

automechanika

SHANGHAI

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

Leveraging dual circulation in the
automotive ecosystem

24 – 27.11.2021

National Exhibition and Convention Center
(Shanghai), China

Digital Services

Increase your brand recognition
Increase the exposure of your products
and services



Digital exposure - onsite

01 LED advertisement – Hall area

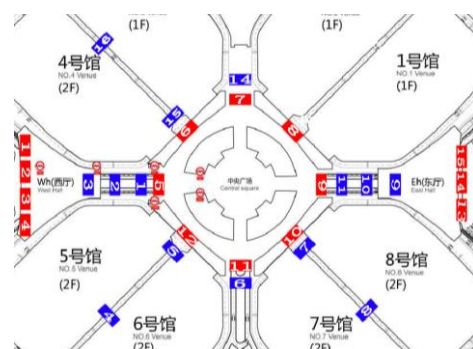
Covering main entrances and main passageways, LED screens will provide show information to visitors for convenience, with directional guidance. Deliver your creative ideas here with rotating **e-poster**, **animation** and **video**, to maximise your exposure to visitor groups and enhance your brand awareness!

Application deadline: Please contact the organisers for details

Price:

Hall area:

(a) All halls and passageways 15 seconds	RMB 200,000 / set
(b) All halls and passageways 10 seconds	RMB 150,000 / set
(c) All halls and passageways 6 seconds	RMB 80,000 / set
(d) All halls and passageways company logo and booth number	RMB 30,000 / logo
(e) West plaza 15 seconds	RMB 50,000 / pc
(f) West registration hall 15 seconds	RMB 60,000 / set
(g) Single LED 15 seconds (excluding West registration hall)	RMB 15,000 / pc
(h) South plaza glass wall 15 seconds	RMB 65,000 / pc
(i) South platform 15 seconds	RMB 35,000 / pc



*West registration hall refers to red LEDs 1,2,3,4
All halls and passageways refer to all LEDs including red LED from 1 to 15 and blue LED from 1 to 11 and 14 to 16

02 LED advertisement – Outdoor

Covering main entrances and main passageways, LED screens will provide show information to visitors for convenience, with directional guidance. Deliver your creative ideas here with rotating **e-poster**, **animation** and **video**, to maximise your exposure to visitor groups and enhance your brand awareness!

Application deadline: Please contact the organisers for details

Price:

Outdoor:

(a) North plaza right 15 seconds	RMB 100,000 / pc
(b) North plaza left 15 seconds	RMB 60,000 / pc
(c) North plaza right and left company logo and booth number	RMB 30,000 / logo
(d) West plaza left 15 seconds	RMB 80,000 / pc
(e) West plaza right 15 seconds	RMB 60,000 / pc
(f) West plaza along escalators 15 seconds	RMB 80,000 / 2 pcs
(g) West plaza right and left and along escalators company logo and booth number	RMB 30,000 / logo



Please contact us:

Messe Frankfurt (HK) Ltd

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Digital exposure – onsite (con't)

03 Screen advertisement for visitor registration assisted check-in system

The exhibitor's advertisement will appear on the assisted check-in screen of the onsite visitor registration system to leave visitors with a strong first impression of your brand.

Quota: 2 per registration area

Advert size: 512 x 250 px

Application deadline: 30 September 2021

Price:

- (a) North hall registration only
- (b) West hall registration only
- (c) Both registration halls

RMB 25,000

RMB 25,000

RMB 40,000

A screenshot of a web-based registration system interface. It features a blue header with the text '打印类型: VISITOR 观众'. Below this are several input fields: '条码/预登记号:', '姓名:', '公司:', '国家:' (with 'China' selected), and '日期时间:'. At the bottom, there are two red rectangular buttons labeled 'Ad 1' and 'Ad 2'.

Assisted check-in system interface

04 Screen advertisement at ID gates (new)

A total of 65 ID gates are set up at the exhibition venue and all visitors must pass through the admission points. Only one advertisement can be fully exposed at the entrance, which helps you to promote your company efficiently.

