EXPO2027

CFSMA

Hefei • China

10-12,April,2027



The 29th International Friction and Sealing Material Technology Exchange and Product Exhibition



https://en.cfsma.org.cn

Contents

Programme Overview 1
Exhibition Introduction 2
Exhibits 2
Venue & Time 2
Floor Plan 3
Booth Type 4
Booth Fee & Exhibitor Package 4
Booth Reservation & Confirmation 5
Cancellation Policy 5
"Exhibition Special" and Online Exhibition Promotion 5
Contact 5
Technical Session Introduction 6
Call for Papers/Presentation 6
Paper Submission 6
Deadlines 7
Package 7
Contact 7
Registration and Check-in 8
Registration 8
Check-in 8
Contact 8
Sponsor and Advertisement 9
Sponsor 9
Advertising In "Exhibition Special" 9
Advertising at Exhibition Hall 10
Traffic Guide 12
Meals 13
Accommodation 13
Payment Information 14
Bank information 14
Contact Information 15
Other Information 16
Visa Issues 16
Intellectual Property (Patent) Infringement Notice 16
Attachment 17
Booth Reservation Form 17
Registration and Hotel/Meal Booking Form 18

Programme Overview

Time		Content	Location	Note
April 8 Thursday	8:00-17:00	Special Booth Setup	Hefei Binhu International Convention and Exhibition Center, Hall 2	
April 9 Friday	8:00-17:00	Special Booth Setup		
	12:00-17:00	Standard Booth Setup		
	All Day	Check-in	Empark Grand Hotel (Anhui)	With Confirmation Letter
April 10 Saturday	8:30-17:00	Exhibition Visiting	Hefei Binhu International Convention and Exhibition Center, Hall 2	Exhibitor can enter at 8:00
	18:00-19:30	Sponsor-Named Gala Dinner	Empark Grand Hotel (Anhui), Floor 1, Dining Hall	Access with Gala Dinner ticket
April 11 Sunday	8:30-17:00	Exhibition Visiting	Hefei Binhu International Convention and Exhibition Center, Hall 2	Exhibitor can enter at 8:00
	8:30-11:30	Technical Session on Friction/Sealing Material	Hefei Binhu International Convention and Exhibition Center, Lecture Room 205/204	Access with your passes
	13:30-17:00	Technical Session on Friction/Sealing Material	Hefei Binhu International Convention and Exhibition Center, Lecture Room 205/204	
April 12 Monday	8:30-14:00	Exhibition Visiting	Hefei Binhu International Convention and Exhibition Center, Hall 2	Breakdown at 14:00

Exhibition Introduction

Organized by CFSMA (China Friction & Sealing Material Association), "The 29th International Friction & Sealing Material Technology Exchange and Product Exhibition" (hereinafter referred to as "the CFSMA 29th Exhibition") will be held in Hall 2, Hefei Binhu International Convention and Exhibition Center, Hefei, Anhui Province, China, from April 10 to 12, 2027.

The exhibition covers an area of 12,000 m^2 and features over 400 booths (equivalent to standard booths). We sincerely invite you to attend the CFSMA 29th Exhibition to explore new business opportunities and gain insights into the latest technological innovations and industry trends.

Exhibits

Product display

1. Brake and transmission friction materials for automobiles, trains, motorcycles, bicycles, aircraft, construction machinery, agricultural machinery, etc., like brake pads,brake shoes,clutch facings,brake blocks,brake bands,etc.

2. Sealing materials for transport vehicles, industrial machinery, and process equipment, etc.

3. Raw materials, fiber products, chemicals, etc. for friction & sealing materials production.

4. Various related products, like brakes, clutches, calipers, brake discs, brake drums, various related components, clutch pressure plates, steel backings, lining shoes, sound-dampening shims, wear indicators, springs, clamps, tinplate, ultra-thin steel sheets, etc.

5. Related equipment includes production and inspection equipment, along with related machinery, molds, manipulators, robots, and other automated and intelligent equipment, etc.

Business Negotiation

The exhibition will feature a dedicated business negotiation zone for discussions on technology cooperation, technology transfer, commissioned manufacturing, commissioned agency, and domestic and international trade.

