



# **GOLDEN MANGO**

**GEOGRAPHICAL INDICATION PRODUCTS INTERNATIONAL EXPO**

**Changsha City , Hunan**

**2019.10.31—11.3**

# Golden Mango GI Expo Guide

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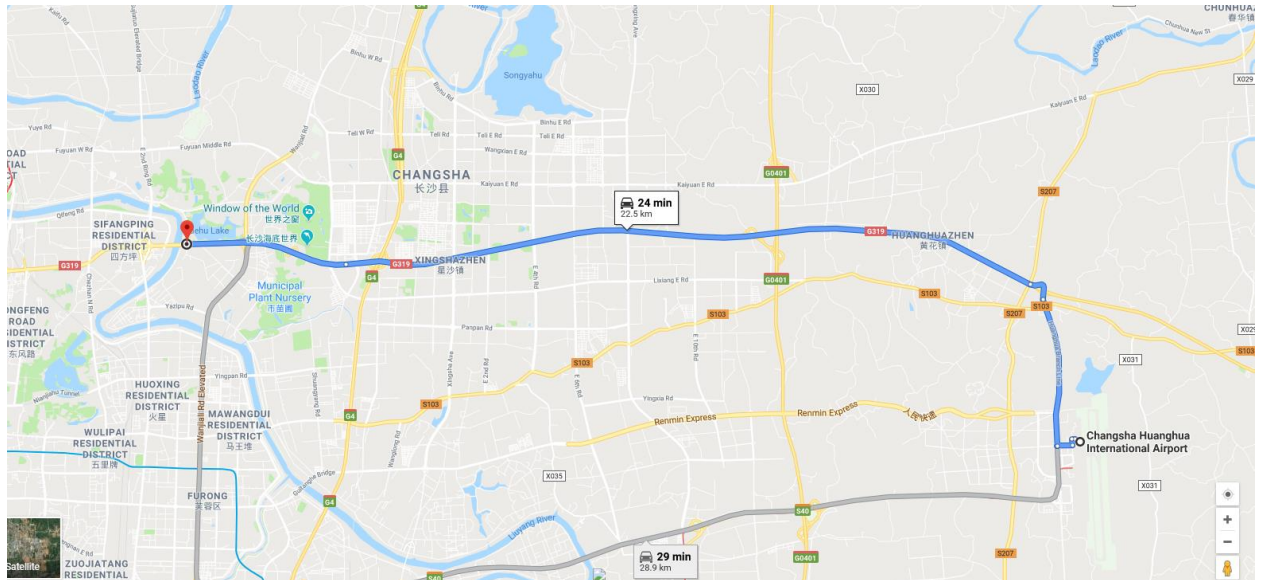
**\*\* Pictures within this guide are for reference only.**

## Summary

➤ **Venue:**

Mango Exhibition Hall, Hunan International Convention & Exhibition Centre

Sanyi Ave. Kaifu District, Changsha City, Hunan (湖南长沙市三一大道国际会展中心)



24 minutes by car from Changsha Huanghua International Airport

Hosting space: 22, 000+ square meters

Attendees: 60,000+



## *Agenda*

- June 2019 –October 2019

### **Golden Mango Top 10 GI Products Selection**

- 9:00 – 17:00, 29<sup>th</sup> October – 30<sup>th</sup> October 2019

### **Booth Construction**

- 10:00, 31<sup>st</sup> October 2019

### **Opening ceremony**

- 10:00 – 17:00, 31<sup>st</sup> October - 3<sup>rd</sup> November

### **Exhibition period**

- 14:30 – 17:30, 31<sup>st</sup> October 2019

### **GI Industry Summit (Speech from policy maker, regulator and industrial researchers)**

- 9:00 – 12:00, 1<sup>st</sup> November 2019

### **GI Industry Summit (Speech from industrial experts, delegates, investors etc.)**

### **& Signing Ceremony**

- 9:00 - 16:30, 1<sup>st</sup> - 2<sup>nd</sup> November 2019

### **GI Special Press Release**

- 18:00 onwards, 2<sup>nd</sup> November 2019

### **GI Gala Night**

## *Tracks*

### **Golden Mango Top 10 GI Products Selection**

This event is dedicated to helping local GI products to gain brand awareness and enhance competitive advantages in the most efficient way. This selection currently is only open for Chinese GI products, non-Chinese GI products will be included from 2020 GI Expo onwards.

