

**automechanika**  
SHANGHAI

# Harnessing *Innovation4Mobility*

Shenzhen Edition

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

[www.automechanika-shanghai.com](http://www.automechanika-shanghai.com)

**20 – 23.12.2022**

Shenzhen World Exhibition &  
Convention Center, China

## Digital Services

Increase your brand  
awareness and  
boost the exposure  
of products and  
services

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## Introduction

Automechanika Shanghai is an important industry platform for information exchange, marketing, trading, education and expansion in local and overseas operations. In order to maximise your exhibiting value, the show offers a number of offerings via live streaming, product demonstration, exclusive interviews and digital exposure at the fairground and online platform to connect global participants.

Additionally, AMS Live allows participants to access all videos and real-time events, as well as connect with global participants. From the digital packages, participants can strengthen their brands awareness at every touchpoint. The digital services are mainly covered as below:

### **1. Special packages**

An upgraded AMS Live will bring you more exciting features such as live streaming, video-on-demand, business matchmaking etc.. In order to maintain comprehensive publicity via the online platforms, the show provides special packages Top-up package A, Top-up package B, Product Search Sponsor Package and 360° Marketing Package, which included the digital items of fair's website, AMS Live and social media. Exhibitors can make their own selection in accordance with their marketing plan or budget plan.

### **2. Digital exposure – fair's websites & mobile app**

The digital services on the fair's websites include online banners and add-ons items which offer more dynamic interactions with your potential clients. These digital items not only enhance the exposure of your company's image and products, but also facilitate your exploration of new business opportunities.

### **3. Digital exposure – digital marketing**

Through e-newsletter, social media platforms and WeChat, your advertising message will reach a targeted professional audience in the Chinese and overseas markets.

### **4. Exclusive pre-show and fairground interviews**

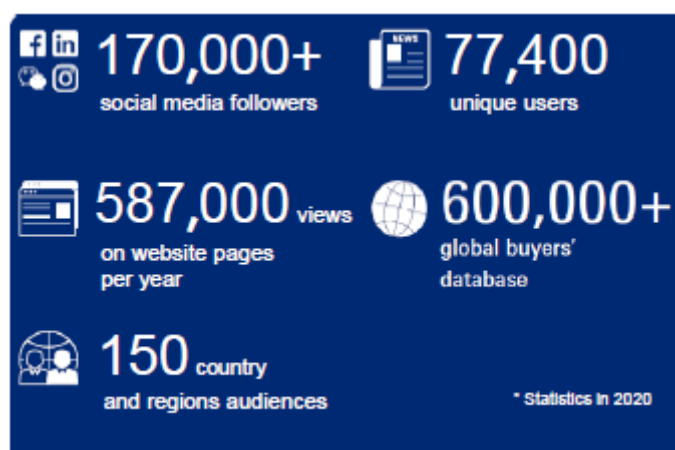
The highly sought-after livestreamed programme, which received 200,000 views in 2021, is now returning with six episodes before the show and onsite interviews from industry leaders and experts. The programme is co-organised with Magic Cube Auto College, a renowned online media in China's automotive industry.

### **5. Digital exposure – fairground**

LED advertisement placed at the hall area or at the outside of halls and INFANITY 3D Hologram deliver impressive advertising messages to visitors.

Screen advertising on various onsite devices can maximise the brand exposure from the unique visual display.

