

intertextile

SHANGHAI home textiles

中国国际家用纺织品及辅料(秋冬)博览会

China International Trade Fair for Home Textiles and Accessories – Autumn Edition

秋冬展 Autumn Edition

27 – 30.8.2018

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

www.intertextilehome.com

Digital Services



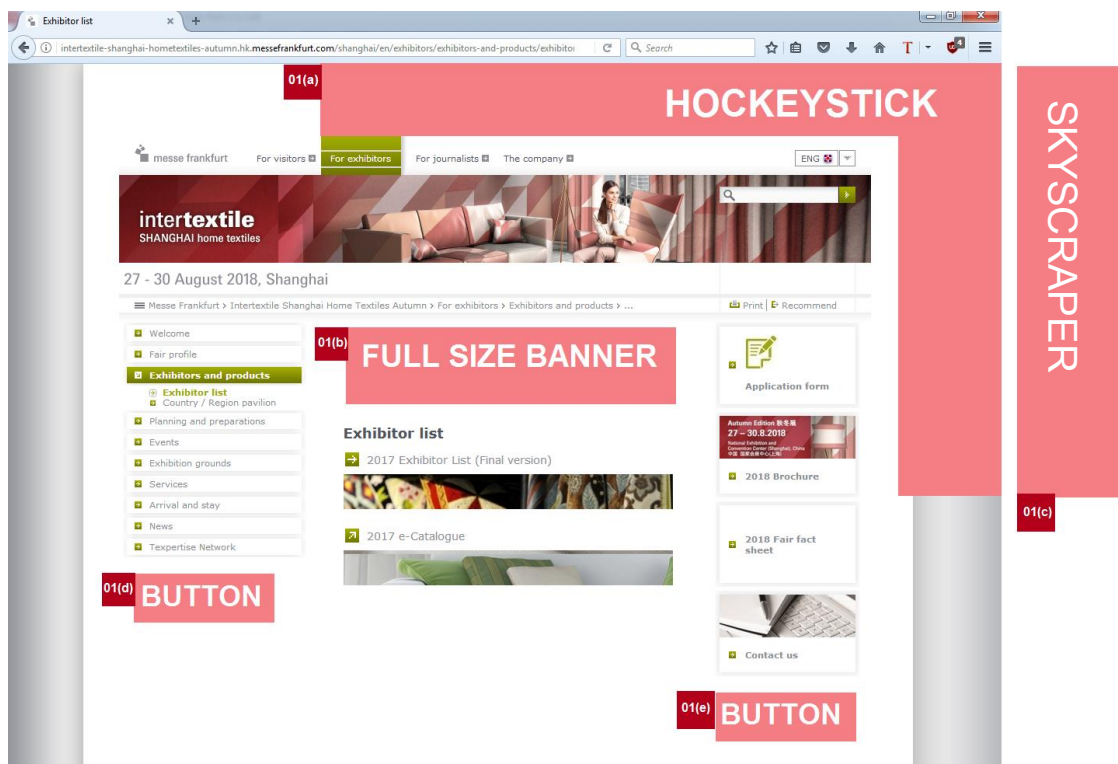
展会微信
展会内容全知道



messe frankfurt

Digital exposure

01 Online advertising banner



Intertextile Shanghai Home Textiles – Autumn Edition 2018 show website www.intertextilehome.com offers an exclusive spot to attract the attention of all attendees. Grab this golden 4-month advertising opportunity in no time!

| www.intertextilehome.com | Banner location | Dimension | Price (USD) | Price (RMB) |
|---|--------------------|-------------------------|-------------|-------------|
| Exhibitors and products page (5 rotations) | 01(a) Hockeystick | 728 x 90 + 160 x 600 px | 3,300 | 20,000 |
| | 01(b) Full size | 468 x 60 px | 1,980 | 12,000 |
| | 01(c) Skyscraper | 160 x 600 px | 1,650 | 10,000 |
| | 01(d) Left button | 175 x 69 px | 920 | 5,800 |
| | 01(e) Right button | 175 x 69 px | 920 | 5,800 |

Note:

The general activation period for a digital banner is 3 months prior to the trade fair and 1 month after closing.

Please contact us:

Messe Frankfurt (HK) Ltd

Contact: Ms Lisa Sun / 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 (Cont'd)

02 LED advertisement

Covering main entrances and main passageways, LED screens will provide show information to visitors for convenience, with directional guidance. Deliver your creative ideas here using **eposter**, **animation** and **video**, to maximise your approaches to audience groups and enhance your brand prominently!

Application deadline:
Please contact the organisers for details

Price:

- | | |
|---|--------------------------|
| 02(a) All halls and passageways 15 seconds | USD 20,000 / RMB 120,000 |
| 02(b) Single LED 15 seconds (excluding West registration hall) | USD 2,000 / RMB 12,000 |



Subject to change, info as of June 2018.

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27 – 30 August 2018

National Exhibition and Convention Center (Shanghai), China

Please return to:

Messe Frankfurt (HK) Co Ltd

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Email: digital@hongkong.messefrankfurt.com

HK Fax: +852 2519 6800

2018 Application Form Digital Services

| Digital exposure (Deadline: Please refer to the brochure) | | | | | |
|---|----------|---------------------------|--|------------------|------------------|
| Quantity | Item no. | Description | | Unit price (USD) | Unit price (RMB) |
| | 01(a) | Online advertising banner | Hockeystick | 3,300 | 20,000 |
| | 01(b) | | Full size | 1,980 | 12,000 |
| | 01(c) | | Skyscraper | 1,650 | 10,000 |
| | 01(d) | | Left button | 920 | 5,800 |
| | 01(e) | | Right button | 920 | 5,800 |
| | 02(a) | LED advertisement | All halls and passageways 15 seconds | 20,000 | 120,000 |
| | 02(b) | | Single LED 15 seconds (excluding West registration hall) | 2,000 | 12,000 |
| | | | 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
- 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: hsbchkhkhk
- 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.
- In case of any disputes, the organisers reserve the right of final decision.

We hereby agreed to abide by the terms & conditions outlined in the Intertextile Shanghai Home Textile – Autumn Edition 2018 Digital Services application form.

Company name: _____ Contact person: _____

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

Signature: _____ Booth no.: _____ Date: _____