

intertextile
SHANGHAI home textiles

16 – 18.8.2023

National Exhibition and Convention
Center (Shanghai), China
中国 • 国家会展中心 (上海)

China International Trade Fair for Home Textiles
and Accessories – Autumn Edition
中国国际家用纺织品及辅料(秋冬)博览会

**The gateway to
Asia's home living
引领家纺家居生活**

www.intertextilehome.com

Digital Services
数字服务

Digital exposure

01 LED advertisement – hall area

Covering the main entrances and passageways, LED screens will repeatedly show the advertising and informative messages to the visitors via picture, animation and video formats. The brand awareness and product exposure can be enhanced to the visitors with their attentions to the screen.

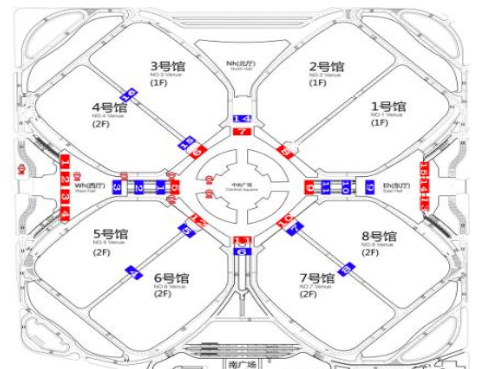
Application deadline: Please contact the organisers for details

Price:

Hall area:

01(a) All halls and passageways 15 seconds	USD 27,400 / RMB 222,300
01(b) South plaza glass wall 15 seconds	USD 9,600 / RMB 77,900
01(c) South plaza glass wall 10 seconds	USD 6,700 / RMB 54,400
01(d) South plaza glass wall 5 seconds	USD 3,600 / RMB 29,200
01(e) West plaza 15 seconds	USD 7,500 / RMB 60,900
01(f) Single LED 15 seconds	USD 1,400 / RMB 11,400

** 01(b) – (f): The pricing is quoted per unit.



*All halls and passageways refer to red LEDs and blue LEDs

02 LED advertisement – outdoor

Application deadline: Please contact the organisers for details

Price:

Outdoor:

02(a) North plaza right & left 15 seconds	USD 11,200 / RMB 90,900
02(b) West plaza right & left 15 seconds	USD 9,800 / RMB 79,500
02(c) West plaza along escalators 15 seconds	USD 5,500 / RMB 44,700
02(d) North hall 15 seconds	USD 13,700 / RMB 111,200
02(e) East hall 15 seconds (Front & back panels)	USD 2,800 / RMB 22,800

** 02(a) – (c) & (e) : The pricing is quoted per set (2 units).
02(d) is quoted per unit.



Please contact us:

