



2020

数智赋能 产业升级

Digital and Intelligent Empowerment
Industry Upgrading

第十届中国煤炭市场高峰论坛

10th China Coal Market Summit

招商方案

Sponsorship & Exhibition

2020年11月11-13日
November 11-13, 2020



河北省张家口市
Zhangjiakou, Hebei



华邑酒店
HUALUXE Hotel



面对来势汹汹的新冠肺炎疫情，全球经济面临着极大的不确定性。国际货币基金组织4月份发布预测，全球经济下滑3.0%。而今年是我国全面建成小康社会收官之年。面对疫情影响、中美贸易战等不利因素，数月以来，中央多次重申，加快形成以国内大循环为主体、国内国际双循环相互促进的新发展格局。虽然疫情的影响巨大，但并不是所有行业都遭遇困境。利用我们的市场和产业优势，一些新产业、新业态、新模式脱颖而出。比如数字经济、智能制造等新产业为经济恢复提供了有力支撑。抓好长板，补好短板，中国经济就有能力在危机中育新机、于变局中开新局。

The global economy is facing great uncertainty in the wake of the COVID-19 pandemic. It is forecast by the International Monetary Fund in April to decline 3.0% this year. This year is also the final year for China to complete the building of a moderately prosperous society in all respects.

Facing headwinds including the pandemic and the trade disputes with the US, the Chinese government has reiterated in the past months the necessity to forge a new development pattern with domestic circulation as the mainstay and domestic and international circulations complementing each other.

Though greatly affected by the pandemic, not all the industries are in serious trouble. New industries, new business forms and new models emerged to tap into China's huge domestic market and complete industry chains. New industries like digital economy and smart manufacturing provided strong support during China's economic recovery. By making full use of the strengths and making up for the weaknesses, China will be able to foster new opportunities amid challenges and make new advances amid changes.

张家口市依托“冬奥会”和“首都两区”的历史机遇，坚持以数字经济助推和引领高质量发展，加快实施发展“大智移云”、“大数据产业发展规划”等政策措施，构筑张家口新优势、促进新旧动能转换、实现高质量发展的新引擎。

张家口金控集团承担着张家口市经济社会发展的政治责任和经济责任，和提升张家口市城市竞争力的职责使命。在数字经济助推和引领高质量发展的战略目标下，结合张家口区位优势，利用金融资源整合产业优势，尤其在煤焦产业上，充分发挥金融与煤焦大数据作用，通过一系列数智赋能改造老旧传统企业转型升级，立足张家口，打造国内首屈一指的煤焦大数据产业研发基地。

Zhangjiakou city will seize the historic opportunities of the 2022 Winter Olympics and building itself into Capital Beijing's Water Conservation and Eco-environment Supporting Area, and press ahead with digital-driven high quality development. The accelerated implementation of policies and measures such as Big Smart Cloud and Development Plan of Big Data Industry will help Zhangjiakou foster new advantages, facilitate the transition from old to new driving forces and fuel the new engine of high-quality development.

Zhangjiakou Financial Holding Group shoulders the mission of developing Zhangjiakou's economy and lifting its competitiveness. Under the strategic goal of utilizing digital economy to empower and lead high-quality development, combined with Zhangjiakou's location advantage, the group integrates its financial resources with industrial advantages, especially in coal and coking industries. By giving full play to the roles of finance and big data in coal and coking industries and assisting digital and intelligent transformation and upgrading of old and traditional companies, it strives to build China's top research and development base for the coal and coke big data industry in Zhangjiakou.

基于此，由中国煤炭资源网（汾渭数字信息技术有限公司）主办的“第十届中国煤炭市场高峰论坛”将于2020年11月11-13日在河北省张家口市召开。本次论坛将主要讨论疫情下的国内外经济现状与趋势、双循环对煤炭布局与结构的影响、动力煤与炼焦煤评价及预测、发布电力与钢铁行业发展报告、煤炭数字革命与金融性等议题，诚挚邀请您莅临！

Against this backdrop, the 10th China Coal Market Summit, hosted by sxcoal.com (Fenwei Digital Information Technology Co., Ltd.), will be held over November 11-13, 2020 in Zhangjiakou city, Hebei province.

The main topics of the summit include the status quo and development trends of domestic and international economies under the COVID-19 pandemic, impact of China's dual circulations on coal industry layout and structure, thermal and coking coal market review and outlook, China's power and steel industries, coal digital revolution and finance.

