2024 LUTHIERSSHOW参展指南Exhibitor Guide

主办方：LUTHIERSSHOW 委员会

Organizer: Luthiers Show Committee

1.概要/Outline

**LUTHIERSSHOW 5周年啦！**

**在5周年之际，LUTHIERSSHOW联合全球最大的乐器展会MUSIC CHINA，举办第5届LUTHIERSSHOW ！**

**2024年上海国际手工吉他展“LUTHIERSSHOW”将于2024年10月10-11日（星期四、五）开展！**

**专业制琴师的首选Luthier Show，我们为了同一个愿景，期待这50年的陪伴！**

从2019年开始，我们开始主办手工吉他展，服务于与LuthierShow理念相符的制琴师，我们创立了一个崭新的平台，经过5年的时间，制琴师们都在不同的领域散发出自己的光彩， 让独立制琴师变得有价值也是我们的使命！

中国位于亚洲东部，是一个文化底蕴丰富、多民族性、包容度高、热情好客和人口众多的国家。当第一支吉他乐器在这里弹响的那一刻起，就注定着与吉他会产生不解之缘。中国有着超过40,000,000在演奏各式吉他的人，随着人均GDP的增长，这一数字将会逐年增长，这里将是吉他乐器的下一次的巅峰之地，百闻不如一见，我们真诚地期待您的参与，请一定要来参加。

在去年的参展商中，无论是数量还是质量都达到了历史最高，超过50位职业制琴师、工坊相聚上海，同时，关注中国手工吉他的玩家和演奏者的数量也达到了历史新高，大家期待已久，在热烈的讨论着。2024年10月，在LUTHIERS SHOW 5周年之际，我们联合知名演奏家、UP主，举行丰富的现场互动和抽奖活动，做到处处有惊喜,人人有礼物，这将是一次很好的见证。

各位制琴师精心制作了参展的作品，这将是一次面对面的比拼，真正实力的较量，同时也可以连接更多的吉他爱好者并与他们现场交流。我们通过设置门槛，对制琴师以及制造商进行严格的筛选和选择，为原声吉他爱好者提供真正的专业的制琴师选项，为您的吉他生涯保驾护航。

我们努力做好展会所能带来最大的曝光度和热点，竭尽全力为参展商提供有限的支持和帮助，得到更多年轻爱好者的关注兴趣，我们希望通过这样的展会让更多的制琴师、演奏者和玩家产生更多的交流、学习机会，同时促进琴行和展商之间达成深度合作，我们相信通过这样的方式会有效的提升产品销量和获客数量。

我们目前正在为2024年的活动进行准备阶段，在展会正式召开之前，我们会优化展位布局、宣传通道以及链接各合作方，确保更多的吉他爱好者可以第一时间知道展会信息。

我们将吸取从大家的意见，在保证安全的前提下考虑各个环节和流程的组成。除此之外，我们持续优化参展流程、展位布局，申请方式等链路顺畅，并希望每位参观者都能感受到舒适满意的现场环境。

**LUTHIERSSHOW 5th Anniversary!**

**On the occasion of the 5th anniversary, LUTHIERSSHOW in cooperation with MUSIC CHINA, the world's largest musical instrument exhibition, is organizing the 5th LUTHIERSSHOW!**

**LUTHIERSSHOW 2024 will be held on October 10-11, 2024 (Thursday and Friday)!**

**Luthier Show is the first choice of professional luthiers, and we are looking forward to 50 years of companionship with the same vision!**

Starting in 2019, we are organizing the Handmade Guitar Show to serve luthiers who are in line with the LuthierShow's philosophy. We have created a brand new platform, and after 5 years, luthiers are radiating their own brilliance in different fields, and it's our mission to make independent luthiers valuable!

China, located in the eastern part of Asia, is a culturally rich, multi-ethnic, tolerant, hospitable and populous country. From the moment the first guitar instrument was played here, it was destined to have an unbreakable bond with the guitar. With more than 40,000,000 people playing guitars of all kinds in China, a number that will grow year after year as the GDP per capita increases, this will be the next pinnacle of the guitar instrument, and we sincerely look forward to your participation, so please be sure to come and join us.

