

The 'Oscar' Event for Sign, Print, LED and Digital Signage

DIGITAL
PRINT
CHINA
2025

SIGN
CHINA
2025

Since 2003

LED
CHINA
2025

Since 2005

DIGITAL
SIGNAGE
2025

Post-Show Report

17-19 September, 2025

Shanghai New International Expo Centre



SIGN CHINA 2025 ▪ Shanghai



LED CHINA 2025 ▪ Shanghai



Digital Printing China 2025 ▪ Shanghai



Digital Signage China 2025 ▪ Shanghai

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01 About the Organizer

信 闻信展览
Trust Exhibition
广州 · 上海 · 深圳

Trust Exhibition Co., Ltd. is a leading exhibition organizer with over 20 years of experience. We've successfully built a global business network with events in Guangzhou, Shenzhen, and Shanghai, attracting more than 1 million buyers and visitors from all over the world (including over 400,000 international buyers from 219 countries and regions).

We specialize in the sign, print, LED & digital signage, and professional audio-visual & lighting industries, creating a full ecosystem for the sector. Our events include: SIGN CHINA, LED CHINA, Digital Signage China, Pro Audio, Lighting & Systems Asia (PALS Aisa), and Digital Printing China. Among these, SIGN CHINA and LED CHINA are our flagship events, with significantly growing brand influence. Over 16 years, these shows have attracted overseas buyers from over 100 countries and regions.

We follow a "Spring & Autumn Dual Exhibitions" approach – Spring in Shenzhen and Autumn in Shanghai – to cover key industrial regions in China. Alongside our in-person events, our integrated "Offline + Online" platform, DYP (soon to include an international station), keeps business connections going year-round.

Core Exhibition Brands



SIGN CHINA



LED CHINA



DS CHINA



PRINT CHINA



02 2025 Exhibition Overview

Three Event Highlights to Shape the Future of Sign Technology

The curtain has fallen on an extraordinary four-in-one exhibition at the Shanghai New International Expo Centre, held on September 19. The Autumn editions of SIGN CHINA, LED CHINA, Digital Printing China, and Digital Signage China set a new industry standard, with three impressive milestones.

- **Exhibitor Growth:** Over 800 companies unveiled their latest innovations, marking a 60%+ increase compared to 2024.
- **Unprecedented Global Reach:** Professional buyers from 157 countries and regions attended, marking the broadest international participation in the event's history in Shanghai.
- **Wide Media Coverage:** The event was highlighted by national media outlets like CCTV and Xinhua, showcasing "Smart Manufacturing from China."

With the Spring edition in Shenzhen (which attracted buyers from 128 countries and regions) setting the stage, the "Spring in Shenzhen, Autumn in Shanghai" strategy wrapped up 2025 on a high note, cementing the event's place as a top global trade platform.



E1-E4\OE5
Five Halls in Total



800+
Exhibitors



21,342
Professional Buyers



157
Regions of Buyers

Bilingual Coverage from CCTV, Xinhua News and Other National Media Outlets



03 Exhibitor Profile Analysis

Scan QR Code to View the **2025 Exhibitor Directory**



04 Featured Exhibitors



Note: The list is not ranked and is not complete because of limited space.



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05 Exhibitor Testimonials



HENAN YINDU DIGITAL CO., LTD

Online Marketing Manager - Wang Wei

We connected with numerous overseas agents and clients from various countries at the trade show, including Russia, the US, Indonesia, and South Africa. As the premier event in the sign industry, SIGN CHINA was impressive in both its scale and booth designs. We are confident that our participation will yield significant results.



BLUEVIEW ELEC-OPTIC TECH CO., LTD.

General Manager of Shanghai Branch
- Tang Jun

We have participated in this exhibition for 16 consecutive years. It demonstrates exceptional effectiveness in attracting international clients, boasting a vast customer base that far surpasses other industry events.



SHENZHEN LINGBENYANG OPTOELECTRONICS CO., LTD.

Deputy General Manager
- Deng Weiqiang

The first day of the exhibition far exceeded our expectations, with international visitors making up a significant 60-70% of the footfall. Our international sales team had already engaged with clients from the US, Canada, the UK, France, Germany, Africa, and the Middle East by just noon, and the overall feedback has been very positive.



