



Sub-Fair of World Culture & Tourism Industry Expo

Asia Outdoor Gear & Mountain Equipment Expo(OME)

Date: May 10th -12th, 2024

**Venue: China Import and Export
Fair Complex, Guangzhou**

{ *Event Size* }



260,000+
Sq.m



13,000+
Booths



4,000+
Exhibitors

Organizations

Hosted by

- Guangdong Yacht Industry Association (GYIA)
- Guangdong Grandeur International Exhibition Group

Supported by

- Guangdong Tourism Attractions Association
- Hainan Tourist Attractions Association
- Jinlin Provincial Association of Tourist Attractions
- Heilongjiang Tourist Attraction Association
- Liaoning Tourist Attraction Association
- Anhui Provincial Tourism Association
- Tourist Attraction Branch of Jiangxi Tourism Association
- Tourist Attraction Branch of Shandong Tourism Trade Association
- Hebei Tourism Association
- The Xin Jiang Uygur Autonomous Region Tourist Attraction Association
- Jiangsu Tourism Association

Organized by

Guangdong Grandeur International Exhibition Group

- Tourism Equipment and Camping Branch of Hunan Tourism Association
 - Shanxi Tourism Association
 - Qinghai Culture & Tourism Association
 - Henan Tourism Association
 - Fujian Tourism Association
 - Ningxia Tourism Association
 - Beijing Tourism Industry Association
 - Inner Mongolia Tourism Association
 - Sichuan Tourist Attraction Management Association
 - Tourist Attraction Branch of Guangxi Tourism Association
- (The organizations above are listed in no particular order.)





About OME 2024

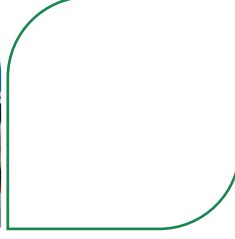
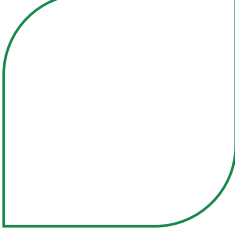
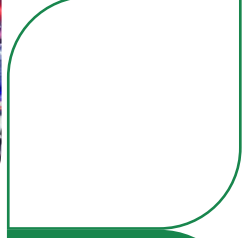
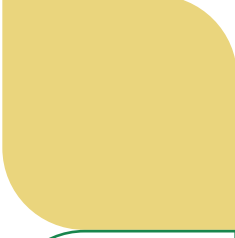
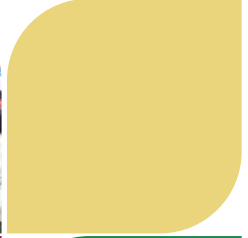
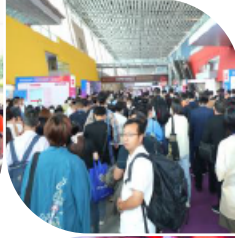
Eight departments including the General Administration of Sport of China and the Development and Reform Commission jointly issued the "Outdoor Sports Industry Development Plan (2022-2025)" (hereinafter referred to as the "Plan"). According to the plan, by 2025, China's outdoor sports industry will basically form a development pattern of effective connection between supply and demand, coordinated development of industry and ecology, prominent product and service brands, and continuous innovation in business formats and models. The overall size of the outdoor sports industry will exceed 3 trillion yuan.

In order to promote the high-quality development of China's leisure and characteristic tourism industry and related industrial segments, and build a one-stop industry display and exchange platform, the Asia Outdoor Gear & Mountain Equipment Expo (OME) will be jointly organized by Guangdong Yacht Industry Association and Guangdong Grandeur International Exhibition Group. The show is scheduled to be held at the China Import and Export Fair Complex in Guangzhou from May 10th to 12th, 2024. Hundreds of related enterprises covering outdoor camping, water sports, and mountain equipment will be invited to participate in the show, and tens of thousands of visitors are expected to visit the show.

