



Official Media Program 官方媒体服务方案

Purpose

In order to help the exhibitors to expand market promotion and improve the exhibition effect, MetalForm China 2021, together with the official media of the exhibition—<Forging & Metalforming>(FM)/<Fabricating>(FAB)/ China Forge and Metalform Net(CFMN), provide media publicity and promotion services in conferences for exhibitors.

服务目的

为帮助 2021 中国国际金属成形展览会 (MetalForm China 2021) 展商扩大市场宣传, 提升参展效果, MetalForm China 2021 携手展会官方媒体——FM《锻造与冲压》、FAB《钣金与制作》杂志及中国锻压网, 为广大展商提供媒体及会议宣传服务。

Services

1 Gold Enterprise on CFMN

The online display space for enterprises and its products on CFMN for one year (Free for exhibitors).

2 Popularizing on Wechat/Headline

Popularizing by one times on Wechat/Headline of FM or FAB (Free for exhibitors).

3 Popularizing in Tiktok/Kuaishou Video

Popularizing by one times in Popularizing in Douyin/Kuaishou Video of FM or FAB (Free for exhibitors).

4 Preview

Image and text presentation in preview (For exhibitors only), welcome to advertise.

5 Official Catalogue

Text presentation in the Official Catalogue (For exhibitors only), welcome to advertise.

6 Features of Magazine

Article and advertisement in the MetalForm China 2021 features of FM or FAB.

7 Buyers Forum

China International Buyers Forum for Forging, Stamping and Fabricating parts will be held in parallel with MetalForm China 2021.

8 TPP-Metalform Conference

TPP-Metalform conference will be held in parallel with MetalForm China 2021.

服务项目

1 中国锻压网金牌企业服务

获得中国锻压网金牌企业及产品展示空间 1 年 (展商免费)。

2 微信号 / 头条号推广

《锻造与冲压》或《钣金与制作》微信号 / 头条号推广 1 次 (展商免费)

3 抖音号 / 快手号推广

《锻造与冲压》、《钣金与制作》抖音号 / 快手号推广 1 次 (展商免费)。

4 展前预览

MetalForm China 2021 展前预览图文介绍宣传 1 次 (仅限展商), 欢迎刊登广告。

5 参展厂商名录

MetalForm China 2021 展商名录文字介绍宣传 1 次 (仅限展商), 欢迎刊登广告。

6 专题约稿

《锻造与冲压》、《钣金与制作》2021 金属成形展专题约稿及广告刊登。

7 零部件采购洽谈会

中国国际锻造、冲压和钣金制作零部件采购洽谈会 (对接交流会) 将与展会同期, 在展馆附近酒店举办。

8 新技术及设备滚动发布会

中国国际锻造、冲压、钣金制作、模具和连接焊接新技术及设备滚动发布会将在展会现场同期举办。



服务流程 Process

1 中国锻压网金牌企业服务 Gold Enterprise on CFMN

1、申请流程 Application Process

① 申请“金牌企业”服务，请先登录 <http://www.duanxie.cn/login/login.html> 注册为中国锻压网会员。

Please go to <http://www.duanxie.cn/login/login.html>, register as a member of CFMN first.

中国锻压 | 会员注册

中国锻压网首页 | 免费注册
如需帮助，请拨打0086-010-53056669 转网络部咨询

请输入用户名：	<input type="text"/>
请输入密码：	<input type="password"/>
再次输入密码：	<input type="password"/>
公司名称：	<input type="text"/>
请输入验证码	<input type="text"/> 点击获取验证码
回到我的用户修改并注册	

② 注册会员成功后，请登录后台后点击“升级成为金牌企业”按钮，联系工作人员为您开通相关权限。

After registering, please log in the background and click the “upgrade to a gold enterprise” button, contact the staff to open the relevant permissions for you.

