

2026 QIYANG ZHENGZHOU NEW RETAIL PRIVATE LABEL SUPPLY CHAIN EXPO

**CO-LOCATED
EVENTS**

2026 LONGSHANG RETAIL PRODUCTS EXPO、
2026 ZHENGZHOU INTERNATIONAL PRIVATE LABEL EXPO、2026 HENAN GEOGRAPHICAL INDICATION PRODUCTS EXPO、
2026 FMCG INDUSTRY SUPPLY CHAIN TRACEABILITY CONFERENCE & CROSS-BORDER E-COMMERCE SUMMIT



MAY 8-10



ZHENGZHOU INTERNATIONAL CONVENTION & EXHIBITION CENTER
(NO. 1 CENTRAL PARK, BUSINESS INNER RING ROAD, ZHENGDONG NEW DISTRICT, JINSHUI DISTRICT)

ORGANIZER:  河南省连锁经营协会  河南省快消品行业协会  龙商网  超市周刊  企阳国际展览集团

SUPPORTING ORGANIZATIONS:

HENAN INTELLECTUAL PROPERTY PROTECTION ASSOCIATION

HENAN PROVINCE SPECIALIZATION, REFINEMENT, DIFFERENTIATION AND INNOVATION PROMOTION ASSOCIATION



Exhibition Overview

The 2026 Longshang Retail Commodity Exhibition and the 2026 Qiyang Zhengzhou New Retail & Private Label Supply Chain Expo will be held from May 8 to 10, 2026, at the Zhengzhou International Convention and Exhibition Centre. Centering on industry trends and regional strengths, the expos aim to build a professional platform integrating product display, industry exchange, and business collaboration, fully driving innovation and development in the New Retail sector.

The Expo will gather high-quality suppliers, manufacturers, and brand owners from across the globe. The exhibits scope covers multiple core categories, including food & beverage, household goods, and personal care. They will provide a one-stop sourcing and procurement solution for buyers while offering an exceptional opportunity for suppliers and manufacturers to showcase their capabilities and expand their market reach.



SCHEDULE

May 8-10, 2026

Set up: May 6-7, 2026

Exhibition: May 8-10, 2026

Dismantling: May 10, 2026

During the exhibition, a series of meticulously curated concurrent events will offer in-depth engagement opportunities for all exhibitors and attendees.



Special Events



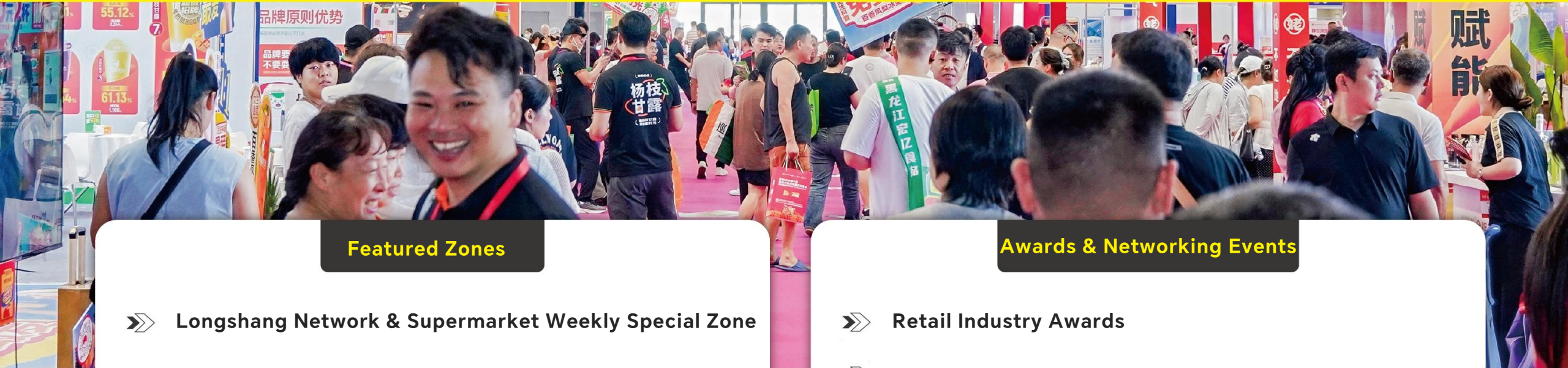
Conferences

- »» 2026 Retail Supply Chain Ecology Conference
- »» The 2nd Zhengzhou Private Label Supply Chain Conference
- »» 2026 Henan Retail Innovation Conference & Inauguration of the Retail Committee of Henan Chain Operation Association
- »» 2026 Consumer Goods Industry Supply Chain Traceability Conference & Consumer Goods Cross-border E-commerce Summit Forum

