

SIGN CHINA & LED CHINA Spring Edition



The 'Oscar' Event for Sign, Print, LED, Digital Signage and Pro light & Sound

SINCE 2003

SIGN & LED CHINA 交易会



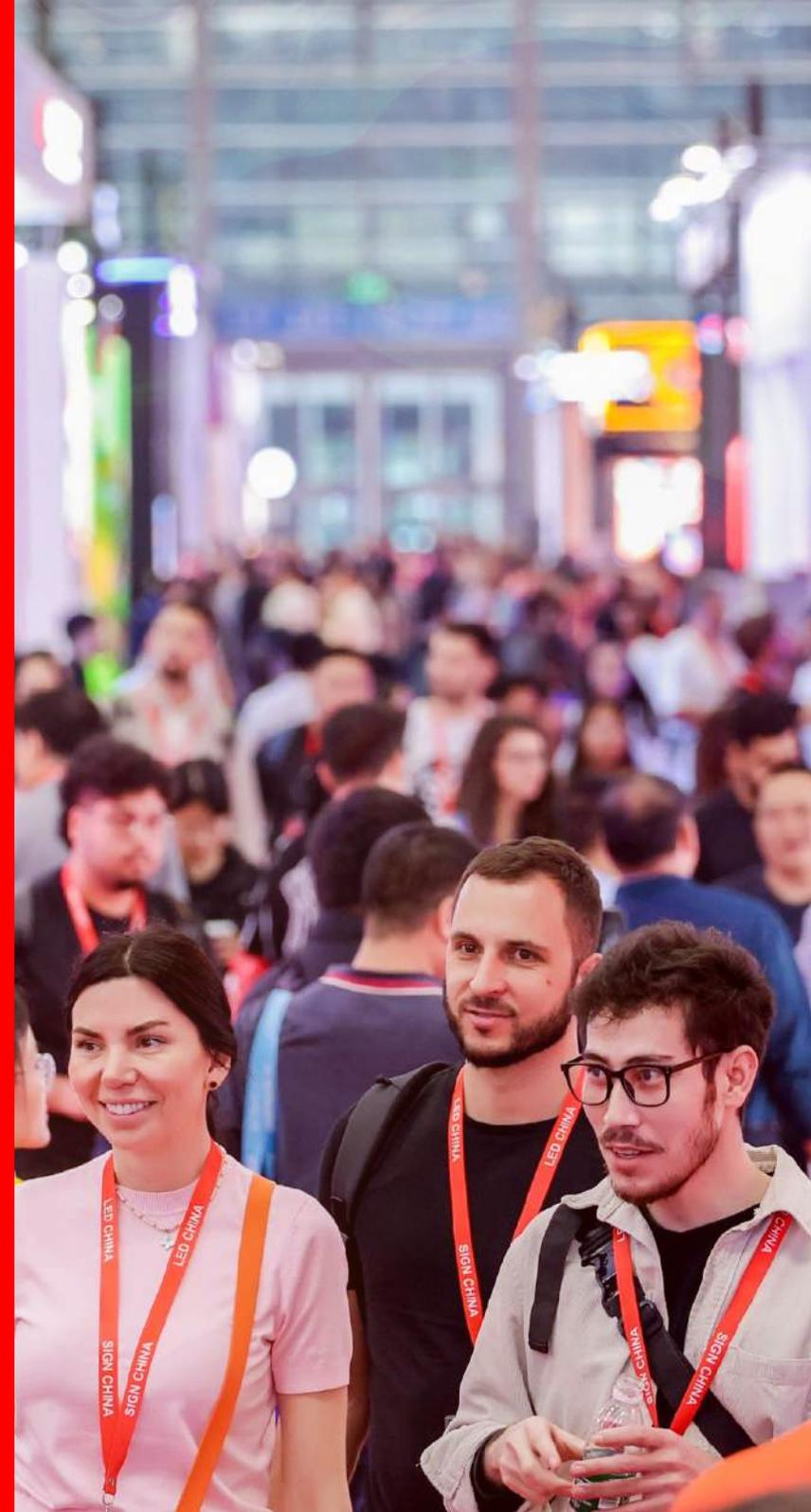
*One-Stop Solutions for New Advertising Technology, Sign Materials,
LED Lighting, Sign & Lightboxes, Exhibitions, Visual Merchandising, AI Digital Signage,
Cultural Tourism, Smart LED Displays, Sound-Light-Visual Innovations*