INKBANK GROUP INC.

UV Industry Manager - Shao Yuqing

The exhibition has been exceptionally vibrant. Our booth has attracted a steady stream of end-users and industry peers for visits and discussions. As you can see, even during the lunch hour, our booth remains crowded with international clients, highlighting the strong interest.



TONGXING TECHNOLOGY DEVELOPMENT CO., LTD.

Sales Manager - Lu Songming

Our company is committed to the simultaneous development of both domestic and international markets. While we are currently seeing a significant influx of international clients at this year's event, past experience indicates that a surge in domestic client visits typically occurs during the middle phase of the exhibition.



XIAMEN HIGREEN TECHNOLOGY CO., LTD.

Sales Director - Jack Wong

The first day of the exhibition saw peak foot traffic between 10:00 AM and 2:00 PM. The clients we engaged with had very specific requirements, showing clear intent regarding whether they were seeking rental solutions or outdoor products. We are highly satisfied with the initial results.

06 Buyer Testimonials



Buyer from Jordan

I came to explore promotional gifts and discover new printing machines to improve our printing methods. I really like this exhibition because it showcases many new printing technologies, and it's different from other events. I attended the Canton Fair last year and the year before, but here I've found even more suppliers.



Buyer from Austria

This is my first time at LED China, and also my first visit to China. It's been an impressive experience. As a conference organizer, I'm always looking for new developments, and I've found some very interesting LED/LCD products here. There's a great variety of offerings. Today is my last day, but I'm definitely coming back next year, as we're really happy to be here.



Buyer from Canada

This is my third time here. I came to explore new products, companies, and opportunities. China offers high-quality products, and everything is easy to purchase. I really enjoy being here.



Buyer from India

This is my second time here, and it's a large and valuable show. I've seen many new products, including the LED walls and machines I was looking for. I often purchase from China because of its competitive prices and high quality.



Buyer from Canada

This is our first time here, and we've found even more than we expected. We're truly impressed. The show is well-organized, and the exhibitors have been very helpful, especially with language support. We were initially concerned about the language barrier, but we found that every booth has English-speaking staff.



Buyer from Spain

We enjoyed the convenience of China's visa-free policy, making it easy for us to attend. We've been regulars at this show for over 20 years. We're here to explore printers and LEDs, and there's a great variety of products on display. It's been a fantastic event!



