

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.intertextile-home.com.cn

www.intertextilehome.com

Sponsorship and
advertising opportunities



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messe frankfurt

(P) Package options

P01 Package option 1 (new)

Include following items:

1. Visitor guide – Run-of-page
2. One of the below onsite advertisements:
 - C01a Billboard - Metro station exit no. 6 (8mW)
 - C06b Glass wall advertisement - Main entrances on 1st floor (1 pair)

Price: USD 4,500 (RMB 31,500)

Application deadline: 20 July 2018



P02 Package option 2 (new)

Include following items:

1. Visitor guide – Run-of-page
2. C07 Lightbox along drive way against wall on 1st floor

Price: USD 2,000 (RMB 14,000)

Application deadline: 20 July 2018



(A) Sponsorship options

A01 VIP Lounge

This is a resting area at the fairground for VIPs where complimentary drinks, light snacks and internet access are available.

- Sponsor's name and / or logo (single unit) to be displayed on relevant onsite signage
- The sponsor's brochures / flyers to be placed in the lounge
- Each sponsor will entitle four exclusive access passes
- The organisers reserve the right to assign sponsor to appointed location of advertisement

Quota: Multiple
Price: USD 12,000 (RMB 84,000)
Application deadline: 20 July 2018



A02 Fringe programme (new)

A series of innovative and practical-based fringe activities will be held onsite during show period, aiming to offer information exchange and learning opportunities for industry players.

- Joint-organise fringe programme with the organisers
- Sponsor's name and / or logo (single unit) to be displayed on relevant onsite signage and materials
- Sponsor's flyers to be distributed at the programme reception desk

Quota: Multiple
Price: On request
Application deadline: 20 July 2018



A03 Resting area (new)

This is a resting area at the fairground for buyers.

- Sponsor's name and / or logo (single unit) to be displayed on relevant onsite signage
- Sponsor's flyers to be placed in the area

Quota: Max 3 sponsors per hall
Price: USD 3,500 (RMB 24,500)
Application deadline: 20 July 2018



A04 Souvenir (new)

Souvenir will be distributed to visitors at the registration counters.

- Both of the sponsor's logo (single unit, 1 colour) and the show logo will appear on the souvenirs
- Sponsor's advertisement will be printed on screen cleaning cloth
- The design must be approved by the organisers in advance
- Sponsorship includes the production fee

Price:
Memo pad: USD 10,000 (RMB 70,000) / 10,000 pcs (5 quotas)
Screen cleaning cloth: USD 8,000 (RMB 56,000) / 5,000 pcs (exclusive)
Pouch bag: USD 10,000 (RMB 70,000) / 5,000 pcs (exclusive)

Application deadline: 20 July 2018



(A) Sponsorship options

A05 Show bag

Free show bags will be distributed at the registration counters to visitors.

- Sponsor's logo (single unit, 4-colour) and / or advertisement will appear on one side of the show bag
- The show logo and / or advertisement will be on the other side of the show bag
- The design must be approved by the organisers in advance
- Sponsorship includes the production fee

Quota: 3 (Joint, max 3 sponsors)

Price: USD 8,500 (RMB 60,000) / 5,000 pcs paper bags

Application deadline: 3 July 2018

For reference only



A06 Sponsor's logo on the exhibition floor plan

Sponsor's logo appears on the 3m x 2m floor plan located at the entrance of their exhibition hall, to highlight the booth location.

No more than 5 logos will appear on each floor plan

Quota: 5 (Joint, max 5 sponsors)

Price: USD 2,500 (RMB 17,500) / sponsor

Application deadline: 20 July 2018



A07 Onsite distribution service (new)

Sponsor's information or souvenir will be distributed to visitors by official staff at specific spots.

- Company information or souvenirs provided by sponsors
- Materials for distribution must be approved by the organisers in advance
- Price includes onsite staff

Quota: 4 (max. no. of sponsors for each spot)

Price*: a) West Square - USD 14,000 (RMB 98,000)/ sponsor

b) South Square - USD 14,000 (RMB 98,000)/ sponsor

c) North Hall - USD 7,000 (RMB 49,000)/ sponsor

d) Information counter - USD 5,000 (RMB 35,000)/ hall/ sponsor each hall

*Price will be adjusted according to the quantity of souvenir to be distributed, please contact us for more details.