1-3 March 2026 | Shenzhen Convention & Exhibition Center, Futian

Post-Show Report

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01 Organizer

Trust Exhibition Co., Ltd. is a professional exhibition organizer with over 20 years of experience in the global exhibition industry, dedicated to the mission of connecting global industry resources and empowering high-quality industry development. With exhibitions held in Guangzhou, Shenzhen, and Shanghai, the company has built a global buyer database of over 1 million professionals (including 400,000+ overseas buyers from 219 countries and regions), forming a strong international trade network. Guided by the principles of internationalization and specialization, Trust Exhibition provides end-to-end exhibition services, helping companies enhance brand visibility and explore global business opportunities.

Trust Exhibition creates a one-stop global event for sign, print, LED, digital signage, and pro light & sound industries. Its portfolio includes SIGN CHINA, LED CHINA, Digital Signage China, PALS Asia, and Digital Printing China. Among these, SIGN CHINA and LED CHINA are flagship events with strong international recognition, drawing buyers from over 100 countries and regions over the past 17 years. In the second half of 2026, the company will continue its Spring and Autumn Expo series. The Autumn edition will be held in Shanghai, at the heart of the Yangtze River Delta, while the Spring edition will take place in Shenzhen, in the Greater Bay Area. Leveraging China's advantages as the world's manufacturing hub, the two expos together reach a global audience, offering a dual-city platform with complete industry chain coverage.

Looking ahead, Trust Exhibition will continue to innovate and expand its services, working with global partners to drive the future of the sign, print, LED, and digital signage industries.

Core Exhibition Brands



SIGN CHINA



LED CHINA



DIGITAL SIGNAGE CHINA



DIGITAL PRINTING CHINA



PALS ASIA

02 2026 Shenzhen Exhibition Overview

From March 1–3, SIGN CHINA and LED CHINA 2026 Shenzhen Spring Edition successfully concluded at the Shenzhen Convention & Exhibition Center (Futian) after three productive days. As the first industry exhibition of the year, the event was especially significant – SIGN CHINA returned to South China after a decade, once again joining forces with LED CHINA to present a meticulously curated, full industry-chain event integrating sign, printing, LED digital signage, and professional audio-visual solutions, injecting strong momentum into the high-quality development of the industry. The exhibition welcomed 17,711 professional visitors from 132 countries and regions, including 5,011 overseas buyers. This impressive achievement not only underscores the strategic importance of the entire industry, but also confirms the pivotal role of SIGN CHINA and LED CHINA within the sector.



132 Regions of Buyers



17,711 Total Buyers



5,011 Overseas Buyers

Co-located Events



SIGN CHINA 2026 · Shenzhen



DIGITAL PRINTING CHINA 2026 · Shenzhen



LED CHINA 2026 · Shenzhen



DIGITAL SIGNAGE CHINA 2026 · Shenzhen



PALS ASIA 2026 · Shenzhen



03 | Featured Exhibitors



* The above ranking is arranged by area size. Due to limited space, not all items are listed in detail.

04 Co-located Events

The World's First International Sports / Esports / XR / SLV Symposium



The World's First International Sports / Esports / XR / SLV Symposium has concluded successfully. Jointly organized by LED CHINA and leading international partners, the event delivered an immersive, one-stop audiovisual experience. It brought together over 120 international brands for global product launches, creating one of Asia's leading integrated sound, lighting and visual (SLV) platforms. Exhibits covered a wide spectrum of cutting-edge technologies, including professional audio systems, stage and architectural intelligent lighting, high-end LED displays and immersive visual solutions, advanced control systems, and broadcast-grade signal processing technologies. Through dedicated B2B matchmaking sessions, the event enabled efficient and in-depth exchanges among industry professionals.

During the event, more than 50 major B2B projects were successfully initiated, including Asia's largest XR center project. Green Creative Vision (GCV) highlighted its flagship integrated developments empowering culture, entertainment, and esports across key Asian cities such as Chengdu, Jakarta, Taipei, Bangkok, and Yangon. In parallel, the high-level Sound · Lighting · Visual (SLV) Summit was successfully held, bringing together architects, system integrators, venue operators, and technical experts to explore the future of next-generation venues and immersive experiences.



