

IBE BILLIARDS INDUSTRY
TECHNOLOGY EXPO
上海台球科技展

中国（上海）国际台球 产业科技展览会

CHINA (SHANGHAI) INTERNATIONAL
BILLIARDS INDUSTRY & TECHNOLOGY EXPO

指导单位：中国台球协会

主办单位：上海德纳展览服务有限公司

支持单位：长三角地区城市台球联谊会

快手、美团、抖音直播、虎牙直播、
搜狐体育、上海市浦东新区台球协会



2026.3.13-3.15
上海世博展览馆

Shanghai World Expo Exhibition and Convention Center

健身器材
Fitness Equipment

营养健康
Nutrition & Health

运动用品
Sports Goods

游泳用品
Swimming Gear

台球设施
Billiards Facilities



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ufi
Approved
Event



德纳展览
DONNOR EXHIBITION

第十二届IWF上海国际健身展 暨上海国际台球展



规模预计 ESTIMATED SCALE

5,000⁺m²

展示面积
Exhibition Area

10,000⁺

专业观众
Visitors

200⁺

参展品牌
Brands

展会概况 EXHIBITION INTRODUCTION

IBE上海台球科技展立足上海，以中国台球协会为指导单位，依托 IWF 上海国际健身展十二年行业深耕，开拓台球领域市场，秉承服务行业全产业链宗旨，坚持“大体育 + 大健康”基调，专注行业所需产品、服务、资源和解决方案，展示中国新质生产力、供应能力和数智化趋势。IBE2026预计将吸引众多知名台球品牌和企业参展，汇聚台球行业精英、专业买家采购商，助力拓展业务渠道、提升品牌影响力。



IBE Shanghai International Billiards Industry & Technology Expo is based in Shanghai and guided by the Chinese Billiards & Snooker Association. Leveraging the Shanghai International Health, Wellness, Fitness Expo's twelve years of industry expertise, IBE expands into the billiards sector, adhering to the mission of serving the entire industry supply chain. Upholding the concept of "Comprehensive Sports + General Health", the expo focuses on essential products, services, resources, and solutions for the industry, showcasing China's new productive forces, supply capabilities, and digitalization trends. IBE 2026 is expected to attract numerous well-known billiards brands and enterprises, bringing together industry elites and professional buyers to help expand business channels and enhance brand influence.

观众类型 VISITORS TYPE

- 国内外台球代理商、经销商、渠道商、进出口贸易商、生产商等；
- 大型台球城、健身俱乐部、休闲娱乐中心、电竞网吧、棋牌娱乐会所连锁机构、体育健身场馆、场馆运营管理机构；
- 酒店、度假村旅游房地产及相关企业健康管理机构、私人会所、投资、融资公司、海外运动产品专业买家、跨境电商买手；
- 院校、职业运动队、政府体育部门、企事业单位、行业相关组织、协会媒体及爱好者组织等。

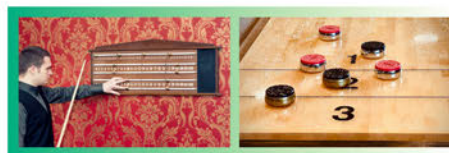


- Domestic and foreign billiard agents, distributors, channel dealers, import and export traders, manufacturers, etc;
- Large-scale billiard cities, fitness clubs, leisure and entertainment centers, gaming Internet cafés, board game and card entertainment clubs chains, sports and fitness venues, venue operation and management agencies;
- Hotels, resorts tourism real estate and related corporate health management organizations, private clubs, investment companies, financing companies, overseas professional buyers of sports products, cross-border e-commerce buyers;
- Colleges, professional sports teams, government sports departments, enterprises and institutions, industry-related organizations, associations and media and enthusiast organizations, etc.

展品类别 EXHIBITS SCOPE

球台

中式台球桌、斯诺克台球桌、美式台球桌、花式台球桌、开伦台球桌、俄式台球桌及球台五金配件等；



Billiard Table

Chinese billiard table, Snooker table, American billiard table, fancy billiard table, Carom billiard table, Russian billiard table and hardware accessories, etc;

桌式运动产品

乒乓球、桌式足球、开伦台球、空气球台、沙弧球、室内高尔夫、电玩系列等产品；



Table Sports Products

Table tennis, table soccer, Carom billiards, air ball table, shuffleboard, indoor golf, video game series, etc;

台球用品

台球杆、台球篓、计分器、台球布、台球板、洗球机、台球、皮头、巧克粉盒、台球三角框、看台、照明、专用手套、教练用具等；

Billiards Supplies

Cue sticks, ball holders, scoreboards, table cloths, billiard slates, ball cleaners, billiard balls, cue tips, chalk holders, triangle racks, spectator seats, table lighting systems, billiard gloves, coaching tools, etc;

相关配套

俱乐部运营管理系统、计费系统、训练机构、台球俱乐部（厅）及连锁加盟品牌展示、时尚台球俱乐部酒吧设计、各类球馆、会所等场馆设施与设备。

Related Packages

Club operation and management system, billing system, training institutions, billiards club (hall) and chain franchise brand display, fashion billiards club bar design, various types of ballroom, clubhouse and other venues facilities and equipment.

WHAT CAN WE DO FOR YOU?

