The "Oscar" Event for Sign, Print, LED, Digital Signage and Pro Light & Sound

Since 2003

SIGN & LED CHINA

广告新科技交易会

DIGITAL PRINT CHINA 2027 | SIGN CHINA 2027 | LED CHINA 2027 | DIGITAL SIGNAGE CHINA 2027 | PALS ASIA 2027

Shenzhen Spring Edition

2027.2.21-23

Shenzhen Exhibition & Convention Center, Futian

800+ Exhibitors 150+ Regions of Visitors

*Above are projected figures

Buyers from 128 countries and regions in 2025

【公证函：（2025）深先证字第3862号】

Buyers from 132 countries and regions in 2026

【公证函：（2026）深先证字第5022号】

Shanghai Autumn Edition

2027.9.22-24

Shanghai New International Expo Centre, Pudong

1,000+ Exhibitors 180+ Regions of Visitors

*Above are projected figures

Buyers from 157 countries and regions in 2025

【公证函：（2025）沪东证经字第7104-7106号】

Buyers from 159 countries and regions in 2026

【公证函：（2026）沪东证经字第6598-6600号】

All in one place, no running around!

One-stop solutions for advertising, graphics, exhibitions, signage, commercial, cultural, sports, tourism, pro audio, lighting and visual sectors.

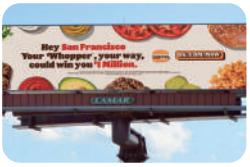
信 闽信展览 Trust Exhibition

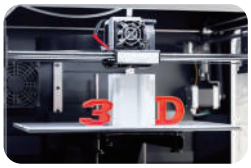
广州 · 上海 · 深圳

SIGN CHINA
LED CHINA

Advertising Signage Solutions

- Digital Printing
- Digital Textile Printing
- Indoor & Outdoor Printing Materials
- Acrylic and Other Sign Panels
- Laser Engraving & Cutting
- Signage, Lightboxes & Channel Letters
- New Retail & POP, POS Displays
- LED Lighting
- Promotional Gifts





Commercial, Cultural, Sports & Tourism AV Solutions

- LED Display Screens & Control Systems
- AI & Commercial Displays
- Digital Signage & Kiosk
- Professional Lighting, Laser & Projection
- Professional Audio & Sound Reinforcement Systems
- Stage Machinery & Equipment
- Metaverse/VR/AR/XR Technologies
- E-sports & Cultural Tourism Equipment

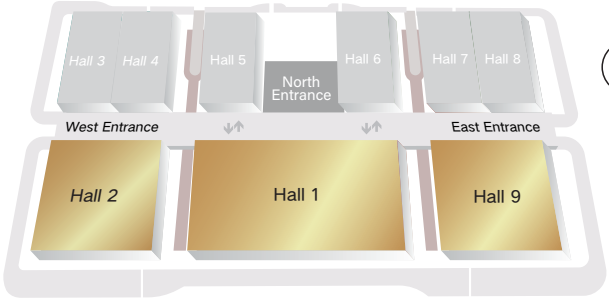
..etc.

Welcomed overseas buyers from 100+countries over 17 years
Both editions attracting 100+countries for 3 consecutive years post-pandemic

Year	Shenzhen Spring Edition (Countries & Regions)	Shanghai Autumn Edition (Countries & Regions)
2023	**88**	**104**
2024	**112**	**132**
2025	**128** 数据来自公证书（2025）深先证字第3862号	**157** 数据来自公证书（2025）沪东证经字第7104-7106号
2026	**132** 数据来自公证书（2026）深先证字第5022号	**159** 数据来自公证书（2026）沪东证经字第6598-6600号
2027	Expected **150+**	Expected **180+**