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## 1. Special packages

| Online advertising items   | Special price (RMB)                             |
|--|---|
| <p><b>1.1 Top-up Package A</b> <i>(for exhibitors who spend over RMB100,000 in total in sponsorship or digital items)</i></p> <p><b>Package includes:</b><br/> <b>Fair website</b><br/>           i) Homepage banner 3:1<br/>           ii) Top of product group</p>   | <p><b>30,000</b><br/> <i>(60% discount)</i></p> |
| <p><b>** Free offer:</b><br/>           i) AMS Live: Top banner + Featured exhibitors + Featured video + Top of Search<br/>           ii) WeChat VSC banner - Registration confirmation page</p>   |   |
| <p><b>1.2 Top-up Package B</b> <i>(for exhibitors who order at least 1 sponsorship or digital item)</i></p> <p><b>Package includes:</b><br/> <b>Fair website</b><br/>           i) Front page box ad-banner<br/>           ii) Top of search</p>   | <p><b>20,000</b><br/> <i>(80% discount)</i></p> |
| <p><b>** Free offer:</b><br/>           i) AMS Live: Featured exhibitor + Bottom banner + Top of Search <b>OR</b><br/>           ii) WeChat VSC banner - Registration confirmation page</p>  |   |
| <p><b>1.3 Product Search Sponsor Package</b></p> <p><b>Package includes:</b><br/> <b>Information Add-ons</b><br/>           i) Video x 1<br/>           ii) Social media links x 2<br/>           iii) Document download x 1<br/>           iv) Extra product page<br/>           v) Top of search<br/>           vi) Top of product group</p>   | <p><b>10,000</b><br/> <i>(80% discount)</i></p> |
| <p><b>** Free offer:</b><br/>           AMS Live: Featured exhibitors + Top of Search</p>  |   |
| <p><b>1.4 360° Marketing Package</b></p> <p>i) Exhibitor highlight session in an e-newsletter<br/>           ii) One post on each social media platform<br/>           (WeChat, Toutiao, Facebook, LinkedIn, Tiktok)<br/>           iii) One item to be selected:<br/>           - WeChat VSC banner <b>OR</b><br/>           - WeChat VSC broadcast (push notification) <b>OR</b><br/>           - WeChat Moments</p> | <p><b>35,000</b><br/> <i>(60% discount)</i></p> |

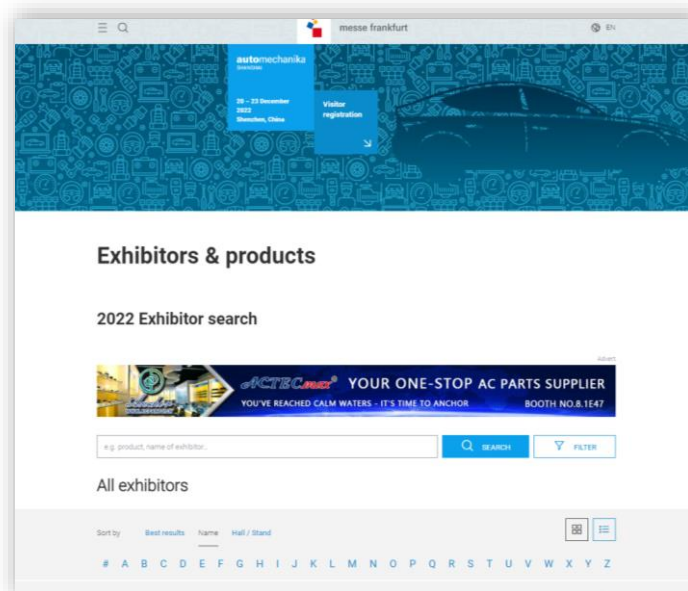
## 2. Digital exposure – fair’s websites & mobile app

### 2.1 Online advertising banner

#### 2.1.1 Fair’s website banner

Automechanika Shanghai 2022’s official website [www.automechanika-shanghai.com](http://www.automechanika-shanghai.com) offers an exclusive spot to draw the attention of all attendees. Grab this golden advertising opportunity in no time!

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



#### 2.1.2 Mobile application banner

The show’s mobile application can work offline and allow 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.

| Banner position      |  |
|----------------------|--|
| (a) Dashboard        | Please contact the<br>organisers for details |
| (b) Exhibitor Search |  |
| (c) Site map         |  |
| (d) Events           |  |
| (e) Watch list       |  |



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## 2. Digital exposure – fair’s websites & mobile app