近些年来，中国煤炭资源网成功举办了多场次煤炭市场高峰论坛。作为国内煤炭市场的顶级峰会，旨在利用中国煤炭资源网领先的行业影响力和稳定广泛的客户资源，为煤炭及相关行业客户搭建良好的沟通信息和把握商机的理想平台。

历届高峰论坛得到了来自国际、国内煤炭生产企业、电厂、钢厂、焦化厂、化工厂、煤炭贸易商、港口物流，以及金融投研等机构的广泛关注和积极参与。

第十届中国煤炭市场高峰论坛，会议辐射面广，内容丰富，信息量大，研讨问题意义深远。是专业性强的顶级峰会，是知识与经济相结合的大会，蕴育着无限商机。

Sxcoal.com has successfully held a series of coal market summits in recent years. At these top summits in domestic coal market, we would like to use sxcoal.com's leading industry influence and extensive customer resources, building an ideal platform for our clients in coal and related industries to communicate information and seize business opportunities.

The previous summits have received wide attention and active participation of coal producers, power generators, steel mills, coking plants, chemical plants, coal traders, port logistics companies, and financial, investment and research institutions at home and abroad.

The 10th China Coal Market Summit has a wide coverage, rich content, large amount of information and discussions on issues with far-reaching significance. It is a top-level and professional conference combining knowledge and economy. The summit will foster unlimited business opportunities for the participants.

会议亮点

- 疫情下的国内外经济现状与趋势
- 双循环对煤炭布局与结构的影响
- 能源革命-中国能源发展趋势与路径分析
- 煤炭数字革命与中国数字煤炭市场
- 2021中国煤炭经济运行与展望
- 2020动力煤市场评价与2021年预测
- 2020炼焦煤市场评价与2021年预测
- 电力行业2020年发展研究报告
- 钢铁行业2020年发展研究报告
- 2021的焦化行业-机会大于风险
- 2021国际煤炭数据及中国进口煤趋势分析
- 大趋势-数字工厂在行业竞争中的关键
- 煤炭数字化后的金融性与行业发展趋势
- 物联网与线上交易
- 数字化智能配煤技术的新发展
- 数据分析与管理的应用

Highlights

- Current status and development trends of domestic and international economies amid COVID-19 pandemic
- Impact of China's dual circulations on coal industry layout and structure
- Energy revolution – analysis of energy development trend and path in China
- Coal digital revolution and China's digital coal market
- 2021 China coal industry operation and outlook
- 2020 China thermal coal market analysis and 2021 outlook
- 2020 China coking coal market analysis and 2021 outlook
- 2020 China power industry development report
- 2020 China steel industry development report
- China's coking industry in 2021 – opportunities outweigh challenges
- 2021 international coal market and China's coal import trend
- Major trend – digital factory key in industry competition
- Finance characteristic and development trend of coal digitalization
- Internet of things and online transactions
- New developments of digital and intelligent coal blending technologies
- Application of data analysis and data management