04 Co-located Events

Symposium Exhibiting Brands



05 Buyer Data & Analysis

Buyers Data Analysis for the 2026 Shenzhen Exhibition

No.	Type	March 1	March 2	March 3	Total
1	Total Buyers	8850	9144 (New Add: 6237)	4998 (New Add: 2624)	17711
2	Number of Countries & Regions	118	110 (New Add: 13)	87 (New Add: 1)	132

First Day

118 Countries and Regions

It fully demonstrates the global brand influence of SIGN CHINA & LED CHINA, and the enthusiasm and loyalty of global buyers toward Chinese manufacturing remain as strong as ever.

Second Day

110 Countries and Regions

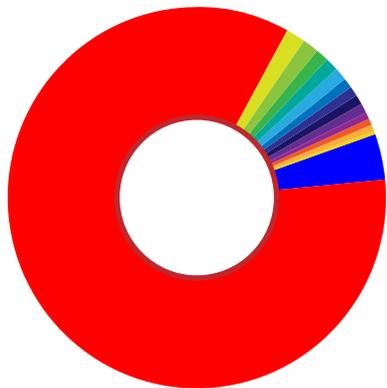
13 new Countries and Regions joined, with buyers from 97 countries and regions returning for repeat attendance.

Third Day

87 Countries and Regions

Clearly reflecting the authenticity and seriousness of buyers' procurement needs.

05 Buyer Data & Analysis

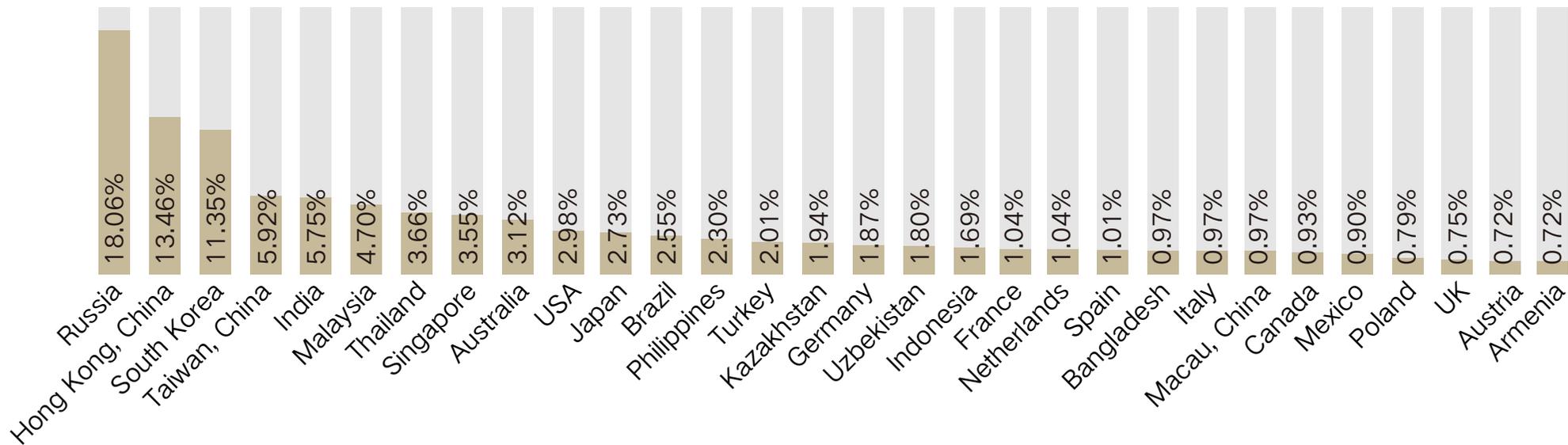


Domestic Buyer Distribution (Top Regions)

84.56%	Guangdong	1.70%	Zhejiang	1.30%	Shanghai	1.18%	Jiangsu	1.07%	Henan
1.06%	Hunan	0.96%	Fujian	0.87%	Beijing	0.79%	Hubei	0.73%	Shandong
0.62%	Jiangxi	0.61%	Guangxi	0.45%	Sichuan	0.44%	Hebei	3.66%	Others