### 2.2 Media Package Add-ons

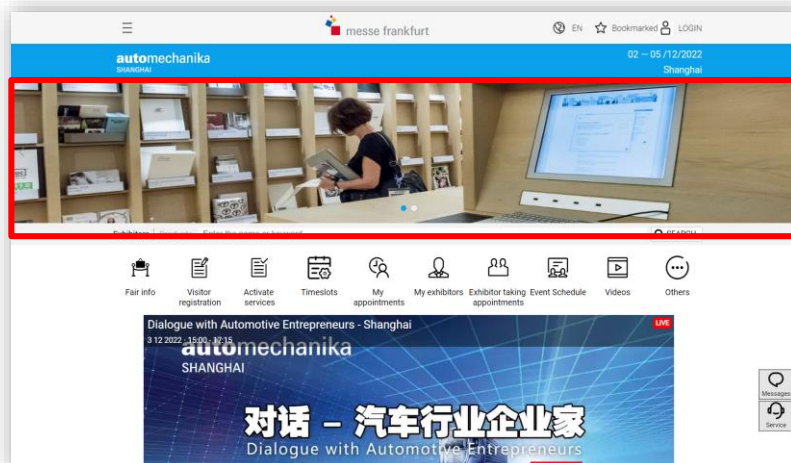
#### 2.2.1 Homepage Add-Ons

Items on AMS Live shown as below are bundled with special packages, please refer to page 4 for more information.

##### (a) Top banner

An eye-catching banner is placed at the top of the platform’s main page. There are a maximum of five advertising spaces and the banners will be displayed as slide show. Each banner will link to a pre-determined landing page.

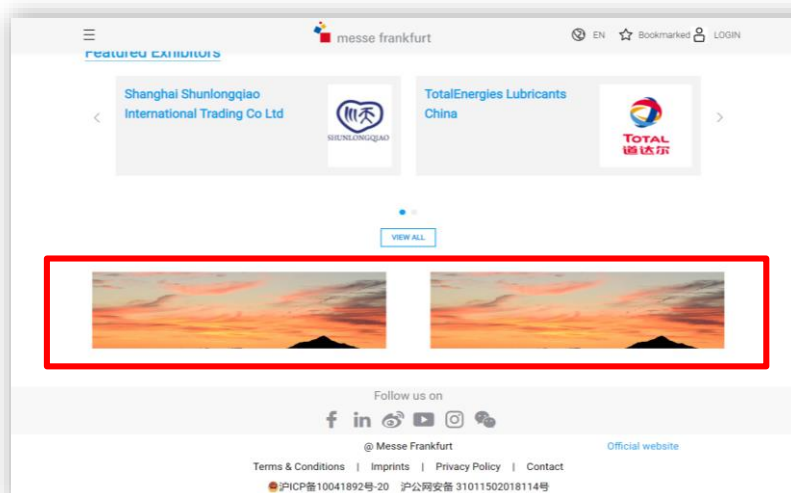
Banner size: 1,920(w) x 320(h) pixels



##### (b) Bottom banner

It is exclusively placed prior to the Fair Organiser’s contact information and offered to exhibitors on a first-come-first-served basis. Each banner will link to a predetermined landing page.

Banner size: 728(w) x 182(h) pixels



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## 2. Digital exposure – fair’s websites & mobile app

### 2.2 Media Package Add-ons

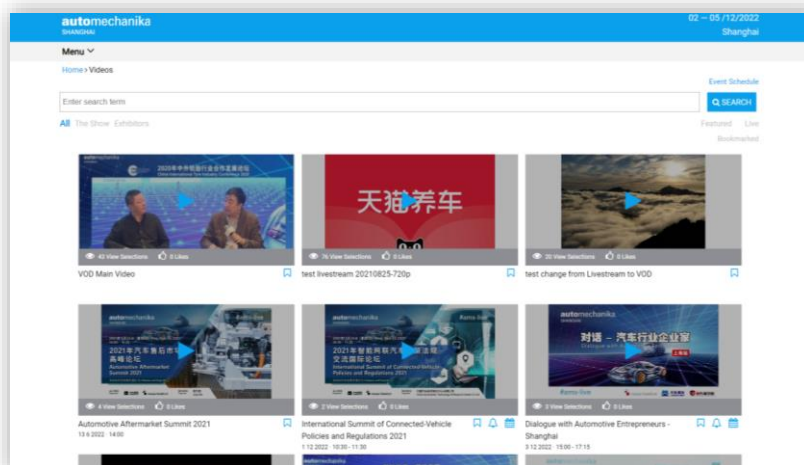
#### 2.2.1 Homepage Add-Ons

Items on AMS Live shown as below are bundled with special packages. Please refer to page 4 for more information.