Live Activities (Pending)

- 01** *Opening Ceremony of 2024 World Culture & Tourism Industry Expo*
- 02** *Main Forum of 2024 World Culture & Tourism Conference*
- 03** *2024 Hot Spring Tourism & Water Park Innovation & Development Forum*
- 04** *2024 Future Tourist Attractions Innovation & Development Forum & Matchmaking Conference*
- 05** *2024 China (Guangzhou) Study Tour Camp Development Forum*
- 06** *2024 Digital Sports Development Forum*
- 07** *2024 TOP 10 Creative Design and TOP 10 Engineering Awards Ceremony for Swimming Pools, Hot Springs, Water Parks and Spa Clubs*

About WCTIE 2023



From May 10th to 12th, 2023, the 2023 World Culture & Tourism Industry Expo was held in China Import and Export Fair Complex, Guangzhou, spanning 208,000 square meters. It was divided into five major sections, which were amusement equipment, digital culture and tourism, wellness tourism, landscaping, and recreation, and consisted of ten thematic exhibition areas, covering culture and tourism, theme parks, indoor parks, hot springs/spas, Metaverse, digital culture and tourism, digital sports, landscapes, floriculture, etc. The three-day exhibition attracted a total of 3,078 exhibitors and over 230,000 visitors. A series of seminars, conferences, and activities were held on site as well, hosting a galaxy of industry experts, famous enterprises and scholars, etc. to share knowledge in attraction operations, urban entertainment, immersive culture and tourism, indoor Innovative management for leisure and entertainment establishments, such as amusement parks, family sports centers, and so forth.



Exhibitor Profile

01 *Outdoor Camping Supplies*

tents, accessories, raw materials, textiles, canopies, folding tables and chairs, outdoor cooking utensils, camping supplies, outdoor lighting fixtures, outdoor power supplies, outdoor fishing equipment (hooks, fishing rods, fishing nets, baits, etc.), outdoor electronic equipment (earphones, GPS, compasses, Bluetooth devices, walkie-talkies, etc.), multifunctional knives, barbecue grills, binoculars, incubators, ground nails, wind ropes, frisbees, multifunctional shovels, luxury tents, etc.;

02 *Outdoor Sporting Goods*

binoculars, sports protective gear, knee pads, hair bands, waist belts, sports pockets, polarizers, fishing floats, sunglasses, skis, ski suits, paragliders, skate shoes, swimming bags, swimming goggles, life jackets, swimming rings, fishing gear, outdoor power supplies, surfboards, skateboards, etc.;

03 *Outdoor Clothing*

sportswear, assault jackets, assault pants, tights, compression clothing, baseball uniforms, sports pants, sun protection clothing, sleeves, bikinis, swimwear, raincoats, sports shoes, basketball shoes, sneakers, football shoes, running shoes, mountaineering shoes, etc.;

04 *Outdoor Cycling Equipment*

bicycles (luxury bicycles, retro bicycles, off-road bicycles, picnic bicycles, touring bicycles, bike accessories, bicycle trailers, single speed and fixed gear bicycles, mountain bikes, folding bikes, city road bikes, kids bikes, ladies bikes, ATV bikes, off-road bikes, dirt bikes, bike design/modification, concept bikes, smart bikes); cycling gear (jerseys, gloves and protective gear, headscarves, cycling shoes, cycling glasses, helmets, GPS navigation systems, stopwatches, water bottles/bottle holders, travel bags, pumps, sports cameras, portable tools, travel bags, solar backpacks, mountaineering bags, waist bags, first aid kits); cycling accessories (helmets, moisture-proof pads, mat kettles, camping flashlights, protective gear, outdoor kettles, binoculars, outdoor mobile power supplies, outdoor medical emergency equipment, etc.);