05 Buyer Data & Analysis

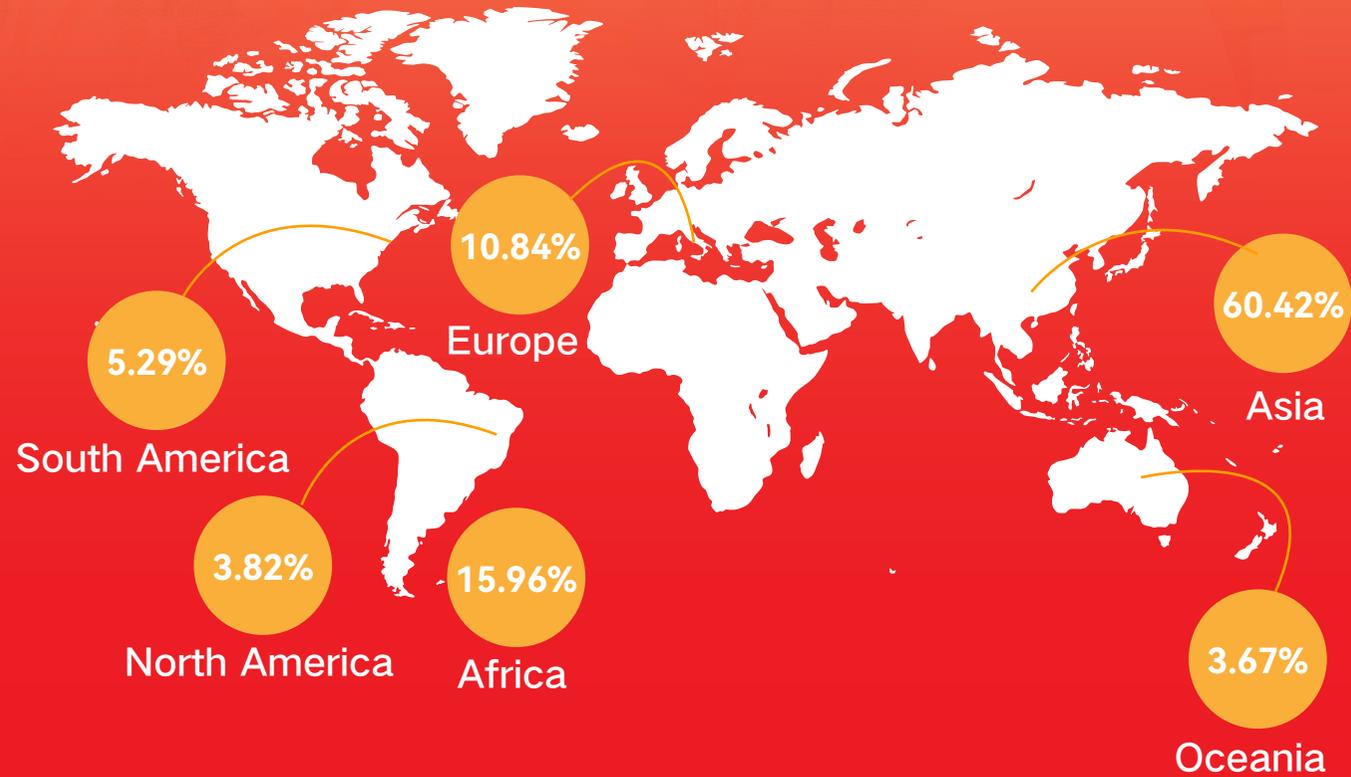
HK/TW/MO, China and Overseas Visitors: **5,011**
Top 30 Countries/Regions by Attendance



05

Buyer Data & Analysis

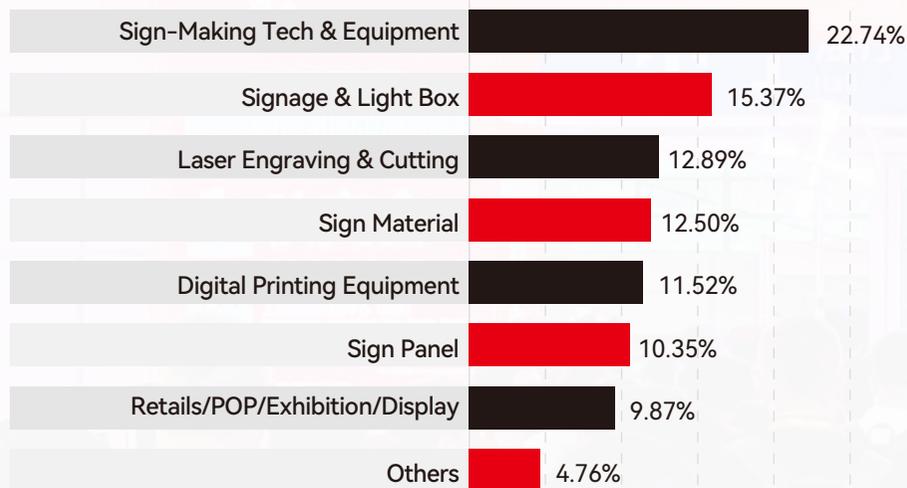
Regional Distribution of Overseas Buyers