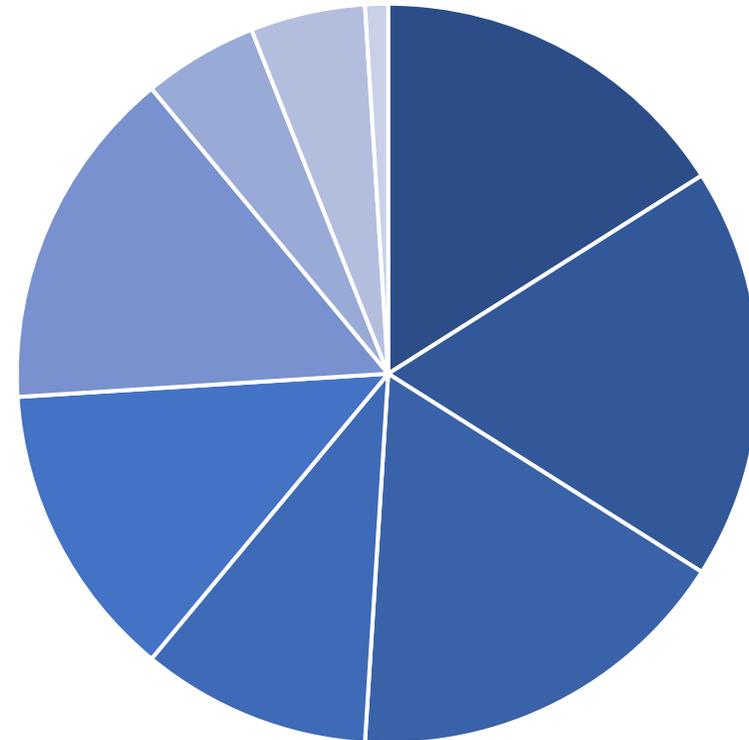
多元化的客户背景

Diversified customer backgrounds

迸发行业活力**64%**的参会代表是高层管理人员和具有影响力的采购部门

64% of the delegates are senior executives or leading purchase managers

- 电力企业 Power producers
- 煤矿企业 Coal miners
- 焦化企业 Coke plants
- 钢铁企业 Steel mills
- 金融投资 Financial and investment institutions
- 贸易商 Traders
- 政府协会 Government agencies and associations
- 运输物流 Transport and logistical firms
- 高校学术 Academic institutions