Messe Frankfurt (HK) Ltd

Contact: Ms Wendy Lip / Mr Gino Zhao

HK Tel: +852 2230 9247/ +852 2230 9203

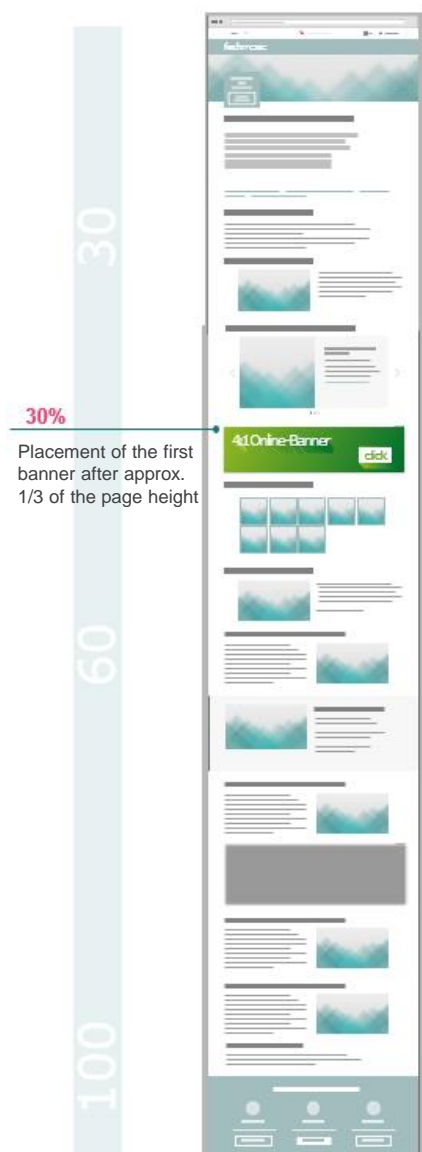
China Tel: +86 21 6060 8428

HK Fax: +852 2519 6800

Email: digital@hongkong.messefrankfurt.com

Digital exposure

03 Online advertising banners



Intertextile Shanghai Home Textiles – Autumn Edition show website www.intertextilehome.com offers an exclusive spot to draw the attention from all attendees. Grab this golden advertising opportunity in no time!



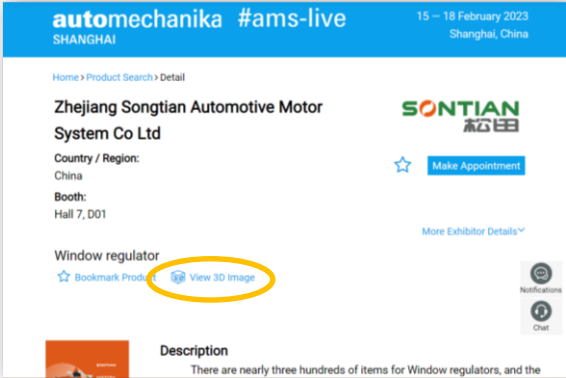
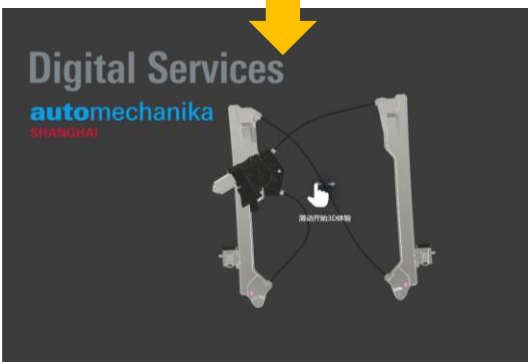
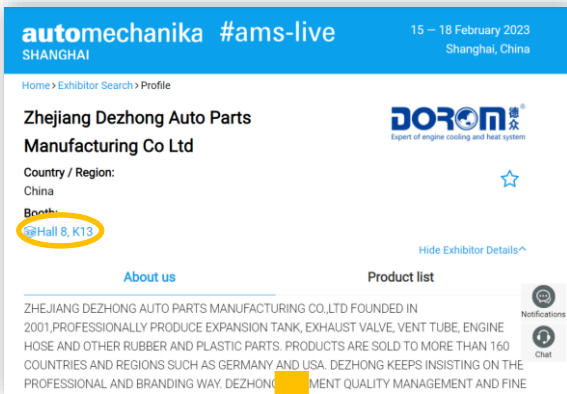

Banner location	Dimension Width x Height	Price (USD)	Price (RMB)
Homepage	3:1 1,140 x 380 px	1,400	11,400
Placement of the first banner after approx. 30% or 60% of the page height (5 rotations)	4:1 1,140 x 285 px	1,300	10,600
	6:1 1,140 x 190 px	1,100	9,000
Exhibitors and products page (5 rotations)	10:1 1,140 x 114 px	1,700	13,800

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Digital exposure

04 Virtual Reality product and booth panorama

Your product and booth can be presented virtually to the audience.