#### (c) Featured videos

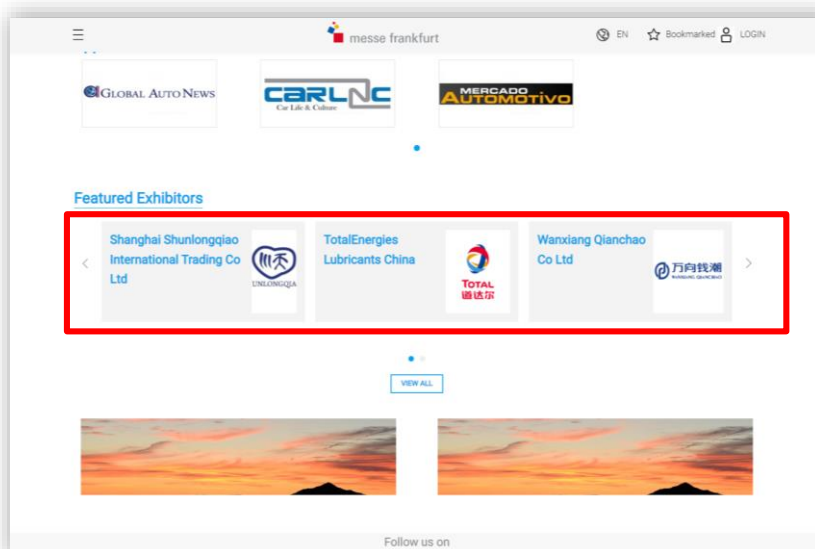
Videos will be shown on rotation. You can display your corporate video or product promotional clips on that prominent space.

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



#### (d) Featured exhibitors

Five logos will be shown in each row. It will link to your company page on fair's website or another homepage.



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## 2. Digital exposure – fair’s websites & mobile app

### 2.2 Media Package Add-ons

Distinguish your company from competitors by booking Add-Ons for your Upgraded Media Package displayed at Automechanika Shanghai’s official website [www.automechanika-shanghai.com](http://www.automechanika-shanghai.com). Make use of these Add-Ons in the exhibitor and product search at the fair website to reach thousands of trade fair visitors all year round.

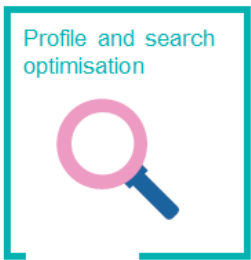
#### 2.2.2 Search Add-Ons

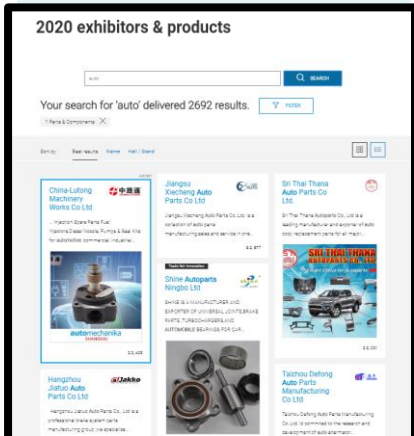
Visitors will see you immediately with these Add-Ons, make use of limited ad space and increase your visibility!

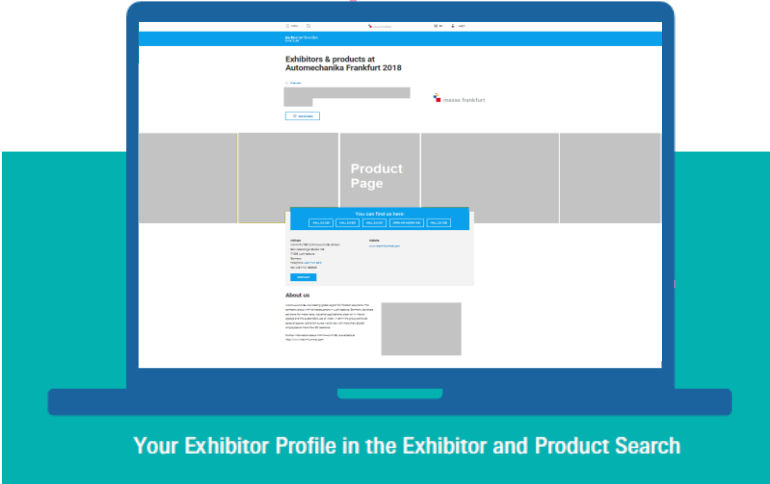
**(a) Top of search**

- 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 advert spaces  
(Only 1 entry is displayed in rotation)

