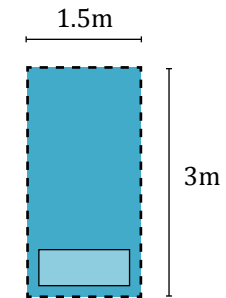
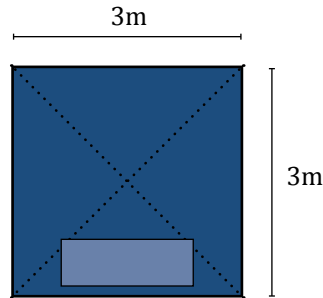
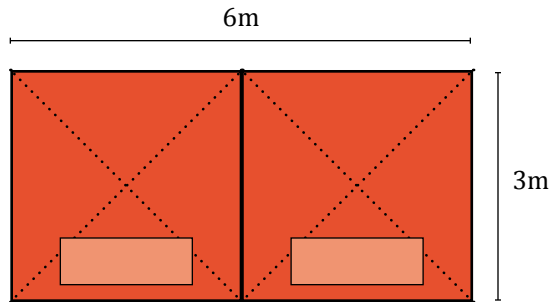
FAIRLY MADE - Fair Working Conditions

ENERGY EFFICIENT - Reduce Energy Use / Renewable Energy Sources

HOMEGROWN - Locally Sourced Materials & Labour

LOHAS - Promote Life of Health and Sustainability

## Exhibitor Booths . Brands



### Premium Booth

Showcase of the industry's leaders in a prominent location for highest foot traffic

3m x 6m tent, end cap location only  
2 x 1.8m tables with tablecloths and 2 chairs  
4kW electricity hook-up <sup>1</sup>  
Eco directory full page ad (worth RMB 1,450)

**3 DAYS RENTAL**

**RMB 3900** <sup>2</sup>

### Standard Booth

A collection of exciting and creative eco-conscious products and services

3m x 3m tent  
1 x 1.8m table with tablecloth and 1 chair  
1.5-3kW electricity hook-up extra <sup>1</sup>  
Eco directory basic listing (worth RMB 250)

**3 DAYS RENTAL**

**RMB 1650** <sup>2</sup>

### Basic Booth

Curated collection of the industry's most innovative small brands and fledging designers

1.5m x 3m space <sup>3</sup>  
1 x 1.2m table with tablecloth and 1 chair  
Eco directory basic listing (worth RMB 250)

**3 DAYS RENTAL**

**RMB 900** <sup>2</sup>

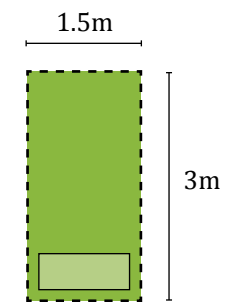
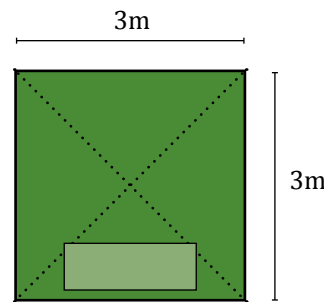
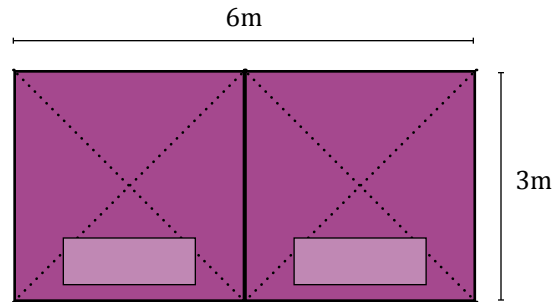
<sup>1</sup> Premium Booths with electrical usage 4-6kW will be charged RMB 200/day. Standard Booths can add 1.5-3kW electrical hook-up for RMB 100/day.

<sup>2</sup> Booth fee listed does not include the 500RMB deposit. Deposit is paid with your booth fee and will be returned within 2 weeks after the event, conditions pending. 6% tax to be added if fapiao is required.

<sup>3</sup> Basic Booths share a 3m x 3m tent. Limited number of Basic Booths located in special "Fresh Starts" area for first-time EDF exhibitors and/or new brands.



## Exhibitor Booths . F&B + NGO



### Premium F&B Booth

Showcase of the f&b plant-based leaders in a prominent location for highest foot traffic

3m x 6m tent, end cap location only  
2 x 1.8m tables with tablecloths and 2 chairs  
4kW electricity hook-up <sup>1</sup>  
Eco directory full page ad (worth RMB 1,450)

**3 DAYS RENTAL**

**RMB 4800** <sup>2</sup>

### Standard F&B Booth

A diverse collection of delicious local, eco-conscious food and drink products

3m x 3m tent  
1 x 1.8m table with tablecloth and 1 chair  
1.5kW electricity hook-up <sup>1</sup>  
Eco directory basic listing (worth RMB 250)

**3 DAYS RENTAL**

**RMB 2100** <sup>2</sup>

### NGO Booth

Curated collection of ecological local and International non-profit organizations

1.5m x 3m space <sup>3</sup>  
1 x 1.2m table with tablecloth and 1 chair  
Eco directory basic listing (worth RMB 250)

**3 DAYS RENTAL**

**RMB 300** <sup>2</sup>

<sup>1</sup> Premium F&B Booths with electrical usage 4-6kW will be charged RMB 200/day. Standard F&B Booths can add 1.5-3kW electrical hook-up for RMB 100/day.