Last year's exhibitors were at an all-time high in both quantity and quality, with over 50 professional luthiers and workshops meeting at the Luhtiers Show, while the number of players and guitarists focusing on handmade guitars in China also reached an all-time high, with much anticipation and buzzing.October 2024, on the occasion of the 5th Anniversary of the Luthiers Show, it will be a great occasion to witness.

The luthiers have crafted their exhibits, and it will be a face-to-face competition, a real battle of strengths, as well as a chance to connect with more guitar enthusiasts and talk to them live. We try our best to do the best job to bring the maximum exposure and hotspot that the exhibition can bring, and do our best to provide support and help to the exhibitors, and get more young enthusiasts to pay attention to the interest, we hope that through this kind of exhibition to let more luthiers, guitarists and players to produce more communication, learning opportunities, and at the same time, to promote the exhibitors to reach the depth of the cooperation or trade, we believe that through this way will effectively enhance the product sales and customer acquisition.

We are currently in the preparation stage for the 2024 Luthiers Show. Before the show is officially held, we will optimize the booth layout, publicity channels and link to the dynamics of the partners to ensure that more guitar enthusiasts can be the first to know the information about the show.

We will take on board your comments and consider under the premise of ensuring safety. In addition, we continue to optimize the exhibition process, booth layout, application methods and other links smoothly, and hope that every visitor can feel comfortable and satisfied with the on-site environment.

2.展览概况/Exhibition Overview

名称：上海国际手工吉他展LUTHIERSSHOW

主办方：LUTHIERSSHOW

LUTHIERSSHOW执行委员会名单：苗帅畅、李伟峰、姚欣

时间：2024年10月10日-11日（星期四、五）

地址：上海浦东新区龙阳路 2345号N1-M42展区

电子邮件：shiki.ong@outlook.com

官方网展：https://shanghailuthiersshow.com/

【制琴师布展时间】

2024年10月09日（周三）15:00-17:00

2024年10月10日（周四）07:00-09:45

【开放日展出时间】

**2024**年**10**月**10**日（周四）**10:00-17:00**

**2024**年**10**月**11**日（周五）**10:00-17:00**

门票：

9月16日前预约单日早鸟票39元/人、预约双日早鸟票49元/人（包含MUSIC CHINA展会门票）

现场单日票59元/人、双日通票69元/人（包含MUSIC CHINA展会门票）

Name: LUTHIERSSHOW Shanghai International Handcraft Guitar Exhibition

Organizer: LUTHIERSSHOW

LUTHIERSSHOW Executive Committee List: Evisu Miao, Weifeng Li, Xin Yao

Time: October 10-11, 2024 (Thursday and Friday)

Address: N1-M42, 2345 Longyang Road, Pudong New Area, Shanghai, China.

Email: shiki.ong@outlook.com

Official Website: https://shanghailuthiersshow.com/

When to set up your booth?

October 09, 2024 (Wednesday) 15:00-17:00

October 10, 2024 (Thursday) 07:00-09:45

Exhibition Open Time:

