

automechanika SHANGHAI

Shanghai international trade fair for automotive parts,
equipment and service suppliers



AMS Live: 30.11 – 6.12.2020
Digital Services



AMS Live is a new collaborative platform that aims to engage and promote business expansion between both onsite exhibitors and overseas buyers. The platform will offer a number of features to connect participants globally through real-time communication, networking, product presentations, live streaming and more.

I. Premium services (Application deadline: 13 Nov 2020)

The organisers are offering the AMS Live basic services to every exhibitor at the show. Upgrade to a premium services for more user benefits*.

	Basic	Premium
No. of login account	1	5
Exhibitor digital booth	✓	✓
Product listing	5	20
Buyer enquiry	✓	✓
Live chat		✓
Video uploads	3	20
Live stream platform at the digital booth		✓
One-to-one video meeting (initiated by visitors)	✓	✓
Advertising opportunities	✓	✓ Priority enrollment and ranking
	Free	RMB 10,000

*Exhibitors need to activate their account by 15 Nov 2020 before they go lives.



II. Top banner

An eye-catching banner is placed at the top of the AMS Live front page. There are maximum of four advertising spaces and the banners will be displayed as slide show. Each banner will link to a predetermined landing page.

Banner size: 1920 (w) x300 (h) pixels

Price: RMB 20,000



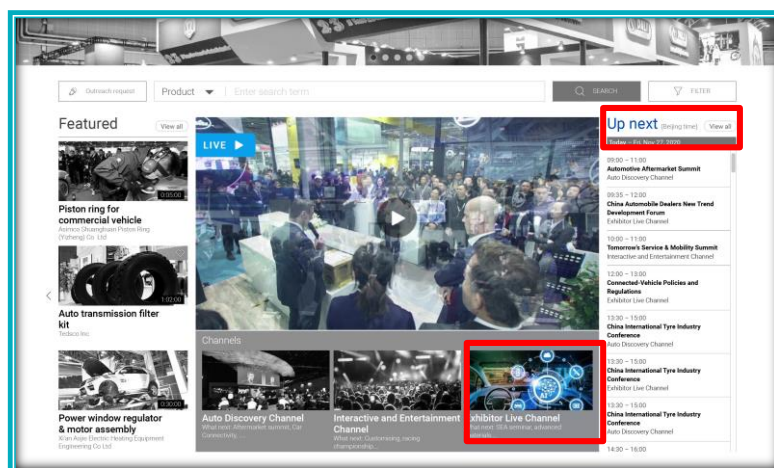
III. Live streamed event

You can reserve an air time slot on the "Exhibitor Live Channel" to present your products and solutions to buyers from around the world. Your presentation will be featured as "Up next" on the front page. Only pre-recorded video, live stream through live streaming studio or mobile video crew* provided by the organiser is accepted.

Duration: 15 minutes (the schedule will be arranged by the organisers)

Price: RMB 3,000

*Live streaming studio is available for usage; mobile video crew will be subjected to RMB1,000 additional service charge for 45 mins

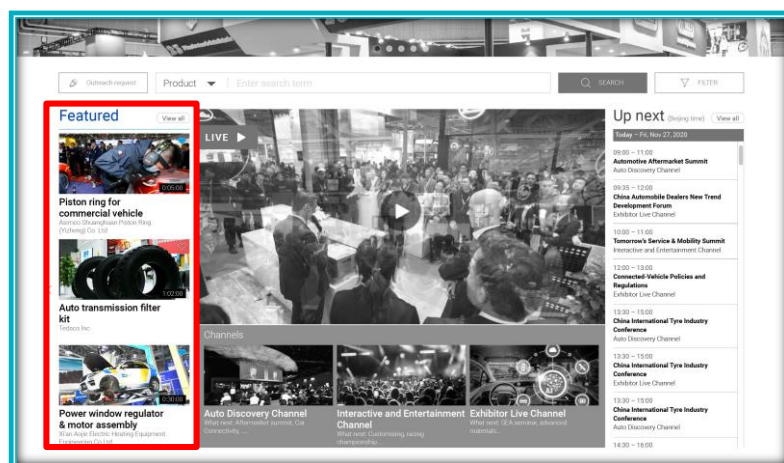


IV. Featured videos

Three videos will be played on rotation. You can display your corporate video or product promotional clips in this prominent space.