Sub-Conferences

- »» Private Label Empowerment Session
 - Private Label
 - Category Management
 - In-store Marketing
 - Packaging Design
- »» Marketing & Product Innovation
 - Product Marketing Dedicated
 - Blockbuster Product Creation & Foodservice Conversion Dedicated
 - Discount Retail Format Development Dedicated

Special Events



Featured Zones

- » Longshang Network & Supermarket Weekly Special Zone
- » Gansu Province “Ganwei Chulong” Specialty Zone
- » Henan Provincial Geographical Indication Products Zone
- » 2026 Zhengzhou International Premium Private labels Products Exhibition

Awards & Networking Events

- » Retail Industry Awards
- » China's Best Stores Selection
- » Elite Store Manager Awards
- » Conference Supplier-Retailer Matchmaking
- » Exhibitor Product Promotion Sessions

*More exciting events coming soon! -----



EXHIBITS



Food

Snacks, Grains & Oils, Prepared Foods, Beverages, Confectionery & Bakery, Frozen Ingredients, Ready-to-Eat/Cook, Dried Goods (North & South China), Seasonings & Sauces, Instant Products, Health & Wellness, Intangible Cultural Heritage Foods



Non-Food

Household Goods, Home Cleaning, Personal Care, Beauty & Personal Care, Pet Supplies, Apparel & Accessories, Home Decor, Home Textiles & Apparel, Outdoor Gear, Adult Products, Maternity & Baby Products, Food Toys, Office Supplies, Sporting Goods, Gifts & Crafts, First Aid & Labor Protection Supplies



Services

Packaging Materials & Consumables, Logistics & Warehousing, Equipment & Consumables, Quality Management, Shelf Maintenance & Operations, Packaging Design, Space Design, Frozen Preservation, Inventory Management, Lighting & Cold Chain, Skills Training, Supply & Marketing Platforms, Industry Associations

Professional Visitors

➤➤ Precise Profiling & Efficient Matchmaking

30000+ Professional Visitors

- 65% Supermarket/Convenience Store/Community Fresh Market Purchasing Managers & Above
- 23% Regional Chain Founders/General Managers
- 12% E-commerce, Group Buying, Wholesalers



INVITED PROCUREMENT ENTERPRISES

National Retail Enterprises

Chongqing Yongli Department Store

Yunnan Dali Sifang Street

Hebei Xiangbai Hualian

Hainan Sanya Wanghao

Sichuan Ya'an Tailai

Jiangsu Huai'an Shanglian

Sichuan Dazhou Shijilong

Heilongjiang Biyouite

Shaanxi Yulin Lianfeng

Jiangxi Jiajiajie Industrial

Shaanxi Yan'an Kailin

Jingdezhen Huada Industrial

Hubei Yichang Yasi

Guizhou Xingyi Xingkelong

Anhui Lixin Xingkelong

Gansu Dongfang Baijia

Jiangsu Jimailong

Guangxi Jincheng Group

Zhejiang Yijia Xiangyang

Guangzhou Lejia Supermarket

Zhejiang Pujiang Zhonglian

Guizhou Binlong Investment

Zhejiang Ninghai Odelong

Hangzhou Jiyue Supermarket

Yunnan Zhaotong Jikelong

Fujian Pupu Supermarket

Henan Regional Retail Enterprises

Henan Luoyang Dazhang

Huayu Baijia

Henan Puyang Baxian

Henan Zhoukou Wanguoyuan

Henan Anyang Shengjun

Henan Xinxiang Wandelong

Henan Yuelai Yuexi

Zhengzhou Dennis

Henan Meiyijia

Henan Yonghui Supermarket

Henan Jiayuan Convenience

Henan Xianfeng Life

Henan Nanyang Wandelong

* Partial list only



**Longshang Network
Member Enterprises**

Over 1500 different types of retail enterprises nationwide



Trillion-yuan procurement power

Annual procurement volume of member enterprises exceeds one trillion yuan, offering vast market opportunities for suppliers



Exhibition Sponsorship

Helps enterprises efficiently connect with target resources in precise scenarios, achieving synergistic growth in Label, channels, and performance. Ideal for Labels seeking to enhance their overall influence throughout the entire exhibition.



Events Sponsorship

Main Forum Sponsorship: The thought leadership hub of the expo, attracting the highest concentration of high-level guests and media attention. Effectively enhances Label credibility and gains maximum exposure.

Sub-Event Sponsorship: Focuses on vertical fields or specific audiences, helping Labels deeply reach target groups for precise marketing with high cost-effectiveness.



Other Sponsorships

Customized cooperation plans for specific advertising points based on enterprise needs, meeting diverse Brand Exposure and marketing objectives.