October 10, 2024 (Thursday) 10:00-17:00

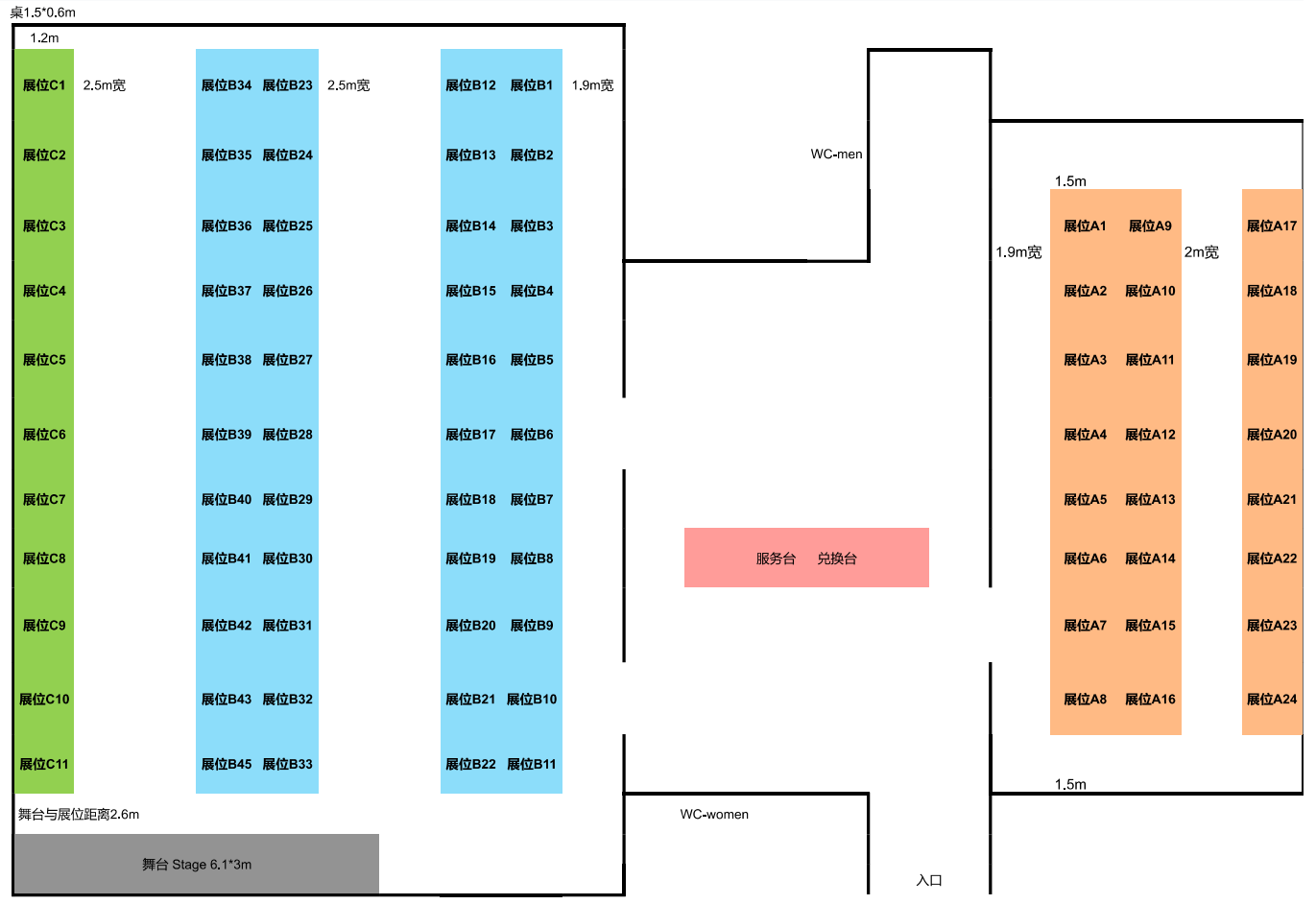
October 11, 2024 (Friday) 10:00-17:00

Tickets:

RMB 39/person for single-day early bird ticket, RMB 49/person for two-day early bird ticket (including MUSIC CHINA show admission) by reservation before September 16th

On-site single-day ticket RMB59/person, two-day pass RMB69/person (including MUSIC CHINA exhibition ticket)

3.展区平面图/ Floor Plan of Exhibition Area



区域功能

●A尼龙弦区域

展商类型：古典吉他/弗拉门戈/尤克里里

●B钢弦区域

展商类型：民谣吉他/爵士吉他/指弹吉他等

●C品牌区

展商类型：品牌展示展区

Area Function

●A Nylon String Area

Exhibitor Type: Classical Guitar / Flamenco Guitar / Ukulele

●B Steel String Area

Exhibitor type: Folk Guitar/Jazz Guitar/Fingerstyle Guitar, etc.