首页 用户信息管理 产品管理 采购管理 认证管理 新闻管理 招聘管理 留言管理 我的空间	<p>信息订阅管理</p> <p>添加产品信息</p> <p>修改公司信息</p> <p>修改登录密码</p> <p>升级成为金牌企业</p> <p>网上展览会</p>	<p>欢迎进入“网上办公室”</p> <p>“网上办公室”是中国锻压网的会员区，您可以在此管理商业资料，处理在线贸易等。</p> <p>我能享受的服务：</p> <ol style="list-style-type: none"> 1. 免费发布产品介绍（非协会会员或以上级别，只能发布3件产品） 2. 免费发布公司动态信息 3. 免费发布企业认证信息 4. 在线给客户提供答复 5. 免费订购行业资讯等信息 6. 免费在线向协会专家库专家咨询问题
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③ 中国锻压网推广服务申请表见附件 1。

See attachment 1 for application form of CFMN promotion service.

2 微信号 / 头条号推广 Popularizing on Wechat/Headline

1、具体要求

- ① 文字资料：如展品预览、公司简介、公司新闻等，字数控制在 500 字以内。
- ② 图片资料：图片可发送 JPG 等格式，内容如展品、人物、公司设备照片等。
- ③ 微信、头条号视频文件大小请控制在 100MB 以内，时长不超过 5 分钟。
- ④ 请您不晚于开展之日起前 45 天提供资料。
- ⑤ 微信、头条号推广申请表见附件 2。

Materials Asked

Introduction to the Exhibits: Specification features, highlight, please quantify description of them, instead of an empty slogan.

Number of Words: Less than 500.

Exhibits Pictures: 1-3 pictures.

Exhibits Video: Less than 100M.

Deadline: 45 days before the opening of the exhibition.

See attachment 2 for application form of Popularizing on Wechat/Headline.





3 抖音号 / 快手号推广 Popularizing in Douyin/Kuaishou Video

1、具体要求

- ① 抖音、快手短视频文件大小请控制在 30M 以内，时长不超过 1 分钟。
- ② 请您不晚于开展之日起前 45 天提供资料。
- ③ 抖音、快手号推广申请表附件 3。

Materials Asked

Exhibits Video: Less than 30M.

Deadline: 45 days before the opening of the exhibition.

See attachment 3 for application form of Popularizing in Douyin/Kuaishou Video.

4 展前预览 Preview

1、具体要求

- ① 展前预览资料请您不晚于开展之日起前 45 天提供。
- ② 文字资料：主要是展品介绍，字数控制在 300 字以内。
- ③ 图片资料：主要是展品照片，需要高清图片（300dpi 以上）。
- ④ 标准展位限 1 个展品，特装展位限 3 个以内展品。
- ⑤ 展前预览信息登录及广告申请表见附件 4~6。

Materials Asked

Introduction to the Exhibits: Specification features, highlight, please quantify description of them, instead of an empty slogan.

Number of Words: Less than 300.

Exhibits Pictures: 1-3 pictures.

Deadline: 45 days before the opening of the exhibition.

See attachment 4~6 for application form of preview for text and advertisement.



5 展商名录 Official Catalogue

1、具体要求

- ① 展商名录信息及广告请您不晚于开展之日起前 45 天提交。
- ② 展商也可登录官网（www.chinaforge.com.cn）后台在线填写。
- ③ 会刊信息登录表见附件 7。
- ④ 会刊广告申请表见附件 8 和附件 9。

Materials Asked

Please try your best to fill in and submit this form on line on the official website of MetalForm China, or download and fill in to send it to (no later than 45 days before the date of opening of the exhibition):

See attachment 7~9 for application form of Catalogue for text and advertisement.