**Exhibition
Sponsorship**



Chief Sponsor

RMB 500,000 (1 Slot Available)

Brand Exposure

- Recognized as the "Chief Sponsor" in all on-site and external promotions; all materials bear the "Chief Sponsor" logo.
- A 3-5 minute corporate video played on loop, with 5 verbal acknowledgements.
- 1 headline article and 1 video on Longshang Network & Supermarket Weekly official accounts.
- 10 customized features annually on Qiyang Private Label's official WeChat, Douyin, Video Channel, website, etc.
- Top banner ad on Qiyang Private Label's official website homepage + fixed footer ad on official account for full-year 2026 display (clickable).

Advertising Display

- Complimentary 90 sqm booth (self-built).
- Prominent promotion in the "Retailer-Supplier Matching Zone".
- Double-page color ad in the printed show directory and homepage ad in the e-directory.
- 2 on-site billboard ad spaces.

Exclusive Benefits

- 4 VIP seats at the Main Forum.
- 20-minute keynote presentation at the Ecology Conference.
- Rights to host a featured on-site event during the expo.

Co-Sponsor

RMB 150,000 (2 Slots Available)

Brand Exposure

- Recognized as a "Co-Sponsor" in on-site and external promotions.
- A 2-3 minute corporate video played on loop, with 3 verbal acknowledgements.
- 1 headline article and 1 video on Longshang Network & Supermarket Weekly official accounts.
- 6 customized features annually on Qiyang Private Label's official platforms.
- Fixed display of company logo, name, and contact info in the footer of Qiyang Private Label's official website and account for full-year 2026.

Advertising Display

- Complimentary 36 sqm booth (self-built).
- Full-page color ad in the printed show directory.
- 1 on-site billboard ad space.

Exclusive Benefits

- 2 VIP seats at the Main Forum.
- 10-minute keynote presentation at the Ecology Conference.

Strategic Sponsor

RMB 100,000 (3 Slots Available)

Brand Exposure

- Recognized as a "Strategic Sponsor" in on-site and external promotions.
- A 1-2 minute corporate video played twice, with 2 verbal acknowledgements.
- 1 headline article on Longshang Network & Supermarket Weekly official accounts.
- 4 customized features annually on Qiyang Private Label's official platforms.
- Fixed display of company logo and name in the footer of Qiyang Private Label's official website and account for full-year 2026.

Advertising Display

- Complimentary 18 sqm booth.
- Half-page color ad in the printed show directory.
- 1 on-site billboard ad space.

Exclusive Benefit

- 1 VIP seat at the Main Forum.





Collaborative Sponsor

RMB 50,000 (5 Slots Available)

Brand Exposure

- Recognized as a "Collaborative Sponsor" in on-site and external promotions.
- 1 verbal acknowledgement.
- 1 video on Longshang Network & Supermarket Weekly official accounts.
- 2 customized features annually on Qiyang Private Label's official platforms.
- Fixed display of company logo in the footer of Qiyang Private Label's official website and account for full-year 2026.

Advertising Display

- Complimentary 9 sqm booth.
- Quarter-page color ad in the printed show directory.

Exclusive Benefit

- 1 VIP seat at the Main Forum.



Event
Sponsorship

Event Sponsorship

Main Forum

(Private Label Supply Chain Conference)

Event Scale
500+

Title Sponsor
RMB 200,000

Co-Sponsor
RMB 100,000

Collaborative Sponsor
RMB 50,000

Sub-Event

(Forums, Presentations, Seminars)