- Time: June 2019 –October 2019
- Awards:
  - 2019 Golden Mango Top 10 Recommended Brands
  - 2019 Top 10 GI Leaders
  - 2019 Top 10 GI Innovation Stars
- Selection process: Online votes is combined with expert votes. The judge group consists of representatives from mainstream media, industrial experts and researchers in GI area. The winner will be heavily promoted by all our media partners at zero cost.



## Golden Mango GI Industry Summit

- Panel:
  - a. Analysis of GI related regulation and the future development in policy making
  - b. How to deepen the cooperation between Chinese and International GI products fueled by the Initiative of “one belt one road”?
- Time: 14:30 – 17:30, 31<sup>st</sup> October 2019  
9:00 – 12:00, 1<sup>st</sup> November 2019
- Venue: Mango Exhibition Hall News Centre
- Speaker: TBC

Participants: Government Delegates, Representatives from Industrial Association, Commercial Representatives from notable GI Products, GI Supply Chain Related Representatives. Picture below is taken from the first China – Africa Economic and Trade Expo Conference held in June 2019 in Changsha.



## GI Special Press Release

GI special press release is the core activity designed by the organising committee for the purpose of facilitating GI industry development. The organising committee is combining the best resources in regulation, media and business opportunities to support the branding and marketing of GI products.

- Time: 9:00 - 16:30, 1<sup>st</sup> - 2<sup>nd</sup> November 2019 (6 sessions in total)
- Venue: Mango Exhibition Hall News Centre

There are dedicated areas for meeting, discussion, negotiation and consultation. Exhibitors will have the opportunity to establish direct business relationship with TV Shopping channels, distributors, E-business platforms to promote their own products. Picture below is taken from the press release for the First China – Africa Economic and Trade Expo held here.



## GI Gala Night

- Topic: Top Awards in GI Industry
- Time: 18:00 onwards, 2<sup>nd</sup> November 2019
- Venue: Changsha, Hunan
- Attendees: Government Officials, Industrial Experts, GI product companies, Industrial Investors, Journalists, Musicians, artists.
- Contents: Gala Night with Entertainment programs and performances; Direct reach through TV channels to 300m audience in China.
- Awards:
  - 2019 Golden Mango Top 10 Recommended GI Brands
  - 2019 Golden Mango GI Leaders (10 people)
  - 2019 Golden Mango GI Innovation Stars





## Costs & Budgets

### Shell Scheme:

- Booth size: 3m × 3m
- Pricing: **US\$3420 (£2700 or €3000)**
- Package:
  - Decoration and construction: Aluminum alloy display frame. The corner booths only have two walls. Our third-party contractor can undertake the decoration and installation at exhibitor's costs after the design is provided by exhibitor. It's strictly forbidden to drill or bind or glue anything directly on the board.
  - Floor: concrete cement
  - Light: white light
  - Furniture: one table, two chairs and two white light lamps are provided
- Other requests? Please send your request to [info@broaden-global.com](mailto:info@broaden-global.com)
- Rendering Example:



### Silver Package (One-stop shop):

- Booth size: 6m × 6m
- Pricing: US\$15,000 (£11,800 or €13,500)
- Package:
  - One full page inserted advertisement in Expo Magazine
  - Booth Construction: Booth design and rendering should be provided by exhibitor with recommended dimensions. Our third-party contractor will undertake the rest such as decoration and installation with no extra costs. Please be aware certain decoration rules of the organising committee prevail.
  - Furniture: 6 chairs, 2 tables, plugs, phone/iPad charger, TV, two easy-pulls (design should be provided by exhibitor), two handy brochure rack, one lightbox (design should be provided by exhibitor)



This picture is for reference only

**Gold Package (One-stop shop):**

- Booth Size: 8m × 9m
- Pricing: US\$30,000 (£23,000 or €26,500)
- Package:
  - One full page inserted advertisement in Expo Magazine
  - Outdoor billboard advertisement during exhibition period (reference pictures attached in sponsorship section \*\*)
  - One easy-pull stand with company logo and branding on Customer Service site (design should be provided by exhibitor)
  - Booth Construction: Booth design and rendering should be provided by exhibitor based on recommended dimensions. Our third-party contractor will undertake the rest such as decoration and installation with no extra costs. Please be aware that certain decoration rules of the organising committee prevail.
  - Furniture: 6 chairs, 2 display tables, one coffee table, plugs, phone/ipad charger, TV, one easy-pulls (design should be provided by exhibitor), two handy brochure racks, two lightboxes (design should be provided by exhibitor)