专题约稿

An Article Written on Invitation for MetalForm China

1、具体要求 Materials Asked

作为中国锻造、冲压和钣金制作行业主流媒体，FM《锻造与冲压》(锻造版)、FM《锻造与冲压》(冲压版)和FAB《钣金与制作》旨在向读者介绍国内外先进的装备、技术、产品、管理、现场及最新的市场导向和信息，致力于为企业提供“工厂级解决方案”。

同时，作为“中国国际金属成形展览会”官方媒体，FM《锻造与冲压》(锻造版)、FM《锻造与冲压》(冲压版)和FAB《钣金与制作》将对展会做全面和深入的专题报道。本期专题旨在从应用、需求角度出发，面向广大读者、观众、展商、广告商征集稿件，欢迎踊跃投稿。当然如果您无法在专刊出版前提供文章，我们也可以在后续的刊物中发表。

As the mainstream media of China's forging, stamping and sheet metal industry, FM <Forging and MetalForming>-Forging, <Forging and MetalForming>- stamping and FAB <Fabricating> are designed to introduce advanced equipment, technology, products, management, production operation and the latest market orientation and information at home and abroad, and are committed to providing "Realitic Solutions" for enterprises.

At the same time, as the official media of MetalForm China, FM <Forging and MetalForming>-Forging, <Forging and MetalForming>- stamping and FAB <Fabricating> will make comprehensive and in-depth reports on the exhibition. The purpose of this special issue is to solicit contributions from readers, audiences, exhibitors and advertisers from the perspective of application and demand. Of course, if you can't provide articles before the publication of the special issue, we can also publish them in subsequent publications.

1 FM《锻造与冲压》(锻造版) FM<Forging & Metalforming>(Forging)

① 专题方向 (可任选以下某一方面进行文章撰写或根据主题自选角度撰写)

- 锻造装备 / 辅助装备 / 生产线的应用案例 / 解决方案;
- 锻造技术的应用;
- 锻造模具的设计 / 结构改造 / 维护与保养;
- 锻造企业信息化管理;
- 锻造自动化解决方案与在线检测技术;
- 典型锻件的生产工艺;
- 锻造车间人员管理。

Topics Specified (You can choose one of the following topics to write an article or write it on your opinion according to the topic).

- Forging machine/Auxiliaries/Case of forging lines/Solutions of forging production.
- Application of forging technology.
- Designing of forging die/Improving of die structure/Maintenance and repair.
- Management of forging information.
- Solution of forging automation and on-line measuring system.
- Typical forging process.
- Human resource for forging shop.



② 文稿要求

- 字数：2000 ~ 5000 字。
- 图片：彩图的格式为：gif/tif/bmp，CAD 图格式为：dwg
- 文章风格：结合生产，面向企业（学术论文 / 软文广告不符合本刊风格）。
- 截稿日期：展览会开展之日前 3 个月。

Requirement of Article

- Size: 2000 ~ 5000 Words.
- Picture: format: gif/tif/bmp, format of CAD: dwg.
- Style: On actual production and working shop (Academic papers and advertising article will be unaccepted.) .
- Deadline: 3 months before the opening of the exhibition.

③ 广告刊登

在本期刊登配合展会的广告宣传可享受 7 折优惠（特殊版位除外）。

Advertizing

You can enjoy a 70% discount for advertising in this issue (Except for special pages).

2 FM《锻造与冲压》（冲压版）
FM<Forging & Metalforming>(Stamping)

① 专题方向

(可任选以下某一方面进行文章撰写或根据主题自选角度撰写)

- 节能、节材、高效的冲压技术、工艺、装备；
- 冲压自动化、信息化解决方案；
- 冲压模具的设计 / 结构改造 / 维护与保养；
- 冲压企业生产管理方法、应用案例；
- 特种冲压成形技术（包括热冲压成形、内高压成形、旋压成形、液压成形、精密成形、无模成形、激光成形和电磁成形技术等。）

Topics Specified (You can choose one of the following topics to write an article or write it on your opinion according to the topic).

- Energy saving, materials saving, efficient stamping technology, process and equipment.
- Stamping automation, informatiionizing and solution.
- Designing of the die & tooling/Improving of die structure/Maintenance and repare.
- Management of Stamping information, applying case.
- Specific forming process (including hot stamping, hydro-forming, spinning, precision forming, dieless forming, laser forming and magnizium forming ect.) .