Event Scale
200+

Title Sponsor
RMB 100,000

Co-Sponsor
RMB 50,000

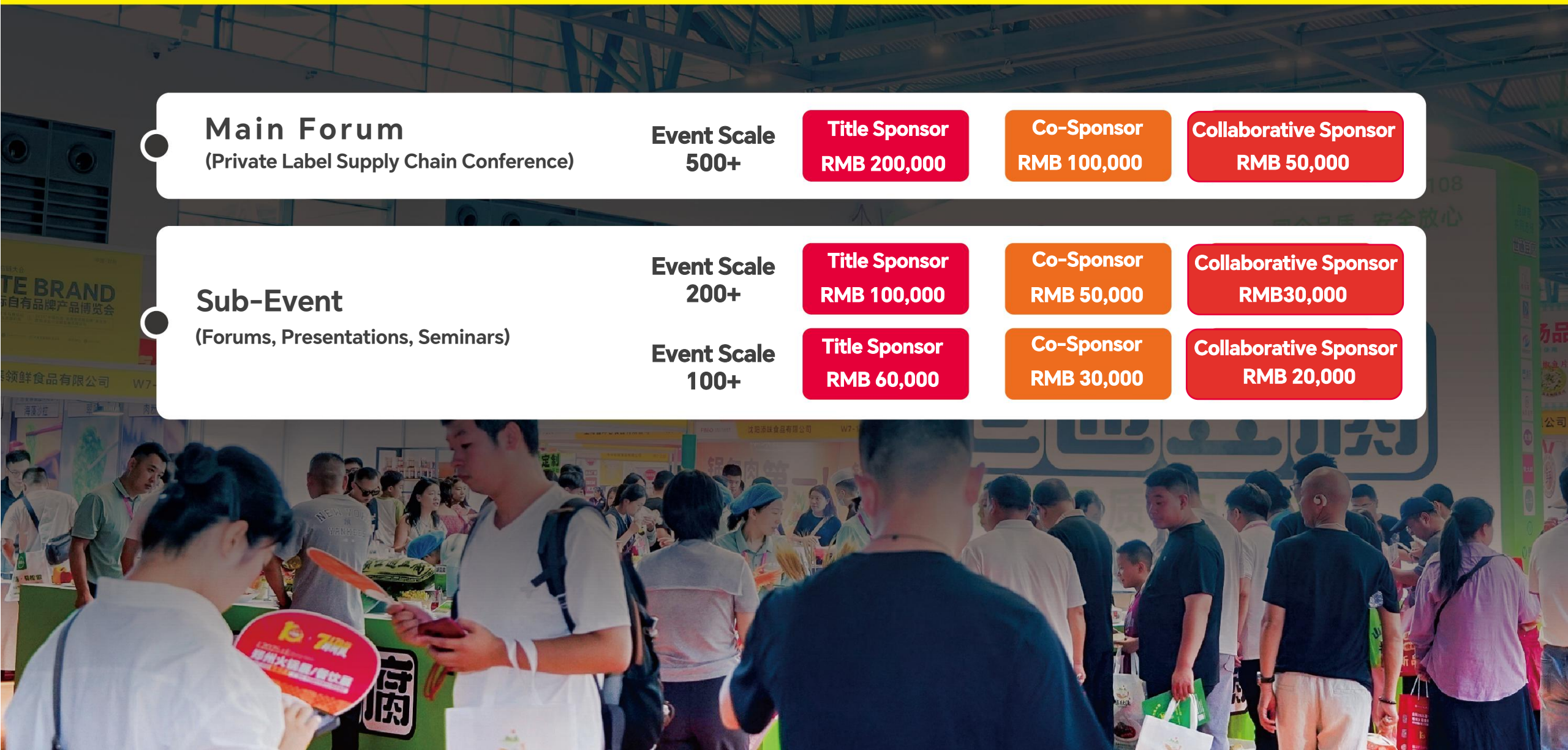
Collaborative Sponsor
RMB30,000

Event Scale
100+

Title Sponsor
RMB 60,000

Co-Sponsor
RMB 30,000

Collaborative Sponsor
RMB 20,000



Brand Exposure

- The event will be officially named "[Sponsor's Brand Name] + Official Event Name" across all platforms and scenarios.
- Online Promotions: The sponsor's logo will occupy the prime position on the main screen of all promotional materials. The brand will be mentioned no less than three times in the accompanying copy.
- Offline Materials: The sponsor's logo will occupy no less than 30% of the layout on all printed promotional materials and will be accompanied by the brand's slogan.
- Key Area Backdrop: The sponsor's logo will be displayed at the same size as the event name on the main backdrop in core areas.
- On-site Details: Brand identifiers will be printed on all detailed on-site materials.
- 3-minute brand promotion video will be played in rotation on the main LED screen, accompanied by 8 official verbal acknowledgments during the event.

On-site Materials & Experience

- Customized Souvenirs: All event giveaways and award certificates will feature the sponsor's brand identifiers.
- Brand Exhibition Area: A dedicated on-site area will be reserved for the sponsor to display products, set up interactive installations, and distribute promotional materials.
- Program Integration: A brand representative will be invited to deliver a speech (10 minutes) during the opening ceremony or a key segment. Additionally, a representative will be invited to give a presentation at the forum/conference.

Event Title Sponsor

(1 Slot)

Client Resource Access

- Invitation to planning meetings to connect with co-organizers, exhibitors and speakers.
- Provision of target client contact lists for directed matching twice, facilitating partnerships.
- Event tickets/VIP passes for client gifting.
- "Label Client Exclusive Lounge" at event.

Exclusive Privileges

- Sole title sponsor for the event; no competing Labels.
- "Exclusively Title Sponsored by" in all external communications.
- All sponsor-related materials/agenda items require sponsor approval.
- Post-event recap content highlights sponsor contribution.
- Right to use event materials for own promotion (valid 1 year).
- Dedicated sponsor interview and coverage.