●C Brand Area

Exhibitor type: Brand Display

4.展位费用/Booth Fee

本次参展费用为2,500RMB/桌，我们将从在官方网站上接受参展申请。

如果申请人数超过展位数量，我们将停止销售展位并会即时通知您，感谢您的理解。

最终申请截止日期为2024年9月9日，如展位已满，我们可能不接受标准申请。

[注意]

\*如果您想预定3个或3个以上展位，请邮件咨询 LUTHIERSSHOW 的工作人员。

\*当我们无法在上述截止日期期限内收到您的付款时，我们将自动取消。

\*付款后，我们无法返还参展费用。

The booth fee is 2,500RMB and we will start accepting applications on our official website. [APPLY FOR EXHIBITION (shanghailuthiersshow.com)](https://shanghailuthiersshow.com/web/luthier/apply.html)

If the number of applications exceeds the number of booths, we will stop selling booths and will notify you immediately, thank you for your understanding.

The final application deadline is September 9, 2024, if the booths are full, we may not accept standard applications.

[Attention].

\*If you would like to book 3 or more booths, please email the Luthiers Show staff.

\*When we are unable to receive your payment within the above deadline period, we will automatically cancel.

\*We are unable to refund the cost of exhibiting after payment has been made.

5.展位配置/Booth Configuration

\*展位内包括1张展桌（长宽高1500 mm x 600 mm x 700mm）和2张椅子、2张入场证、5张邀请票。

\*需要您自己准备：

可自备桌布（印制自己的logo）、吉他架两个、名片/宣传单等，调音器、变调夹、琴弦若干，指套拨片，充电宝，古典吉他需自带脚凳。

\*The booth includes one exhibition table (LWH 1200 mm x 600 mm x 700 mm) and two chairs, two exhibitor passes，5 visitor tickets.

\*You need to prepare your own:

You can bring your own tablecloth (with your logo printed on it), two guitar stands, business cards/leaflets, tuner, tuning clips, strings, finger picks, rechargeable batteries, and a footstool for classical guitars.

6.布展安排/ Arrangements for the exhibition

2024年10月9日（周三）**15:00-17:00**，到达上海浦东新区龙阳路 2345号2号门安检处，联系Shiki（微信号“shiki22” ）获取展商入场证，进入N1-M42展厅，根据预先确认好的展位序号，布置您的展位。（如果您随身佩戴入场证，将会减轻安保人员的工作压力）

13:00至15:00主办方会场布展，15:00至17:00展商/制琴师进场布展。检查对应号码的展桌上个人信息配置及配备硬件是否安全稳定齐全，确认后，参展吉他放入琴箱，琴箱放入展桌下方，可以离场。

\*特别提醒：为了确保乐器丢失和安全，吉他入场后，不得在展览期间带出展厅。

On October 9, 2024 (Wednesday) 15:00-17:00, arrive at the security checkpoint at Gate 2, 2345 Longyang Road, Pudong New Area, Shanghai, contact Shiki (Wechat account “shiki22”) to obtain your exhibitor pass, enter Hall N1-M42, and set up your booth according to the pre-confirmed booth serial number. (If you are wearing your pass with you, you will be able to set up your booth and it will reduce the work pressure of the security personnel.)

From 13:00 to 15:00, the organizer will set up the exhibition hall, and from 15:00 to 17:00, exhibitors/luthiers will enter the exhibition hall to set up their booths. Check whether the personal information configuration and equipped hardware on the corresponding number of the exhibition table are safe, stable and complete. After confirming, the exhibited guitars will be put into the cases, and the cases will be put under the exhibition table, and you can leave the venue.

\*Special reminder: In order to ensure the unloss and safety of musical instruments, guitars may not be taken out of the exhibition hall during the exhibition period after admission.

7.参观须知/Visiting Information

10月10日（星期四） 开放日

您可以一次性感受来自不同国家的上百支不同风格的顶尖的手工吉他作品，同时可以与制作家交流并可以直接向制作家获取定制信息。各类媒体、UP主、KOL可以提前入会进行拍摄录制（请邮箱联系）。

\*提前申请的乐器经销商和媒体，需在当日预约名单中可进入会场。

10月11日（星期五）开放日

我们计划琴行经营者，可以在当天14:00至17:00，用于双方进行商务洽谈。营业者需要提前预约填写您的琴行相关的资料，可免费入场，您可以在参展商和制琴师之间进行商务洽谈。

October 10th (Thursday) Open Day

You can experience close to 100 top handmade guitars of different styles from different countries at one time, and at the same time, you can communicate with the luthiers and can get customized information directly from the luthiers. All kinds of media, Uploader and KOLs can enter the meeting in advance for filming and recording (please contact by e-mail).