② 文稿要求

- 字数：2000 ~ 5000 字。
- 图片：彩图的格式为：gif/tif/bmp，CAD 图格式为：dwg
- 文章风格：结合生产，面向企业（学术论文 / 软文广告不符合本刊风格）。
- 截稿日期：展览会开展之日前 3 个月。

Requirement of Article

- Size: 2000 ~ 5000 Words.





- Picture: format: gif/tif/bmp, format of CAD: dwg.
- Style: On actual production and working shop (Academic papers and advertising article will be unaccepted.) .
- Deadline: 3 months before the opening of the exhibition.

③ 广告刊登

- 在本期刊登配合展会的广告宣传可享受 7 折优惠（特殊版位除外）。

Advertising

You can enjoy a 70% discount for advertising in this issue (Except for special pages).



① 专题方向（可任选以下某一方面进行文章撰写或根据主题自选角度撰写）

- 先进的钣金零部件制造技术及工艺、钣金自动化生产技术；
- 国内外钣金企业先进的管理模式、方法、理念及应用案例；
- 钣金件设计案例、钣金设计软件应用；
- 钣金设备的维护保养、设备的改造升级；
- 在生产过程中遇到的困难及解决方案；
- 钣金件的表面处理、理化测试及检测。

Topics Specified (You can choose one of the following topics to write an article or write it on your opinion according to the topic).

- Advanced sheet metal process, automatic fabricating production technology.
- Advanced management modes, methods, concepts and application cases of sheet metal enterprises at home and abroad.
- Designing case of sheet metal parts, designing software.
- Maintenance and update of sheet metal equipment.
- Difficulties and solution in actual production.
- Surface conditioning and chemical test and meurement.

② 文稿要求

- 字数：2000 ~ 5000 字。
- 图片：彩图的格式为：gif/tif/bmp，CAD 图格式为：dwg
- 文章风格：结合生产，面向企业（学术论文 / 软文广告不符合本刊风格）。
- 截稿日期：展览会开展之日前 3 个月。

Requirement of Article

- Size: 2000 ~ 5000 Words.
- Picture: format: gif/tif/bmp, format of CAD: dwg.
- Style: On actual production and working shop (Academic papers and advertising article will be unaccepted.) .
- Deadline: 3 months before the opening of the exhibition.

③ 广告刊登

- 在本期刊登配合展会的广告宣传可享受 7 折优惠（特殊版位除外）。

Advertising

You can enjoy a 70% discount for advertising in this issue (Except for special pages).



2、联系方式

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Websit: <http://www.metalforming.com.cn/>



零部件采购洽谈会

Buyers Forum

**2021 中国国际锻造、冲压和钣金制作零部件采购洽谈会
暨第五届锻造零部件采供对接交流会**

**China International Buyers Forum for Forging,
Stamping and Fabricating parts 2021**

1、会议介绍

为加强锻压行业供应商与相关采购商之间的沟通，使供应商更好地把握国内外采购商的需求、战略以及采购动向，使采购商更直接地找到高品质供应商，减少中间环节，降低双方成本，中国锻压协会拟定于 2021 年 7 月 27 日（暂定）在中国上海举行 2021 中国国际锻造、冲压和钣金制作零部件采购洽谈会暨第五届锻造零部件采供对接交流会（以下简称“采购会”），欢迎广大企业参加。

本次采购会将针对汽车、摩托车、轨道车辆、有色金属、工程机械、农用机械、石油化工、矿山、冶金、大型机械等行业，目的是为国内外锻件、冲压件、钣金件生产企业和采购商搭建一个畅通的交流、洽谈、合作平台。

为中国锻件、冲压件、钣金件生产商了解主机厂最新需求，质量控制、发展现状、战略性产品流程、新品发布和合作意向分享等，把握行业最新动脉，同时采购商能够更全面了解供应商的优势、未来发展，欢迎各企业相关负责人踊跃参加，进行深度沟通与合作。

China International Buyers Forum for Forging, Stamping and Fabricating parts 2021 will be held on July 27 in Shanghai, in parallel with MetalForm China 2021. which is an important platform for suppliers and purchasers to connect set up by CCMI. Welcome to enjoy it.