2025郑州国际自
同期举办: 2025企阳烘焙及咖啡饮

展位号	公司名称	经营产品	展位号	公司名称
W7-101	山东善能药业有限公司	功能性食品	W7-206A	河南津和
W7-101C	河南卓李蜂业有限公司	食品	W7-206C	河南宋
W7-101D	滑县道口面宝刚烧鸡有限责任公司	食品行业	W7-206D	成
W7-101E	河南省尚掌柜香料有限公司	调味品生产	W7-207	
W7-101F	河南卢博食品有限公司	食品	W7-208	
W7-101G	河南省京源调味品有限公司	食品		
W7-101H	河南弘宝汝瓷坊有限公司	工艺品		
	滑县道口义兴张烧鸡有限公司	肉制品加工		
	可可糖道(河南)有限公司	调味品		
	河南寿酒集团有限公司	白酒		
	驻马店市正源油业有限公司	食品深加工		
	郑州皇巨界调味品有限公司	调味品		
	太康县德安清真肉联厂	肉制品		
	北京科技发展有限公司	食品		
	欣纳健康	食品		
	健康食品	食品		
	世通食品	食品		
	河南解吉	食品		
	之坊	食品		
	牛商	食品		
	商集团	食品		
	北洋食品	食品		
	商之坊食品	食品		
	印之星创	食品		
	春拂绿茶	食品		
	泰山健康	食品		
	万麦商贸	食品		
	市康谷医	食品		
	三界通	食品		
	打卫生用	食品		
	(嘉兴绿)	食品		

Event Co-Sponsor (2 Slots)

Brand Exposure

- Recognized as "Official Strategic Partner" in all event contexts.
- Logo displayed alongside others in online promotions; Label mentioned once.
- Logo included on offline promotional materials and main backdrop.
- 1-minute brand promotion video will be played in rotation on the LED screen, accompanied
- by no fewer than 5 official verbal acknowledgments. Brand identifiers will be printed on all detailed on-site materials.
- Logo featured as "Co-Organizer" in post-event recap, with contribution mentioned.
- Right to use event materials for own promotion (valid 1 year).

On-site Materials & Experience

- Customized souvenirs with logo.
- Dedicated Label display area.
- Speaking opportunity: Label representative speech (10 mins).

Client Resource Access

- Invitation to planning meetings for networking.
- Event tickets/VIP passes for client gifting.
- "Label Client Exclusive Lounge" at event.



Brand Exposure

- Online: Logo in official social media posts, videos, registration pages.
- Core Area: 30-second brand promotion video will be played in rotation on the LED screen, accompanied by no fewer than 3 official verbal acknowledgments.
- Detailed Materials: Logo on staff/volunteer apparel.

On-site Benefits

- Speaking opportunity: Label representative speech (10 mins).

Client Resource Access

- Invitation to planning meetings for networking.
- Event tickets/VIP passes for client gifting.

Event Collaborative Sponsor

(5 Slots, Barter Option Available)



Other
Sponsorships

Other Sponsorships

Exhibition On-site Billboard RMB 6,000 each

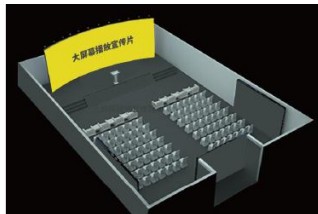
- 3m x 5m truss billboard in high-traffic area.
- Sponsor provides design (subject to organizer approval); organizer produces.
- 4 days of exposure. Includes basic benefits (full set of conference materials).



Limited quantity available, subject to prior sale.

Promotional Video Playback RMB 15,000 /video (Main); RMB 10,000 /video (Sub)

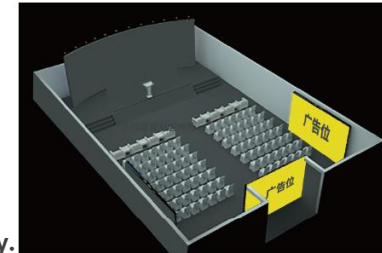
- Main Forum (Max 3): RMB 15,000 per video. Played during breaks/intermissions of the expo.
- Single Sub-venue (Max 6): RMB 10,000 per video. Played during breaks/intermissions.
- Video length ≤3 mins (content subject to organizer approval).



Image(s) for reference only.

Event Zone Billboard (Max 4) RMB 10,000 each

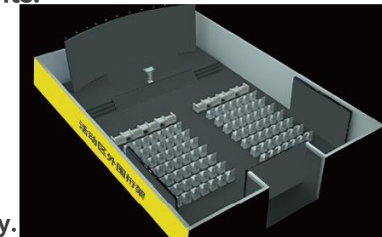
- Sponsor provides design (subject to organizer approval); organizer produces.
- Includes basic benefits.