Venue & Time

1. **Venue**: Hefei Binhu International Convention and Exhibition Center,Hall 2,Hefei,Anhui Province,China (No. 3899 Jinxiu Avenue, Baohe District, Hefei)

2. **Exhibition Period**: April 10th-12th, 2027

3. **Booth Setup Time:**

Special Booth: April 8 -9, 8:00-17:00; Standard Booth: April 9, 12:00-17:00

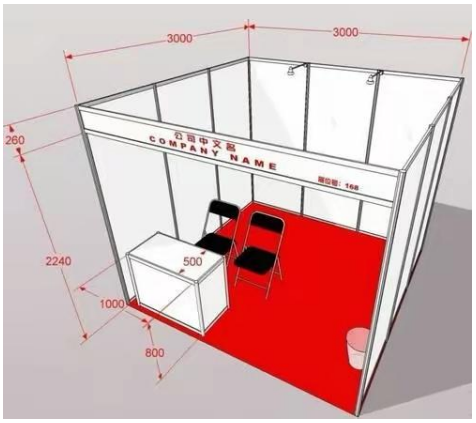
Floor Plan

The Floor Plan is available through the official website: https://en.cfsma.org.cn



Booth Type

1. Standard Booth: The size of a standard booth is 3×3×2.5m, each panel separated by an aluminium post and aluminium posts supporting the corners.



Technical specifications and Furniture

- 1 rectangular table (1×0.5×0.8m(L×W×H)) and 2 folding chairs
- 1 Fascia board
- 2 LED strip lights
- 1 Electrical switchboard 220V/5A (power supply included)
- 1 Wastepaper Bin

****The standard booth is strictly prohibited from being altered into a special booth without permission.**

2. Special Booth: Minimum order area is 36m² bare space, self-designed and self-built. The designated official on-site supplier provides special booth design and construction services. Please contact the organizing committee for custom stand design and construction.

Booth Fee & Exhibitor Package

1. Booth Fee

Booth Type / Fee	Standard Booth		Special Booth	
	Before March 1st	After March 1st	Before March 1st	After March 1st
CFSMA Member	$1,750 per booth	$1,900 per booth	$190/m²	$210/m²
Non-Member	$2,150 per booth	$2,300 per booth	$210/m²	$220/m²
**Additional fee for the corner positions: For a 9m² standard booth at corner of the passage, if you require two sides to be open, an additional fee of $75 is necessary. For an 18m² standard booth, no additional fee will be charged.				

2. Exhibitor Package

Content	Standard Booth(9m²)	Special Booth (Minimum 36m²)
Exhibitor Pass	2	The amount of packages for special booth is calculated in multiples of 9m²
Meal Ticket (from lunch on April 9 to dinner on April 12)	2	
Sponsor-named Gala Dinner Ticket	2	
Other Exhibition Materials	2	

Booth Reservation & Confirmation

Please find the ***Booth Reservation Form*** in the attachment, fill in the form, and send it back to the organizing committee. Please complete the payment within 15 working days after booking the booth; otherwise, the booth will be reopened for reservations.

Upon receipt of the booth fee, the organizing committee will send the Booth Reservation Confirmation to you (please keep it to collect your exhibition materials at the check-in desk). If an invoice is required, please contact the organizing committee. In the event that the confirmation has not been received by March 20, 2027, please contact the organizing committee via email.

Cancellation Policy

No fees for cancellations before February 8, 2027; 70% refund for cancellations before February 15, 2027; 50% refund for cancellations before February 22, 2027; 30% refund for cancellations before February 28, 2027; No refunds for cancellations after March 1, 2027.

"Exhibition Special" and Online Exhibition Promotion

The exhibition organizer will print an A5-sized "Exhibition Special" for all participants. Each booth in the foreign exhibition area will receive two pages for free promotion.

To facilitate the exhibition visit for domestic and international colleagues who are unable to attend in person, an online parallel exhibition will continue. The online exhibition will continue to provide free showcasing opportunities to sponsors and exhibitors. For exhibitors in foreign exhibition area (booth numbers starting with W), no more than six images per standard booth equivalent.

Please submit the following promotion information: booth number, company name, company profile and product introduction (limited to 500 characters), address, postal code, phone number, fax number, website, E-mail address, company logo (273*157 pixels), company images (273*157 pixels), and product images (398*295 pixels), with each image not exceeding 500KB in size.

Exhibitors interested in participating please submit your promotional content to cfsma17@126.com by March 1, 2027. Failure to submit on time will be deemed as automatic waiver. If you wish to reuse last year's content, please notify us accordingly.

