2025 LUTHIERSSHOW参展指南Exhibitor Guide

主办方：LUTHIERSSHOW 委员会

ORGANISER: LUTHIERSSHOW COMMITTEE

1.概要**Summary**

2025年上海国际手工吉他展“LUTHIERSSHOW”将于2025年10月24-25日（星期五、六）在上海外滩中心50层开展！

**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6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60位职业制琴师、品牌、工坊和配件商相聚上海，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。

2025年10月24-25日，今年将有夜场，展会到晚上21点。我们将联合知名演奏家和艺人，现场互动及表演，更有丰富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2025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。

The 2025 Shanghai International Handmade Guitar Exhibition "LUTHIERSSHOW" will be held on October 24-25, 2025 (Friday and Saturday) on the 50th floor of the Bund Center in Shanghai!
**The Luthiers Show is the first choice for professional luthiers, and we look forward to 50 years of companionship for the same vision!**
Since 2019, we have started to host the Handmade Guitar Exhibition, serving luthiers who are in line with the LuthiersShow philosophy, we have created a new platform, after 6 years, the luthiers have exuded their brilliance in different fields, and it is also our mission to make independent luthiers valuable!

China is located in the eastern part of Asia. It is a country rich in cultural heritage, multi-ethnic, highly inclusive, hospitable and with a large population. The moment of the first time guitar was played here, it was destined to have an inseparable bond with the guitar. There are over 40,000,000 people playing various types of guitars in China. With the growth of per capita GDP, this number will continue to increase year by year. China will be the next peak place for guitar instruments. Seeing is believing. We sincerely look forward to your participation. Please come to Shanghai and join us.

Among the exhibitors last year, both the quantity and quality reached the highest level in history. Over 60 professional luthiers, brands, workshops and accessory manufacturers gathered in Shanghai. At the same time, the number of players and performers who are interested in Chinese handmade guitars also reached a historical high. Everyone has been looking forward to it and discussing it enthusiastically.

From October 24th to 25th, 2025, there will be a night session this year, and the exhibition will last until 9 p.m. We will collaborate with renowned guitarists and artists for on-site interaction and performances. There will also be a variety of on-site interactive activities and lucky draws, ensuring that there are surprises and gifts everywhere for everyone. This will be a great opportunity to witness it.

Luthiers have carefully crafted their exhibition works. This will be a face-to-face competition, a true test of skills. At the same time, it will also connect more guitar enthusiasts and allow for on-site exchanges with them. We have set thresholds and strictly screened and selected luthiers and manufacturers to provide genuine professional luthier options for acoustic guitar enthusiasts and safeguard your guitar journey.

We strive to maximize the exposure and popularity that the exhibition can bring, and do our utmost to provide support and assistance to exhibitors, attracting more attention and interest from young enthusiasts. We hope that through such exhibitions, more luthiers, players and enthusiasts can have more opportunities for communication and learning, while promoting in-depth cooperation between music stores and exhibitors. We believe that through such methods, product sales and the number of new customers can be effectively increased.

We are currently in the preparation stage for the 2025 event. Before the exhibition officially opens, we will optimize booth layout, publicity channels and connections with all partners to ensure that more guitar enthusiasts can be informed of the exhibition information in the first place.

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

时间：2025年10月24-25日（星期五、六）

地址：上海黄浦区延安东路222号50层

电子邮件：shiki.ong@outlook.com

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

【制琴师布展时间】

2025年10月23日（周四）16:00-18:00

2025年10月24日（周五）09:00-11:00

【开放日展出时间】

**2025**年**10**月**24**日（周五）**12:00-21:00**

**2025**年**10**月**24**日（周六）**11:00-20:00**

门票：

9月31日前预约购票：单日30元/人、预约双日49元/人

现场/线上购票：单日49元/人、双日59元/人

Name: Shanghai International Handmade Guitar Exhibition / LUTHIERSSHOW

Organizer:

 - LUTHIERSSHOW

 - LUTHIERSSHOW Executive Committee

Date: October 24 - 25, 2025 (Friday and Saturday)

Venue: 50th Floor,222 Yan'an East Road, Huangpu District, Shanghai

Email: shiki.ong@outlook.com

Official Website: https://shanghailuthiersshow.com/

Luthiers Setup Schedule

- Thursday, October 23, 2025, from 16:00 to 18:00

- Friday, October 24, 2025, from 09:00 to 11:00

Exhibition Hours during Open Days

- Friday, October 25, 2025, from 12:00 to 21:00

- Friday, October 11, 2024, from 11:00 to 20:00

Ticket Information

- Pre-booking (before September 31):

 - Single-day ticket: 30 yuan per person

 - Two-day ticket: 49 yuan per person

- On-site/Online Purchase:

 - Single-day ticket: 49 yuan per person

 - Two-day ticket: 59 yuan per person

3.展区平面图Floor plan of the exhibition area

【图】

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2025年9月24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。

If the number of applicants 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 24, 2025, and we may not accept standard applications if the booth is full.
[Note]
\*If you would like to book 3 or more booths, please contact the staff of LUTHIERSSHOW by email.
\*When we are unable to receive your payment within the above deadlines, we will automatically cancel it.
\*We are unable to refund the participation fee after payment.

