

GISMA Guangzhou 2026 Exhibitor Guide

On behalf of the Organizing Committee, we sincerely invite you to attend GISMA Guangzhou 2026 (Guangdong International Intelligent Shoe Machinery & Material Exhibition). As a key trade event for the footwear manufacturing industry, GISMA 2026 will be held from May 28–30, 2026 at Poly World Trade Center (PWTC) Expo, Guangzhou, China.



1. Exhibition Key Info

- Scale:

30,000 sqm exhibition area, 400+ exhibitors, 20,000+ professional buyers

- Focus:

Intelligent, automated and digital footwear manufacturing solutions

- Venue

Address: 1000 Xingang East Rd, Haizhu District, Guangzhou (Poly World Trade Center Expo)

- Exhibition Hours:

9:00–17:30 (May 28–29); 9:00–15:30 (May 30)



2. Why Exhibit at GISMA 2026?

- Showcase your products and solutions to 20,000+ professional buyers from home and abroad
- Source one-stop cooperation opportunities with global top suppliers in the footwear industry
- Witness and demonstrate advanced smart shoe-making equipment and digital production technologies
- Network with industry leaders, expand your business layout, and enhance brand influence



3. Exhibitor Essential Information

3.1 Booth Types & Basic Requirements

- Standard Shell Scheme Booth (minimum 9 m²): Includes company fascia, 3 side walls, carpet, reception desk, chairs, spot light and power socket.
- Raw Space (minimum 36 m²): Empty space; exhibitors need to arrange booth construction by approved contractors (max height: 4.5m for single-layer).

3.2 Key Deadlines

- Booth application & contract submission: April 30, 2026
- Booth payment deadline: May 15, 2026
- Raw space construction registration: May 15, 2026

3.3 Move-in & Move-out

- Move-in Time: May 26–27, 2026 (8:30–17:30)
- Move-out Time: May 30, 2026 (15:30 onwards)

- Note: Exhibitors must present company card and booth confirmation letter for on-site registration.

4. On-site Services for Exhibitors

- Power, water and furniture rental: Extra fees apply, please apply via official form in advance.
- Cleaning & Security: Daily cleaning included; 24-hour venue security.
- Freight & Handling: Please use the official freight agent for goods transportation.
- Business Support: Printing, copying and Wi-Fi services are available at the on-site business center.

5. Contact & Registration

Free Pre-registration for Visitors: www.gismaexpo.com (skip on-site queues)



Organizing Committee Contact:

Exhibition Name:

INT'L INNOVATIVE SHOE MACHINE & MATERIAL EXHIBITION

Exhibition Date:

28 May, 2026 (Thur.) 9:00-17:30

29 May, 2026 (Fri.) 9:00-17:30

30 May, 2026 (Sat.) 9:00-15:30

Venue:

Halls 1-2-4

Poly World Trade Center, Guangzhou, China.

Address: NO.1000 Xingang East Road, Haizhu district, Guangzhou,China

Organized By:

Guangzhou Daguang Exhibition Co.,Ltd.

Guangdong Shoe-making Machinery Association(**GSMA**)

Dongguan Shoes-making machinery Association

Service & Assistance:

Ms. Zoe Chow

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Guangdong Shoe-Making Machinery Association (GSMA)

One-Stop Exhibition for Shoe Machinery & Footwear Materials



Buyer Registration Entrance:

<https://m-v2.huicanzhan.cn/a/677965674791941?channel=Kayson>

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We look forward to your participation and working together to explore the future of intelligent footwear manufacturing!

Best regards,

GISMA Guangzhou 2026 Organizing Committee