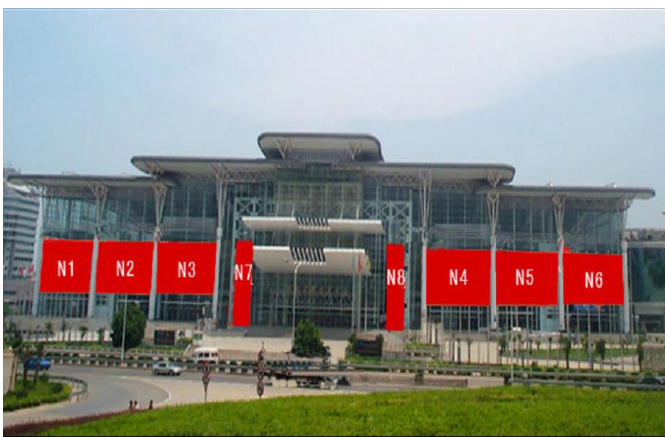


This picture is for reference only

**Sponsorship Options: (US\$)**

Item	Sponsorship	Benefits
GI Industry Summit	15,000	<ul style="list-style-type: none"> <li>- Full exposure to public by 100+ media channels of both online and offline</li> <li>- 5 minutes speech time</li> <li>- Direct interaction with investors, distributors and journalists</li> <li>- Two easy-pull branding will be presented on site</li> </ul>
GI Gala Night	1,680,000	<ul style="list-style-type: none"> <li>- Title sponsorship for Gala Night</li> <li>- Direct reach to 300m TV audience in China</li> <li>- Embedded brand promotion programs</li> <li>- Award ceremony</li> </ul>
TOP 10 GI Selection		
Special Press Release	50,000	<ul style="list-style-type: none"> <li>- Venue hiring and decoration</li> <li>- Video / Audio equipment hiring</li> <li>- Dedicated host or hostess</li> <li>- Implementation of the entire press release</li> <li>- Full exposure to 50+ media partners</li> </ul>
Live broadcasting	80,000	Program is broadcasted in more than 100 TV shopping channels in China
Outdoor billboard Advertisement** (Picture attached)	10,000	<ul style="list-style-type: none"> <li>- 3 days of outdoor billboard presentation</li> <li>- Inkjet</li> </ul>
Magazine Advertisement	Half page (800) Full page (1200) Inside front cover (6000) Inside back cover (6000) Outside back cover (9000)	<ul style="list-style-type: none"> <li>- exposure to all visitors and other exhibitors</li> </ul>

\*\*



N1-N6: 19m X 13m  
 N7-N8: 4.3m X 17.7m



D1: 72m X 3m  
 D2: 60m X 3m  
 D3: 50m X 3m

# Floor Plan



金芒果地理标志产品国际博览会  
GOLDEN MANGO GEOGRAPHICAL INDICATION PRODUCTS INTERNATIONAL EXPO



## Registration Form

Company Name	
Country	
Products	
Have an agent in China? (Y/N)	
Company Website	
Contact Person	
Contact Email	
Contact Number	
Exhibition Package (Please circle the option)	<b>A. Shell Scheme</b> <b>B. Silver Package</b> <b>C. Gold Package</b>
Remarks (Exhibitor can put other requests here)	
China 2019 GI International Expo Official Website	<a href="http://www.mangogi.com">www.mangogi.com</a>
Agent in EMEA and Americas	<a href="http://www.broaden-global.com">www.broaden-global.com</a>
Video background information	<a href="https://www.youtube.com/watch?v=jNOFpQo27L0">https://www.youtube.com/watch?v=jNOFpQo27L0</a>
<p><b>Payment Details:</b></p> <p>Broaden Culture &amp; Education Communication Co., Ltd.</p> <p>Sort Code: 205776</p> <p>Bank Account: 60858781</p> <p>SWIFT Code: BARCGB210WG</p> <p>IBAN: GB65 BUKB 20577660858781</p> <p><b>Note: 50% deposits must be paid within 10 working days after booth confirmation, and the remainder must be paid by 15<sup>th</sup> September 2019</b></p>	