Shenzhen Spring Edition

2027.2.21-23 Shenzhen Exhibition & Convention Center, Futian



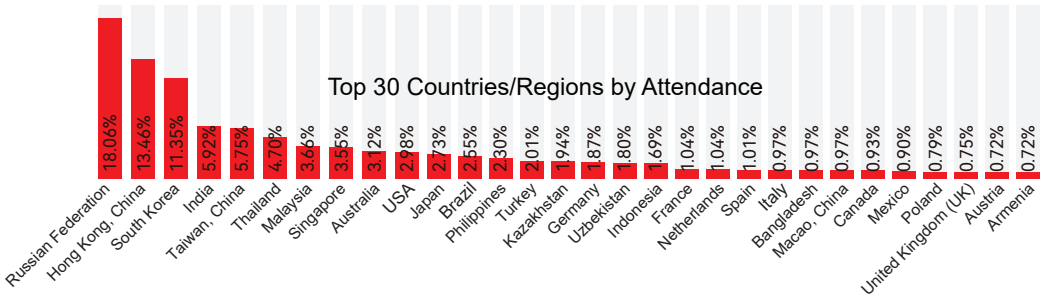
800+ Exhibitors

2,000+ Exhibiting Brands

150+ Regions of Visitors

*Above are projected figures

Welcomed buyers from 132 countries in 2026



Co-located Events:

- SIGN CHINA 2027 · Shenzhen
- Digital Printing China 2027 ·Shenzhen
- LED CHINA 2027 · Shenzhen
- DIGITAL SIGNAGE CHINA 2027 · Shenzhen
- Pro Audio, Lighting & Systems Asia 2027 · Shenzhen

Stand Package

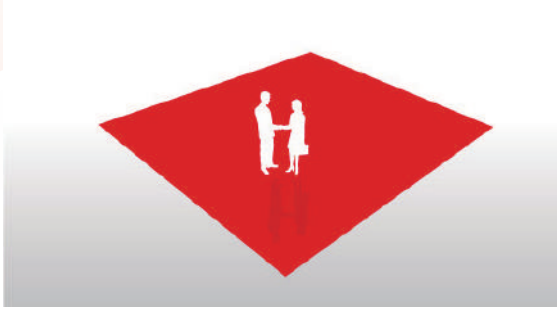
Deluxe Shell (Minimum space: 9m²)

USD 3500/each

Stand Package Include

1. Dimension: 3m x 3m, standardized 4m high deluxe stand design frontage. (Panel Height: 2.5m)
2. Fully equipped with: fascia lightbox, 1 info counter, 1 barstool, 1 round table, 4 chairs, 4 spotlights, 1 socket of 1000W, 1 dustbin and carpet.

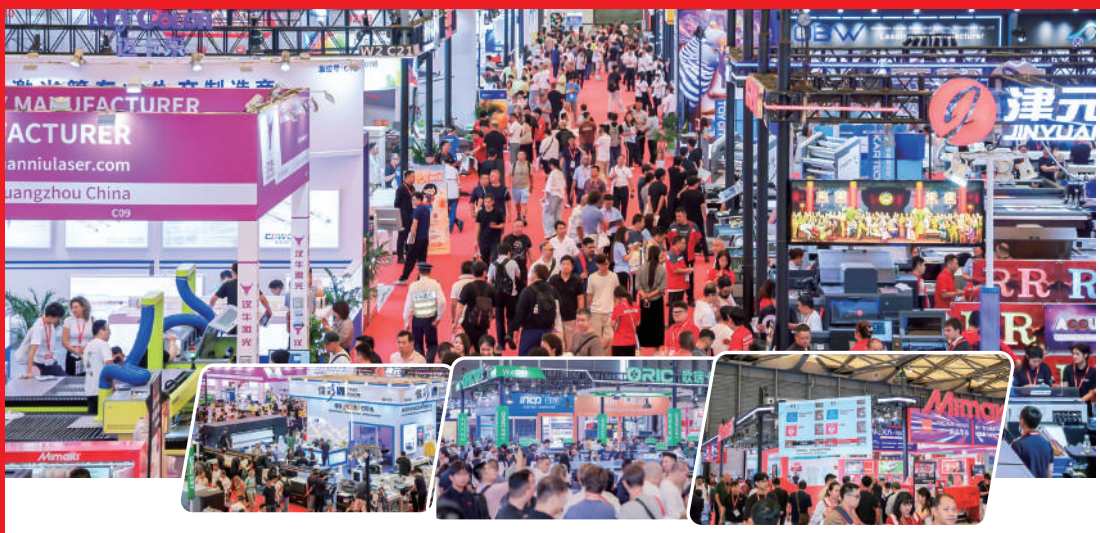
Deluxe Shell (Minimum space: 9m²)