Advert size: 800 x 1,280 px

Application deadline: 30 September 2021

Price: RMB 35,000



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Digital exposure – onsite (con't)

05 Screen advertisement for visitor registration self check-in system (new)

The advertisement will appear on the visitor self check-in registration touch screen. Each registration area will only accept one advertiser to maximize brand exposure.

Advert size: 1,080 x 384 px

Application deadline: 30 September 2021

Price:

(a) North hall registration only	RMB 25,000
(b) West hall registration only	RMB 25,000
(c) Both registration halls	RMB 40,000



06 INFANITY 3D Hologram

The INFANITY 3D Hologram is a new animation technology which makes your logo and products come to life. The animations are displayed using a hologram to create the illusion that the images are floating in the air. Using only a spinning fan, the technology is powered by 180 high-resolution LED lights that flash on only four light strips, which gives an eye-catching and vibrant effect for your logo and products.

To tailor to your needs, we have extensive animation offerings with fan sizes 65cm. This allows you to project an incredible 3D animation as wide as 3.8 meters, or bigger by using multiple units (up to 6 to 28 units of 65cm-diameter fans). Seize this fantastic opportunity to connect with your audience both visually and emotionally!



Application deadline: 30 September 2021

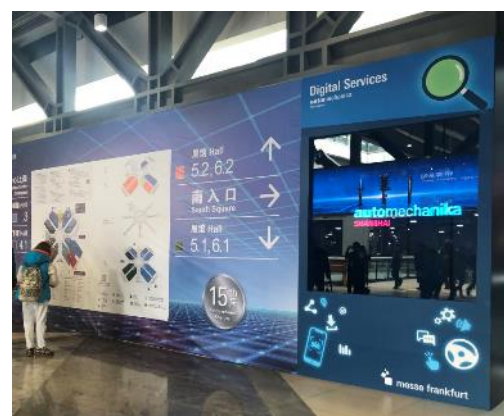
Price:

Display at booth

(a) Basic — a logo	RMB 11,000
(b) Premium — a logo, two products	RMB 65,000
(c) Enterprise — a logo, three products	RMB 108,000
(d) Customised	Please contact organisers

Display at public area in 15 seconds (organisers reserve the right of final decision)

(e) A logo and booth number — a 65 cm fan	RMB 11,000
(f) A logo, a product and booth number — a 65 cm fan	RMB 22,000
(g) A logo and booth number — 3 x 3 model	RMB 54,000
(h) A logo, a product and booth number — 3 x 3 model	RMB 65,000



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Digital exposure – mobile (con't)

07 Touchscreen video package

Besides the fixed touchscreens at Global Exhibitor Search kiosks, several mobile robots with voice recognition will be also provided to visitors interactively for exhibitor search services.

Touchscreen video will not only be playing onsite (at least 30 times / day) , but also as exhibitor video on the Global Exhibitor Search platform of Automechanika Shanghai 2021's official website.

Application deadline: Please contact the organisers for details

Price:

- | | |
|--|-------------------------|
| (a) 30 seconds video at Global Exhibitor Search kiosks | RMB 10,000 / exhibition |
| (b) 30 seconds video at mobile robots | |
| (organisers reserve the right of final decision) | RMB 10,000 / exhibition |



08 360° trade fair stand panorama

Would you like to make your trade fair stand accessible to more than just your visitors? If so, you can use 360° imaging to make your stand into a digital online experience. 360° photo shoots allow potential customers around the world to visit you any time. Make your trade fair stand virtually accessible on your website until your next trade fair!