Application deadline: 20 July 2018



A08 Visitor registration form filling counter (new)

The sponsor's logo will be printed on all counters of registration halls

- Sponsor's logo (single unit) will appear on the counter together with the show logo
- Sponsorship includes production fee

Price: USD 20,000 (RMB 140,000) / exclusive

USD 8,000 (RMB 56,000) / max 3 sponsors

Application deadline: 20 July 2018



(B) Advertising options (Publication materials)

B01 Visitor guide

It will be distributed to every visitor onsite free of charge! Information in the visitor guide includes floorplans, exhibitor list, seminar schedule and more. Visitors can look for the show's information and location of their targeted booths quickly. A golden advertising opportunity to exhibitors!



Application deadline: 20 July 2018

Item	Price
(a) Run-of-page (full page, 4-colour)	USD 1,500 (RMB 10,000)
(b) Inside front cover (full page, 4-colour)	USD 4,300 (RMB 30,000)
(c) Inside back cover (full page, 4-colour)	USD 4,300 (RMB 30,000)
(d) (new) Back cover (Full page, 4-colour)	USD 5,300 (RMB 37,000)
(e) (new) Logo in the exhibitor list (Single unit, 4-colour)	USD 1,000 (RMB 7,000)
(f) (new) Logo on the floorplan (Single unit, 4-colour, max 5nos per hall)	USD 1,500 (RMB 10,000)

Specification:

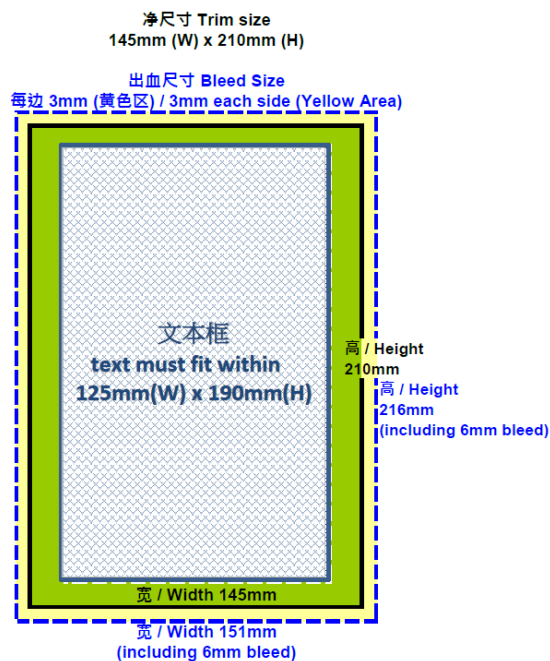
Trim size:
145mm (W) x 210mm (H)

Bleeding size:
151mm (W) x 216mm (H)

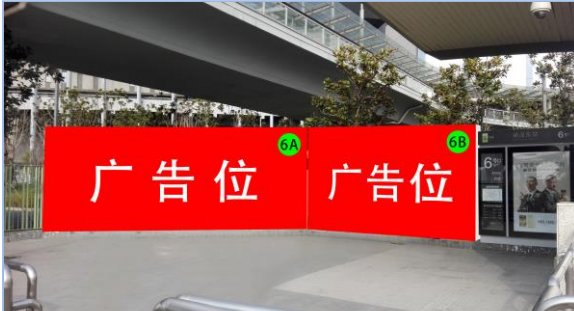
Text box:
125mm (W) x 190mm (H)

Logo in the exhibitor list:
Max 20mm (H)

Logo on the floorplan:
Max 30mm (W) x 20mm (H)



(C) Onsite advertising options



C01 Billboard - Metro station exit no. 6

Specification: (a) 3m (H) x 8m (W) (b) 3m (H) x 5m (W)
Price: (a) USD 4,000 / RMB 28,000
(b) USD 2,200 / RMB 15,000



C02 Billboard - Metro station exit no. 4 / 5

Specification: 3m (H) x 6m (W)
Price: USD 2,900 / RMB 20,000



C03 Billboard - Outside metro station exit 5 (near West hall)

Specification: 3m (H) x 2m (W)
Price: USD 1,000 / RMB 7,000



C04 Escalator advertisement - West Skylight

Specification: 1.5m (H) x 15m (W)
Price: USD 3,000 / RMB 21,000



C05 Canvas advertisement - West terrace

Specification: 3m (H) x 12m (W) / side
Price: USD 4,600 / RMB 32,200



C06 Glass wall advertisement - Main entrances on 1st floor (new)

Specification: (a) 3.6m (H) x 3.4m (W) (b) 1 pair
Price: (a) USD 2,000 / RMB 14,000
(b) USD 3,800 / RMB 26,600

Note: The submission deadline of application and materials production file is 20 July 2018.