05 *Outdoor Adventure Equipment*

gliding (paraglider, powered paraglider, hang gliding wing (delta wing), powered delta wing, hot air balloon, hang gliding suit, glider, helicopter and other related supplies and equipment; skydiving: main umbrella, umbrella cover, Paracord, AAD (Automatic Activation Device) and other related supplies and equipment; bungee jumping (bounce rope, buckle, waist tying equipment, foot binding equipment, 7 pillows and other related supplies and equipment); hunting (hunting supplies, accessories, paintball, binoculars, sword products, safety technical equipment, loading equipment, animal crafting, farm/ranch management, hunting camping and wildlife management and other related books, publications, videos, and other hunting-related products); drifting (rafting equipment (boats, rafts and other drifting items on the water), waterproof tops, water sports helmets, rafting boots, rafting gloves, backpack life jackets, paddles and other products related to rafting); canoes (fancy canoes, whitewater canoes, ocean canoes, inflatable canoes, platform canoes, lake canoes, safety helmets, nose clips, life jackets, winter clothes, waterproof skirts and other products related to canoeing); travel agencies for outdoor activities such as hiking, mountaineering, cycling tours; tourist attractions, hotels, culture and tourism companies, tourism product manufacturers and sellers, other related products and equipment.

06 *Mountain/Rural Tourism*

tourist attractions, travel planning and design agencies, travel agencies, theme parks, amusement parks, museums, science and technology exhibition centers, attraction planning and design, consulting and engineering, landscaping, horticultural engineering, live show services, etc.

Target Visitors

- *Provincial culture and tourism departments, municipal culture and tourism bureaus, culture and tourism authorities, associations, and industry-related organizations;*
- *Manufacturers of boats, water sports equipment (diving, surfing, water skiing, swimming, etc.), water leisure and entertainment equipment, water safety and lifesaving equipment, beach supplies, outdoor gear, rock climbing equipment, extreme sports equipment, etc.*
- *Culture and tourism enterprises, culture and tourism investment institutions, tourist attraction developers, real estate developers, operators;*
- *5A/4A resorts, national tourist attractions, red tourism, national forest parks, world natural heritage, world cultural landscapes, world (national) geological parks, ancient town tourism, mountain resorts;*
- *Theme parks, ecological parks, city parks, hot springs/lake resorts, ecological reserves;*
- *Car camps, industrial tourism, yacht clubs, themed hotels and leisure clubs;*
- *Development and operation of coastal resorts, golf courses, urban commercial areas, and art spaces;*
- *Pastoral complexes, agricultural attractions, rural tourist attractions, health care resorts;*
- *Various culture and tourism investment institutions, education and training institutions, media, etc.*

Event Promotion and Marketing

- *Invitations sent to target audience through phone calls, text messages, emails, faxes, Weibo, WeChat, APPs, applets, magazines, etc.*
- *Event details released via 300+ mass/professional media platforms.*
- *Invitation letters, invitation cards, tickets, briefings, etc. sent to professional buyers.*
- *Attending related exhibitions and conferences at home and abroad to connect with insiders worldwide.*
- *A press conference to generate greater media exposure worldwide.*