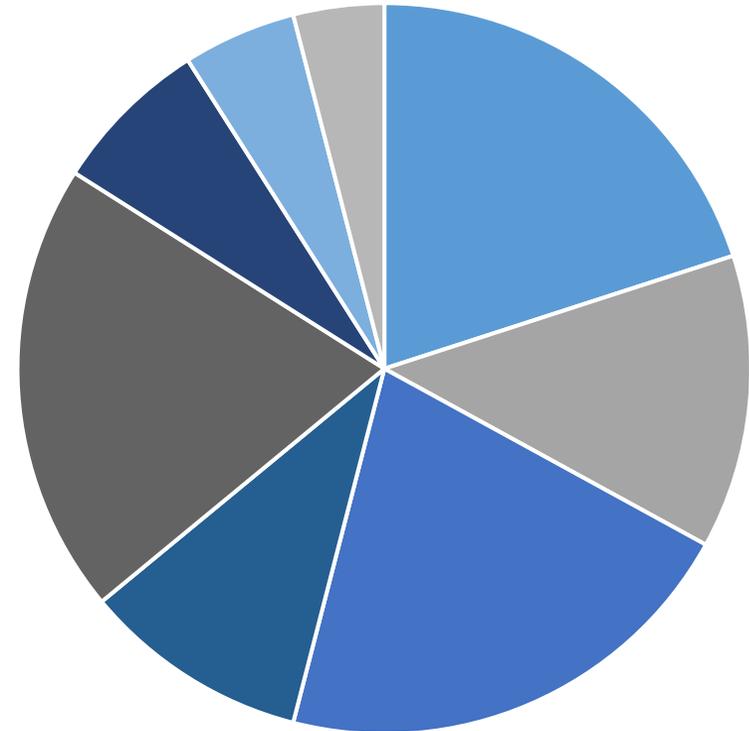
多元化的客户背景

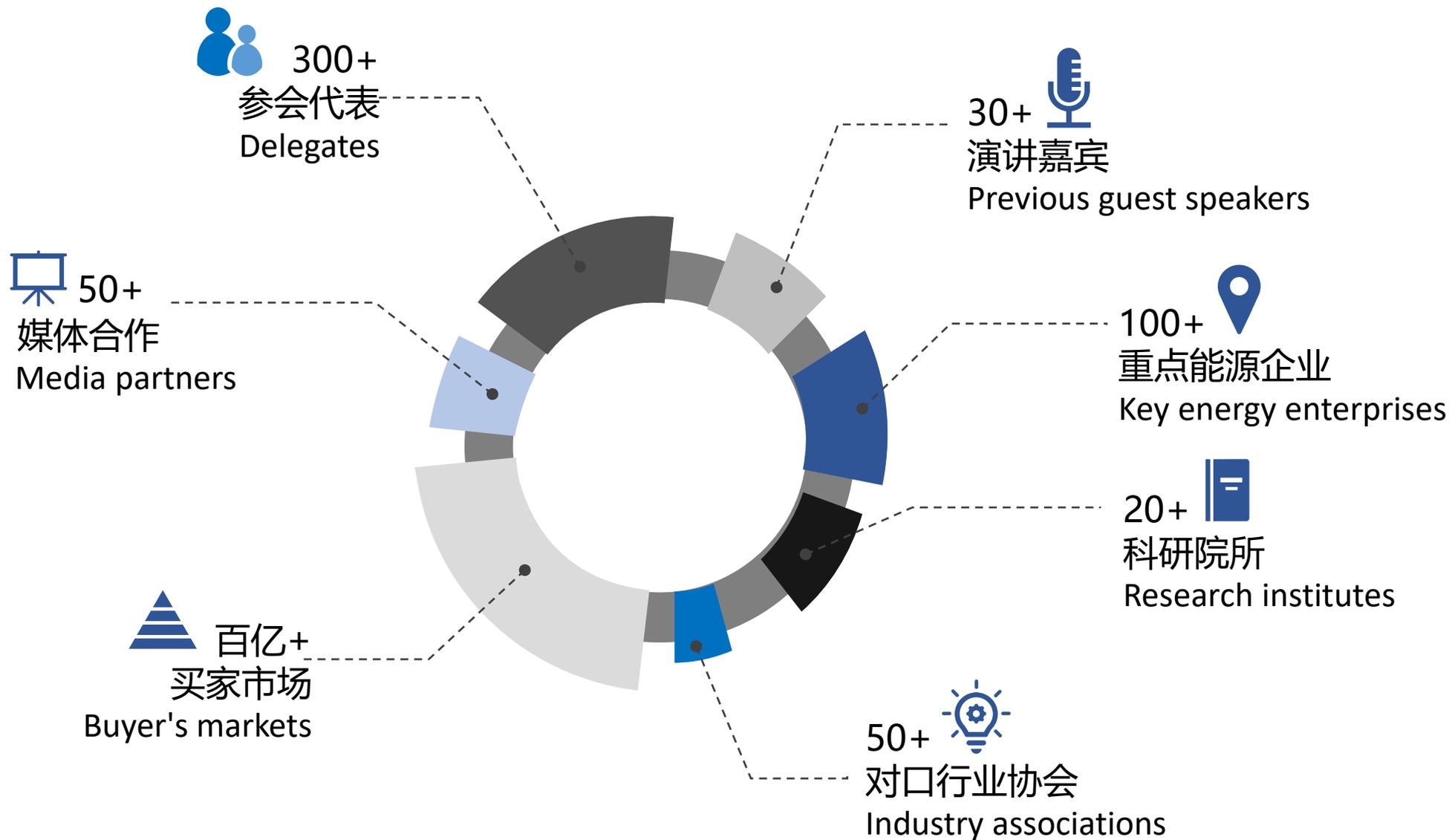
Diversified customer backgrounds

迸发行业活力**64%**的参会代表是高层管理人员和具有影响力的采购部门

64% of the delegates are senior executives or leading purchase managers

- 董事长、总经理 Presidents, general managers
- 副总经理 Vice general managers
- 采购/运销部长 Procurement/logistics/marketing directors
- 销售经理 Sales managers
- 分析师、研究员 Analysts, researchers
- 政府官员 Government officials
- 学者 Scholars
- 媒体 Media





知名企业赞誉不断

Constantly recognized by famous enterprises

全球视角把脉行业来自30个国家及地区千余家企业

Delegates from 1,000+ enterprises in 30 countries and regions

– 矿产资源 Mineral Resources Enterprises



– 下游用户 Downstream enterprises



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Constantly recognized by famous enterprises