07 Buyer Statistics & Analysis



Total Number
of Buyers

21,342



Overseas

6,509

30.5%



Domestic

14,833

69.5%



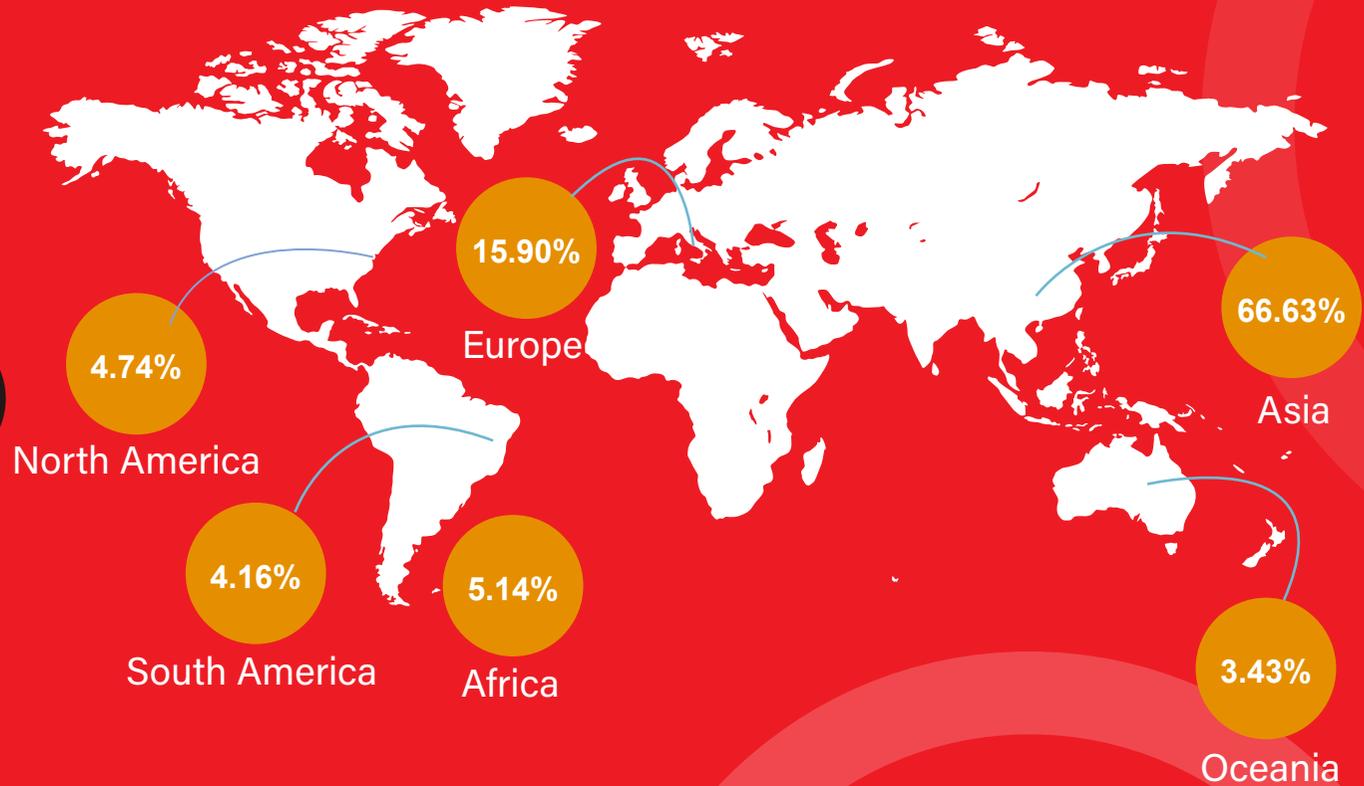
Countries
and Regions
Represented

157

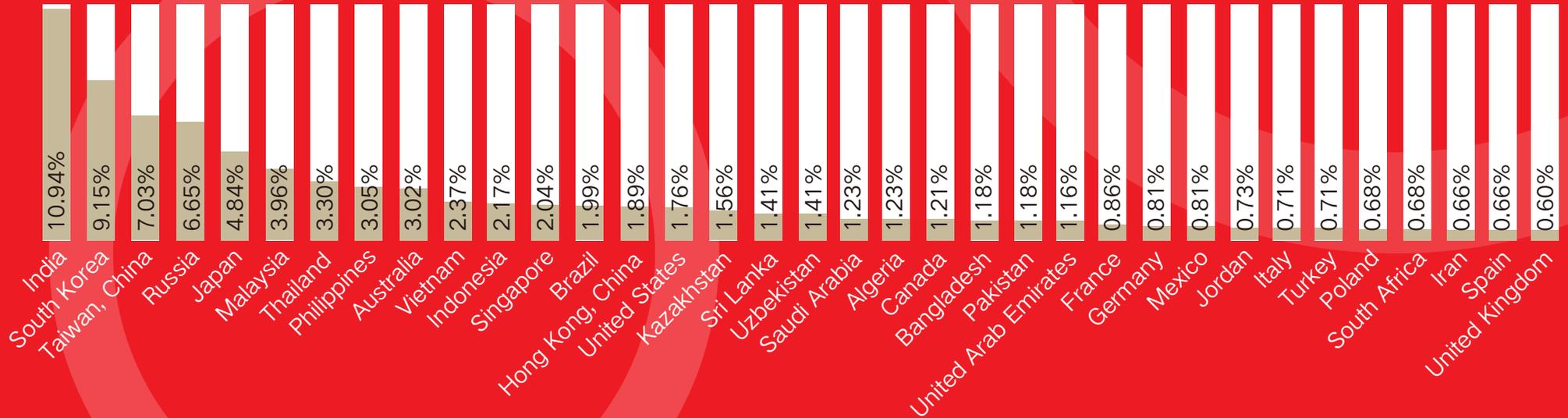
08 Buyer Geographic Analysis

Overseas Buyer Regional Distribution

Breakdown by
Continent



TOP 35 Countries/Regions (By Percentage)