4.展位配置**Booth configuration**

\*展位内包括一张展桌（长宽高1200 mm x 600 mm x 700mm）和两张椅子、每个展位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 a table (1200 mm x 600 mm x 700 mm) and two chairs, 2 admission passes and 5 invitation tickets for each booth.
\*You need to prepare:
You can bring your own tablecloth (print your own logo), two guitar stands, business cards/leaflets, etc., tuners, capos, strings, finger picks, power banks, and classical guitars need to bring their own footstool.

5.布展安排Move-in arrangement

10月23、24日 （周四、五）布展日

2025年10月23日（周四）**16:00-18:00**，或2025年10月24日（周五）**9:00-11:00**，到达上海黄浦区延安东路222号1楼大厅，联系Shiki（微信号“shiki22” ）获取展商入场证后，进入50层展厅，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）

10月23日14:00至16:00主办方会场布展，16:00至18:00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，尽量不要在展览期间带出展厅。

October 23rd and 24th (Thursday and Friday) move-in day
From 16:00 to 18:00 on October 23, 2025(Thursday), or from 9:00 to 11:00 on October 24, 2025(Friday), arrive at the lobby on the 1st floor, No. 222 Yan'an East Road, Huangpu District, Shanghai, contact Shiki (WeChat ID "shiki22") to obtain the exhibitor admission badge, enter the exhibition hall on the 50th floor, and arrange your booth according to the pre-confirmed booth serial number. (If you wear an admission badge with you, it will reduce the pressure on the security staff)
On October 23rd, from 14:00 to 16:00, the organizer will set up the exhibition, and from 16:00 to 18:00, exhibitors/luthiers will enter the venue to set up the exhibition. Check whether the personal information configuration and hardware on the corresponding number of the exhibition table are safe, stable and complete, and after confirmation, the exhibitor guitar will be put into the case, and the case will be placed under the exhibition table, and you can leave the venue.
\*Special reminder: In order to ensure the loss and safety of the instrument, try not to take the guitar out of the exhibition hall during the exhibition after entering the venue.

6.参观须知**Visitor Instructions**

10月24日（星期五） 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25日（星期六）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 24th (Friday)
You can experience hundreds of top-notch handmade guitar pieces from different countries in different styles at once, and at the same time, you can communicate with the luthiers and get customized information directly from the luthiers. All kinds of media, UP hosts, and KOLs can join the exhibition in advance for filming and recording (please contact by email).
\*Musical instrument dealers and media who apply in advance must be on the reservation list on the day to enter the venue.

October 25th（Saturday,）
We plan that the operator of the guitar store can be used for business negotiations between the two parties from 14:00 to 17:00 on the same day. Operators need to make an appointment in advance to fill in the relevant information of your guitar shop, admission is free, and you can conduct business negotiations between exhibitors and luthiers.

7.其他**Others**

\*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”）此地址距离外滩中心150米，步行需要4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。
\*Musical instruments should be mailed in advance to the following address:
Shanghai Huangpu District Yan'an East Road No. 55 Room 502 Hiito Guitar Experience Store, Ms. Wang 13681803599 (WeChat send the express order number to "shiki22") This address is 150 meters away from the Bund Center, 4 minutes walk.
\*The collection service is free of charge, please write your name on the outside of the carton when mailing.
\*Guitars shipped with wooden frames cannot be signed, and guitars with cash on delivery cannot be signed.
\*When using rental equipment or hiring staff, you will need to pay separately.
\*Fees do not include tax, if you need an invoice, we will issue you an invoice (ordinary/professional).

8.温馨提示**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 in the exhibition;
\*Smoking (electronic) cigarettes is not allowed at the exhibition site;
\*Drunk, disheveled, and naked people will not be allowed to enter;
\*Please follow the guidance of the staff and visit the exhibition in a civilized manner;
\*Please do not bring any musical instruments into the venue during the exhibition.
\*Please do not touch any exhibits without the permission of the exhibitor/luthier;
\*For personal safety, please do not bring any liquids, flammable or explosive materials into the venue;
\*Children under 1 meter tall (including 1 meter) must be accompanied by an adult to enter the exhibition area.