Contact

Email: cfsma17@126.com Mobile:+86 15810100183 (the same with Wechat)

Technical Session Introduction

Call for Papers/Presentation

We cordially invite experts from various countries to share your expertise through the development of a technical manuscript and presentation on the latest technical ideas and advancements with fellow industry professionals and decision makers at the CFSMA 29th Exhibition.

Suggested topics for papers and presentations

1. Technological progress, market landscape and trends of global friction & sealing materials industry.
2. Market expansion, trade compliance and enterprise brand globalization
3. Industrial & supply chain collaborative innovation, practices of industry,academia,research and application.
4. Innovation & application of new products, processes, materials, equipment and standards.
5. Digitization, intelligent construction and green low- carbon transition.
6. Quality and efficiency enhancement enabled by technological and model innovation.
7. Exploration of segmented advantages and differentiated development paths.

Paper Submission

1. Please submit the author's name, company,and the title and abstract of the paper before December 30, 2026. Manuscripts shall be substantial in content, clear in theme, coherent in narration, standardized in format and free of typos. An abstract of no more than 150 words shall be provided before the main text. CFSMA will select, compile and edit the papers submitted for the conference and publish the Proceedings (Chinese version). Please send your manuscript in Word format to the contact email by March 9, 2027. Submitting a paper signifies the author's agreement for it to be published in the Proceedings.If there are any objections, please inform us.

On-site Presentation

1. If your paper is accepted by the CFSMA expert review panel and selected for oral presentation, the organization committee will invite you to make an on-site presentation at

the technical session. Speakers are offered free hotel accommodation and catering during the event.

2. Please prepare a PPT presentation within 30 minutes. The presentation can be delivered in either English or Chinese, and simultaneous interpretation services in both Chinese and English will be provided at the technical session. To ensure smooth PPT presentation and simultaneous interpretation at the conference, please submit your PPT file to the association contact email by March 9, 2027.

3. To acknowledge and promote the papers contributors and presenters, we will introduce the authors and presenters through various channels such as CFSMA's official website, conference journals, conference guides, and X-stand displays. Therefore, please provide your electronic color photo in two-inch size and a personal profile of approximately 200 words.

Deadlines

Submissions	Deadline	Note
Author's name, Company's name, Paper Title and Abstract	Dec. 30, 2026	Speech Report Selection
Paper (Word or PDF version)	March 9, 2027	Proceeding Editing
Presentation Slide (PowerPoint version), Electronic photo of Speaker, Personal Profile	March 9, 2027	Speaker Submitting

Package

For Speakers	For Attendees and Visitors
● 1 delegate card ● 1 conference guide ● 1 set of meal tickets ● 1 Gala Dinner ticket ● 1 Exhibition Special ● Other exhibition materials	● 1 visitor card ● 1 conference guide ● 1 Exhibition Special **For foreign visitors, attending the technical session and visiting the exhibition are free of charge. But m**eal service is at a charge. If required, please indicate on the Registration Form and complete the payment. Meal service provision is based on payment confirmation.**

Contact

Email: cfsma17@126.com Mobile: +86 15810100183 (the same with WeChat)

Registration and Check-in

For overseas visitors, visiting the exhibition and attending technical sessions are free of charge, but pre-registration is required to facilitate on-site services by the organizing committee.

Registration

Please find the ***Registration Form*** in attachment.

Upon receipt of your Registration Form, the organizing committee will send a confirmation letter to you (for picking up your package at the check-in desk). If you have not received the confirmation letter by March 20, 2027, please contact the organizing committee promptly.

Check-in

- **Check-in time**: April 9, 2027, all day.
- **Check-in address**: Empark Grand Hotel (Anhui), No.5558, Huizhou Avenue, Baohe District , Hefei, Anhui Province, China
- Please collect your delegate badge at the check-in desk with your confirmation letter.

****Admission to the exhibition and technical session requires a delegate card. No entry without a pass.**

Contact

Email: cfsma17@126.com Mobile:+86 15810100183 (the same with WeChat)

Sponsor and Advertisement

Sponsor

	Diamond	Gold	Silver
Logo recognition on the exhibition backdrop	*	*	*
Promotional release on the official WeChat Official Account of CFSMA	*	*	*
Logo on conference bags & delegate badges	*	*	*
Acknowledgement in special issue, proceedings & registration backdrop	*	*	*
1-year acknowledgement on official website	*	*	*
Complimentary exhibition materials	6	3	1
Priority booth selection for next expo	*	*	*
Entrance gateway advertising	*	*	*
Logo on technical session backdrop	*	*	
Speech in promo video	*	*	
Title Sponsorship for Gala Dinner	*		
Price ($)	**8600**	**4300**	**1500**

