

TEXTILE POWER

intertextile
SHANGHAI home textiles

2025.8.20 – 22

National Exhibition and Convention
Center (Shanghai), China

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

***Powering home textile
connections in Asia***

Digital exposure opportunities

- Omni-channel digital reach
- Precise digital targeting



www.intertextilehome.com

part of

TEXPERTISE
the textile business network

Onsite digital services

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.

	LED advertisement – hall area	USD
01(a)	All halls and passageways 15 seconds	27,400
01(b)	South plaza glass wall 15 seconds	9,600
01(c)	South plaza glass wall 10 seconds	6,700
01(d)	South plaza glass wall 5 seconds	3,600
01(e)	16-meter-tall platform at West plaza 15 seconds	7,500
01(f)	16-meter-tall platform at West plaza 10 seconds	6,700
01(g)	16-meter-tall platform at West plaza 5 seconds	3,700
01(h)	Single LED 15 seconds	1,400
** 01(b) – (h): The pricing is quoted per unit.		



02 LED advertisement – outdoor



	LED advertisement – outdoor	USD
02(a)	West plaza right & left 15 seconds	9,800
02(b)	West plaza along escalators 15 seconds	5,500
** 02(a) – (b) : The pricing is quoted per set (2 units).		

Please contact us:

Messe Frankfurt (HK) Ltd

Contact: Ms Wendy Lip / Ms Serena Chen

Tel: +852 2230 9247 / +86 21 6160 8442 / +86 21 6160 8428

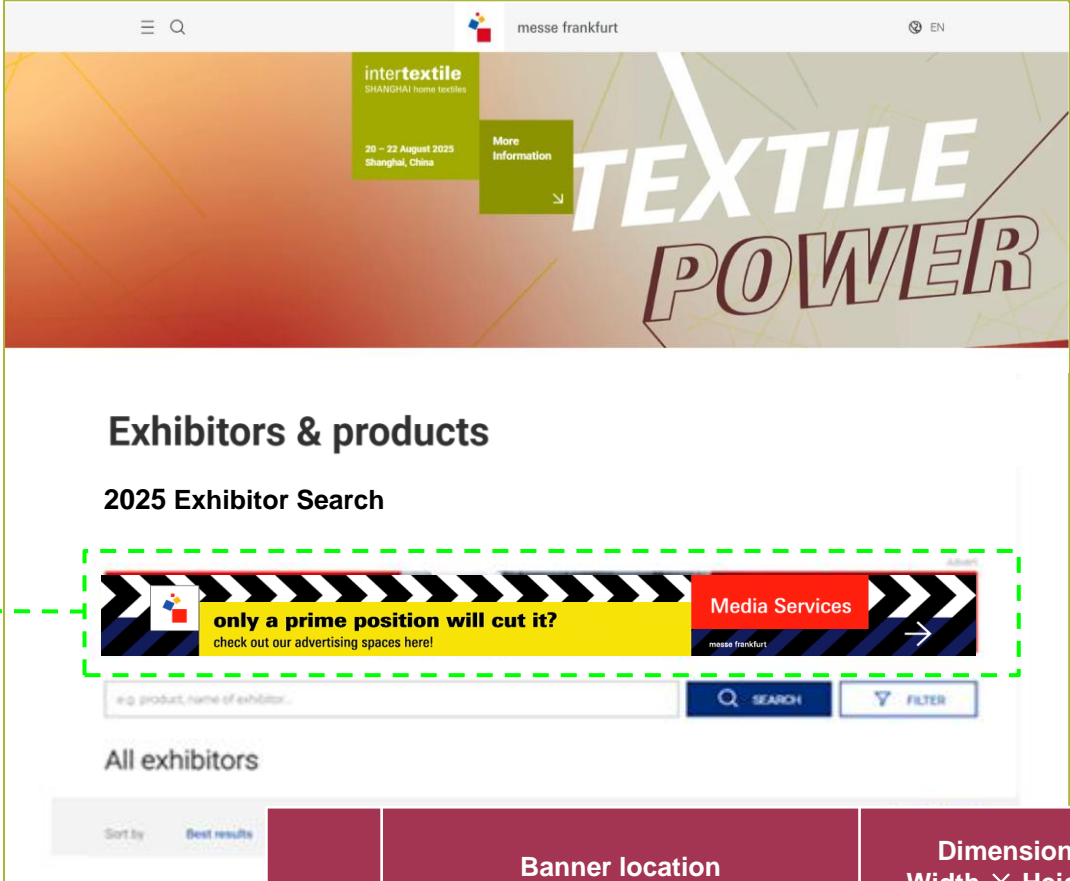
Fax: +852 2519 6800

Email: digital@hongkong.messefrankfurt.com

Fair's website

03 Online advertising banners

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



The screenshot shows the Intertextile Shanghai Home Textiles website. A banner advertisement for Messe Frankfurt is displayed, featuring the text "only a prime position will cut it? check out our advertising spaces here!" and "Media Services". Below the banner, a table lists the advertising spots and their details.

	Banner location		Dimension Width × Height	USD
03(a)	Homepage	3:1	1,140 x 380 px	1,400
03(b)	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
03(c)		6:1	1,140 x 190 px	1,100
03(d)	Exhibitors and products page (5 rotations)	10:1	1,140 x 114 px	1,700

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Digital exposure – Lead generation

04 Targeted lead generation

(a) Cross exhibitions exposure – Cost per Delivery

Exhibitors' brands and products will be promoted to the related data via our network (emails and SMS). Charge according to the delivery of the promotional materials.

(b) Boost booth traffic – Cost per Visitor

By matching the buyers' sourcing needs with exhibitors' products, the matched visitors will be invited via our network to visit your booths for business interaction. Charge according to the number of data.

2.1 Cost per Delivery	2.2 Cost per Visitor
Basic plan: USD 345 (Original price USD 690)	Basic plan: USD 345 (Original price USD 690)
Additional delivery Per 1,000 extra deliveries: USD 70	Additional delivery Per each one (1) data: USD 1
