

Intertextile Shanghai Home Textiles 2021
– Autumn Edition

Value-adding Customized Onsite Marketing Package to Maximize Your
Brand Exposure at Intertextile Shanghai Home Textile 2021

28 May 2021

Dear Exhibitors,

Despite the ongoing pandemic crisis and travel limitation prevented many overseas participants from visiting our shows, we always strive for connecting home textile suppliers with global buyers through our platform. We are pleased to inform you that a Customized Onsite Marketing Package is now launched as an alternative solution for you to participate in and maximize your brand exposure at the upcoming Intertextile Shanghai Home Textiles – Autumn Edition 2021, which will be held from 25 – 27 August at National Exhibition and Convention Center (Shanghai).

The Customized Onsite Marketing Package aims to promote your brand and products in innovative ways at the fair and stay connected to the Chinese market and professional trade show visitors. Physical product presentation services at the fairground, onsite branding promotion services and digital services are available for your selection to maximize and optimize your promotion effectively. Let's breathe in the new normal together with us!

For more details, please refer to the appendix for selected options. Please do not hesitate to contact us if you would like to tailor a branding exposure at Intertextile Shanghai Home Textiles – Autumn Edition 2021.

Appendix I – Customized Onsite Marketing Package Offer

Appendix II – Reply Slip

Should you have any enquiries, please feel free to contact us.

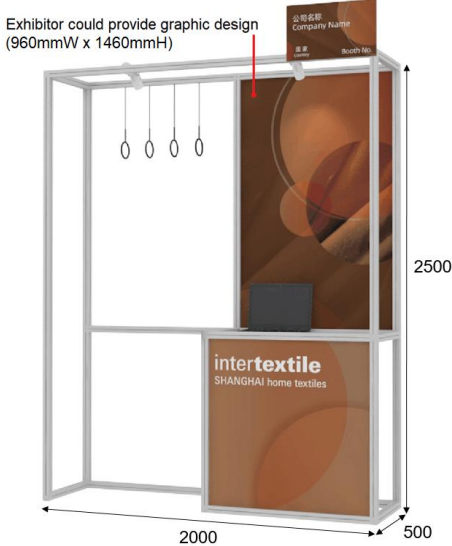

We look forward to hearing from you soon!



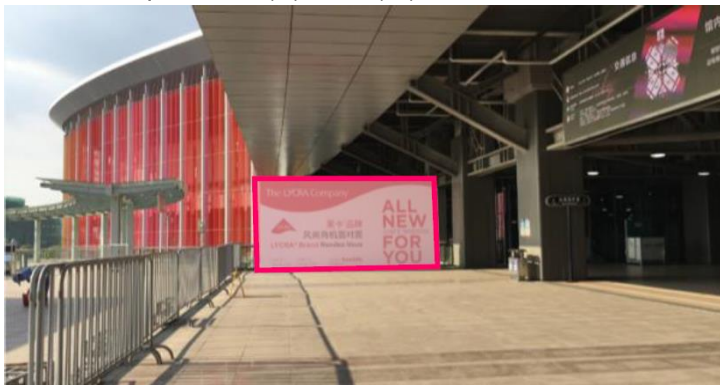
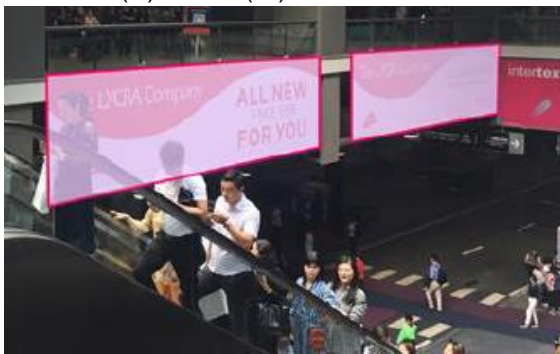
Thanks and best regards,