**RMB 4,000**







**Your Exhibitor Profile in the Exhibitor and Product Search**

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## 2. Digital exposure – fair’s websites & mobile app

### 2.2 Media Package Add-ons

#### 2.2.2 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 advert spaces (Only 1 entry is displayed in rotation)

**RMB 2,000**

##### (c) Front page box

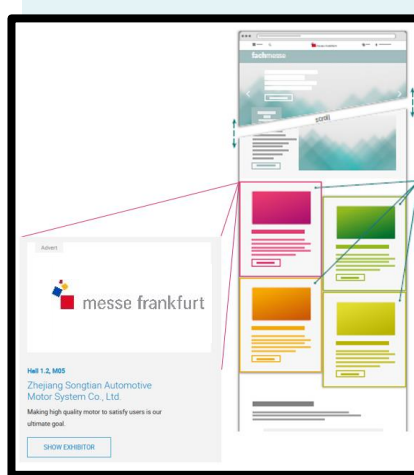
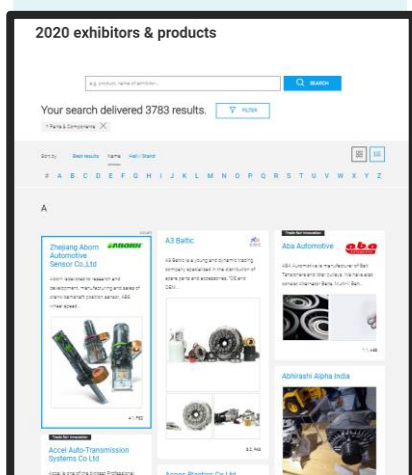
- Your entry will appear on the homepage
- Eye-catching placement of your information and products – linked to your exhibitor profile
- 25 limited advert spaces (5 top boxes are displayed in rotation)

**RMB 5,000**

##### (d) Keywords

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

**RMB 120 / keyword**



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## 2. Digital exposure – fair’s websites & mobile app

### 2.2 Media Package Add-ons

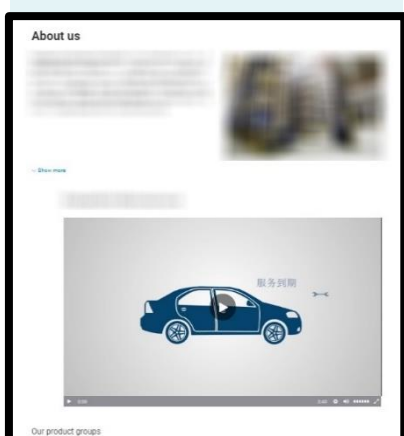
#### 2.2.3 Information Add-Ons

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

##### (a) Video

- Show videos in your company profile on 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)

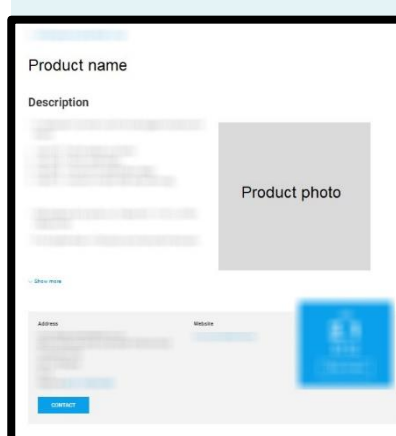
**RMB 800**



##### (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) plus 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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## 2. Digital exposure – fair’s websites & mobile app

### 2.2 Media Package Add-ons

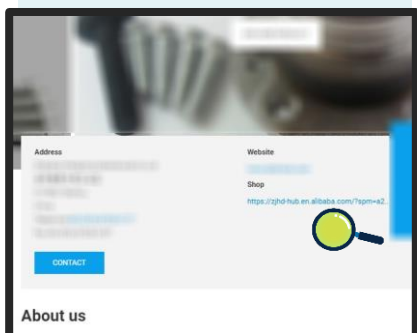
#### 2.2.4 Link Add-Ons

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

##### (a) Shop link

- Link to your online shop
- One link per exhibitor

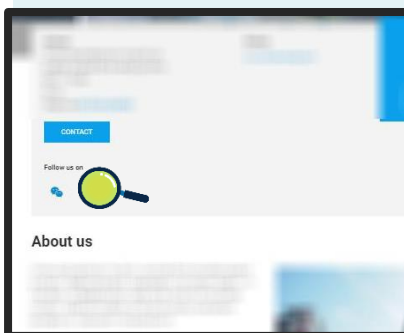
**RMB 500 / link**



##### (b) Social media link

- Add icons and links to your social media profiles at: Xing, LinkedIn, YouTube, Facebook, Twitter, Weibo, Pinterest, Instagram, WeChat
- One link per network
- Up to 10 links