Application deadline: Please contact the organisers for details

Price:

- | | |
|---------------------------------------|------------------|
| (a) Basic (including single hot spot) | RMB 1,000 |
| (a-1) Hot spot | RMB 1,000 / spot |
| (a-2) Content box | RMB 100 / box |



Content box

Hot spot

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Digital exposure – mobile

09 WeChat visitor service account banner

Messe Frankfurt visitor service account (WeChat ID: mf-visitor) provides service for China and international visitors, such as providing the latest fair information, visitor pre-registration, online customer service and more. The account now has gathered over 160,000 industry professionals worldwide. Promoting in this channel will give your brand more exposure before and during the fair! (Maximum 5 rotations)

Application deadline: 29 October 2021

Price:

- (a) Users' account – Visitor registration page
400 x 100 px RMB 10,000
- (b) Registration confirmation page
300 x 75 px RMB 8,000



(a) Users' account – Visitor registration page



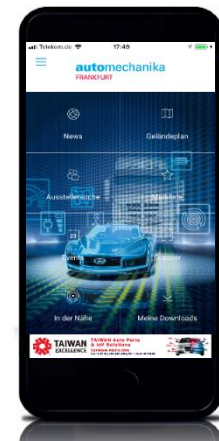
(b) Registration confirmation page

10 Mobile application banner

The show's mobile application can work offline, allows visitors to get the latest show information, including floor plans, exhibitor list, fringe programme schedule and more. This application is an excellent, efficient and effective marketing channel for exhibitors to increase awareness of their potential customers at the show.

Application deadline: 29 October 2021

Positioning	Price (RMB)
(a) Dashboard	11,000
(b) Exhibitor Search	10,000
(c) Site map	9,000
(d) Events	9,000
(e) Watch list	9,000



11 WeChat visitor service account broadcast

Two to three notifications will be broadcasted to visitors before the show via visitor service account (WeChat ID: mf-visitor). A text for promoting your company will be included and sent to target visitors.

Application deadline: Please contact the organisers for details

Price:

RMB 20,000 per product group



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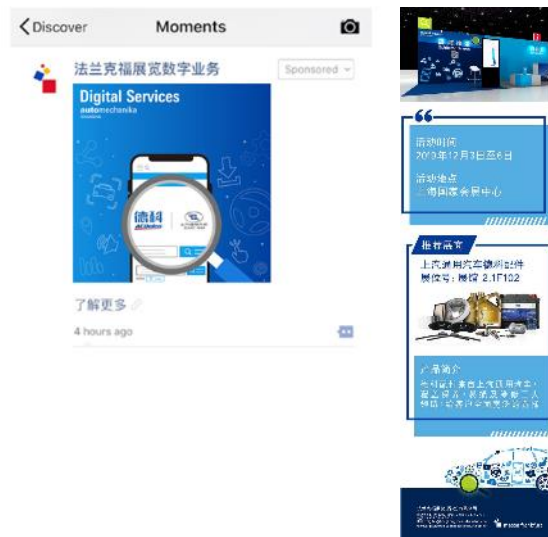
Digital exposure – mobile (con't)

12 WeChat moments advertisement

Attract buyers to meet you right in WeChat moments during the show in Shanghai! Promotion in WeChat moments brings you and buyer closer and precisely deliver your business message to industry professionals!

Application deadline:
Please contact the organisers for details

Price: RMB 10,000



Outside ad

Inside ad

13 WIFI log-in page advertising

Impress the visitors when visitors enjoy WIFI service!
Visitors will see your message when they connect to WIFI.
The advertising tool will make visitors remember about your brand and boost the visitor flow to your booth!

Application deadline: Please contact the organisers for details

Price:
Please contact organisers



First 3 seconds
of full screen ad

Subscribe WeChat
account

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Digital exposure – online

14 E-newsletter

An exhibitor corporate logo (colour, hyperlink to website) will be displayed in specific show e-newsletters which will be sent to around 200,000 potential international and domestic visitors before the show opens.

Application deadline: Please contact the organisers for details

Price: RMB 10,000 / edition

Add-Ons: additional services on the “Exhibitors & Products” search webpage

Distinguish your company from your competitors by booking Add-Ons for your Upgraded Media Package displayed at the Automechanika Shanghai 2021’s official website www.automechanika-shanghai.com. Make use of these Add-Ons in the exhibitor and product search at the fair website, thus you can reach thousands of trade fair visitors all year round.

15 Search Add-Ons

Visitors will see you immediately with these Add-Ons, make use of limited ad space and increase your visibility!