Image(s) for reference only.

Truss Billboard at Event Zone Perimeter RMB 12,000 each

- Size (TBD): 3m x 10m.
- Sponsor provides design (subject to organizer approval); organizer produces.
- Includes basic benefits.



Image(s) for reference only.

Other Sponsorships

Admission Credentials

Back of Badge: RMB 20,000

Lanyard: RMB 10,000

- Ad space for company name+logo on badge back/lanyard.
- 1 All-Access Pass to the conference (includes full materials).



Image(s) for reference only.

This advertising space is an exclusive benefit for the Title Sponsor. Should a title sponsorship be secured, it will not be sold separately.

Tote Bags (Exclusive)

RMB 10,000 for 5,000 bags (produced by organizer).

- Company name+logo printed on one side.
- Organizer distributes 5,000 complimentary bags during expo.
- 1 All-Access Pass to the conference (includes full materials).



Image(s) for reference only.

Other Sponsorships

Bottled Water (Exclusive)

RMB 10,000 for 5,000 bottles.

- Provided free of charge in all forum zones and on-site service areas; the organizer is responsible for complimentary distribution.
- The sponsor shall provide the bottled water with pre-approved label packaging applied, serving as mobile advertisements throughout the venue.
- The label design and content are subject to the organizer's approval.
- Includes 1 All-Access Pass to the 2025 Zhengzhou Private Brand Supply Chain Conference.
- Includes a full set of conference materials.



Image(s) for reference only.

Seat Covers

RMB 20,000(Main Forum)

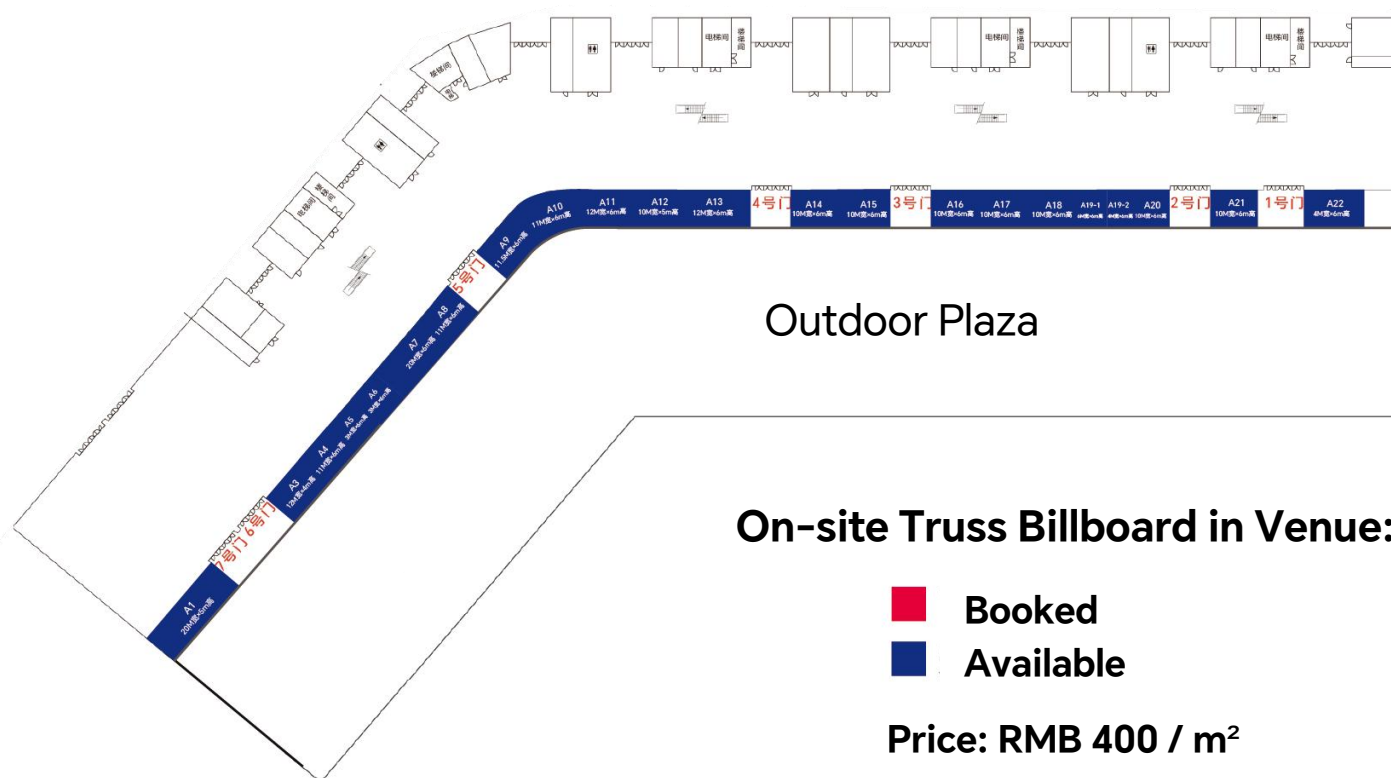
- The sponsor's logo will be displayed in a designated format on seat covers for all audience seats in the specified forum.
- The seat covers shall be designed and provided by the sponsor, with the design subject to the organizer's prior approval.
- Includes 1 All-Access Pass to the 2025 Zhengzhou Private Brand Supply Chain Conference.
- Includes a full set of conference materials.