USD 300/per sqm

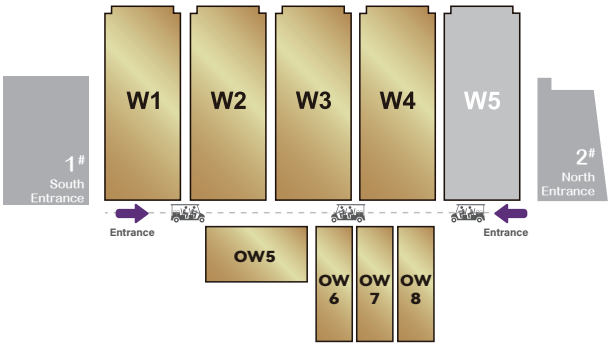
Remarks

Exhibitors must submit the electricity order form to the Official Floor Manager before the deadlines. All fees including deposit of electricity distribution box, insurance and supervision fee must be settled prior to the show opening. Please refer to the Online Exhibitor Manual for the deadlines, fees and payment details.



Shanghai Autumn Edition

2027.9.22-24 Shanghai New International Expo Centre, Pudong



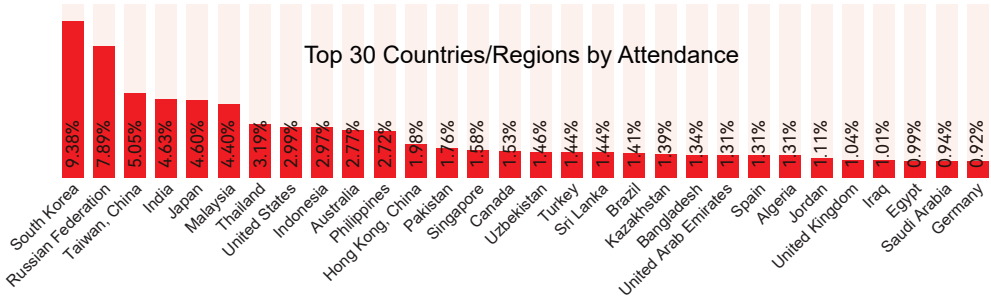
1,000+ Exhibitors

3,000+ Exhibiting Brands

180+ Regions of Visitors

*Above are projected figures

Welcomed buyers from 159 countries in 2026



Co-located Events:

- SIGN CHINA 2027 · Shanghai
- Digital Printing China 2027 · Shanghai
- LED CHINA 2027 · Shanghai
- DIGITAL SIGNAGE CHINA 2027 · Shanghai
- Pro Audio, Lighting & Systems Asia 2027 · Shanghai

Stand Package

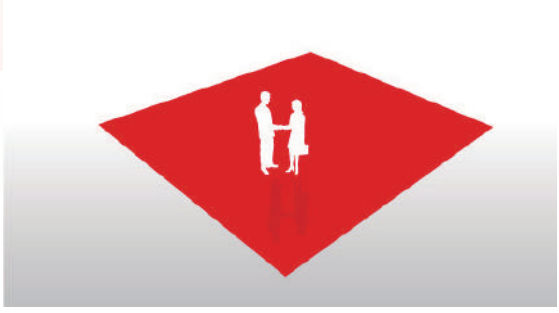
Deluxe Shell (Minimum space: 9m²)

USD 3500/each

Stand Package Include

1. Dimension: 3m x 3m, standardized 4m high deluxe stand design frontage. (Panel Height: 2.5m)
2. Fully equipped with: fascia lightbox, 1 info counter, 1 barstool, 1 round table, 4 chairs, 4 spotlights, 1 socket of 1000W, 1 dustbin and carpet.