(a) Top of search

- Your entry will be prominently displayed at the top of the search results
(This requires the company being listed in the search results)
- 5 limited ad spaces
(Only 1 entry is displayed in rotation)

RMB 4,000

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Digital exposure – online (con't)

15 Search Add-Ons

Visitors will see you immediately with these Add-Ons, make use of limited ad space and increase your visibility!

(b) Top of product group

- Your entry will appear at the top of the search results within a product category
- 3 limited ad spaces (Only 1 entry is displayed in rotation)

RMB 2,000

(c) Front page box

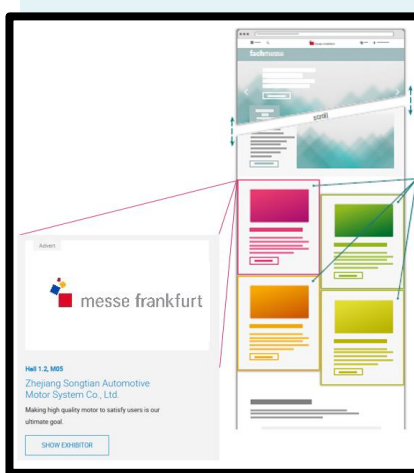
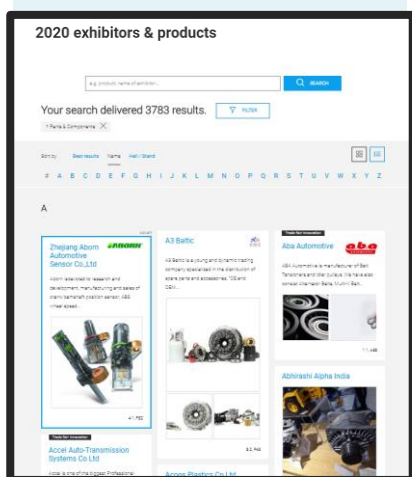
- Your entry will appear on the homepage
- Eye-catching placement of your information and products – linked to your exhibitor profile
- 25 limited ad spaces – 5 top boxes are displayed in rotation

RMB 5,000

(d) Keywords

- Enter additional keywords, under which you can be found faster
- The keywords are taken into consideration in the full text search

RMB 120 / keyword



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Digital exposure – online (con't)

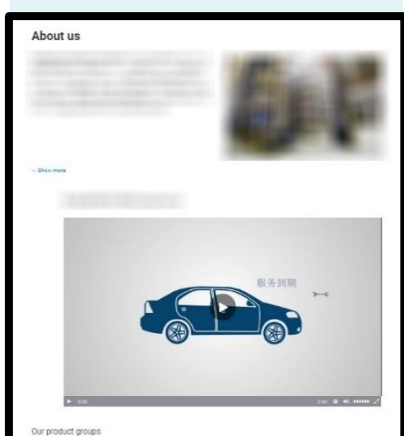
16 Information Add-Ons

Present your brand and various brands to visitors with additional text and images, give your company extra exposure now!

(a) Video

- Show videos in your company profile in the fair website's exhibitor search
- All popular video formats are supported / aspect ratio 16:9 and 4:3 / featured video length up to 5 minutes (longer videos upon request)

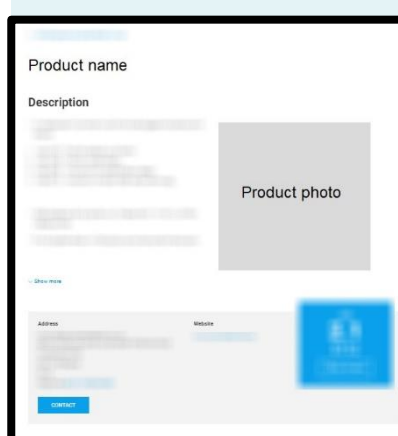
RMB 800



(b) Product page

- Strengthen your presence with additional products and increase the hit rate from potential customers
- Show your highlights and new products
- Includes 1 photo and product information in both Chinese and English (2,500 characters each) +1 keyword

RMB 500



(c) Document download

- Attach document such as product catalogue or company magazine in pdf format
- Visitors can save the document

RMB 1,000

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Digital exposure – online (con't)

17 Link Add-Ons

Redirect visitors to your web pages and other internet profiles, show what you have to offer!