Video format: mp4 / 16:9 / max 100mb

Price: RMB 7,000



Please contact us:
Messe Frankfurt (HK) Ltd
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Email: digital@hongkong.messefrankfurt.com

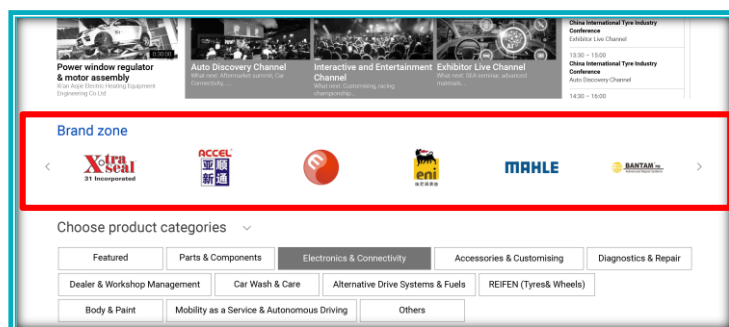


Learn more

V. Brand zone

Six logos will be shown on rotation. It will direct to your digital booth.

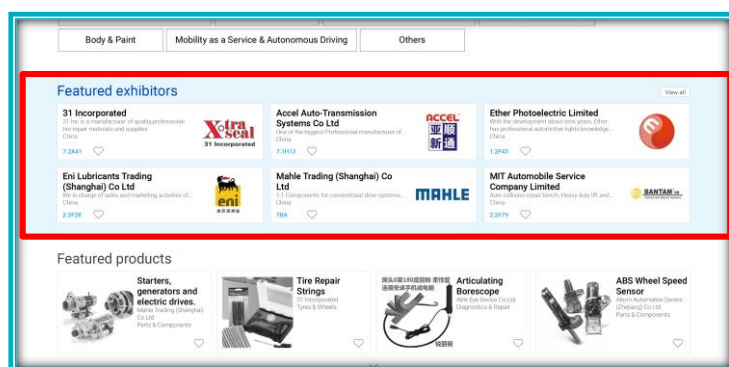
Price: RMB 3,000



VI. Featured exhibitors

Six exhibitors will be displayed on cycle here and your entry will be prominently displayed at the top of the exhibitor search page. It will direct to your digital booth.

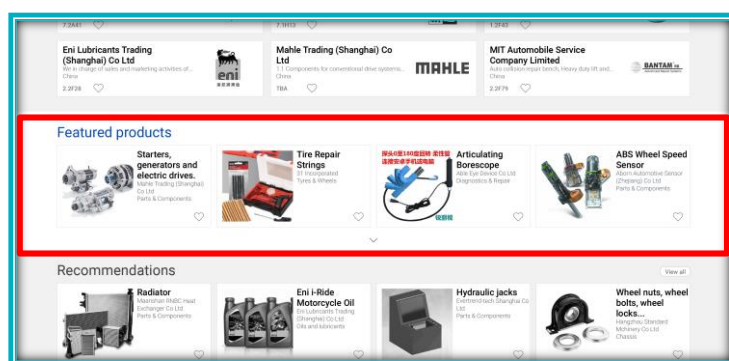
Price: RMB 2,000



VII. Featured products

Four products will be displayed on cycle here and your entry will be prominently displayed at the top of the product search page. It will direct to your product page.

Price: RMB 1,000



VIII. Onsite live streaming studio

A pleasant room with facilities is offered to you for live streaming.