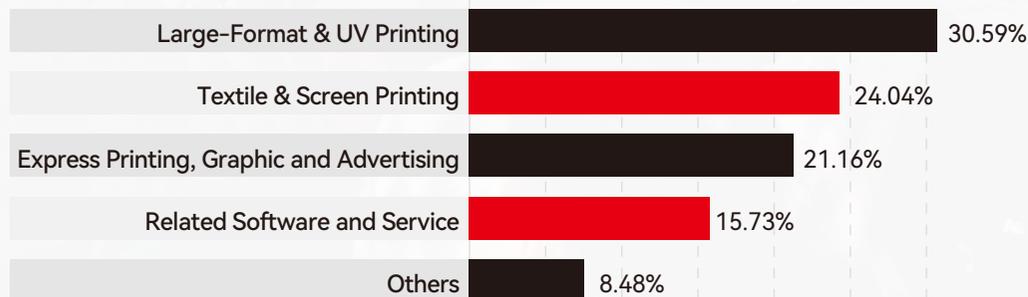
05 Buyer Data & Analysis

Top Products of Interest

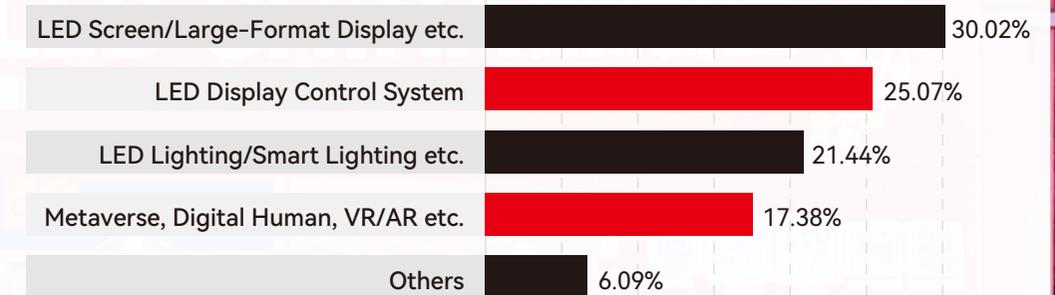
Products of SIGN CHINA:



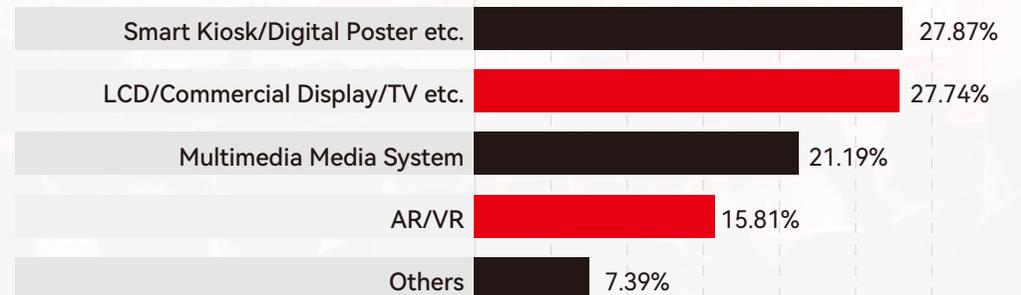
Products of Digital Printing China:



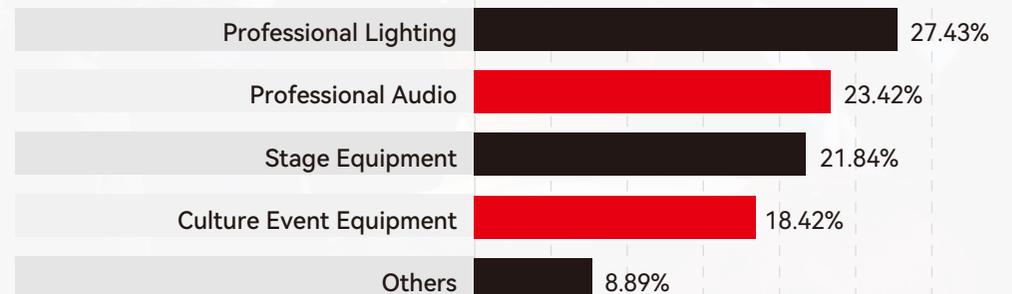
Products of LED CHINA:



Products of Digital Signage China:



Products of PALS Asia:



05 Buyer Data & Analysis

Buyer Company Types

Project-Based: Products for specific project requirements

26.74%

End-User: Products bought for your own use

26.49%

Raw Material Purchase: Procuring production raw materials

17.48%

Channel: Purchased on behalf of downstream customers

15.95%

Not Involved

13.34%

Buyer Purchasing Roles

Decision Maker (Final approval/budget control)

39.52%

Influencer (Technical evaluation/solution proposal)

21.40%

Executor (Operational procurement execution)

19.84%

User (Requirement Initiator)

10.13%

Not Involved

9.11%



06 | Exhibitor Testimonials



Xuping Zhao

Assistant to the President

LEDMAN OPTOELECTRONIC CO., LTD.

At this year's LED CHINA exhibition, LEDMAN showcased its most competitive products with independent intellectual property rights, receiving strong recognition from customers both in China and overseas. We participate in Trust Exhibition's events every year, as the platform brings us abundant business opportunities and high-quality customer resources. Buyers from North America, Europe, and Southeast Asia gather here and engage in in-depth discussions with us. Each year, we meet new clients and build valuable connections. In the future, we will continue to actively participate in the exhibitions to expand further cooperation opportunities.



Chengming Wang

General Manager

CHARMING CO., LTD.

At this exhibition, we showcased several of our company's star products, including a unique commercial display solution exclusive to the industry, which attracted strong interest from both domestic and overseas visitors, leading to many in-depth discussions. On the morning of the first day, most of the buyers we received were from Asia, a customer group that closely matches our target market. We have participated in LED CHINA for many consecutive years, and many buyers at the exhibition have shown strong recognition of our brand and products.



Song Wu

Chairman

CHARM DOLPHIN (CANADA) TECHNOLOGY CO., LTD.

At this exhibition, we presented our signage product series along with 3D printing solutions covering the entire industry chain. These products closely align with the needs of the foreign trade market, which is also an important reason why we chose to participate in Trust Exhibition's Shenzhen event. So far, we have received a large number of overseas visitors, and the overall response has been very positive. According to preliminary statistics, buyers from more than 100 countries have visited our booth, with active inquiries throughout the event. After the exhibition, we will continue to follow up proactively to turn these leads into concrete cooperation



Huang Ziyang

Sales Manager

XIAMEN QIANGLI JUCAI OPTO-ELECTRONIC TECHNOLOGY CO., LTD.

At this exhibition, our company showcased lightweight and high-definition indoor and outdoor LED display products. Our booth has received numerous international buyers, particularly from Russia and South Korea, many of whom are engaged in indoor conferences, cultural tourism, and outdoor advertising, showing strong interest in our LED screens. We participate in LED CHINA every year, which helps us attract a wide range of global buyers and enhances our brand recognition overseas.



Weijie Sun

Overseas Director

DONGGUAN RUYUAN INTELLIGENT TECHNOLOGY CO., LTD.

At this exhibition, RUYUAN showcased a range of consumer-oriented products, distinguished by their strong visual appeal and unique, innovative application scenarios. The booth attracted a large number of visitors from Europe, the Americas, and Africa. Trust Exhibition's events hold strong industry authority in the sign and LED sectors, attracting highly targeted visitors with clear purchasing intentions. At last year's Shanghai exhibition, we even achieved the highest sales record in the company's history, delivering remarkable results.



Yuanfa Liu

General Manager

SHENZHEN TEMEI MACHINERY & EQUIPMENT CO., LTD.