全球视角把脉行业来自30个国家及地区千余家企业

Delegates from 1,000+ enterprises in 30 countries and regions

– 金融投资 Financial and investment institutions

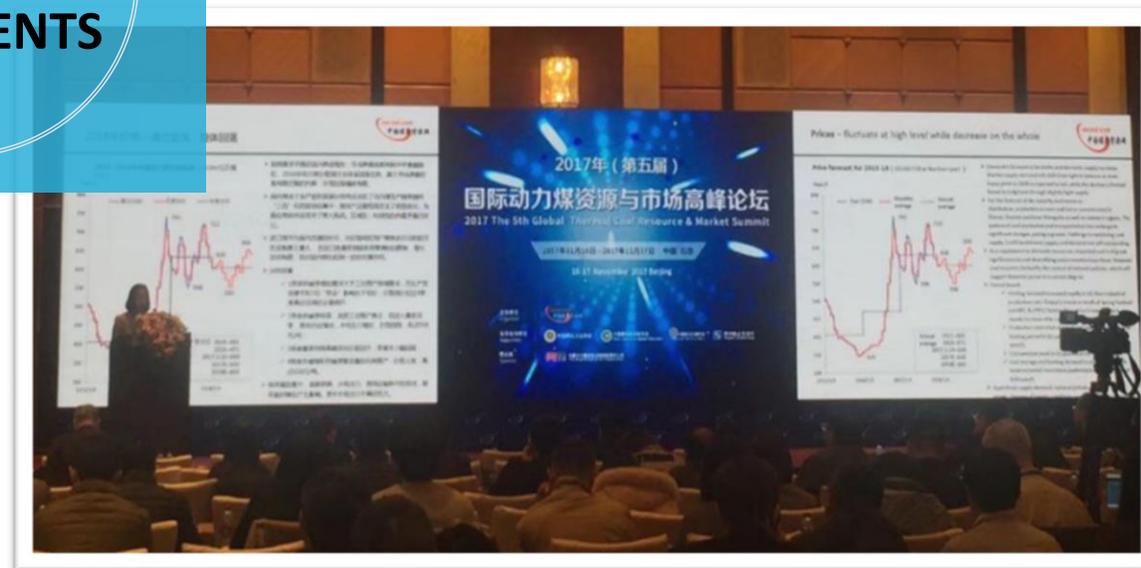


– 贸易及其他 Trading houses and others





往届回顾
PAST EVENTS



PART 01

尊享赞助方案

Premier Sponsorship opportunities



A 钻石赞助 (¥ 60000) Diamond Sponsor

- 1、5个免费参会名额 (价值22500元)
- 2、1个大型展位 (2万)
- 3、1个大型喷绘展架 (1万)
- 4、网站首页广告3个月 (3万)
- 5、会议休息期间播放公司宣传短片 (2万)
- 6、会议主题发言30分钟 (3万)
- 7、公司宣传册随会议资料一同装袋发放 (1万)
- 8、会议报到中心背景、会议主背景、会议相关宣传资料展示企业LOGO
- 9、由中国煤炭资源网主办的动力煤沙龙活动免费名额一个, 一年有效期

1. 5 free passes (¥ 22,500)
2. One large booth (¥ 20,000)
3. One large painting exhibition shelf (¥ 10,000)
4. Three-month advert on sxcoal.com homepage (¥ 30,000)
5. Promotion video to be played during break (¥ 20,000)
6. Keynote speech 30 minutes (¥ 30,000)
7. To be distributed with conference documentation (¥ 10,000)
8. Show company name and logo in conference documentation, backdrop, brochure, etc.
9. To join in one thermal coal mine tour organized by Fenwei for free (limited to one person within one year)

B 白金赞助 (¥40000) Platinum Sponsor

- 1、3个免费名额 (价值13500元)
- 2、1个大型展位 (2万)
- 3、1个门型展架 (3000元)
- 4、网站首页广告2个月 (2万)
- 5、会议休息期间播放公司宣传短片 (2万)
- 6、公司宣传册随会议资料一同装袋发放 (1万)
- 7、会议报到中心背景、会议主背景、会议相关宣传资料展示企业LOGO
- 8、由中国煤炭资源网主办的动力煤沙龙活动免费名额一个, 一年有效期

1. 3 free passes (¥ 13,500)
2. One large booth (¥ 20,000)
3. One X-exhibition shelf (¥ 3,000)
4. Two-month advert on sxcoal.com homepage (¥ 20,000)
5. Promotion video to be played during break (¥ 20,000)
6. To be distributed with conference documentation(¥ 10,000)
7. Show company name and logo in conference documentation, backdrop, brochure, etc.
8. To join in one thermal coal mine tour organized by Fenwei for free (limited to one person within one year)

C 黄金赞助 (¥20000) Gold Sponsor

- 1、1个免费名额 (价值4500元)
- 2、1个标准展位 (1万)
- 3、1个门型展架 (3000元)
- 4、网站首页广告1个月 (1万)
- 5、公司宣传册随会议资料一同装袋发放 (1万)
- 6、会议报到中心背景、会议主背景、会议相关宣传资料展示企业LOGO
- 7、由中国煤炭资源网主办的炼焦煤沙龙活动免费名额一个，一年有效期

1. 1 free pass (¥ 4,500)
2. One standard exhibition shelf (¥ 10,000)
3. One X-exhibition shelf (¥ 3,000)
4. One-month advert on sxcoal.com homepage (¥ 10,000)
5. To be distributed with conference documentation (¥ 10,000)
6. Show company name and logo in conference documentation, backdrop, brochure, etc.
7. To join in one thermal coal mine tour organized by Fenwei for free (limited to one person within one year)