Media Partners

Nanfang Daily, Guangdong Radio and Television Station, Yangcheng Evening News, Guangzhou Daily, Southern Metropolis Daily, New Express, Sohu, Sina, Netease, Tencent, Phoenix.com, Toutiao, Youku Video, iQiyi Video, Sino-Singapore Video, Nanfang Net, Zhonghua Network, Global Culture Network, China Today, China Daily Network, China Cultural Industry Network, China Cultural Tourism Network, Cultural Tourism China, Cultural Tourism Alliance Network, Cultural Tourism Express Network, China Cultural Tourism Network, China Network, China Tourism News Network, China Enterprise News/China Enterprise Network, China Trade News/China Trade News Network, International Online, Guangming.com, Global.com, People.cn, CNR, People's Daily Overseas Network, Xinhua Online, Zhonghong.com, Chinanews.com, China Business News Network, China Report Network, China Finance Network, People's Daily "People's Weekly" Network, People's Political Consultative Conference News/Net, China Economic Times/China Economic News Network, China Economic Herald/Net, China Business News/Net, China Industrial Economy Information Network, China Business Times Network, China Business Network, China Consumer Daily Network, CCTV-China Television Culture Communication Network, China Weekly Net, China Morning Post Net, Xinhua News Net, Shenzhen Hotline, Shenzhen Daily, Shenzhen Economic Net, Shenzhen-Hong Kong Online, Hong Kong-Macao Online, Guangdong Finance Net, Guangdong Economic Net, Southern Science and Technology Net, Dongguan Economic Net, Greater Bay Area News Network, Asia News Network, Live Network, Foshan Hotline, Zhuhai Life Network, Zhuhai Online, Zhongshan Metropolitan Network, Zhongshan Online, Zhongshan Vision, Hunan Daily Huasheng Online, Fenghuang.com Hunan, Haixia.com, Dongkuai.com, Qianlong.com, Yidian Information, Hexun.com, News Express.com, China New Media Information Network, China Enterprise News Network, China Business Network, China Digital News Network, Huaxia Evening News, Jiangnan Times, Dongnan.com, HC.com, Shenzhen Herald, 167 Travel Network, China Tourism News Network, Jiangxi Morning News Network, Hainan Network, Guangxi Huasheng Morning News, Nanning News Network, Guizhou Network, Qiannan Hotline, Yunnan Economic Daily, Yunnan Economic News Network, China Yunnan Network, Chongqing Live Network (Chongqing Times), Chongqing News Network, Colorful Chongqing Net, Sichuan News Net, Sichuan Hotline, Guizhou Hotline, Kunming Net Huaxi Metropolis Net, Hubei News Net, Hubei Hotline, Three Gorges News Net, Zhejiang Hotline Net, Zhejiang Metropolis Daily, Zhejiang Broadcasting Net, Shanghai East Net, Qinghai Internet Radio and Television Station, Qinghai News Net, Xining News Net, Tibet News Net, Xinjiang Youth Net, Lanzhou News Net, Xi'an Daily, Xi'an News Net, Huashang Net/Xi'an Net, Shandong News Net, Qilu Evening News Net, Northeast News Net, Northeast Net, North Net, Hebei Dushi Net, Henan Net, Henan Hotline, Inner Mongolia Hotline, Beijing Youth Network, Baihui Information News, Wenlvbang, Maidian, "Dijieshe Information", etc.

Booth Rates

Standard Booth (3m×3m)	USD 2,600/9 sq. m. Add 10% fees for double-open booth	Three white surrounding boards (height: 2.5M), one table, two chairs, two daylight lamps, fascia in English and Chinese, one wastebin and a piece of floor carpet.
Luxury Booth (3m×3m)	USD 3,000/9 sq. m. Add 10% fees for double-open booth	Three white surrounding boards (height: 4M), light box fascia, one glass table, aluminum alloy chairs, spotlights, reception counter with lock.
Raw Space	USD 260/sq. m.	Minimum rental space: 36 square meters. No facilities provided. Additional management fee: RMB 28/sq.m. The booth should be built and decorated by exhibitors themselves.

Ad Costs

Show Catalogue

Cover RMB 20000	Back Cover RMB 15000	Title Page RMB 10000	Colored Page RMB 5000
Black-and-White Page RMB 3000		Inside Front Cover RMB 10000	
Inside Back Cover RMB 9000	Double Page RMB 15000	Company Profile RMB 1000	

Other Ads

Inflatable Arch Door RMB 20000/each/3 days	Giant Flying Balloon RMB 10000/each/3 days
Roll-up Banner RMB 1000/each/3 days	Visitor Badge RMB 30000/10000 pieces
Event Ticket RMB 10000/10000 pieces	Visitor Guide RMB 20000/10000 pieces

Exhibition Procedure

- 01** Carefully fill in the "Exhibition Application Form" and stamp it with the official seal, then send the colored scanned copy to the organizer at grand@grahw.com;
- 02** Booths will be allocated based on the principle of "first apply, first pay, first served";
- 03** After the application is confirmed by the organizer, a 50% deposit or the full amount shall be transferred to the organizer's account within five business days, after which the booth will be confirmed;
- 04** After the full payment is made, the exhibitor will receive an "Exhibitor Confirmation Letter" and the "Exhibitor Manual" from the organizer, which include the schedule of the exhibition, instructions for move-in/out, exhibit logistics, nearby hotel information, etc. ;
- 05** Unless the applicant is rejected by the organizer, if the applicant withdraws from the exhibition due to his/her own reason, the paid fee will not be refunded;
- 06** The organizer reserves the right to adjust the booth location.

Contact Us



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