9.交通线路**Transportation routes**

前往上海市黄浦区延安东路222号的快捷方式

地铁：10/14号线豫园6号出口

打车：上海市黄浦区延安东路222号，外滩中心
A shortcut to 222 East Yan'an Road, Huangpu District, Shanghai
Metro: Line 10/14 Yuyuan Garden Exit 6
By taxi: 222 East Yan'an Road, Huangpu District, Shanghai, Bund Center

上海城市主要信息**Getting to Bund Center is easy and convenient**

从浦东国际机场 –外滩中心 45KM（48分钟车程）
距离虹桥国际机场 – 外滩中心 19KM（46分钟车程）

From Pudong International Airport – 45KM (48 min driving)
From Hong Qiao International Airport – 19KM (46 min drving)

其他主要信息**Key Info**

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 Zone: GMT +8 hours

Location: Bund, city center

Language: Mandarin Chinese (中文), English widely spoken

Electrical: Imperial standard 220-240 AC/DC

Weights/Measures: Metric system

Tipping: Welcomed by not required

探索上海**Exploring 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 conveniently located next to the beautiful Bund waterfront, providing a magnificent view of Pudong and Puxi. Our location provides convenient access to famous shopping areas, restaurants and local 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，在5月至9月的汛期雨量充沛。10月份开始为旱季，平均温度21℃，建议穿单层棉麻面料的短套装、T恤衫、薄牛仔衫裤、休闲服、职业套装等舒适的衣服。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 and abundant sunshine, with abundant rainfall during the flood season from May to September. The dry season starts in October and the average temperature is 21°C, so it is recommended to wear comfortable clothes such as short suits, T-shirts, light jeans, casual wear, and professional suits made of cotton and linen fabric. For the latest weather conditions, please visit the Shanghai Weather website.

海关及护照签证**Customs & 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/)。

中国所有对外开放口岸对世界各国人员实施 **24 小时过境免签**政策。 外国人持 本人 有效国际旅行证件 和 定妥座位的联程客票搭乘国际航行的航空器、船舶、列车从中国过境前往第三国或地区，在中国境内停留不超过 24 小时且不离开口岸 限定区域 的，可 免办签证；如 需离开口岸 限定区域，应当向口岸出入境边防检查机关申请办理临时入境许可。

In general, visitors are allowed to bring in a bottle of alcoholic beverages and two cigarettes in China. There is usually no limit to the amount of foreign currency that can be brought into China, but more than $10,000 must be declared. For more information, please visit the China Customs website.
All ports open to the outside world in China have implemented a 24-hour transit visa-free policy for people from all over the world. Foreigners who hold their valid international travel documents and connecting tickets with reserved seats can take an aircraft, ship or train for an international voyage from China to a third country or region, and stay in China for no more than 24 hours without leaving the restricted area of the port, may be exempted from applying for a visa. If you need to leave the restricted area of the port, you should apply to the exit/entry border inspection authority of the port for a temporary entry permit.

货币与银行**Money & Banking**

人民币（RMB，¥）是中国的法定货币。您可以用中国本地银行卡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%25252520Rate%25252520website)。

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。要了解更多关于银行在酒店周围，请参观[当地景点指南](http://www.bundcenter.com/zh/%252525E5%2525259C%252525B0%252525E7%25252590%25252586%252525E4%252525BD%2525258D%252525E7%252525BD%252525AE_%252525E4%252525B8%2525258A%252525E6%252525B5%252525B7%252525E6%252525A6%25252582%252525E8%252525A7%25252588%252525E6%25252597%25252585%252525E6%252525B8%252525B8%252525E8%252525B4%252525B4%252525E5%252525A3%252525AB/?page_id=193)。

The renminbi (RMB, ¥) is the legal tender of China. You can bind your local Chinese bank card to Alipay or WeChat cashless payment, or you can go to the hotel's front desk to exchange foreign currency. Please provide a valid passport at the time of redemption. Currencies will be converted at the exchange rate of the day. To view the current exchange rate, please visit the Exchange Rates website.
There are large local and international banks nearby. Banks are generally open from 9 a.m. to 5 p.m., Monday to 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.

公共假日

在中国有七个官方公众假期。

元旦（1月1日）
中国春节（1月或2月）
清明节（4月4日）
劳动节（5月1日）
端午节（6月8日）
中秋节（9月14日）
国庆节（10月1日至3日）

New Year’s Day: January 1

Spring Festival: January 28 - February 4

Qingming Festival: April 4 - April 6

Labor Day: May 1 - May 5

Dragon Boat Festival: May 31 - June 2

National Day: October 1 - October 8

Mid-Autumn Festival: October 1 - October 8

免责声明和注释

•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。在这种情况下，参观者事先同意，除参观者自身外，您不会向参观者的任何亲属、继承人、遗嘱执行人、财产管理人等就参观者遭受的所有损害提出索赔或提起诉讼或律师费用。

•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。