PART 02

优选赞助方案

Optimal Sponsorship Opportunities



其他合作方式和费用

Other cooperation methods and costs

| 序号 | 项目 | 形式 | 价格 | 招商数量 | 规格/说明 |
|----|--------|--------|----------|------|-------------------------------------|
| 1 | 现场广告 | 大型展位 | ¥ 20,000 | 5 | 3m×3m, 含桌椅电源聚光灯, 立于会场展厅区域, 赠送一个参会名额 |
| 2 | | 标准展位 | ¥ 10,000 | 8 | 2m×2m, 含桌椅电源聚光灯, 立于会场展厅区域, 赠送一个参会名额 |
| 3 | | 大型喷绘展架 | ¥ 10,000 | 4 | 3m×2m, 免费设计制作, 立于主会场内 |
| 4 | | 门型展架 | ¥ 3,000 | 10 | 0.8m×2m, 立于会场显要位置 |
| 5 | | 会场内吊旗 | ¥ 5,000 | 10 | 1m×1.5m, 挂于主会场上方两侧 |
| 6 | 会议用品广告 | 手提袋 | ¥ 20,000 | 1 | 28cm×40cm×8cm, 由企业提供 |
| 7 | | 宣传资料装袋 | ¥ 10,000 | 5 | 将企业宣传材料放置会议资料袋中, 随会议资料一齐发放 |
| 8 | | 会议用品冠名 | ¥ 10,000 | 1 | 会议笔记本、代表证、餐券 (任选其一), 印制企业LOGO |
| 9 | | 会议饮水 | ¥ 10,000 | 1 | 在会议用矿泉水瓶上标识企业LOGO, 无需提供用水 |
| 10 | 深度市场推广 | 同期发言 | ¥ 30,000 | 2 | 会议主题发言30分钟 |
| 11 | | 企业宣传片 | ¥ 20,000 | 4 | 会议茶歇及休息期间主会场大屏幕滚动播放 |
| 12 | | 晚宴冠名 | ¥ 80,000 | 1 | 招待晚宴冠名、欢迎背板及致辞 |
| 13 | | 商务考察赞助 | ¥ 50,000 | 1 | 欢迎酒会冠名、欢迎背板及致辞 |
| 14 | | 会议礼品赞助 | 面议 | | 会议礼品将免费赠送给参会嘉宾, 用于企业宣传 |
| 15 | | 其他赞助 | 面议 | | 根据公司发展需求, 专项定制各种特殊装置、特殊需求和表现 |

其他合作方式和费用

Other cooperation methods and costs

| No. | Option | Item | Price | Opportunities | Standard |
|-----|-----------------------------------|-----------------------------------|--------------|---------------|--|
| 1 | Venue Advertisement | Large Booth | ¥ 20,000 | 5 | 3m×3m (including 1 desk, 2 chairs, power supply, wastebasket, fascia) in exhibition hall, one free conference pass |
| 2 | | Standard Booth | ¥ 10,000 | 8 | 2m×2m (including 1 desk, 2 chairs, power supply, wastebasket, fascia) in exhibition hall, one free conference pass |
| 3 | | Large Painting Exhibition Shelf | ¥ 10,000 | 4 | 3m×2m (free design and painting) in main venue |
| 4 | | X-exhibition Shelf | ¥ 3,000 | 10 | 0.8m×2m in prominent location of venue |
| 5 | | Hanging Flag | ¥ 5,000 | 10 | 1m×1.5m on above both sides of main venue |
| 6 | Conference Supplies Advertisement | Bag | ¥ 20,000 | 1 | 28cm×40cm×8cm, provided by sponsor |
| 7 | | Company Brochure | ¥ 10,000 | 5 | Company brochure to be placed in the bag and distributed to attendees together with our conference documentation |
| 8 | | Conference Supplies Title Sponsor | ¥ 10,000 | 1 | Company logo to be labeled on conference notebooks, name plates, meal ticket (one option available) |
| 9 | | Drinking Water Exclusive Sponsor | ¥ 10,000 | 1 | Company logo to be labeled on water bottles |
| 10 | Market Promotion | Keynote speech | ¥ 30,000 | 2 | Keynote speech for 30 minutes |
| 11 | | Promotion Video | ¥ 20,000 | 4 | 5 minutes to broadcast during break |
| 12 | | Banquet Sponsorship | ¥ 80,000 | 1 | Welcoming Banquet Sponsorship, Welcome Board and Speech |
| 13 | | Business Survey Sponsorship | ¥ 50,000 | 1 | Welcome Reception Sponsorship, backboard display and speech |
| 14 | | Conference Gift | (Negotiable) | | Free gifts to be given to participants for company promotion. |
| 15 | Other sponsorship | | (Negotiable) | | Can be customized according to sponsor's special needs |