Advertising in "Exhibition Special"

The organizer publishes an "Exhibition Special" and distributes it free of charge to all attendees. Companies interested in advertising can place advertisements in the "Exhibition Special". The advertising space and costs are as follows:

Location	Cost ($)	
	CFSMA Member	Non-Member
Front Cover	1860	3580
Back Cover	1220	2000
Inside Front Cover	720	1150
Inside Back Cover	500	860
Inside Color Pages	290	580
Inside Black and White Pages	150	360
**Note: A 10% discount will be offered for an enterprise purchasing two consecutive pages of advertisement.		

Advertising at Exhibition Hall

Space	Size	Unit	Cost ($)
Road flag	1.2m×3.5m (flagpole height: 5m)	1 unit	100
Advertising shelves (Printing ads)	5m×3m	1 unit	290
Column wrap ads in the entrance lobby of Hall 2	2.2m×4m	1 place	290
Rotating ads on the long LED screen above the entrance of Hall 2	1.45m×16m		290
Looping video ads on the LED screen in the Business Negotiation Area	1min		150
Press release at the Business Negotiation Area	20min/session	1 session	300

Advertising Samples

Advertising shelves (5×3m)	Column wrap ads in the entrance lobby of Hall 2 (2.2×4m)	Road flag (1.2×3.5m)(flagpole height: 5m)
		

Rotating ads on the long LED screen above the entrance of Hall 2 (1.45m×16m)	Looping video ads on the LED screen in the Business Negotiation Area
	

Promotion at the Business Negotiation Area

1. To showcase new products, new technologies, new materials, new equipment, new standards and other achievements, the Organizing Committee has set up a promotion platform in the Business Negotiation Area of Hall 2, equipped with an LED screen and audio system. Corporate promotional videos will be played on a loop throughout the exhibition. To maintain on-site order, this service is available on a paid basis. The cost for venue and equipment is USD 150 per minute of video content. Enterprises interested in this promotion service shall reserve the content and duration in advance together with their exhibition/conference registration (refer to the Booth Reservation Form). Playback slots will be allocated on a first-come, first-served basis.

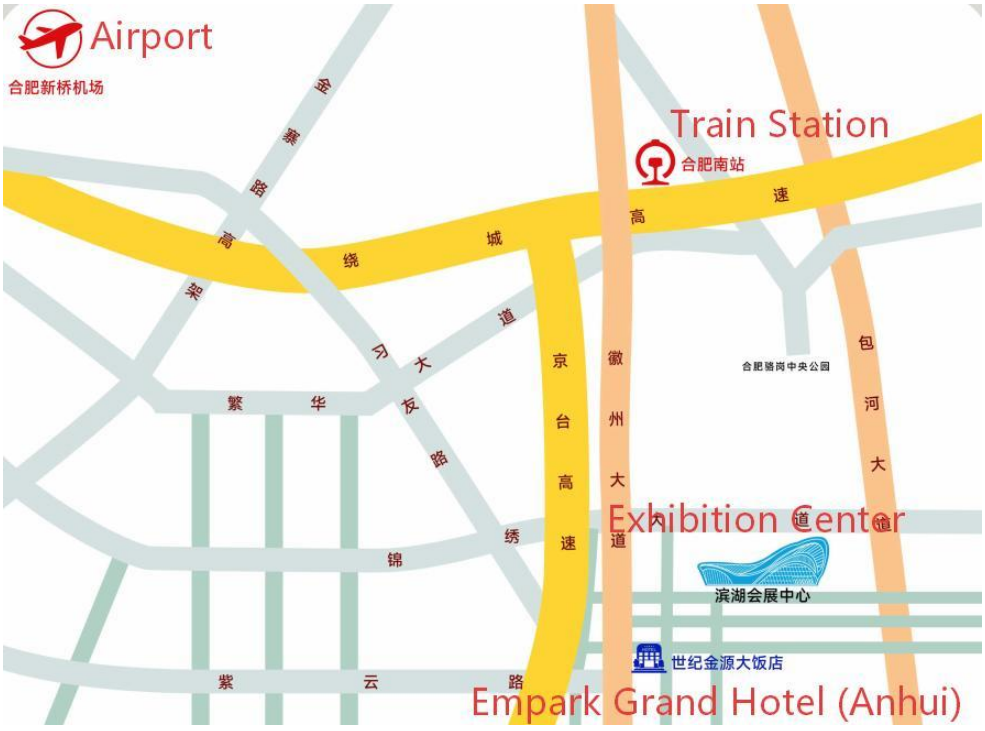
2. On the afternoon of April 10, on-site press release sessions are available for enterprises. Each session lasts no more than 20 minutes. The charge covering venue rental, equipment usage and on-site service staff is USD 300 per session.