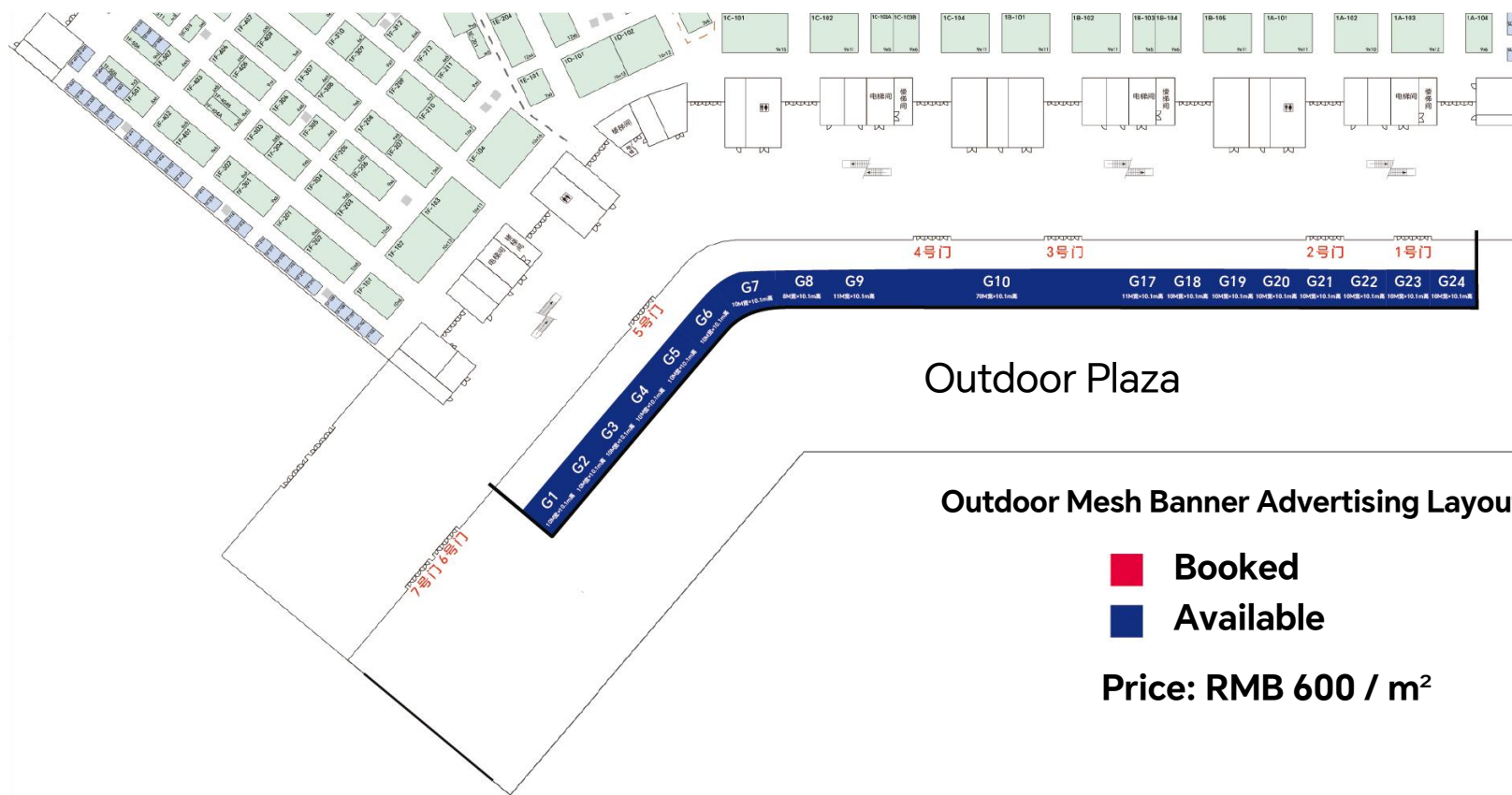
Image(s) for reference only.