1、大型展位 (5 available) Large Booth

价格 Price : ¥ 20,000

规格 Size : 3m×3m

含：桌椅电源聚光灯，立于会场展厅区域

Including desks and chairs, spotlight, installed within the exhibition area

另：赠送一个参会名额

Plus a free pass





3、大型喷绘展架 (4 available) Large Painting Exhibition Shelf

价格 Price : ¥ 10,000

规格 Size : 3m×2m

立于主会场内

Placed in conference hall





4、门型展架(10 available) Portable display board

价格 Price : ¥ 3,000

规格 Size : 0.8m×2m

立于会场显要位置

Placed at key entrances





5、会场内吊旗(10 available) Banner Ads

价格 Price : ¥ 5,000

规格 Size : 1m×1.5m





6、手提袋 Handbags

价格 Price : ¥ 20,000

规格 Size : 28cm×40cm×8cm

数量 Quantity : 350





7、宣传资料装袋 Company Brochure

价格 Price : ¥ 10,000

数量 Quantity : 350

企业可将公司宣传材料放置会议资料袋中，随会议资料一齐发放

Company brochure to be placed in handbag and distributed to delegates together with conference documentation.





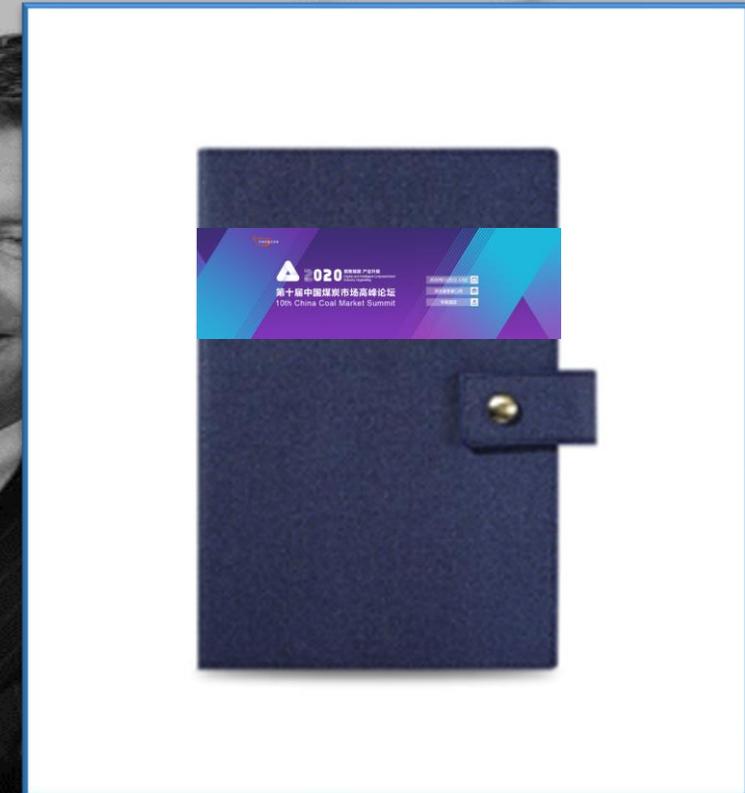
8、会议用品冠名——笔记本

Company logo to be labeled on
conference notebooks

价格 Price : ¥ 10,000

规格 Size : 170mm×120mm

数量 Quantity : 350





8、会议用品冠名——代表证

Company logo to be labeled on badges

价格 Price: ¥ 10,000

规格 Size: 140mm×95mm

数量 Quantity: 演讲嘉宾证30个

与会嘉宾证300个

工作证20个

30 for speakers

300 for delegates

20 for staff members



背面招商
Backside
sponsorship
available



8、会议用品冠名——餐券

Company logo to be labeled on lunch vouchers

价格 Price : ¥ 10,000

规格 Size : 177mm×65mm

数量 Quantity : 350



Front



Back

背面招商
Backside
sponsorship
available



9、会议矿泉水

Company logo to be labeled on water bottles

价格 Prices: ¥ 10,000

数量 Quantity : 350





10、主题演讲

Keynote Speech

价格 Price : ¥ 30,000

数量 Length : 20分钟 /20 minutes