Traffic/Meals/Accommodation

Traffic Guide

Address of Exhibition Center: Hefei Binhu International Convention and Exhibition Center,Hall 2,Hefei,Anhui Province,China (No. 3899 Jinxiu Avenue, Baohe District, Hefei)

Address of Check-in Hotel: Empark Grand Hotel (Anhui)(No.5558, Huizhou Avenue, Baohe District , Hefei)



1. Hefei Xinqiao International Airport is approximately 50 km from Empark Grand Hotel (Anhui), around 1 hour by taxi.
2. Hefei South Railway Station is approximately 7 km from Empark Grand Hotel (Anhui), around 20 minutes by taxi.
3. Empark Grand Hotel (Anhui) is approximately 1.5 km from Binhu International Convention and Exhibition Center, around 25 minutes on foot.

**Shuttle bus service will be available on April 9 for booth setup; scheduled coach service will run during the exhibition from April 10 to 12.

Meals

Time		Location	Meal Type	Note
April 9	Lunch	Empark Grand Hotel (Anhui), Floor 1,Dining Hall	Buffet	1. For exhibitors and Invited Speakers, please dine with your meal ticket. 2. For visitors and attendees(free of charge),if you need meal service please indicate on the Registration Form(in attachment) and complete the payment.
	Dinner			
April 10	Lunch	Hefei Binhu International Convention and Exhibition Center, Hall 7	Business meal	
	Gala Dinner	Empark Grand Hotel (Anhui), Floor 1,Dining Hall	Buffet	
April 11	Lunch	Hefei Binhu International Convention and Exhibition Center, Hall 7	Business meal	
	Dinner	Empark Grand Hotel (Anhui), Floor 1,Dining Hall	Buffet	
April 12	Lunch	Hefei Binhu International Convention and Exhibition Center, Hall 7	Business meal	
	Dinner	Empark Grand Hotel (Anhui), Floor 1,Dining Hall	Buffet	

Accommodation

The cooperating hotel for the organizing committee is Empark Grand Hotel (Anhui), located 1.5km from the exhibition center.Special-rate room types include twin room and king-size room, each with an area of about 55sqm, and smoking-free rooms are available.

Hotel Name	Empark Grand Hotel (Anhui)**(Check-in Hotel)**	
Address	No.5558, Huizhou Avenue, Baohe District , Hefei	
Room Type	Twin Room 	King-size Room 
Price (with special rate)	RMB ￥350 per night (Breakfast is included)	RMB ￥350 per night (Breakfast is included)
** If you wish to book this hotel, please check and fill in the relevant information on the Booth Reservation Form or Registration Form.The organizing committee will make a reservation for you with no advance payment required.Payment is to be made upon arrival at the hotel.For any questions, please contact the organizing committee promptly at cfsma17@126.com.(Hotel rooms availability is limited, so please book your room by March 20 at the latest! If you have not reserved in advance, it's unable to assist on-site.)		

Payment Information

Bank information

Bank Account:	China Friction and Sealing Material Association
Address:	No.11, Sanlihe Road, Haidian District, Beijing, China (100037)
Deposit Bank:	Industrial and Commercial Bank of China [ICBC], Beijing Baiwanzhuang Branch
Account No:	0200001409014412822
Swift Code:	ICBKCNBJBJM
CNAPS Code:	102100000144

**Please complete payment within 15 days when you submit the Booth Reservation Form or Registration Form, and send us your payment record at cfsma17@126.com.

Contact Information

China Friction & Sealing Material Association(CFSMA)

Former President
Yao Wang
Email: cfsma1@126.com
Tel: +86 10 8808 3126
Mob:+86 13501192835 (same with WeChat)

International Cooperation Department
Shasha Jiang
Email:cfsma17@126.com
Tel: +86 10 8808 4366
Mob:+86 15810100183 (same with WeChat)

Other Information

* All international visitors to the exhibition are free of charge!

* All international visitors to the technical session are free of charge!

For more details about the CFSMA 29h Exhibition, please visit our official English website: *https://en.cfsma.org.cn/*

Visa Issues

If you need an invitation letter for your visa application, please send us the following information.