\*Instrument dealers and media who apply in advance will only be able to enter the venue on the same day if they are on the reservation list for that day.

October 11th (Friday) Open Day

We plan Instrument Store Operator, can be used on the day from 14:00 to 17:00, for both sides to conduct business negotiations. Operators need to make an appointment in advance to fill in your brand or company-related information to get in for free.

8.其他/Other Notes

\*乐器如需提前邮寄请邮寄到以下地址：

上海市黄浦区延安东路55号502室七拓吉他体验店，王女士 13681803599（微信发送快递单号给到“shiki22”）

此地址距离上海新国际博览中心11公里，打车需要25分钟，地铁需要42分钟。

\*代收服务为免费，邮寄时请将姓名写在纸箱外侧。

\*打木架发货的吉他无法签收，到付的吉他无法签收。

\*使用租赁设备或聘用工作人员时，您需要单独付费。

\*费用不含税，如需发票我们将向您开具（普通/专业）发票。

\*If you need to send your instrument in advance, please send it to the following address:

Ms. Wang 13681803599, Room 502, No.55 East Yan'an Road, Huangpu District, Shanghai, China (WeChat send the shipping number to wechat account“shiki22”).

This address is 11 kilometers away from Shanghai New International Expo Center, it takes 25 minutes by taxi and 42 minutes by subway.

\*Please write your name on the outside of the carton when mailing.

\*Guitars shipped on wooden racks cannot be signed for, and guitars paid on arrival cannot be signed for.

\*When using rental equipment or hiring staff, you will need to pay separately.

\*The fee does not include tax, if you need an invoice we will issue you a (general/professional) invoice.

9.温馨提示/Warm Tips

\*展会内不可带宠物参观；

\*展会现场不允许吸（电子）烟；

\*醉酒、衣冠不整、裸露者谢绝入场；

\*现场请听从工作人员的引导，文明观展；

\*现场观展时请不要携带任何乐器进入会场；

\*在未经过展商/制琴师的允许，请不要触碰任何展品；

\*为了人身安全请勿携带任何液体、易燃易爆品进入会场；

\*身高1米以下（含1米）儿童必须在成人陪同下方可进入展区；

\*Pets are not allowed inside the venue of Luthiers Show;

\*Smoking (electronic) cigarettes is not permitted inside the venue of Luthiers Show;

\*Drunk, unkempt and naked people are not allowed to enter the exhibition;

\*Please follow the guidance of the staff on site and be civilized when viewing the exhibition;

\*Please do not bring any musical instruments into the venue when visiting the exhibition;

\*Please do not touch any exhibits without the permission of the exhibitors/luthiers;

\*For the sake of personal safety, please do not bring any liquids, flammable or explosive substances into the venue;

\*Children under 1 meter (including 1 meter) must be accompanied by an adult before entering the exhibition area;

10.合作方/Partners

特别支持：MUSIC CHINA 组委会

Special Support: MUSIC CHINA Organizing Committee

11.交通线路/ Transportation Route

前往上海浦东新区龙阳路 2345号N1-M42展馆的快捷方式

地铁：7号线花木路1/5号出口

打车：上海浦东新区龙阳路 2345号N1-2号门（靠近芳甸路花木路十字路口）

Shortcut to Pavilion N1-M42, No. 2345 Longyang Road, Pudong New Area, Shanghai, China

Metro: Line 7, Hua Mu Road Exit 1/5

Taxi: Gate N1-2, No. 2345 Longyang Road, Pudong New Area, Shanghai (near the intersection of Huamu Road, Fangdian Road)

上海城市主要信息/ Shanghai City Main Information

从浦东国际机场 –上海新国际博览中心 35KM（36分钟车程）  
距离虹桥国际机场 – 上海新国际博览中心 30KM（46分钟车程）  
有关地区的更多信息，请访问当地景点指南。

From Pudong International Airport - Shanghai New International Expo Center 35KM (36 minutes drive)

From Hongqiao International Airport - Shanghai New International Expo Center 30KM (46 minutes drive)

For more information about the area, please visit the Local Attractions Guide.