Prices include release and production. Please check with the organisers for the available location.

Inventories are subject to availability.

The above pictures re provided by NECC and for reference only. The real object should be considered as final.

(C) Onsite advertising options



C07 Lightbox along drive way against wall on 1st floor (new)

Specification: 2.2m (H) x 4m (W)
Price: USD 1,200 / RMB 8,400



C08 Advertisement panel along drive way on 1st floor (4-side) (new)

Specification: Front, back - 4m (H) x 8m (W)
Lateral side - 4m (H) x 2m (W)
Price: USD 12,000 / RMB 84,000



C09 Billboard - North Square (new)

Specification: 4m (H) x 8m (W)
Price: USD 4,100 / RMB 28,800

For more details, please contact:
Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd
Contact: Mr Benny Cai / Mr Lance Liu / Mr James Deng
Tel: +86 755 8299 4989 ext. 536 / 537 / 535
Fax: +86 755 8299 2015
Email: sponsorship@hongkong.messefrankfurt.com

Note: **The submission deadline of application and materials production file is 20 July 2018.**
Prices include release and production. Please check with the organisers for the available location.
Inventories are subject to availability.
The above pictures re provided by NECC and for reference only. The real object should be considered as final.

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Application Form Sponsorship and Advertising

Subject to change. Information as of June 2018.

Quantity	Items / Specifications		Unit Cost
(P) Package options (Deadline: 20 July 2018)			
	P01 (new)	Visitor guide (B01a) + Onsite ad (C01a/ C06b)	USD 4,500 / RMB 31,500
	P02 (new)	Visitor guide (B01a) + Onsite ad (C07)	USD 2,000 / RMB 14,000
(A) Sponsorship items and souvenirs (Show participation) (Deadline: 20 July 2018)			
	A01	VIP Lounge	USD 12,000 / RMB 84,000
	A02 (new)	Fringe Programme	On request
	A03 (new)	Resting Area	USD 3,500 / RMB 24,500
	A04 (a)	Souvenir – Memo pad	USD 10,000 / RMB 70,000 / 10,000 pcs
	A04 (b) (new)	Souvenir – Screen cleaning cloth	USD 8,000 / RMB 56,000
	A04 (c) (new)	Souvenir – Pouch bag	USD 10,000 / RMB 70,000
	A05	Show bag (Deadline: 3 July 2018)	USD 8,500 / RMB 60,000
	A06	Sponsor's logo on the exhibition floor plan	USD 2,500 / RMB 17,500
	A07 (a) (new)	Onsite distribution (West square)	USD 14,000 / RMB 98,000
	A07 (b) (new)	Onsite distribution (South square)	USD 14,000 / RMB 98,000
	A07 (c) (new)	Onsite distribution (North hall)	USD 7,000 / RMB 49,000
	A07 (d) (new)	Onsite distribution (Information counter)	USD 5,000 / RMB 35,000
	A08(a) (new)	Visitor registration form filling counter	Exclusive USD 20,000 / RMB 140,000
	A08(b) (new)		Joint, Max 3 sponsors USD 8,000 / RMB 56,000

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Subject to change. Information as of June 2018.