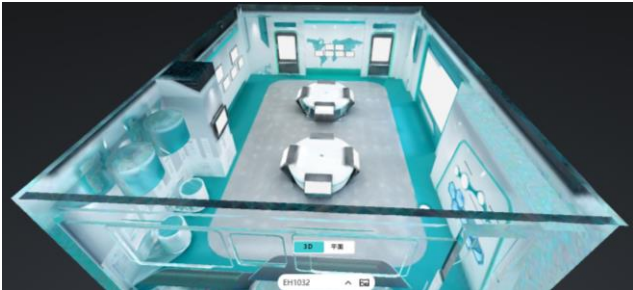
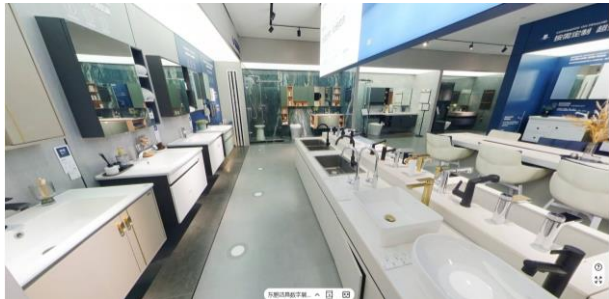
<p>(a) 3D product demonstration</p> <p>USD 80 / RMB 500</p> <ul style="list-style-type: none"> ➤ If a 3D product link is provided by client, USD 30 / RMB 200 will be charged instead ➤ A product image with 360° or 720° rotation is displayed on the exhibitor's company page ➤ File format: stp、stl、fbx <p>Reference: https://eventmf.messefrankfurt-event.com/mf_event/index.html#/pages/product/details?productId=mf_2_a6uj9a00zeip_3090569_10000883202301&exhibitorId=E00000051338&showId=8&brandName=AUTOMECHANIKASHANGHAI&exhibitionId=A4WC0A812195</p>  	<p>(b) Virtual Reality booth panorama + 3D product (one unit)</p> <p>USD 150 / RMB 1,000</p> <ul style="list-style-type: none"> ➤ A production crew will be arranged to take onsite shooting of the booth at the fairground ➤ Product or model images will be provided by client for reference <p>Reference: https://eventmf.messefrankfurt-event.com/mf_event/index.html#/pages/exhibitor/profile?accountId=A6UJ9A00SY7F&showId=8&brandName=AUTOMECHANIKASHANGHAI&exhibitionId=A4WC0A812195</p>  
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Digital exposure

04 Virtual Reality product and booth panorama

Exhibitors can display their products with 3D effect in the VR booth or factory for demonstration. Audience can visualize the product images such as the parts or components in different angles.

<p>(c) Virtual Reality booth panorama + 3D product (six units)</p>	<p>(d) Virtual Reality transparent factory</p>
<p>USD 1,300 / RMB 8,800</p>	<p>USD 2,900 / RMB 20,000</p>
<ul style="list-style-type: none"> ➤ If a VR booth link is provided by client, USD 150 / RMB 1,000 will be charged instead ➤ VR booth will be created upon exhibitor's own selection among the booth templates as provided ➤ It will be implemented within 14 days production leadtime 	<ul style="list-style-type: none"> ➤ If a VR factory link is provided by client, USD 150 / RMB 1,000 will be charged instead ➤ VR factory panorama will be newly shown on AMS Live so as to enhance the online exposure of exhibitor's factory ➤ For factory which is located far away, a transportation fee will be involved, please contact the organisers for details
<p>Reference: http://beyond.3dnest.cn/play/?m=21e10efa_gXRD_94ad</p>	<p>Reference: https://beyond.3dnest.cn/play/?m=66cb0338_ZEzV_b6f9</p>
	
	

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Intertextile Shanghai Home Textiles – Autumn Edition

中国国际家用纺织品及辅料（秋冬）博览会

16 – 18 August 2023

National Exhibition and Convention Center (Shanghai), China

Please return to:

Messe Frankfurt (HK) Co Ltd

Contact: Ms Wendy Lip / Mr Gino Zhao

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China Tel: +86 21 6060 8428

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Email: digital@hongkong.messefrankfurt.com