Raw Space (Minimum space: 18m²)



USD 300/per sqm

Remarks

Exhibitors must submit the electricity order form to the Official Floor Manager before the deadlines. All fees including deposit of electricity distribution box, insurance and supervision fee must be settled prior to the show opening. Please refer to the Online Exhibitor Manual for the deadlines, fees and payment details.

Discover Trust Exhibition

With over 20 years of experience in the exhibition industry, Trust Exhibition is a professional exhibition organizer committed to connecting global industry resources and empowering high-quality industry development.

With exhibitions held across Guangzhou, Shanghai, and Shenzhen, Trust Exhibition has built a global database of more than 1 million professional buyers and visitors, including over 400,000 overseas buyers from 219 countries and regions, establishing a strong worldwide business network. Guided by the principles of internationalization and professionalism, Trust Exhibition provides comprehensive exhibition services to help companies enhance their brand influence and efficiently explore global business opportunities.

Trust Exhibition's offline exhibitions focus on key sectors including sign, print, LED, digital signage, and pro audio&light, creating a one-stop industry ecosystem. Its portfolio of exhibitions includes: SIGN CHINA , DIGITAL PRINTING CHINA, LED CHINA, DIGITAL SIGNAGE CHINA, and PALS ASIA.

Among them, SIGN CHINA and LED CHINA are Trust Exhibition's flagship events with global recognition. Over the past 17 years, they have attracted overseas buyers from more than 100 countries. In the three consecutive years after the pandemic, both editions continued to welcome buyers from over 100 countries, establishing themselves as globally recognized platforms for the industry.

Starting from 2026, SIGN CHINA & LED CHINA will officially adopt the Spring & Autumn Trade Fair model:
February – Shenzhen Spring Edition, based in the Guangdong-Hong Kong-Macao Greater Bay Area;
September – Shanghai Autumn Edition, located in the Yangtze River Delta region.

Leveraging the advantages of China's advanced manufacturing ecosystem, the two editions will work together to create a global exhibition network featuring dual-region synergy and full industry-chain coverage, connecting suppliers and buyers around the world.

Keeping pace with digital transformation, Trust Exhibition pioneered the integration of offline exhibitions with online digital platforms. Its official online marketplace, DYP Mall, serves as a digital exhibition platform deeply connected with offline exhibitions, providing an integrated "offline booth + online store" service model. This innovative approach extends traditional exhibition services from a few days during the event period to 365-day business connections, enabling exhibitors and buyers to maintain continuous communication, sourcing, and trade opportunities throughout the year.

The founder of Trust Exhibition emphasizes that the online marketplace was established as an industry service platform to support exhibitors, buyers, and professionals across the sector. Trust Exhibition welcomes industry participants worldwide to use the platform and share feedback, continuously improving its services to better support global business connections.

Key Milestones in Trust Exhibition's Development

Guangzhou 2003 - 2014

2003

The first SIGN CHINA was launched at Guangzhou Gymnasium

Pioneered the industry's first post-Chinese New Year exhibition model, widely recognized by the industry today.

2004

Successfully relocated to the Liuhua Road Exhibition Hall of the Guangzhou Trade Fair

1. Establish the exhibition platform as a global trade platform;
2. Expanded beyond a single-sector exhibition model to build a comprehensive industry ecosystem, offering buyers a one-stop sourcing platform with additional events such as the world's first NEON SHOW and photography & wedding studio exhibitions.
3. The industry's first introduction of dedicated zones (e.g., advertising zone, neon light zone, printing zone, etc.);
4. International participation began to expand, with the ISA President and delegations from Italy, Belgium, and Hong Kong, Macao, and Taiwan industry associations joining the event.
5. Establish building this industry's spring and autumn trade fairs as the corporate development goal and ultimate mission.