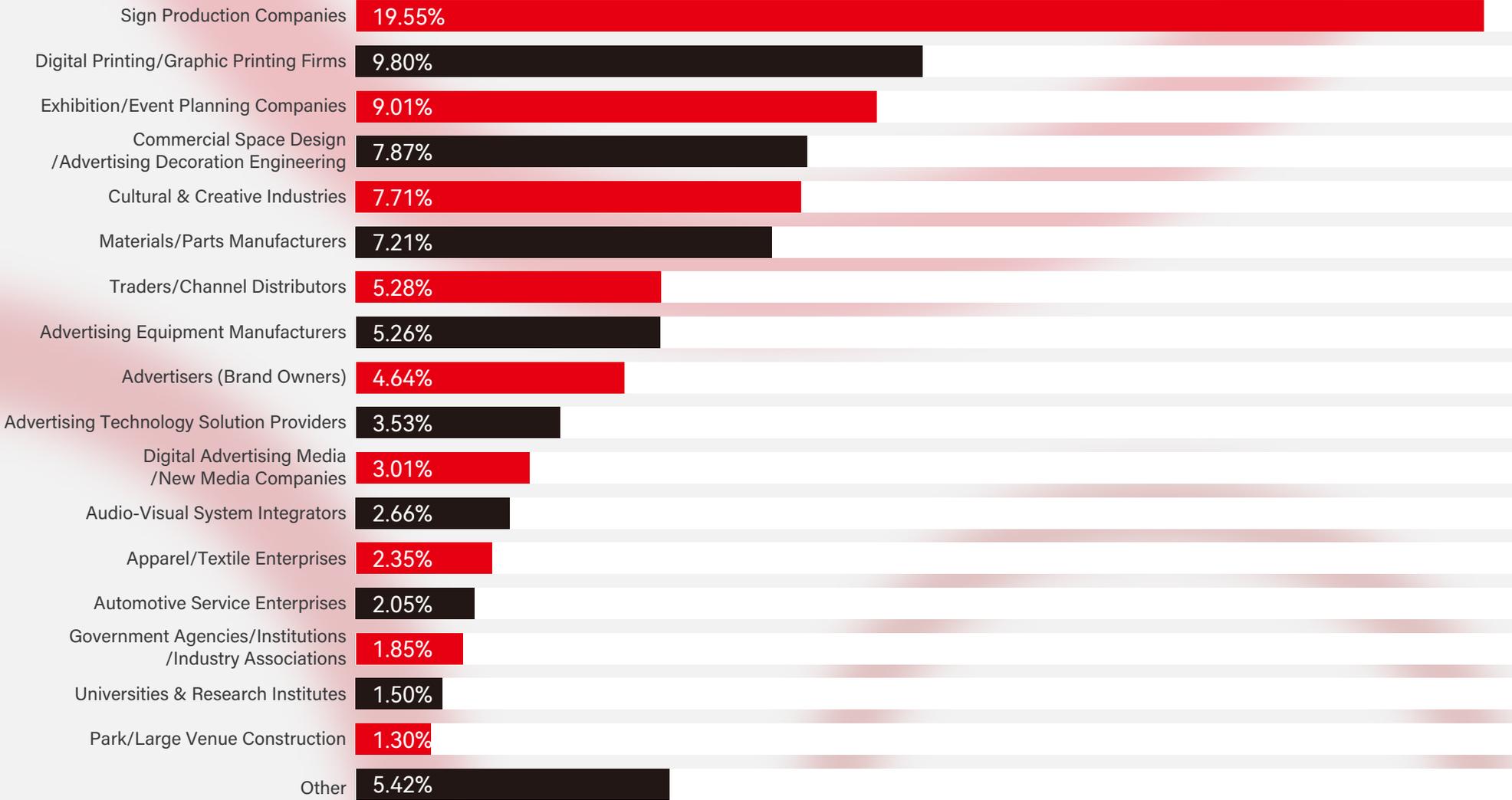


Domestic Buyer Regional Distribution



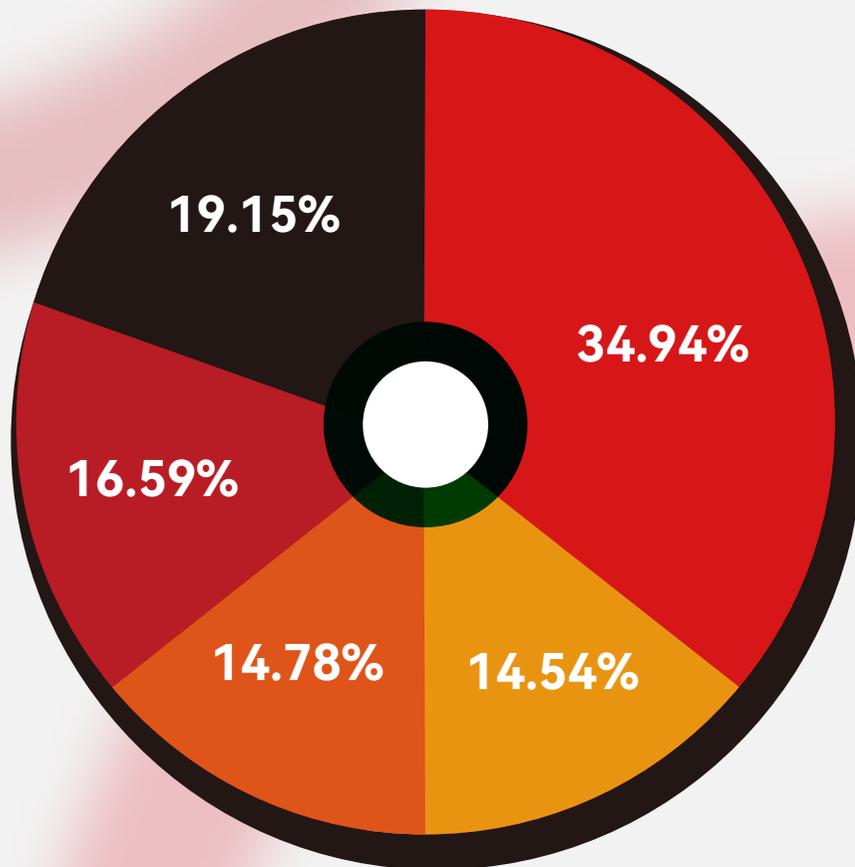
27.79%	Shanghai	16.94%	Jiangsu	15.12%	Zhejiang	8.63%	Guangdong
8.10%	Shandong	3.36%	Henan	3.22%	Anhui	2.08%	Hubei
2.07%	Hebei	1.71%	Beijing	1.42%	Fujian	1.16%	Liaoning
1.08%	Jiangxi	0.97%	Sichuan	0.91%	Hunan	0.79%	Tianjin
0.63%	Chongqing	0.62%	Shaanxi	0.54%	Guangxi	0.49%	Shanxi
0.35%	Hainan	0.31%	Jilin	1.71%	Others		