1. Name as on passport
2. Gender: Female/Male
3. Date of Birth: DD/MM/YY
4. Nationality
5. Passport No.
6. Intended Date of Entry and Departure: Entry--DD/MM/YY, Departure--DD/MM/YY
7. Cities to Visit
8. Company's Name
9. Company's Name (or person's name) who is responsible for bearing expenses related to visits to China

Intellectual Property (Patent) Infringement Notice

All exhibitors shall strictly abide by the Patent Law, the Guidelines for Intellectual Property Protection at Exhibitions and other relevant regulations. They shall guarantee that their exhibited products, samples, display boards, promotional materials and all booth displays for this event do not infringe upon the patent rights, trademark rights, copyrights or other intellectual property rights of third parties.If an intellectual property infringement complaint is received during the exhibition, the exhibitor shall cooperate with the investigation and evidence collection conducted by the IP management team of the exhibition. Where an infringement is verified and the exhibitor fails to provide valid evidence of non-infringement, the infringing exhibitor shall bear all relevant liabilities and losses on their own.Right holders who discover any patent infringement may file a complaint with the exhibition's intellectual property management department by submitting proof of ownership and supporting evidence.

Attachment

Booth Reservation Form

◆April 10 -12 , 2027 ◆Hefei Binhu International Convention and Exhibition Center

Company Details	Company Name: Nation:	
	Contact Person:	
	Tel:	Email:
Booth Reservation And Exhibitor Personnel Information	Name: _____ Title: _____ Name: _____ Title: _____ Booth Supervisor's Email:_____ Booth No.: _____	
	Company Profile: *We have two-page advertising space (350words) in "Exhibitor Special" as free gifts for each standard booth. Please provide a short paragraph about your company and send it to cfsma17@126.com.* *For details, see Exhibition-"Exhibitor Special" and Online Exhibition Promotion paragraph.*	
Sponsor & Advertisement Reservation	**Sponsor:**☐Diamond ($8,600) ☐Gold ($4,300) ☐Silver ($1,500)	
	Advertisement In Exhibition Special ☐Front Cover ☐Back Cover ☐Inside Front Cover ☐Inside Back Cover ☐Inside Color Pages ☐Inside Black and White Pages **Advertisement At Exhibition Hall** ☐Ad Shelves ☐Road flag ☐Column wrap ads in the entrance lobby of Hall 2 ☐Rotating ads on the long LED screen above the entrance of Hall 2 ☐Video ad at Business Negotiation area:( ) minutes ☐Press release at the Business Negotiation Area ( ) sessions	
Technical Session on April 11 Registration	Name: _____ Title: _____ Email: _____ Name: _____ Title: _____ Email: _____ (Information on session attendees)	
	☐ Friction Material Technical Session ☐ Sealing Material Technical Session	
Gala Dinner On April 10	○Attend ☐Normal Diets ☐Halal Caterings ○Not Attend	
Hotel Reservation	Empark Grand Hotel (Anhui) Room Type: ☐Twin Room ☐King-size Room Reservation Quantity:_____ Names of Guests: _____(If reserving multiple rooms, please list the names of all guests) Arrival Date:____/ 04 /2027 Departure Date:____/ 04 /2027	
Director's Signature Or Company Seal		

Registration and Hotel/Meal Booking Form

◆April 10 -12 , 2027 ◆Hefei Binhu International Convention and Exhibition Center

Company Details	Company Name:	
	Nation:	
	Contact Person:	
	Tel:	E-mail:
Exhibition Visit Registration	Name: _____ Title: _____ Email: _____ Name: _____ Title: _____ Email: _____ (Information of exhibition visitors)	
Technical Session on April 11 Registration	Name: _____ Title: _____ Email: _____ Name: _____ Title: _____ Email: _____ (Information of session attendees)	
	☐Friction Material Technical Session ☐Sealing Material Technical Session	
Meal Service Reservation	○Required (A meal service fee of $200 is required,including lunch on April 9 through dinner on April 12, a total of 5 full meals&3 business light meals) Gala Dinner on April 10 requirement:☐Halal ☐Normal ○Not Required	
Hotel Reservation	Empark Grand Hotel (Anhui) Room Type：☐Twin Room ☐King-size Room Reservation Quantity:_____ Names of Guests：_____(If reserving multiple rooms, please list the names of all guests) Arrival Date:____/ 04 /2027 Departure Date:____/ 04 /2027	