展商 Exhibitor

Trade Negotiations

贸易洽谈

Effective Orders

实效订单

Brand Exposure

品牌曝光

Industry Agglomeration

产业集聚

Resource Links

资源链接

Industry Communication

行业交流

观众 Audience

Precise Product Selection

精准选品

Supplier Matchmaking

采购对接

Demand Matching

需求匹配

Expanding Cooperation

拓展合作

Scene Experience

场景体验

Course Training

课程培训

Industrial Communication

交流探讨

Media KOL

媒体KOL

IBE2025活动回顾 REVIEW

IBE上海台球科技展启动仪式

2025年3月5日上午11时，IBE上海台球科技展启动仪式于上海世博展览馆主舞台隆重举行。上海市体育局副局长许琦，国家发改委中国宏观经济研究院党委专职副书记、纪委书记蔡莹，中国健美协会主席张海峰，中国台球协会主席助理秦吉宏，德纳会展董事长潘伟等嘉宾齐聚一堂，共同见证了首届IBE上海台球科技展的盛大启航。



久斯台球全民趣味挑战赛 星牌台球全民挑战赛无限

IBE Shanghai International Billiards Industry & Technology Expo Launch Ceremony

At 11:00 AM on March 5th, 2025, IBE Shanghai International Billiards Industry & Technology Expo Launch Ceremony was grandly held on the main stage of the Shanghai World Expo Exhibition & Convention Center. Distinguished guests in attendance included: Xu Qi, Deputy Director of the Shanghai Municipal Sports Bureau; Cai Ying, Deputy Party Secretary and Discipline Inspection Commission Secretary of the Chinese Academy of Macroeconomic Research (National Development and Reform Commission); Zhang Haifeng, President of the Chinese Fitness and Bodybuilding Association; Qin Jihong, Assistant to the Chairman of the Chinese Billiards & Snooker Association; Pan Wei, Chairman of Donnor Exhibition. They were gathered to witness the grand inauguration of the first-ever IBE.

IBE China Billiards High-Quality Development Symposium

At 2:30 PM, the IBE China Billiards High-Quality Development Symposium commenced. As a core event of the IBE Shanghai International Billiards Industry & Technology Expo, the symposium featured prominent guests such as: Qin Jihong, assistant to the chairman of the Chinese Billiards & Snooker Association; Xu Ronggen, president of the Pudong New Area Billiards Association; You Binsheng, deputy general manager of Liaoning Jingdian Industrial Group Co., Ltd.; Wang Xinyue, general manager of Beijing Xingpai Weiye Sports Goods Co., Ltd.; Chen Hao, deputy general manager of Beijing Ruigai Technology Co., Ltd.; Liang Xiaolong, sports masters.

IBE中国台球高质量发展研讨大会

下午14时30分，IBE中国台球高质量发展研讨大会正式拉开帷幕。此次大会作为IBE上海台球科技展的核心环节，邀请中台协主席助理秦吉宏、浦东新区台球协会徐荣根、辽宁璟点实业集团有限公司尤斌声、北京星牌伟业体育用品有限公司王新月、北京瑞盖科技有限公司陈浩、运动高手秀梁小龙等嘉宾出席。



高峰论坛 HIGH-END FORUMS

- 中国台球高质量发展研讨大会
- 中国俱乐部智能化管理论坛
- 中国台球装备产业大会
- 中国台球运动科技研讨会
- The Symposium on High-Quality Development of Billiards in China
- Intelligent Management Forum for Chinese Clubs
- China Billiards Equipment Industry Conference
- China Billiards Technology Seminar

精彩活动 ACTIVITIES

- IBE2026桌球大师赛
- 职业球员个人挑战赛
- IBE台球全民挑战赛
- IBE2026 Billiards Masters Tournament
- Professional Player Individual Challenge Competition
- IBE Billiards National Challenge Competition

展馆平面图 HALL PLAN



展台类型及费用 BOOTH TYPE AND COST



精装展位
Standard Boutique Booth
9m² (3m×3m)



光地 (36m²起租)
Raw Space (Minimum 36m²)

- | | |
|----------------------------|---|
| 1 一张咨询桌 | 1 One Table |
| 2 两把椅子 | 2 Two Chairs |
| 3 一块中英文公司楣板
(双开口提供两块楣板) | 3 Exhibition Lintel (Bilingual)
(Two-Side Open with Two Lintels) |
| 4 一个220V电源插座 | 4 One 220v Socket |
| 5 两支射灯 | 5 Two Spot Lights |
| 6 两/三面间板 | 6 Two/Three Panels |
| 7 展位内满铺地毯 | 7 Space and Carpet |

备注:

- 光地仅展出场地，无任何设施。
- 展位效果图仅供参考，具体以现场实物为准。

Note:

- Raw Space (only exhibiting space, no furniture package)
- The picture is for your reference, and the real booth complies with release onsite.

展台规格 Booth Type	精装展位 Boutique Standard Booth (3m×3m)	精装双开口展位 Two-side Open Booth (3m×3m)	光地 Raw Space (36m ² 起租) (Minimum 36m ²)
境内企业 Domestic	17,800 元/9m ² RMB 17,800/9m ²	18,800 元/9m ² RMB 18,800/9m ²	1,600 元/m ² RMB 1,600/m ²
境外企业 Oversea	3,500 美元/9m ² USD 3,500/9m ²		320 美元/m ² USD 320/m ²

展会垂询 CONTACT

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