



ORGANIZER

Haoyu Group was established in 2010 and has long been deeply involved in the international exhibition field. Since 2014, the group has strategically expanded into the business of international adult products exhibitions. It is the exclusive Asian agent for several leading international trade fairs. Relying on its profound industry accumulation and professional operation team, **SZI EXPO** has been able to develop steadily and sustainably.

MEDIA PARTNERS



SIGN!



Exhibit CATEGORIES



Sex Doll



Condom



Lubricant



Reproductive
Health



Novelty
Products



Adult Toy



BDSM



Sexual
Lingerie



AI
Technology

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szl ExpoTM 2027

SHENZHEN INTERNATIONAL ADULT EXPO 2027

♥ MARCH 5-7, 2027 ♥

SHENZHEN WORLD EXHIBITION &
CONVENTION CENTER HALL 10

SEE YOU IN SHENZHEN ♥

WHY VISIT SZI EXPO 2027?

Following a highly successful 2025 edition with strong, consistent feedback from both exhibitors and buyers, SZI Expo returns to Shenzhen in 2027 with an even bigger ambition.

2025 EXHIBITION HIGHLIGHTS



Exhibitors
202



Countries
32



Visitors
37,496



PROSPECTS FOR 2027



20,000m²
Scales



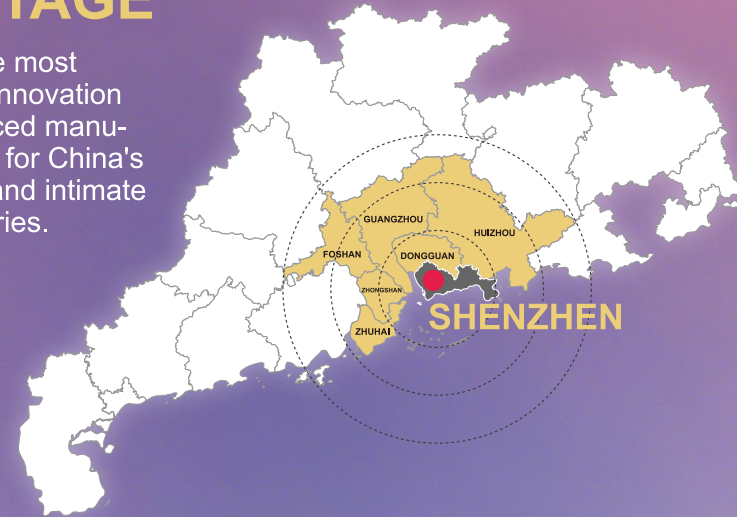
300+
Exhibitors



70,000+
Visitors

STRATEGIC LOCATION ADVANTAGE

Shenzhen is the most representative innovation hub and advanced manufacturing center for China's adult wellness and intimate wellness industries.



90% MANUFACTURERS IN GUANGDONG
Access to the world's most complete supply chain ecosystem.



30-60 MINS FACTORY VISIT RADIUS
Efficient site visits and on-site inspections.

YOUR SOURCING ADVANTAGE



Strong Manufacturing Cluster



Fast Logistics Network



Cost-Effective & High-Quality Supply Chains



BOOTH FEE (INCLUDES VAT)

RAW SPACE (Min.36 sqm)

150 USD/sqm

SHELL SCHEME

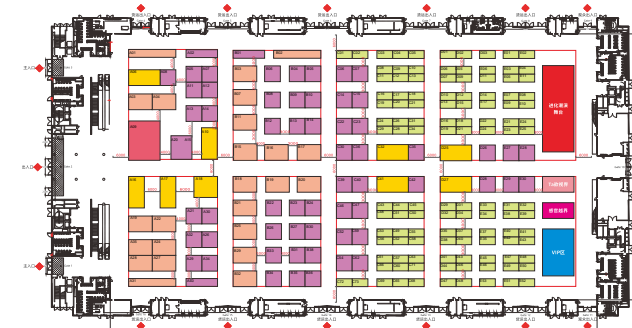
3,780 USD/18sqm

Paneled walls Carpet 1 Counter
6 Spotlights 2 Table 8 Chairs
1 Electrical Socket 6 Shelves
1 Waste Paper Basket



FLOOR PLAN

HALL 10



Legend for Hall 10 floor plan: 10A1-10A10, 10B1-10B10, 10C1-10C10, 10D1-10D10, 10E1-10E10, 10F1-10F10, 10G1-10G10, 10H1-10H10, 10I1-10I10, 10J1-10J10, 10K1-10K10, 10L1-10L10, 10M1-10M10, 10N1-10N10, 10O1-10O10, 10P1-10P10, 10Q1-10Q10, 10R1-10R10, 10S1-10S10, 10T1-10T10, 10U1-10U10, 10V1-10V10, 10W1-10W10, 10X1-10X10, 10Y1-10Y10, 10Z1-10Z10.



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