09 Buyer Profile Composition



10 Buyer Sourcing Intentions

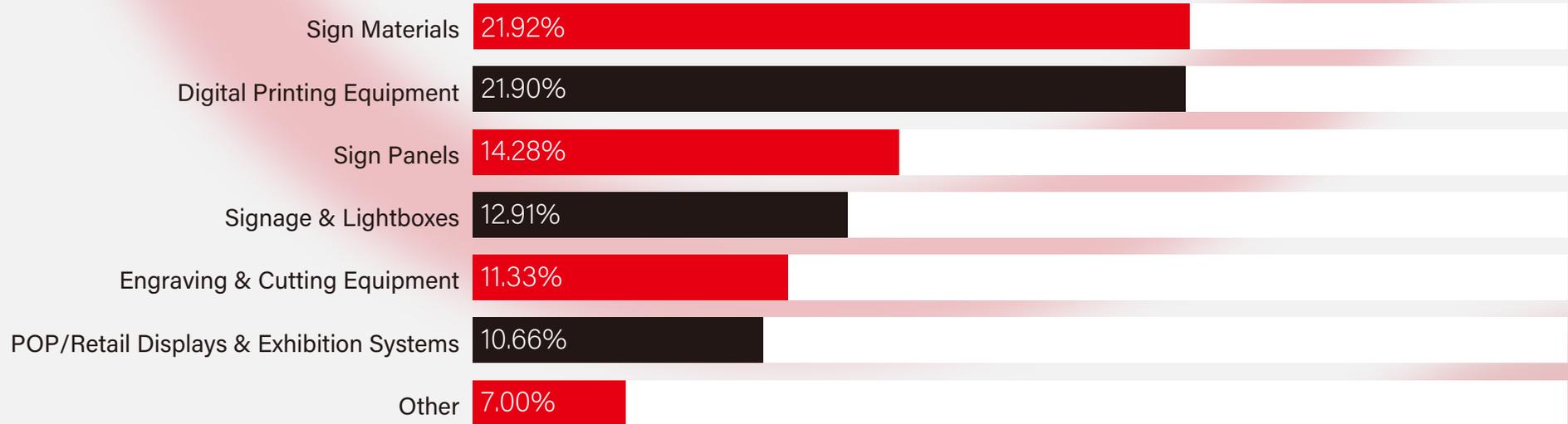
Procurement Type Distribution



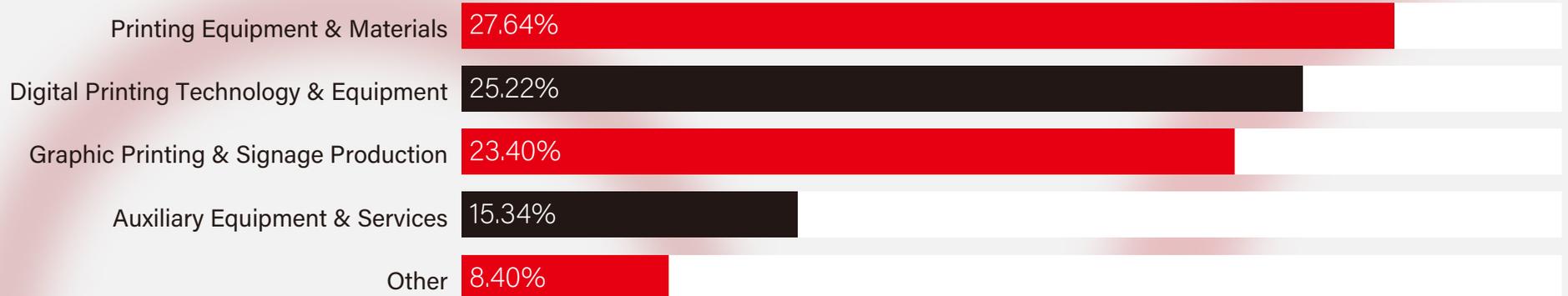
- Project-based Procurement (Customized Needs)
- End-user Procurement (Direct Self-use)
- Channel Procurement (Centralized Downstream Procurement)
- Supplier Procurement (Raw Material Sourcing)
- Not Involved in Procurement