On-site Advertising Layout (Illustrative Diagrams)

Outdoor Red Pillar Advertising



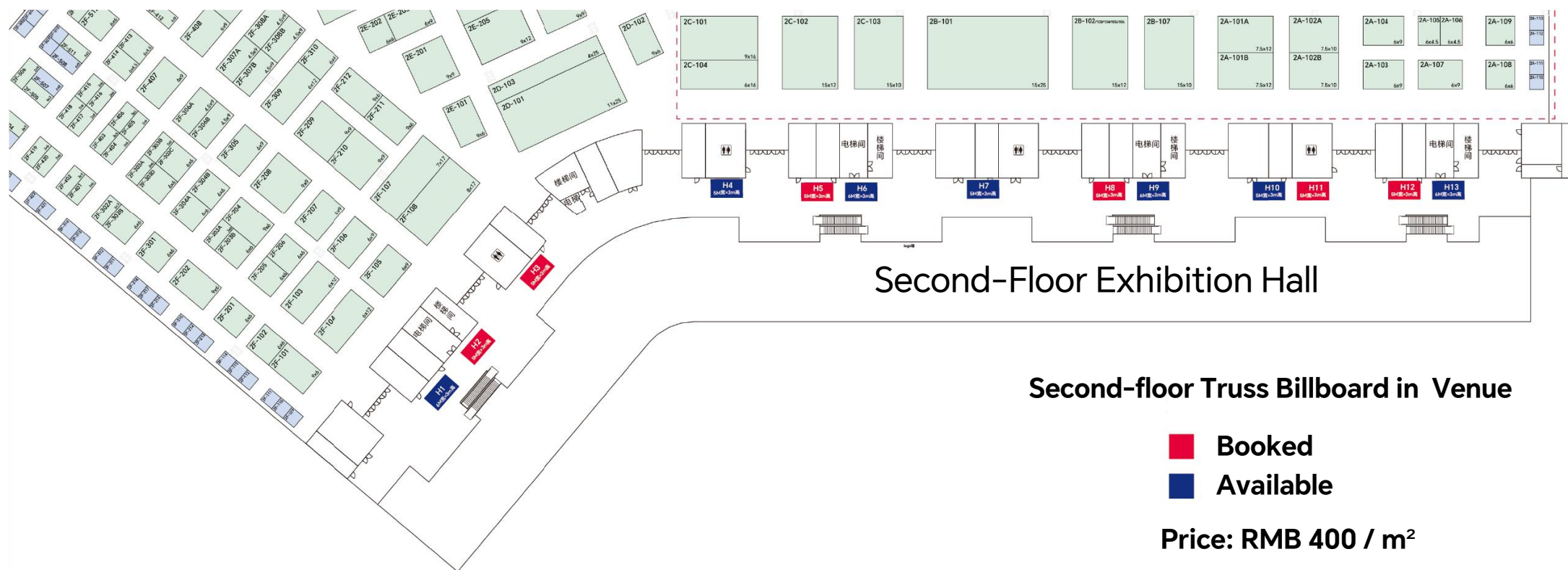
On-site Advertising Layout (Illustrative Diagrams)



Outdoor Mesh Banner Advertising Layout



On-site Advertising Layout (Illustrative Diagrams)



Collaboration Process

- We will provide you with dedicated, full-process service to ensure seamless cooperation and maximized value.

Needs Alignment & Proposal Customization

- Contact us to understand benefits in detail.
- We will tailor sponsorship proposals based on your Label positioning and market goals.

Agreement Confirmation & Slot Reservation

- Upon finalizing terms, sign the official sponsorship contract.
- Pay the deposit to formally reserve your slot (limited availability). We will cease promoting the reserved package.

Benefits Implementation & Full-service Support

- We assign a dedicated account team to begin preparations (logo collection, speech coordination, booth planning, etc.).
- We maintain close communication to ensure flawless execution.

On-site Execution & Value Delivery

- During the exhibition, we provide comprehensive on-site support to ensure your brand achieves optimal exposure and experience.
- We facilitate efficient connections with target clients and media to drive high-quality business talks.

Performance Review & Relationship Nurturing

- Post-event, we provide a detailed cooperation effectiveness report (including media monitoring, traffic data, etc.).
- We conduct a review with you and explore possibilities for long-term future collaboration.

Thank You !



Exhibitor Registration: General Manager Yu, +86-18611352545

Marketing Partnership: General Manager Zhai, +86-13213107892

Visitor Inquiry: +86-18039210278

Organizing Committee Liaison Department: Qiyang International Exhibition Group

Address: 7th Floor, Suoke Enterprise Center, Zhongyuan District, Zhengzhou City

Official Website: <http://www.privatebrand-expo.com>