Our laser cutting solutions are mainly targeted at key markets such as South America, the Middle East, and Central Asia. During this exhibition, we welcomed a large number of buyers from regions including the Middle East and Southeast Asia. As a long-time exhibitor of Trust Exhibition's events, we participate almost every year. The exhibitions are highly professional and have strong overseas marketing reach. Our cooperation over the years has been very pleasant, with consistently visible results.

07 | Buyer Testimonials



Brazil

Buyer from Brazil

This is my first time visiting this exhibition with my friend. We are in the LED display business, and here we found the outdoor display products we were looking for. Products made in China are becoming increasingly high in quality, and the prices are very competitive. We work with Chinese suppliers quite often. At the exhibition, I also discovered new products such as 3D printers, which are very attractive to me.



USA

Buyer from the United States

I used to visit the Shanghai exhibition, and this is my first time attending the Shenzhen event. Overall, the experience has been quite good. I came mainly to source sign-making equipment, materials, and new technologies for our factories in the United States and Pakistan. More and more Chinese products are receiving European and American certifications, so we are happy to do business with Chinese companies. In fact, you can find Chinese products all over the world.



India

Buyer from India

We have attended SIGN CHINA Shanghai for many years, but this is our first time visiting the Shenzhen edition. The Shenzhen event focuses more on LED displays. I am mainly an agent for printing equipment, but I'm also looking to expand into LED-related channels, so this exhibition fits my needs very well.



Argentina

Buyer from Argentina

I frequently import LED displays from China to Argentina, so my goal this time is to find more suppliers. At LED CHINA, I've seen many innovative LED display products, such as mechanical screens that can move forward and backward or rotate, which are very new to me. I will come back again tomorrow to continue exploring the exhibition.



Switzerland

Buyer from Switzerland

I have visited LED CHINA so many times. If you are in the display industry, it's impossible not to know this exhibition. I just came from a few exhibitions in Europe, and here I have seen many interesting and innovative products. In the future, I hope to discover more products that can complement and expand my business.



Australia

Buyer from Australia

I found this exhibition after comparing options online. I work in the real estate industry and believe digital signage could bring new momentum to my business. I'm very glad to be here—so many display companies are gathered in one place, and I've also seen many new products that I hadn't come across before. I will definitely come back again next time.

08 | Global Promotion

100+ Professional Reports by Domestic and International Mainstream Media Covering Newspapers, Magazines, Portal Websites, City Websites, WeChat Official Accounts, Outdoor Advertising, etc.

Domestic Media Coverage

WeChat Official Accounts



Media Push Notifications



Magazine&banner



08 | Global Promotion

30+ Global Industry Exhibitions for On-Site Marketing



- INTEGRATE MIDDLE EAST
- Saudi Light & Sound Expo
- KOBA
- SMEX
- Light Sound KAZAKHSTAN
- Infocomm Asia
- Musik Manila Expo
- Integrate Expo
- LEaT con
- ALLPRINT INDONESIA
- SignExpo
- Sign&Print Scandinavia
- SIGN İstanbul
- VISCOM
- FESPA Mexico
- SGI DUBAI
- PACK PRINT
- PLASA LONDON
- Light+Audio Tec
- REKLAMA
- PRINTING United Expo
- Sign Expo
- Bangkok AD & Sign Expo
- PRINT PACK SIGN EXPO
- IMEEF
- LDI
- Gulf 4P
- Advertising Marketing
- ...More

08 | Global Promotion

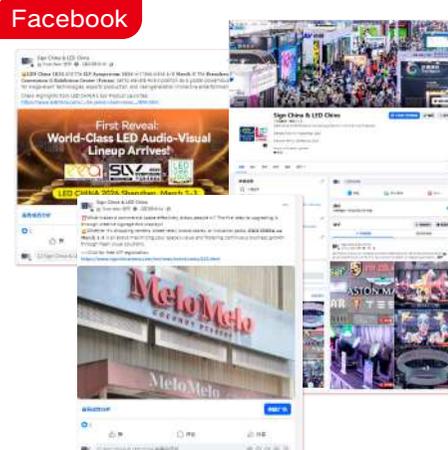
100万+ **1M+ Professional Buyer Database**

Access to a global database of over 1 million qualified buyers. Using emails, social mediaplatforms (Facebook, YouTube, etc.), and targeted invitations, we achieve precise buyer engagement and traffic generation.