对公司核心业务、产品服务进行推介

Introduction and promotion of core business and main

products





11、企业宣传片 Promotion Video

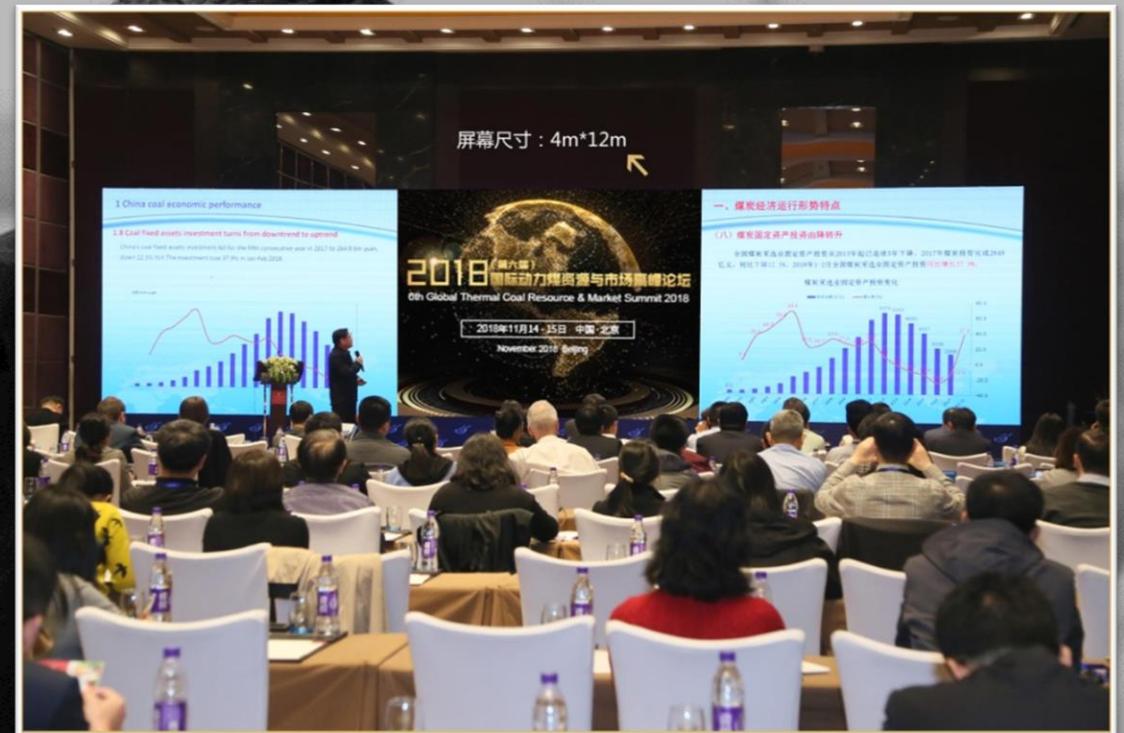
价格 Price : ¥ 20,000

规格 Size : 4m×12m

数量 Length : 5分钟/5 minutes

会议茶歇及休息期间主会场大屏幕滚动播放

To be played during breaks





12、晚宴冠名及致辞

Dinner sponsors and speech

价格 Price : ¥ 80,000

数量 Quantity : 1

正式会议当天招待晚宴

Dinner on the day for official meeting





13、会后商务考察

Business survey after summit

价格 Price : ¥ 50,000

数量 Quantity : 1





14、会议礼品赞助

Sponsors of conference gifts

根据客户需求定制

Customized





15、特殊装置、特殊需求和表现

Special installments, demands and presentations

根据客户需求定制

Customized



PART 03

线上推广

Online Promotion



| 序号 | 项目 | 形式 | 价格 | 招商数量 | 说明 |
|----|--------|----|----------|------|---|
| 1 | 会议直播广告 | 图文 | ¥ 50,000 | 1 | 休息时间在直播平台插播企业宣传内容 |
| 2 | 媒体矩阵 | 推文 | ¥ 20,000 | 1 | 在中国煤炭资源网微信公众号、抖音、微博、今日头条平台，将企业宣传内容放置于会议推广文末以图文结合的形势推送 |

| No. | Option | Item | Price | Opportunities | Standard |
|-----|--|------------------|----------|---------------|---|
| 1 | Conference live-streamed advertisement | Photo & text | ¥ 50,000 | 1 | Broadcasting corporate's promotional information on the live-streaming platform during breaks |
| 2 | Media matrix | Promotional text | ¥ 20,000 | 1 | Put corporate's promotional text at the end of the conference's promotion content and push it on sxcoal.com's WeChat, Tiktok, Weibo and Toutiao platforms in a form of photos with texts. |



提升客商关注
To impress clients



彰显企业实力
To show company strength



助推展览效果
To improve exhibition effect

THANK
YOU

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