其他主要信息/ Other key information

时差: GMT +8 小时

位置: 外滩, 市中心

语言: 中文普通话，英文

电气: 国际标准220-240 AC/DC

重量单位: 公制

小费: 不需要

Time difference: GMT +8 hours

Location: The Bund, Downtown

Languages: Mandarin Chinese, English

Electrical: International Standard 220-240 AC/DC

Weight units: Metric

Tipping: Not required

探索上海/Explore Shanghai

我们毗邻美丽的外滩滨江区域，可以为您提供外滩两岸的美丽景色。同时靠近附近著名的购物区，餐厅和景点出行便捷。

We are adjacent to the beautiful riverfront area of the Bund and can offer you beautiful views of both sides of the Bund. We are also close to the famous shopping area nearby, with easy access to restaurants and attractions.

上海天气/Shanghai Weather

上海属北亚热带季风性气候，四季分明，日照充分，雨量充沛。上海气候温和湿润，春秋较短，冬夏较长。2013年，全市平均气温17.6℃，日照1885.9小时，降水量1173.4毫米。全年60%以上的雨量集中在5月至9月的汛期。  
了解最新天气情况，请浏览[上海天气网站](http://www.westinshanghai.com/weather)

Shanghai has a northern subtropical monsoon climate with four distinct seasons, full sunshine and abundant rainfall. Shanghai's climate is mild and humid, with short spring and fall and long winter and summer. in 2013, the city's average temperature was 17.6°C, with 1,885.9 hours of sunshine and 1,173.4 millimeters of precipitation. More than 60% of the year's rainfall is concentrated in the flood season from May to September.

For the latest weather conditions, please visit the Shanghai Weather website

海关及护照签证/Customs and Passport Visa

一般情况下，游客被允许带入中国一瓶酒精饮料和两条香烟。通常有外币的，可带进中国的数量没有限制，但是超过10 000美元必须申报。要了解更多信息，请登陆[中国海关网站](http://english.customs.gov.cn/publish/portal191/)。

 所有旅客的护照至少要有6个月有效期。除了文莱，日本和新加坡公民，游客一般都需要事先申请旅游或商务签证。签证可以从在各国的中国大使馆或领事馆获得。要获得更多信息，请访问中国大使馆网站。

Visitors are normally allowed to bring into China one bottle of alcoholic beverage and two cigarettes. There is no limit to the amount of foreign currency that can be brought into China, usually with foreign currency, but over US$10,000 must be declared. For more information, visit the China Customs website.

All travelers must have a passport that is valid for at least 6 months. With the exception of citizens of Brunei, Japan and Singapore, travelers are generally required to apply for a tourist or business visa in advance. Visas can be obtained from the Chinese Embassy or Consulate in each country. For more information, visit the Chinese Embassy website.

货币与银行/ Currency and Banks

人民币（RMB，¥）是中国的法定货币。您可以绑定支付宝或微信无现金支付，也可以前往酒店的前台兑换外币。兑换时请提供有效护照。货币将按当天的汇率兑换。要查看当前汇率，请访问[汇率网站](http://www.westinshanghai.com/Exchange%252520Rate%252520website)。

附近有大型的本地和国际银行。银行一般从上午9点到下午5点开放，周一至周五。大多数银行也在周六开放半天。ATM机位于大堂或银行门口一侧。

The Renminbi (RMB, ¥) is the legal tender in China. You can tie Alipay or WeChat for cashless payment, or go to the front desk of the hotel to exchange foreign currency. Please provide a valid passport when exchanging. Currency will be exchanged at the rate of the day. To check the current exchange rate, please visit the exchange rate website.

There are large local and international banks nearby. Banks are generally open from 9 a.m. to 5 p.m., Monday through Friday. Most banks are also open for half a day on Saturdays.ATMs are located in the lobby or on the side of the bank entrance.