Facilities include:

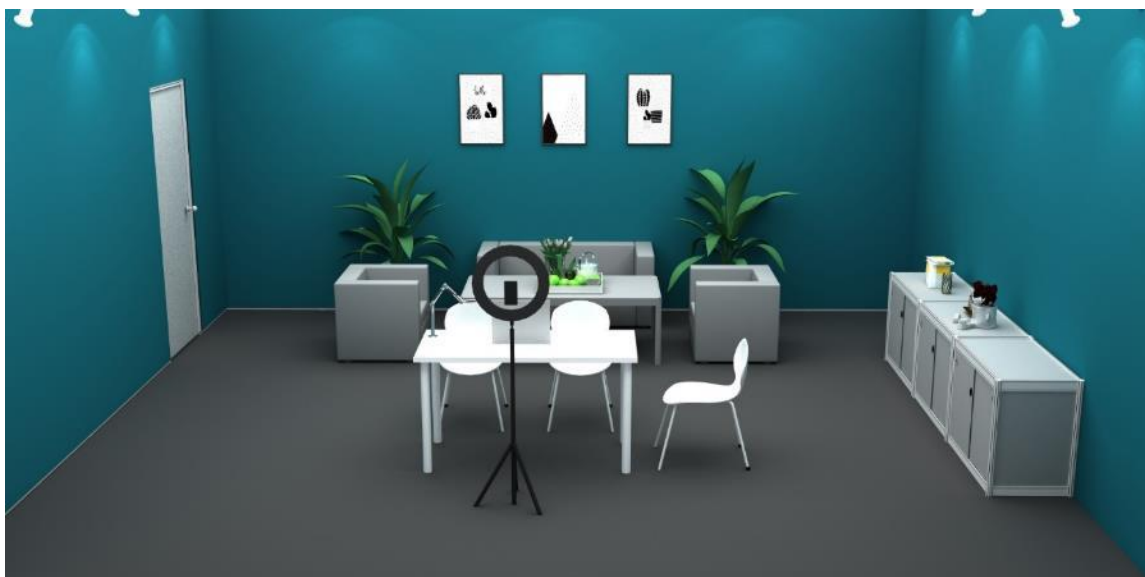
Sofas and tea table

Product demonstration table and spotlights

Videographer

English interpreter (upon request)

Price: RMB 1,500 / 45 mins



For reference only, final design is subject to change.



AMS Live
30 Nov – 6 Dec 2020

Please return to:

Messe Frankfurt (HK) Co Ltd

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**2020 Application Form
Digital Services**

Digital Services				
Quantity	Item no.	Deadline	Description	Unit price (RMB)
	I	13. 11. 2020	Premium services	10,000
	II	26. 11. 2020	Top banner	20,000
	III		Live streamed event (please choose one below for basic services exhibitors) <div><input type="checkbox"/> Pre-recorded video <input type="checkbox"/> Onsite live streaming studio</div> <div><input type="checkbox"/> Mobile video crew for 45 minutes (+ RMB 1,000)</div>	3,000
	IV		Featured videos	7,000
	V		Brand zone	3,000
	VI		Featured exhibitors	2,000
	VII		Featured products	1,000
	VIII		Onsite live streaming studio	1,500

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.
- Exhibitors have to settle the payment before the date written on the invoice / payment notice. The organisers reserves the right not to provide corresponding advertising services if the payment is not on time.
- The total amount shall be due prior to the provision of the service by the organisers immediately upon receipt of the payment notice.
Bank: Bank of China, Shanghai JingAn Branch, Nanjing Road (West) Third Sub-branch
Address: 1377 Nanjing Road (West), Shanghai 200040, China
USD A/C No 448159241206
A/C Holder: Messe Frankfurt (Shanghai) Co., Ltd.
Swift code: BKCHCNBJ300
- All bank charges are borne by the exhibitors / 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 Automechanika Shanghai 2020 Digital Services application form.

Company name: _____ Contact person: _____

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

Signature: _____ Booth no.: _____ Date: _____