Quantity	Items / Specifications		Unit Cost
(B) Advertising options - Printed materials (Deadline: 20 July, 2018)			
	B01 (a)	Visitor Guide - Run-of-page	USD 1,500 / RMB 10,500
	B01 (b)	Visitor Guide - Inside front cover	USD 4,300 / RMB 30,000
	B01 (c)	Visitor Guide - Inside back cover	USD 4,300 / RMB 30,000
	B01 (d) (new)	Visitor Guide - Back cover	USD 5,300 / RMB 37,000
	B01 (e) (new)	Visitor Guide - Logo in the exhibitor list	USD 1,000 / RMB 7,000
	B01 (f) (new)	Visitor Guide - Logo on the floorplan	USD 1,500 / RMB 10,000
(C) Onsite advertising options (Deadline: 20 July 2018)			
	C01 (a)	Billboard - Metro station exit no. 6	3m (H) x 8m (W) USD 4,000 / RMB 28,000
	C01 (b)		3m (H) x 5m (W) USD 2,200 / RMB 15,000
	C02	Billboard - Metro station exit no. 4 / 5	3m (H) x 6m (W) USD 2,900 / RMB 20,000
	C03	Billboard - Outside metro station exit 5 (near West hall)	3m (H) x 2m (W) USD 1,000 / RMB 7,000
	C04	Escalator advertisement - West Skylight	1.5m (H) x 15m (W) USD 3,000 / RMB 21,000
	C05	Canvas advertisement - West terrace	3m (H) x 12m (W) USD 4,600 / RMB 32,200
	C06 (a) (new)	Glass wall advertisement - Main entrances on 1st floor	3.6m (H) x 3.4m (W) USD 2,000 / RMB 14,000
	C06 (b) (new)		1 pair USD 3,800 / RMB 26,600
	C07 (new)	Lightbox along drive way against wall on 1st floor	2.2m (H) x 4m (W) USD 1,200 / RMB 8,400
	C08 (new)	Advertisement panel along drive way on 1st floor (4-side)	4m (H) x 8m (W) x 2m (D) USD 12,000 / RMB 84,000
	C09 (new)	Billboard - North Square	4m (H) x 8m (W) USD 4,100 / RMB 28,800
			Total amount:

National Exhibition and Convention Center
Shanghai China

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Application Form Sponsorship and Advertising

Technical Specifications

1. Trim size for advertising options please refer to the Sponsorship and Advertising brochure. For Publication materials, please add 5mm bleed on each side. For Onsite facilities, please add 5cm bleed on each side.
2. The application form and advertisement artwork for advertising options should be sent to sponsorship@hongkong.messefrankfurt.com before the deadline.
3. Advertising layout and resolution must follow the requirements in the specification the Organiser provided to the customers. Customers are advised to provide a thumbnail in JPG format for verification purposes. Ad file in AI format needs outlines.

Terms and Conditions

1. Reservation of advertisement space and / or sponsorship will be prioritised for customers who ordered in the last edition. After that, space will be arranged on 'first-come-first-serve' basis upon receipt of formal application from customers.
2. The Organiser reserves the right to decline any sponsorship or advertisement application.
3. The use of the provided advertising media for trade shows and events that considered competitive events of the Organiser is not authorised.
4. Customers are responsible for providing the Organiser with all artworks before deadline(s), and that all artwork(s) are subject to approval by the Organiser. Otherwise a timely provision of the advertising media cannot be warranted.
5. The Organiser is not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
6. A surcharge of 50% will be charged upon the production cost if the advertisement and / or sponsorship order is requested after deadline. The Organiser reserves the right to decline any request.
7. Any alteration / relocation of advertisement after production / installation is deemed as repeat production. Repeat production cost (150% of original production cost) is at the expense of customer. The Organiser reserves the right to decline any request.
8. No cancellation is accepted for the advertising once the signed advertising agreement is submitted. The customer is liable for the total amount.
9. The locations of advertising media are subject to actual situation onsite and the Organiser reserves the right to make deviations if necessary.
10. In case that advertising media provision cannot be realized because of late submission of artwork by customer, the advertising fee is not refundable.
11. All bank charges are borne by the customer.
12. Regarding the sponsored products (if any), the sponsor shall bear the responsibility and expenses for the transportation 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 Organiser. Furthermore, all sponsors are bound by the rules and regulations of the Organiser as laid down in the official participation guidelines for exhibitors.
13. All applications to participate at the Fair are subject to the General Terms & Conditions (available on the website: www.messefrankfurt.com.hk). By signing and submitting this application form, the applicant agrees to be bound by the General Terms & Conditions.
14. In the event of any dispute and without prejudice to its rights under the law of Hong Kong which governs this application and the General Terms & Conditions, all decisions by the Management of Messe Frankfurt (HK) Ltd shall be final.
15. The above order form must be accompanied by full payment to Messe Frankfurt (HK) Ltd.

Bank: Hong Kong and Shanghai Banking Corporation Ltd
 Address: 1 Queen's Road, Central, Hong Kong
 USD A/C No.: 511-017758-274
 Account Holder: Messe Frankfurt (HK) Ltd.
 Swift code: hsbchkhkh

We hereby agreed to abide by the terms & conditions outlined in Sponsorship & Advertising Application Form.

Company: _____

Contact person: _____ Booth No.: _____

Tel: _____ Fax: _____

E-mail: _____

Signature with chop: _____ Date: _____