Procurement Intentions by Sector

Advertising Sign Production Technology & Equipment



Digital Printing & Graphics



Procurement Intentions by Sector

LED Display & Lighting



Smart Display & Digital Signage



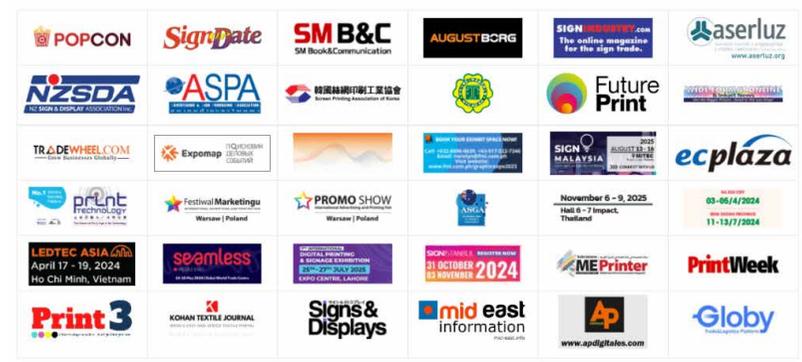
11 Global Promotion

70+ Global Industry Professional Media Partners

国内合作媒体

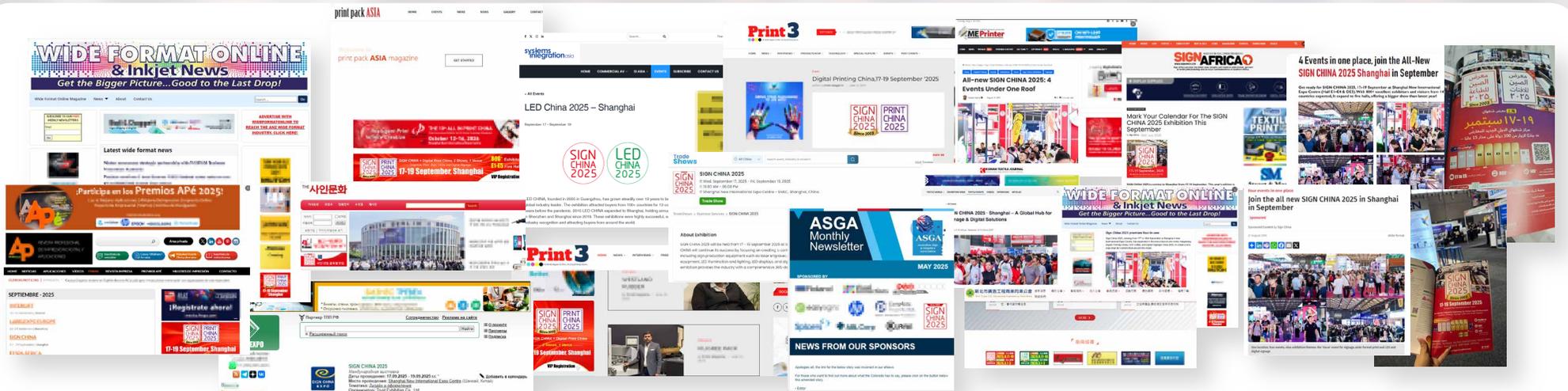


海外合作媒体



100+ Domestic & International Mainstream Media Coverage

(Including newspapers, magazines, major portals, city websites, WeChat official accounts, outdoor advertising, and more.)



Global Promotion

20+

Global Industry Exhibitions for On-Site Marketing



- SGI Dubai 2024
- ALL PRINT 2024
- REKLAMA 2024
- SIGN ISTANBUL 2024
- Bangkok AD & Sign EXPO 2024
- KOSIGN 2024
- FESPA Middle East 2025
- EXPOPUBLICITAS 2025
- Saudi Signage & Labelling Expo 2025
- PacPrint 2025
- FESPA 2025
- ISA 2025
- FESPA BRAZIL 2025
- RemaDays 2025
- SIGN EXPO 2025
- Central Asia Reklam 2025
- FuturePrint 2025
- Graphic Expo 2025
- Vietad 2025
- Print Technology 2025
- K-PRINT 2025
- FESPA South Africa 2025

...More

Precise Buyer Reach

1,000,000+

Global targeted buyer database, achieving precise buyer engagement through email, social media (Facebook, YouTube, etc.), and targeted invitations.