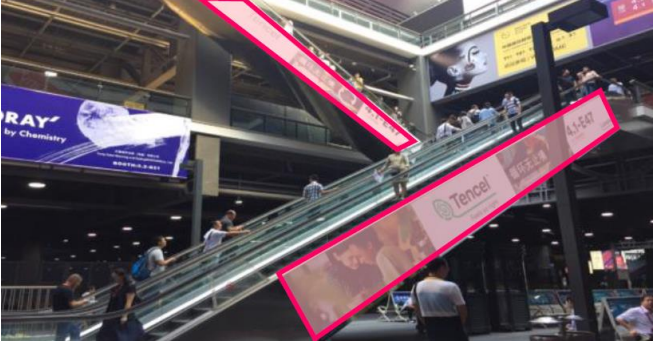

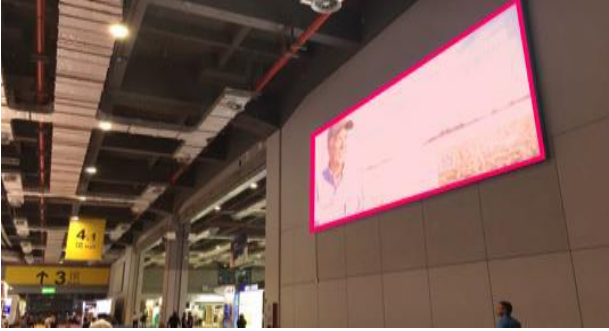

Intertextile Shanghai Home Textile team





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A. Onsite Product Presentation	
Description	Price
<p>1. Individual product display booth (2000W x 2500H x 500D)</p> <ul style="list-style-type: none"> An individual booth to let buyers touch and feel your products and for you to present product leaflets. Stationed staff will collect buyers' name cards for you to follow up. Booth equipment includes 4 coat hangers, 1 laptop and 2 LED spotlights <p>Exhibitor could provide graphic design (960mmW x 1460mmH)</p>  <p>Remarks:</p> <ol style="list-style-type: none"> Video submission (Deadline: 30 July 2021) <ul style="list-style-type: none"> One 13" laptop can be provided for playing promotional video at individual product display booth Max 1 video, no duration limitation. Detail of shipment arrangement will be provided later. Graphic submission (Deadline: 30 July 2021) <ul style="list-style-type: none"> Please submit the graphic in pdf or AI (all fonts are converted in outline) file format, and a JPG file as preview. Graphic size: 960mmW x 1460mmH 	<p>USD 1,980</p>
<p>2. Intertextile Gallery</p> <ul style="list-style-type: none"> Present your product leaflets and/or company publications onsite to boost your brand exposure and promote your products onsite with other international brands. Price includes 1 info counter.  <p>Remarks:</p> <ol style="list-style-type: none"> Detail of shipment arrangement will be provided later. 	<p>USD 980</p>

B. Onsite Branding	
Description	Price
<p>1. Billboard# – Metro station exit (Exit no. 4/ 5)</p> <ul style="list-style-type: none"> • 3m (H) x 6m (W) 	USD 4,000 / pcs
<p>2. Billboard# – West Square (mezzanine floor) (2-side)</p> <ul style="list-style-type: none"> • 4m (H) x 12m (W) x 2-side 	USD 22,000 / pcs
<p>3. Billboard# – Registration hall entrance</p> <ul style="list-style-type: none"> • West Square: 4m (H) x 8m (W) 	USD 5,000 / pcs
<p>4. Hanging banner# – Skylight</p> <ul style="list-style-type: none"> • 2.8m (H) x 11m (W), or • 3.3m (H) x 17m (W) 	<p>2.8m (H) x 11m (W): USD 5,000 / pcs</p> <p>3.3m (H) x 17m (W): USD 8,000 / pcs</p>