**2023 Application Form
Digital Services**

Digital exposure (Deadline: Please refer to the brochure)					
Quantity	Item no.	Description	Unit price (USD)	Unit price (RMB)	
	01(a)	LED advertisement – hall area	All halls and passageways 15 seconds	27,400	222,300
	01(b)		South plaza glass wall 15 seconds	9,600	77,900
	01(c)		South plaza glass wall 10 seconds	6,700	54,400
	01(d)		South plaza glass wall 5 seconds	3,600	29,200
	01(e)		West plaza 15 seconds	7,500	60,900
	01(f)		Single LED 15 seconds	1,400	11,400
	02(a)	LED advertisement – outdoor	North plaza right & left 15 seconds	11,200	90,900
	02(b)		West plaza right & left 15 seconds	9,800	79,500
	02(c)		West plaza along escalators 15 seconds	5,500	44,700
	02(d)		North hall 15 seconds	13,700	111,200
	02(e)		East hall 15 seconds (Front & back panels)	2,800	22,800
	03(a)	Online advertising banners	Homepage 3:1	1,400	11,400
	03(b)		Homepage 4:1	1,300	10,600
	03(c)		Homepage 6:1	1,100	9,000
	03(d)		Exhibitors and products page 10:1	1,700	13,800
	04(a)	Virtual Reality product and booth panorama	3D product demonstration	80	500
	04(b)		Virtual Reality booth panorama+ 3D product (one unit)	150	1,000
	04(c)		Virtual Reality booth panorama+ 3D product (six units)	1,300	8,800
	04(d)		Virtual Reality transparent factory	2,900	20,000
				Total:	

Terms and Conditions

- Reservation of advertisement space will be arranged on 'first-come-first-serve' basis upon receipt of formal application from customers.
- The organisers reserve the right to decline any advertisement application.
- The use of the provided advertising media for trade shows and events that considered competitive events of the organisers is not authorised.
- Exhibitors are responsible for providing the organisers with all company logos and/or artworks before deadline(s), with a thumbnail in JPG format for verification purposes, and that all artwork(s) are subject to approval by the organisers. Otherwise a timely provision of the advertising media cannot be warranted.
- The organisers are not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
- The organisers reserve the right to make insignificant deviations to the measurements, shapes and colours of the advertising documents, unless customer had notified the organisers the specified pantone colours code and/or other details.
- A surcharge of 50% will be charged if the advertisement order is requested after the deadline. The organisers reserve the right to decline any request.
- Any alteration / relocation of advertisement after production / installation is deemed as reperformance. The reperformance cost (150% of original production cost) is at the expense of exhibitor. The organisers reserve the right to decline any request.
- The locations of advertising media are subject to actual situation onsite and the organisers reserve the right to make deviations if necessary.
- In case that advertising media provision cannot be realized because of late submission of artwork by customer, the advertising fee is not refundable.
- No cancellation is accepted for the customer once the signed Digital Business application form is submitted. The customer is liable for the total amount in that case.
- The total amount shall be due prior to the provision of the service by the organisers immediately upon receipt of the payment notice.
Bank: Hong Kong and Shanghai Banking Corporation Ltd
Address: 1 Queen's Road, Central, Hong Kong
USD A/C No.: 511-017758-274
A/C Holder: Messe Frankfurt (HK) Ltd
Swift code: hsbckhhk
- All bank charges are borne by the exhibitors / sponsors / advertisers.
- Regarding the sponsored products (if any), the sponsor shall bear the responsibility and expenses for the transport of exhibits to the exhibition venue. The sponsor shall make their own arrangements for the storage and warehousing of the exhibits, subject to the approval of the organisers. Furthermore, all sponsors are bound by the rules and regulations of the organisers as laid down in the official participation guidelines for exhibitors.
- The rules and regulations are bound by the General Terms and Conditions (which are available at <https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html>). Upon this signed application, clients agree to comply with both the General Terms and Conditions, as well as the terms and conditions listed on this application form. In case of any disputes, the organisers reserve the right of final decision.
- The above onsite advertising pictures are provided by National Exhibition and Convention Center (Shanghai) and for reference only. The real object should be considered as final.

We hereby agreed to abide by the terms & conditions outlined in the Intertextile Shanghai Home Textiles – Autumn Edition 2023 Digital Services Application Form.

Company name: _____ Contact person: _____

Email: _____ Tel: () _____ Fax: () _____

Signature: _____ Booth no.: _____ Date: _____