WHAT
The Corporate Executive Office (CEO) Program is a trade show program designed to offer small and medium sized companies a method of exhibiting at a trade show. The CEO is a specific area on the trade show floor (located within or next to the USA Pavilion) that is subdivided into meeting space (with tables and chairs, one set per each U.S. company), business center (internet access, small table, etc.) and small lounge/seating area.

WHERE
CMEF - The Largest Medical Equipment Exhibition in Asia
Founded in 1979, and held twice a year, CMEF is the show to connect to all aspects of the Chinese medical industry. The show hosts over 4,100 exhibitors from 28 countries and attracts about 120,000 visitors from over 150 countries.

WHY
The CEO program is an alternative to the traditional trade show booth and offers a unique, cost-effective way for companies to participate. The program provides not only an incubator-type platform for companies to experience the show and participate at a lower cost than the usual trade show booth, but also an onsite assistant to help with meetings, marketing, and basic interpretation.

Participants in the CEO program are not allowed to display products other than very small table-top samples or brochures/product/literature. It is meant as a base of operations and a meeting/conference point but it is not a full-fledged exhibit.

WHAT IS INCLUDED
- Semi-private meeting space in CEO pavilion (part of overall USA Pavilion). Space will include table, 4-chairs, and complimentary internet access
- Shared office center with receptionist and hospitality service
- Pre-show promotion across China
- Onsite assistant to help navigate CMEF experience
- Travel/Logistics guidance

APPLY NOW, SPACE IS LIMITED
Date
April 9-12, 2020
Venue
Shanghai, China
Deadline to Register
Rolling until filled (11 maximum)
Cost
$4,850

FOR MORE INFORMATION AND TO REGISTER
Monica Toporkiewicz
Sr. International Trade Specialist
U.S. Commercial Service Chicago
(312) 353-8059
Monica.Toporkiewicz@trade.gov

Jose Burgos
Director
U.S. Commercial Service Puerto Rico
(787) 679-3048
Jose.Burgos@trade.gov

Xiaoli PAN
Senior Commercial Specialist
U.S. Consulate General, Shanghai
(86 21) 6279-8750
Xiaoli.Pan@trade.gov

Information about Full Booth Exhibiting:
International Sales Manager
Reed Exhibitions North America
International Sales Group
(203) 840-5821