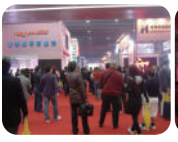
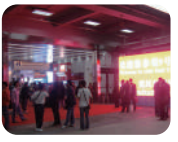
2005

Guangzhou Trade Fair Liuhua Road Exhibition Hall + Jinhan Exhibition Hall

1. Pioneered Guangzhou's first dual-venue exhibition format.
2. Launched the world's first LED-focused exhibition, LED CHINA, expanding the scope from traditional advertising signage to LED displays, LED lighting, and digital signage.
3. Enhanced exhibition zoning, with the Liuhua Road Exhibition Hall featuring signage and LED, while the Jinhan Exhibition Hall showcased printing equipment, consumables, and wedding studio solutions. International participation continued to grow, with ISA and industry associations from Thailand, Italy, Belgium, Vietnam, South Korea, and other regions joining the event with delegations.

2008

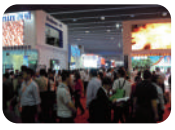
Expanded to Guangzhou Trade Fair Pazhou Complex Zone B + Jinhan Exhibition Centre

Pioneered Guangzhou's first cross-district dual-venue exhibition model between Haizhu and Yuexiu Districts, while attracting buyers from over 100 countries for the first time.

2010

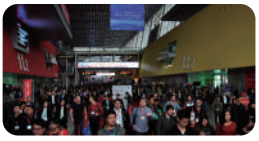
SIGN CHINA and LED CHINA join Asia's largest exhibition group UBM



Becoming a part of Asia's largest exhibition organizer, global brands continue to upgrade

2014

Guangzhou Trade Fair Pazhou Complex Zone B welcomed strong visitor turnout across all 13 halls

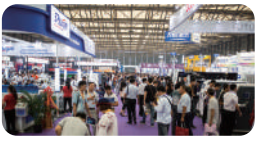


The total number of exhibitors reached 1,583, with 88,502 attendees from both domestic and international sources (including 12,773 from overseas), coming from 167 countries and regions. By September 2026, this number is expected to remain the highest in history.

Shanghai 2015 - Present

2015

Expanded from Guangzhou's post-Chinese New Year opening show to a September Shanghai edition



Following a record-breaking Guangzhou edition, the exhibition expanded to a September Shanghai edition as part of its Spring & Autumn Trade Fair strategy, welcoming buyers from 113 countries and regions.

2018

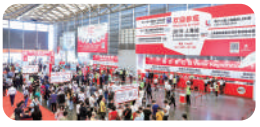
SIGN CHINA and LED CHINA join the world's largest exhibition group, Informa

Becoming a member of the world's largest exhibition group, the global brand of the exhibition has been upgraded again.

Shenzhen 2019 - Present

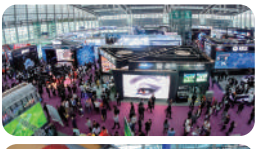
2019

Expanded into a two-edition model, adding a February Shenzhen edition alongside the September Shanghai edition



Four years later, the exhibition returned to Guangdong with the launch of the February Shenzhen edition alongside the September Shanghai edition. The Shenzhen edition attracted buyers from 104 countries and regions, while both editions welcomed international buyers from over 100 countries, marking the beginning of the Spring & Autumn Trade Fair model.

February Shenzhen Edition

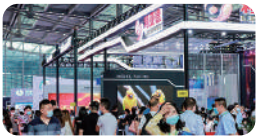


September Shanghai Edition

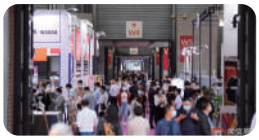
2020

Despite the challenges brought by the COVID-19 pandemic, both the Shanghai and Shenzhen editions were successfully held.