2、会议日程（暂定）

时间	事项
7月26日下午	会议报到
7月27日 9:00-12:00	会议报告，采购商及零部件商代表分享成功经验，对接交流
7月27日 12:00-13:00	午餐
7月27日 13:00-16:00	参观中国国际金属成形展览会

Conference Schedule

Time	Items
P.M July 26	Registering
9:00~12:00 July 27	Report, Docking, Communication
12:00~13:00 July 27	Lunch
13:00~16:00 July 27	Visit MetalForm China 2021



新技术及设备滚动发布会

TPP-Metalform Conference

2021 中国国际锻造、冲压、钣金制作、模具和连接焊接新技术及设备滚动发布会 TPP-MetalForm Conference 2021-Latest technology & products promotion press of Metalforming 2021

- 2021 中国国际锻造会议 Chinaforge Fair Conference 2021
- 2021 中国国际金属成形会议 MetalForm China Conference 2021

1、会议介绍

现场滚动发布会是中国国际金属成形展的创举，目前这种形式已经普遍地被其他展览会模仿。发布会的主要作用是通过视听形式为广大的现场观众和展商提供一个可以自由交流和学习的平台，这个平台极其有效，他大大减少了听众的参与难度，大大提升了听众的选择难度，大大地提升了交流的效果。为此，本发布会一经举行就得到了包括展商在内的所有参与者的欢迎。现就具体情况介绍如下：

- ① 发布者：凡参加中国国际金属成形展览会的展商都有权进行技术与装备的发布，同时也欢迎包括研究机构、独立研究人员在内的非展商进行发布。依据内容不同，一些非展商发布需要向主办方支付费用。
- ② 发布形式：可以提交有关的设备和技术介绍视频、PPT给主办方，主办方将在现场有关屏幕和发布会会场滚动播放。所有发布的视频必须提前提供主办方，经审查通过和履行手续后才可在展场播放。也可以在现场进行演讲，演讲地依据内容分三个场地，锻造与锻造相关，冲压和模具与冲压和模具相关，以及钣金制作和连接焊接与钣金制作和连接焊接相关。

③ 内容要求：单位产品和技术特点和发展介绍，或者对行业内某技术发展进行介绍。不接受过多的企业情况介绍类演讲。

④ 每一演讲时间不能超过 25 分钟，主办方有权依据内容、时间，对演讲的次序和实际时间予以调整和决策，也可能被拒绝。

⑤ 由于演讲 / 讲座数量有限，报名必须从速，必须在开展之日起前 45 天报名，否则不保证能安排上。

⑥ 为了便于在《参观指南》和《展前预览》中发布，请务必提前提交演讲。提交时间不晚于展览会开展之日前 45 天。另外，提前提交，展览会主办方会利用微信、网站、杂志和海报等进行额外宣传。

时间：2021 年 7 月 28 日 -30 日

地点：国家会展中心（上海）

会议形式：在展览会现场举办开放式报告会，观众和展商自由参加。

TPP–MetalForm Conference held on site is the pioneering work of MetalForm China, which has been widely imitated by other exhibitions. The main function of the conference is to provide a platform for free communication and learning for the audience and exhibitors through audio–visual forms. This platform is extremely effective. It greatly reduces the difficulty of audience participation, greatly improves audience selection and the effect of communication. For this reason, once the conference was held, it was welcomed by all participants, including exhibitors. The situation is as follows:

1. Publisher: All exhibitors have the right to release technology and equipment, and non–exhibitors including independent researchers of research institutions are also welcome to release. Depending on the content, some non–exhibitors need to pay the organizer for publishing.