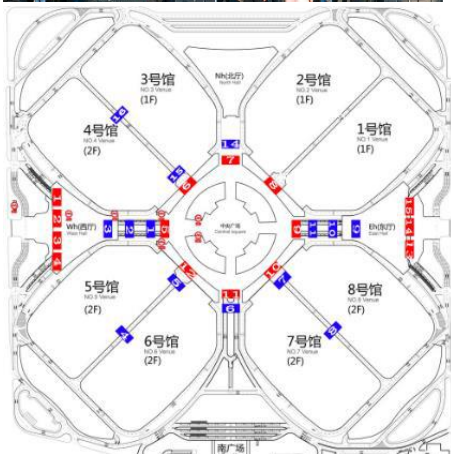

<p>5. Escalator advertisement#</p> <ul style="list-style-type: none"> West esplanade: 1.5m (H) x 14 -15m (W) 	<p>USD 3,500 / pcs</p>
<p>6. Lightbox# – Along driveway (1st floor)</p> <ul style="list-style-type: none"> 2.2m (H) x 4m (W) 	<p>USD 1,400 / pcs</p>
<p>7. Lightbox# – Hall partition (1st floor)</p> <ul style="list-style-type: none"> 5m (H) x 12m (W) 	<p>USD 10,000 / pcs</p>
<p>8. Advertisement panel# – Along driveway (1st floor)</p> <ul style="list-style-type: none"> 4m (H) x 8m (W) x 2-side, (side) 4m (H) x 2m (W) x 2-side 	<p>USD 13,000 / pcs</p>




<p>9. Advertisement in Visitor Guide</p> <ul style="list-style-type: none"> The visitor guide will be distributed to visitors free of charge at registration counters, it is an excellent tool for visitors scanning through exhibitor information. Price includes production fee. <div style="display: flex; justify-content: space-around;">   </div>	<p>USD 1,000 (ROP)</p>
<p>10. Logo on show souvenir</p> <ul style="list-style-type: none"> Souvenirs will be distributed to visitors and attendees at the registration halls, information counters or during concurrent events and fringe programme. Price includes production fee. <div style="display: flex; justify-content: space-around;">  </div>	<p>On request</p>
<p>11. Onsite distribution service</p> <ul style="list-style-type: none"> Exhibitor's information or souvenir will be distributed to visitors by official staff at specific locations. Materials or company souvenir must be provided by the exhibitor. Price includes staff and one backdrop. 	<p>On request</p>
<p>12. Insertion of leaflet in show bag</p> <ul style="list-style-type: none"> Max A4 size or a folded A4 sheet from A3 size materials. Materials must be provided by the exhibitor. Maximum of 10 joint sponsors. 	<p>USD 1,500</p>

<p>13. Functional area sponsorship</p> <ul style="list-style-type: none"> • Special functional areas will be arranged for attendees during the show, including the buyer lounge, VIP lounge, charging spots and resting areas. • Sponsor's name and / or logo (single unit) will be displayed on the backdrop or onsite signage. • Sponsor's brochure / flyer will be placed in the area. • The location of the sponsor's advertisement will be allocated by the organisers. 	<p>On request</p>
<p>14. Fringe programme sponsorship</p> <ul style="list-style-type: none"> • A series of innovative & practical-based workshops and/or seminars will be held during the show, with aims to offer information exchange and learning opportunity for industry players. • Sponsor's name and / or logo to be displayed on relevant onsite signage and materials. • Sponsor's brochures / flyers will be placed on the reception desk. 	<p>On request</p>

• Prices include release and production.

• Advertising items are subject to availability. Please check with the organisers for the available location.

C. Digital Services	
Description	Price
<p>1. LED advertisement – Hall area</p> <ul style="list-style-type: none"> Repeatedly showing the advertising and informative messages to the visitors via picture, animation and video formats on the LED screens.   <p>*All halls and passageways refer to red LEDs and blue LEDs</p>	<p>All halls and passageways 15 seconds: USD 27,400</p> <p>South plaza glass wall 15 seconds: USD 9,600</p> <p>South plaza glass wall 10 seconds: USD 6,700</p> <p>South plaza glass wall 5 seconds: USD 3,600</p> <p>West plaza 15 seconds: USD 7,500</p> <p>Single LED 15 seconds: USD 1,400</p>
<p>2. LED advertisement – Outdoor</p> 	<p>North plaza right & left 15 seconds: USD 11,200 per set</p> <p>West plaza right & left 15 seconds: USD 9,800 per set</p> <p>West plaza along escalators 15 seconds: USD 5,500 per set</p> <p>North hall 15 seconds: USD 13,700 per unit</p> <p>East hall 15 seconds (Front & back panels): USD 2,800 per set</p>