(a) Shop link

➤ Link to your online shop

➤ 1 link is available per exhibitor

RMB 500 / link

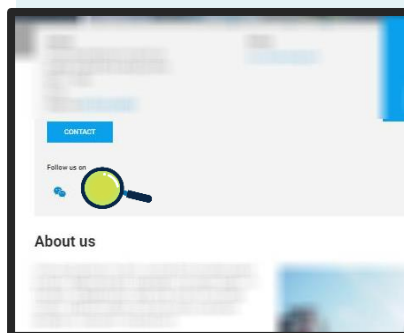
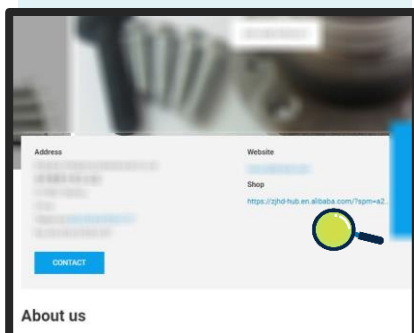
(b) Social media link

➤ Add icons and links to your social media profiles at: Xing, LinkedIn, YouTube, Facebook, Twitter, Weibo, Pinterest, Instagram, WeChat

➤ 1 link is available per network

➤ For up to 10 links

RMB 500 / link



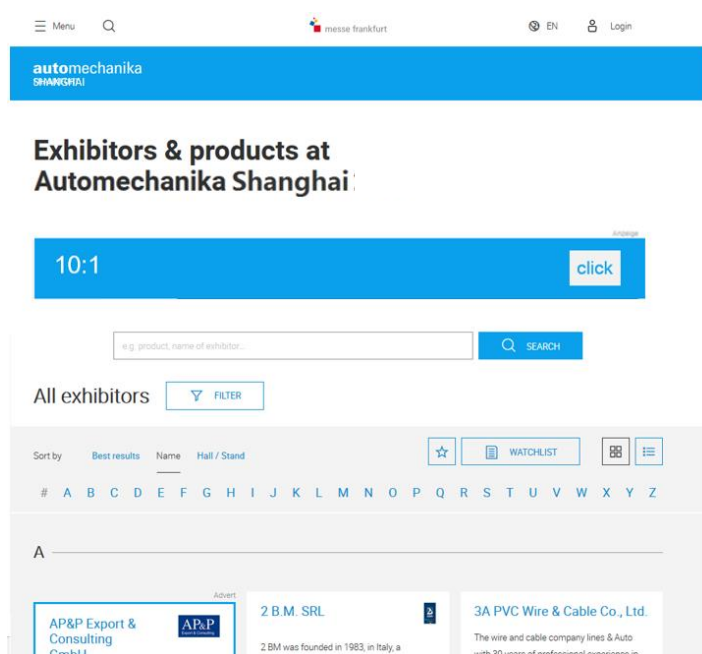
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Digital exposure – online (con't)

18 Online advertising banner

Automechanika Shanghai 2021's official website www.automechanika-shanghai.com offers an exclusive spot to draw the attention from all attendees. Grab this golden advertising opportunity in no time!

Application deadline: 29 October 2021



Banner location	Dimension Width x Height	Price (RMB)
Homepage	(a) 3:1 1,140 x 380 px	8,000
Placement of the first banner after approx. 30% or 60% of the page height (5 rotations)	(b) 4:1 1,140 x 285 px	7,500
	(c) 6:1 1,140 x 190 px	7,000
Exhibitors and products page (5 rotations)	(d) 10:1 1,140 x 114 px	10,500

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Shanghai International Trade Fair for Automotive Parts, Equipment and Service Suppliers
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National Exhibition and Convention Center (Shanghai), China

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2021 Application Form
Digital Services