The collage features various promotional materials for the Shanghai Fair 2025, including:

- Event Banners:** "El Evento 'Oscar' de Señalización, Impresión, LED y Señalización Digital", "Feria de Shanghai 2025", "LED CHINA 2025", "SIGN CHINA 2025", "PRINT CHINA 2025", "DIGITAL SIGNAGE 2025", "17 al 19 de septiembre de 2025", "Shanghai Fair 1 & 2", "The World's Preeminent LED Display and Lighting Exhibition", "The Global One-Stop Event", "Shanghai Fair 1 & 2", "The 'Oscar' Event for AD Print, Sign, LED and Digital Signage".
- Language Variety:** Spanish, Chinese, English, and Russian.
- Key Themes:** "CHINAS ROBOTS", "Desfrute de una experiencia de test drive no novo carro XIAOMI", "O telefone dobrável da Huawei", "Visite Xangai como um local", "Trem Maglev de Xangai", "Robotaxi - Táxi autónomo", "Putevoditel' po glavnyim dostoprimechelnostyam Sha", "Район Пудун-Место проведения SIGN CHINA", "Шанхайский музей науки и техники", "Шанхайский парк дикой природы", "LED CHINA 2025 Shanghai, September 17-19", "Free VIP Registration", "2025 Exhibitor Product Express", "Kiosk Solution for Retail Environments", "86 Inch Human Body Replication Holographic Cabin".
- Logos and Badges:** "VISA FREE", "2025 Exhibitor", "VISA-Free Countries", "Discover Shanghai", "About the Show", "Plan You".
- Event Details:** "Shanghai New International Expo Centre (SNIEC)", "Hall E1-E5, Shanghai New International Expo Centre", "September 17-19, 2025", "800+ Exhibitors", "86 Inch Human Body Replication Holographic Cabin".



12 2026 Prospect

In 2026, SIGN CHINA will continue its "Spring & Autumn Dual Exhibition" strategy, held in March at Shenzhen Convention Center and September at Shanghai New International Expo Centre. Co-located with LED CHINA, DS CHINA, and PRINT CHINA, it offers a one-stop sourcing platform that integrates the entire industry chain, fostering valuable connections and new market growth.

SIGN CHINA's DYP marketplace integrates "Offline Exhibitions + Online Marketplace" (international station will be available soon), enabling businesses to transition online and drive digital transformation. Whether through face-to-face negotiations or 24/7 global business matching, we support year-round international trade and help partners grow globally.

Spring & Autumn Dual Exhibition— Covering Both the Greater Bay Area and the Yangtze River Delta

Spring

2026.3.1-3

the Greater Bay Area

Shenzhen Convention & Exhibition Center, Futian District

Hall **1/2/9**



Autumn

2026.9.15-17

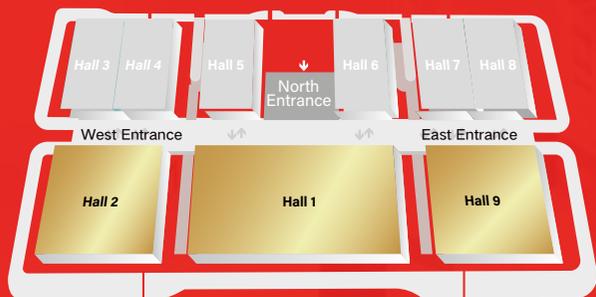
the Yangtze River Delta

Shanghai New International Expo Centre (Pudong)

Hall **W1-W4 & OW5-OW8**

The 'Oscar' Event for Sign, Print, LED and Digital Signage

深圳上海
Shanghai
深圳
Shenzhen
上海



70,000m² Exhibition Area
700+ Exhibitors
140+ Regions of Visitors
*Above are projected figures

100,000m² Exhibition Area
1,000+ Exhibitors
160+ Regions of Visitors
*Above are projected figures

- SIGN CHINA 2026 · Shenzhen
- Digital Printing China 2026 · Shenzhen
- LED CHINA 2026 · Shenzhen
- Digital Signage China 2026 · Shenzhen
- Pro Audio, Lighting & Systems Asia 2026 · Shenzhen

- SIGN CHINA 2026 · Shanghai
- Digital Printing China 2026 · Shanghai
- LED CHINA 2026 · Shanghai
- Digital Signage China 2026 · Shanghai

Welcomed overseas buyers from over 100 countries for 16 years, with 128 countries in 2025.

Welcomed overseas buyers from over 100 countries for 16 years, with 157 countries in 2025.

Take Advantage of the New Year's Peak Sourcing Season!

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YouTube



LinkedIn



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