<p>3. Online advertising banners</p> <ul style="list-style-type: none"> The official website of ITSH offers an exclusive spot to draw the attention from all attendees. 3:1, 4:1 and 6:1 banner: Locate on the Homepage. Placement of the first banner after approx. 30% or 60% of the page height (5 rotations) 10:1 banner: Locate on the Exhibitors and products page (5 rotations)  	<p>3:1 banner (1,140 × 380 px): USD 1,400</p> <p>4:1 banner (1,140 × 285 px): USD 1,300</p> <p>6:1 banner (1,140 × 190 px): USD 1,100</p> <p>10:1 banner (1,140 × 114px): USD 1,700</p>
<p>4. Advertising banner on the Mini Program of ITSH</p> <ul style="list-style-type: none"> The all-in-one platform of the ITSH Mini Program provides a privileged spot to draw the attention from all attendees. Maximum of 6 joint sponsors. 	<p>On request</p>
<p>D. Tailor-made Marketing Service</p>	
<p>Description</p> <ul style="list-style-type: none"> A combination of above items is possible. Please check with the organisers for a package price. 	<p>Price</p> <p>On request</p>

Thank you for joining the Customized Onsite Marketing Package of Intertextile Shanghai Home Textile 2021 – Autumn Edition. In order to facilitate your participation, please indicate your choice(s) and send back the completed form for our further action:

1. Exhibiting Company Details

Company Name (English) : _____
 Company Name (Chinese if any) : _____
 Contact person (s) : Mr / Ms _____ Job Title : _____
 Address : _____
 City / Province / Postal Code : _____ Country : _____
 Telephone : _____ Fax : _____
 Email : _____ Website : _____
 Company social media platform for us to follow: Facebook: _____ Twitter : _____
 Instagram: _____ LinkedIn : _____

2. Onsite Marketing Package Selection

A. Onsite Product Presentation

1. Individual product display booth: USD 1,980 2. Intertextile Gallery: USD 980

B. Onsite Branding

1. Billboard – Metro station exit (Exit no. 4/ 5): USD 4,000 / pcs 2. Billboard – West Square (mezzanine floor): USD 22,000 / pcs
 3. Billboard – Registration hall entrance: USD 5,000 / pcs 4. Hanging banner – Skylight:
 2.8m (H) x 11m (W): USD 5,000 / pcs
 3.3m (H) x 17m (W): USD 8,000 / pcs
 5. Escalator advertisement: USD 3,500 / pcs 6. Lightbox – Along driveway (1st floor): USD 1,400 / pcs
 7. Lightbox – Hall partition (1st floor): USD 10,000 / pcs 8. Advertisement panel – Along driveway (1st floor): USD 13,000 / pcs
 9. Advertisement in Visitor Guide: USD 1,000 (ROP) 10. Logo on show souvenir: Price on request
 11. Onsite distribution service: Price on request 12. Insertion of leaflet in show bag: USD 1,500
 13. Functional area sponsorship: Price on request 14. Fringe programme sponsorship: Price on request

C. Digital Services

1. LED advertisement – Hall area
 All halls and passageways 15 seconds: USD 27,400
 South plaza glass wall 15 seconds: USD 9,600
 South plaza glass wall 10 seconds: USD 6,700
 South plaza glass wall 5 seconds: USD 3,600
 West plaza 15 seconds: USD 7,500
 Single LED 15 seconds: USD 1,400
 2. LED advertisement – Outdoor
 North plaza right & left 15 seconds: USD 11,200 per set
 West plaza right & left 15 seconds: USD 9,800 per set
 West plaza along escalators 15 seconds: USD 5,500 per set
 North hall 15 seconds: USD 13,700 per unit
 East hall 15 seconds (Front & back panels): USD 2,800 per set
 3. Online advertising banners
 3:1 banner: USD 1,400
 4:1 banner: USD 1,300
 6:1 banner: USD 1,100
 10:1 banner: USD 1,700
 4. Advertising banner on the Mini Program of ITSH: Price on request

D. Tailor-made Marketing Service

- Price on request

Signature and

Company stamp : _____

Date : _____