免责声明和注释/ Disclaimer and Notes

•在参加本次活动时，我们对途中发生的任何事故不承担责任，包括在前往会场的路上和会场中。对于参观者、个人或各参展公司有责任购买商业保险。

•制琴师有责任看护好自己的展品，防止盗窃，我们对失窃或丢失概不负责。

•组织者和相关方对本次活动中参观者或第三方造成的任何损害概不负责。

•组织方和相关方对因本次活动中的信息泄露或丢失而对参观者或第三方造成的任何损失负责。

•如果由于各种原因导致设备损坏，我们将不负责任何补偿。

•如果组织机构确定在恶劣天气条件（暴风雨或自然灾害）、传染病等情况下很难举行活动，活动可能会取消或内容可能会更改。如果活动因不可抗力因素主办方取消或更改，主办方和其他相关方将不会退还参观者所需的费用（包括差旅费、展览费）。

•本次活动的现场的照片和影视资料将用作宣传和文章等使用，并可能张贴在新闻报道、信息媒体报道、网站和小宣传册等公共媒体中，包括参观者姓名等信息。在这种情况下，参观者的肖像权应属于主办方，包括在活动内容中，参观者同意主办方使用这些肖像权。

•如果参观者在事件中受伤或在事件发生后死亡或无论原因如何，主办方和参与活动的所有其他方均不承担责任。

•参展商和表演者可能会发生变化。在这种情况下，主办方和其他相关方不负责退票等事宜。

•在未经许可的情况下，禁止在现场摄像表演人员。如果发现此类行为，参观者应根据主办方的规则删除拍摄或记录的数据。如果工作人员， 要求参观者应离开活动场地，应配合离开。不遵守主办方或其他相关方的规则，或对其他参观者造成不便的行为，可能被拒绝进入会场或被离开会场，届时我们不会退还任何费用（包括差旅费、展览费、参展费）。

•合规条款和免责声明会在不另行通知的情况下进行更改。我们将在官方网站上公布更改内容，请在参展前阅读。

-While attending this event, we are not responsible for any accidents that occur on the way, both on the way to the venue and in the venue. It is the responsibility of the visitor, individual or each exhibiting company to take out commercial insurance.

-Luthiers/ exhibitors are responsible for looking after their exhibits to prevent theft, and we cannot be held responsible for theft or loss.

-The organizers and related parties are not responsible for any damage caused by visitors or third parties at this event.

-The organizers and related parties are not responsible for any damage caused to visitors or third parties as a result of leakage or loss of information during this event.

- The organizers and related parties will not be responsible for any compensation in the event of damage to the equipment for any reason.

-If the organizer determines that it will be difficult to hold the event in case of bad weather conditions (storms or natural disasters), infectious diseases, etc., the event may be cancelled or the content may be changed. If the event is canceled or changed by the organizers due to force majeure factors, the organizers and other parties involved will not refund the costs incurred by the visitors (including travel and exhibition costs).

-Photographs and video footage of the site of the event will be used for publicity, articles, etc., and may be posted in public media such as news reports, information media reports, websites, and brochures, including information such as the names of visitors. In such cases, the visitor's likeness rights shall belong to the Organizer, including in the content of the event, and the visitor consents to the Organizer's use of such likeness rights.

-The Organizer and all other parties involved in the event shall not be liable if the visitor is injured during the event or dies after the event or whatever the cause.

-Exhibitors and performers are subject to change. In such cases, the organizers and other parties involved are not responsible for refunds of tickets, etc.

-It is prohibited to videotape performers on site without authorization. If such behavior is detected, the visitor shall delete the photographed or recorded data in accordance with the Organizer's rules. If a staff member, requests that the visitor should leave the event venue, he/she should cooperate to leave. Failure to comply with the rules of the Organizers or other relevant parties, or behavior that causes inconvenience to other visitors may result in denial of access to the venue or removal from the venue, at which time we will not refund any fees (including travel, exhibition and participation fees).

-The terms of compliance and disclaimer are subject to change without notice. We will announce the changes on our official website, so please read them befo