<p>The basic plan includes 5,000 deliveries from the organiser's database.</p> <p>Delivery channels (select one of the following options):</p> <ul style="list-style-type: none"> ➤ e-DM ➤ SMS <p><i>* Further discussion for selecting more than one delivery channel</i></p> <p>The promotion aims at driving traffic to exhibitors' websites, social media, live video streaming, etc. If any collection of personal information or meeting invitation is included, special arrangements and approval will be needed.</p>	<p>The basic plan includes 500 data from the organiser's visitor database</p> <p>No more than 1,000 visitors per product category.</p> <p>Total number of data for promotion should be less than 5,000.</p> <p>Promotional channels (including all of the following):</p> <ul style="list-style-type: none"> ➤ Telemarketing x 1 ➤ e-DM x 2 ➤ SMS x 2 <p>Promotion targets to invite buyers to meet with exhibitors on-site, and the organiser will follow up with the visitors with appointments to visit your booths.</p>

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Application form

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Item			Unit price (USD)	Quantity
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		03(d) Exhibitors and products page 10:1	1,700	
04	Targeted lead generation	04(a) Cost per delivery: first 5,000 deliveries Delivery channel (please choose one): <input type="checkbox"/> e-DM <input type="checkbox"/> SMS	345	
		Additional delivery (per 1,000 delivery)	70	
		04(b) Cost per visitor: first 500 data	345	
		Additional data (per each data)	1	
Total:				

We hereby accept the Terms & Conditions and sign below

Company name (English) : _____

Company name (Chinese) : _____

Contact person : _____ Booth No. : _____

Tel / Cell phone : _____ Fax : _____ E-mail : _____

Signature (with company stamp) : _____ Date : _____

Terms and Conditions

1. Reservation of advertisement space will be arranged on 'first-come-first-serve' basis upon receipt of formal application from customers.
2. The organisers reserve the right to decline any advertisement application.
3. The use of the provided advertising media for trade shows and events that considered competitive events of the organisers is not authorised.
4. 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.
5. The organisers are not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
6. 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.
7. 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.
8. 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.
9. The locations of advertising media are subject to actual situation onsite and the organisers reserve 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. 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.
12. 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
13. All bank charges are borne by the exhibitors / sponsors / advertisers.
14. 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.
15. 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.
16. 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.