2. In way of release: Relevant equipment and technology introduction videos and PPT can be submitted to the Organizer, and the Organizer will roll them across relevant screens and conference halls on site. All released videos must be submitted to the Organizer, and can only be broadcast in the exhibition hall after being reviewed, approved and completed. You can also give a speech on the spot. The speech is divided into three places according to the content. Forging and the related to forging, stamping and die and the related to stamping and die, and sheet metal and joint & welding and the related to sheet metal and joint and welding.

3. Content requirements: Introduction to the product and technology, and their developments, or introduction to a technical development in the industry. Don’ t accept too many general statement of the company.

4. The time of each speech shall not exceed 25 minutes, and the Organizer has the right to adjust and make decisions on the order and actual time of the speech according to the content and time, which may also be rejected.

5. Due to the limited number of speeches / lectures, the registration must be fast and must be done 45 days before the date of the exhibition opening, and otherwise it is not guaranteed to be arranged.

6. In order to be published in the< Guide to Visitors> and <Preview >before the exhibition, please submit your speech in advance. The submission time shall be no later than 45 days before the exhibition opening. In addition, if submitted in advance, the exhibition Organizers will use wechat, websites, magazines and posters to supply the additional publicity.



Date: 28–30/7/2021

Venue: National Exhibition and Convention Center (Shanghai)

Style: To take the event at the exhibition site, free of charge for visitors and exhibitors.

2、报告主题

锻造	冲压	钣金制作	连接与焊接	模具
锻造下料、检测技术及装备	轻量化发展	激光技术发展	铆钉与铆钉制造技术	模具加工、表面处理技术与设备
锻造模具与润滑技术	信息化技术在冲压上的应用	伺服数控转台冲及冲头技术	粘连材料与技术	模具标准化与个性化发展
锻造自动化、信息化技术	伺服技术发展	柔性生产线及机器人应用	激光焊接技术与装备发展	覆盖件模具与冲压工艺
锻造加热与热处理技术	机器人在冲压上的应用	伺服折弯及刀具技术	电焊技术与装备	拉深模具与拉深工艺
典型锻造零件先进制造技术	激光技术在冲压上的应用	信息化、传感器技术应用	焊接与连接自动化	数字化模具试验
锻造材料与轻量化	传感器、模具技术	钣金辅助工艺与装备技术	机器人焊接	模具应力应变在线监测技术与应用
		清理与修磨装备与技术	焊接与连接工夹具设计与制造技术	模具拉深垫技术发展
			焊接材料 – 焊条与焊丝	模具修复技术 – 堆焊与模块化设计
			现代技术对焊接与连接的影响	模具的智能化
				模具与现代技术发展

Topics & Content Required

Forging	Stamping/Pressing	Sheet Metal/Fabrication	Joint & Welding	Die & Tooling
Billet preparation, test/inspection	Development of light weight	Development of Laser cutting	Rivet and rivet process	Machining, surface conditioning
Lubrication and lubricate	Informationizing in stamping/pressing	Servo-CNC turret and punch processing	Adhesion material	Standardize and individual
Automation, informationizing	Servo technology	Flexible lines and application of robot	Laser welding	Panel die and stamping process
Heat and heat treatment	Robot stamping/pressing	Servo bending and tools	Electrical Welding	Deep drawing die and process
Typical forging process	Laser cutting in stamping/pressing	Informationizing, application of sensor	Automation for welding & joint	Digital test/inspection of tooling and die
Materials and light weight	Sensor, tooling technology	Auxiliaries	Robot welding	Stress and strain of die checking on line
		Cleaning and grinding & coping	Tools & fixture for welding & joint	Drawing pad
			Welding materials-rod & wire	Repair technology
			Modern technology to welding & joint	Intelligent manufacturing
				Development trend