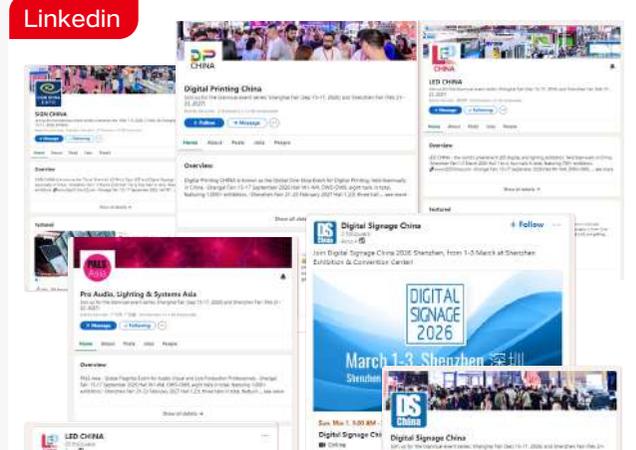
E-News



Facebook



LinkedIn



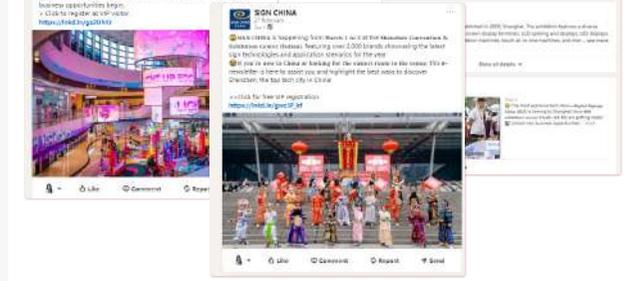
Youtube



Tiktok



Instagram



09 Upcoming Events

Spring & Autumn Expos – Reaching the Greater Bay Area and Yangtze River Delta

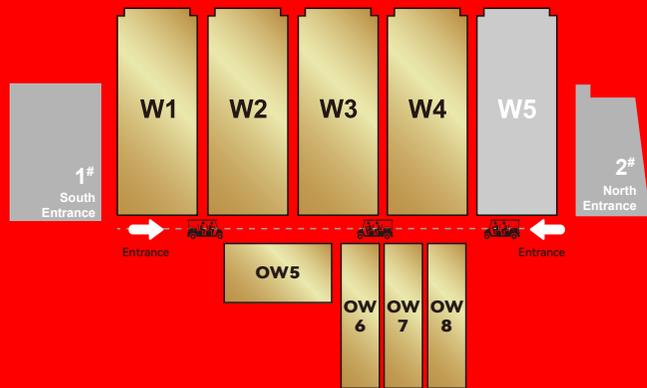


The “Oscar” One-Stop Event for Sign, Print, LED, Digital Signage, Pro Light & Sound

**Shanghai
Autumn Edition**

15-17 September, 2026

Shanghai New International Expo Centre, Pudong



Prospect

1,000+ Exhibitors

160+ Regions of Buyers

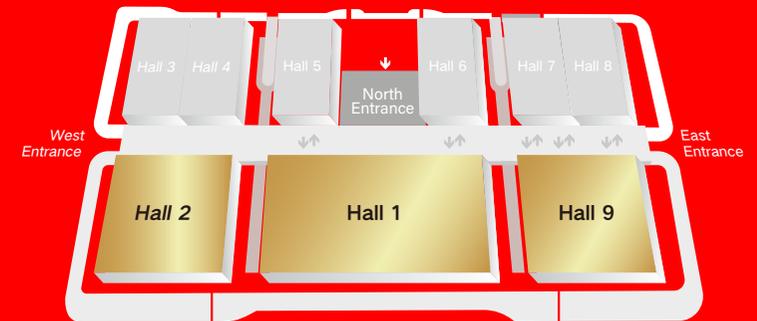
*Above are projected figures



**Shenzhen
Spring Edition**

21-23 February, 2027

Shenzhen Exhibition & Convention Center, Futian



Prospect

800+ Exhibitors

150+ Regions of Buyers

*Above are projected figures

One-Stop Solutions for New Advertising Technology, Sign Materials,

LED Lighting, Sign & Lightboxes, Exhibitions, Visual Merchandising, AI Digital Signage,

Cultural Tourism, Smart LED Displays, Sound-Light-Visual Innovations

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

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Trust Exhibition



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