September Shenzhen Edition



September Shanghai Edition



2021

Partnered with the China Entertainment Technology Association to launch the “Audio-Visual Intelligent Integration Exhibition” at the Shenzhen edition, bringing together LED displays, lighting & audio, AV integration, digital signage, and conference systems into one integrated industry platform, while providing post-pandemic solutions and gaining strong industry recognition.

Due to COVID-19 prevention measures, the Shanghai edition was suspended in the second half of the year. Trust Exhibition launched the “DYP Mall,” an independently developed online trading platform that enabled exhibitors and buyers to overcome geographical barriers and expand business opportunities 365 days a year.

2022

With commercial exhibitions across China suspended for a year due to COVID-19 prevention measures, Trust Exhibition’s “DYP Mall” was launched with support from thousands of exhibitors, with nearly half of suppliers activating online stores and transaction functions.

2023

Following the reopening after the pandemic, the Shenzhen edition successfully returned in July. Together with UDE Display Expo and the Audio-Visual Smart Integration Exhibition, LED CHINA created the first international “Audio-Visual Display” integrated industry event. The Shenzhen edition welcomed buyers from 88 countries and regions, while the September Shanghai edition covering the global advertising and digital signage ecosystem attracted buyers from 104 countries and regions.

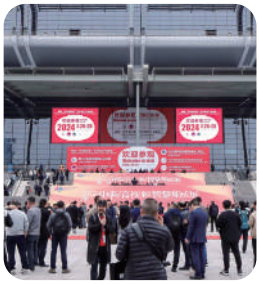
July – Shenzhen Edition

September – Shanghai Edition

2024

The Shenzhen edition returned in February as the post-Chinese New Year opening exhibition. LED CHINA, the Audio-Visual Smart Integration Exhibition, and UDE Display Expo continued their collaboration to present the “Audio-Visual Display” integrated industry event. The Shenzhen edition welcomed buyers from 112 countries and regions, while the September Shanghai edition covering the global advertising and digital signage ecosystem attracted buyers from 132 countries and regions.

February – Shenzhen Edition



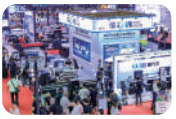
September – Shanghai Edition

2025

The February Shenzhen edition brought SIGN CHINA and LED CHINA together to create two integrated industry events covering “Audio-Visual Display” and “Advertising & Digital Signage.” Notarized results confirmed buyers from 128 countries and regions for Shenzhen and 157 countries and regions for Shanghai, marking the highest international participation for the Shanghai edition in a decade.

February – Shenzhen Edition

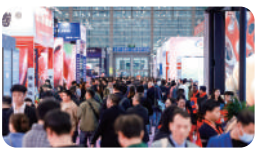
September – Shanghai Edition



2026

Shenzhen Spring Edition

The first year of Trust Exhibition’s SIGN CHINA & LED CHINA Spring & Autumn Trade Fair model began with the February Shenzhen Spring Edition. The event presented a one-stop showcase of global advertising technology, signage, AI digital signage, LED displays, professional lighting & audio, and integrated audio-visual solutions. Despite global uncertainties, notarized buyer data confirmed participation from 132 countries and regions.



Shanghai Autumn Edition

International trade performance reached a new milestone, with notarized data confirming professional visitors from 159 countries and regions. Featuring advertising technology, graphic arts, signage, AI digital signage, LED displays, professional lighting & audio, and more, the event created a one-stop sourcing platform connecting global suppliers and buyers.

Over 20 years of global growth, SIGN CHINA & LED CHINA have welcomed overseas buyers from 100+ countries for 17 years, with both editions maintaining global reach after the pandemic.

Connect to Global Markets at SIGN CHINA & LED CHINA

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Trust Exhibition

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www.SignChinaShow.com，www.LEDChina.com

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