Digital exposure (Deadline: Please refer to the brochure)				
Quantity	Item no.	Description	Specification	Unit price (RMB)
	01(a)	LED advertisement – Hall area	All halls and passageways 15 seconds	200,000 / set
	01(b)		All halls and passageways 10 seconds	150,000 / set
	01(c)		All halls and passageways 6 seconds	80,000 / set
	01(d)		All halls and passageways company logo and booth number	30,000 / logo
	01(e)		West plaza 15 seconds	50,000 / pc
	01(f)		West registration halls 15 seconds	60,000 / set
	01(g)		Single LED 15 seconds (excluding West registration hall)	15,000 / pc
	01(h)		South plaza glass wall 15 seconds	65,000 / pc
	01(i)		South platform 15 seconds	35,000 / pc
	02(a)	LED advertisement – Outdoor	North plaza right 15 seconds	100,000 / pc
	02(b)		North plaza left 15 seconds	60,000 / pc
	02(c)		North plaza right and left company logo and booth number	30,000 / logo
	02(d)		West plaza left 15 seconds	80,000 / pc
	02(e)		West plaza right 15 seconds	60,000 / pc
	02(f)		West plaza along escalators 15 seconds	80,000 / 2 pcs
	02(g)		West plaza right and left and along escalators company logo and booth number	30,000 / logo
	03(a)	Visitor registration system screen advertisement	North registration	25,000
	03(b)		West registration	25,000
	03(c)		All registration	40,000
	04	Screen advertisement at entrance gate		35,000
	05(a)	Visitor self-registration system screen advertisement	North registration	25,000
	05(b)		West registration	25,000
	05(c)		All registration	40,000
	06(a)	INFANITY 3D Hologram	Basic — a logo	11,000
	06(b)		Premium — a logo, a product	65,000
	06(c)		Enterprise — a logo, two products	108,000
	06(d)		Customised	Please contact the organisers for details
	06(e)		A logo and booth number — a 65 cm fan	11,000
	06(f)		A logo, a product and booth number — a 65 cm fan	22,000
	06(g)		A logo and booth number — 3 x 3 model	54,000
	06(h)		A logo, a product and booth number — 3 x 3 model	65,000
	07(a)	Touchscreen video package	30 seconds video at Global Exhibitor Search kiosks	10,000 / exhibition
	07(b)		30 seconds video at mobile robots	10,000 / exhibition
	08(a)	360° trade fair stand panorama	Basic (including single hot spot)	1,000
	08(a-1)		Hot spot	1,000
	08(a-2)		Content box	100
	09(a)	WeChat visitor service account banner	My account log in page banner	10,000
	09(b)		Registration confirmation page banner	8,000
	10(a)	Mobile application banner	Dashboard	11,000
	10(b)		Exhibitor Search	10,000
	10(c)		Site map	9,000
	10(d)		Events	9,000
	10(e)		Watch list	9,000

Company name: _____ Signature: _____ Booth no.: _____ Date: _____

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**2021 Application Form
Digital Services**

Digital exposure (Deadline: Please refer to the brochure)				
Quantity	Item no.	Description	Specification	Unit price (RMB)
	11	WeChat visitor service account broadcast		20,000
	12	WeChat moments advertisement		10,000
	13	WIFI log-in page advertising		Please contact the organisers for details
	14	E-newsletter		10,000 / edition
	15(a)	Search Add-Ons	Top of search	4,000
	15(b)		Top of product group	2,000
	15(c)		Front page box	5,000
	15(d)		Keywords	120 / keyword
	16(a)	Information Add-Ons	Video	800
	16(b)		Product page	500
	16(c)		Document download	1,000
	17(a)	Link Add-Ons	Shop link	500 / link
	17(b)		Social media link	500 / link
	18(a)	Online advertising banner	Homepage3:1	8,000
	18(b)		Homepage4:1	7,500
	18(c)		Homepage6:1	7,000
	18(d)		Exhibitors and products page 10:1	10,500
				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 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, the rules and regulations are bound by the General Terms and Conditions (which are available at: 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.
- 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.

We hereby agreed to abide by the terms & conditions outlined in the Automechanika Shanghai 2021 Digital Services application form.

Company name: _____ Contact person: _____

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

Signature: _____ Booth no.: _____ Date: _____