<sup>2</sup> Booth fee listed does not include the 500RMB deposit. Deposit is paid with your booth fee and will be returned within 2 weeks after the event, conditions pending. 6% tax to be added if fapiao is required.

<sup>3</sup> NGO Booths share a 3m x 3m tent. Limited number of NGO Booths all located in special Community area.



# Exhibitor Add Ons

## Eco Fashion Show

**If you are a brand making waves in sustainable fashion, why not give your brand maximum exposure by showcasing your eco collection in a runway show?** Timing: Saturday & Sunday, 13:00/17:00 each day

## Eco Kids Area

**Educate the kids with playful and interactive activities revolving around nature and green-living strategies!** Join us and help make a positive planetary impact by sponsoring our kids activities for future responsible leaders. Be a mini chef, mini artist or mini musician.

Timing: Saturday & Sunday, 11:00-18:00 each day



# Exhibitor Add Ons

## Eco Forum & Workshop

Are you an industry expert, health & wellness practitioner, educator, skilled artisan, or a chef? **Get involved in the eco forum or teach a workshop to share your knowledge to the community and be credited across our publicity!** Timing: Friday, Saturday & Sunday, all day

## Product Gift Sponsors

**Increase your brand exposure by sponsoring products** to be gifted to invited media and VIP visitors during press event and event days. Sponsorship can be samples, promotional offers, and any other branded promotional item related to your company. Credit in eco directory guide as gift sponsor.

For details and rates of other sponsorship and advertising opportunities, contact [sponsorship@ecodesignfair.cn](mailto:sponsorship@ecodesignfair.cn)

# Eco Directory

The Eco Design Fair Eco Directory is an online bilingual listing of premiere eco goods, services and destinations in Shanghai. Links to the directory will be provided at the event and promoted by various mediums.

Participating local and international eco businesses, organisations and designers are screened using our Eco Criteria to ensure all exhibitors embody the values of sustainability and social justice. Transparency is important to our visitors, fellow exhibitors, media members and to the Eco Design Fair to continue as the premium sustainable event in Shanghai.

往届展会各项活动，包括自本地及国际的环保公司，组织和设计师均采用了环保标准来进行筛选其参与资格。为了保证所有的展商都具有可持续发展性和社会公正性，此独特活动仅限于具有环保产业设计的公司。[www.ecodesignfair.cn/directory](http://www.ecodesignfair.cn/directory)



# Eco Directory Advertisement



## Basic Directory Listing 250RMB

Includes Company Name, Company Website, Shanghai Main Retail Store, EDF Eco Criteria listed within ONE product category. Each additional category listing is 80RMB.



## 1/2 Page Ad 780RMB

Landscape ad, 105mm x 148mm. Includes Basics Directory Listing items. Company to provide ad design in tiff/PSD/PDF format, min 300dpi with 3mm bleed.



## Full Page A5 Ad 1,450RMB

Portrait ad, 210mm x 148mm. Includes Basics Directory Listing items. Company to provide ad design in tiff/PSD/PDF format, min 300dpi with 3mm bleed.

## Double Page Ad 2,350RMB

Landscape ad, 210mm x 296mm. Includes Basics Directory Listing items. Company to provide ad design in tiff/PSD/PDF format, min 300dpi with 3mm bleed.



## Center Double Page Ad 4,200RMB

Landscape ad, 210mm x 296mm, at the center of Directory. Only one ad available. Includes Basics Directory Listing items. Company to provide ad design in tiff/PSD/PDF format, min 300dpi with 3mm bleed.

## Event Summary

**ECO DESIGN FAIR 2017** **第九届国际生态创意市集**  
**Go Plantopia** **植物理想世界**

Marketplace / Performances / Forum / Workshop /  
Kids Area / Photo Booth / Art Installations

生态生活市集 / 素食美食和农贸市集 / 生态舞台 / 生态儿童乐园 / 生态论坛会和工作坊 / 生态艺术观展示

November 10, 2017 11:00-20:00

11月10日2017年 11:00-20:00

November 11, 2017 11:00-20:00

11月11日2017年 11:00-20:00

November 12, 2017 11:00-18:00

11月12日2017年 11:00-18:00

KIC Plaza, 290 Songhu Road  
Jiangwan Stadium Subway Station, Line 10

地点：上海杨浦区沪路290号创智天地下沉式广场  
地铁十号线江湾体育场站1号口

**FREE ENTRY**

**免费参观**

# thank you

## CONTACT INFO

Exhibitors & Partners: [sales@ecodesignfair.cn](mailto:sales@ecodesignfair.cn)

Performers & Artists: [spoon@ecodesignfair.cn](mailto:spoon@ecodesignfair.cn)

Volunteer: [veggiedorm@qq.com](mailto:veggiedorm@qq.com)

Media: [ghaogs@163.com](mailto:ghaogs@163.com)

General: [nihao@ecodesignfair.cn](mailto:nihao@ecodesignfair.cn)



[www.ecodesignfair.cn](http://www.ecodesignfair.cn)



EDF2017  
Exhibitor Sign-up