**RMB 500 / link**



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## 2. Digital exposure – fair’s websites & mobile app

### 2.3 Live-stream program promotion during show period

Items on AMS Live shown as below are bundled with special packages. Please refer to page 4 for more information.

#### 2.3.1 Live-streamed events on the Exhibitor Channel

You can reserve an air time slot under the selected topic of Exhibitor Channel to present your products and solutions to buyers from around the world. Your presentation will be featured as "Up next" on the main page. It is fine to provide the pre-recorded video or your own livestreaming hyperlink for broadcasting.

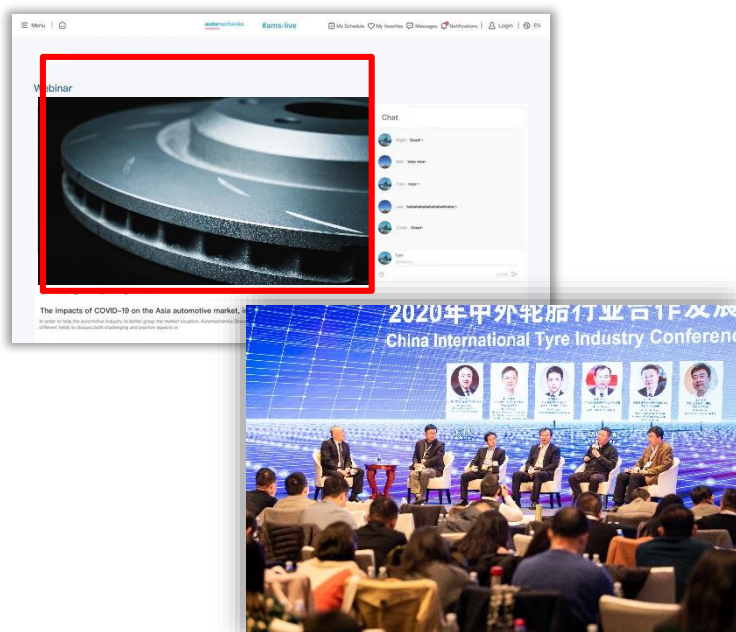
Duration: 15 minutes (the schedule will be arranged by the organisers)



#### 2.3.2 Commercials during flagship events on the Organiser Channel

A 15-second advertisement at the beginning and during breaks of selected fringe events\* for exhibitors to deliver a message to the audience specific to the event's nature. The advertisement will appear on the livestream and onsite concurrently. Each event will accept eight commercials.

\*Fringe events to be advised



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## 3. Digital exposure – digital marketing

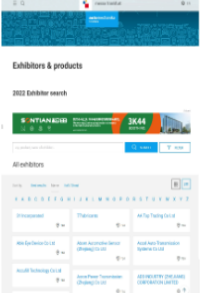
### 3.1 360° Marketing Package

Your advertising message will reach a targeted professional audience in the Chinese and overseas markets via e-newsletter, social media platforms and WeChat. Please refer to page 4 for more information.

#### e-newsletter

Your information will be featured as an Exhibitor Highlight which is at an eye-catching position in the monthly show's e-newsletter distributed to 600,000 global contacts. The bilingual content will be presented with subheading, short description (up to 300 words), image, and external link to website.

### Digital exposure opportunities



The improved online platform, AMS Live, offers higher levels of audience interaction from more features for live streaming, on-demand videos, business matching and more. When considering your online publicity across digital platforms, the show provides special packages: Top-up Package A, Top-up Package B, Product Search Sponsor Package and 360° Marketing Package. These include digital items across the fair's website, AMS Live and social media. You can make a selection according to your promotional plan.

→ Download brochure

→ Contact us

[↑ Top](#)

### Qingdao Doublestar Marketing Co Ltd



**DOUBLESTAR-DH08**

**Description:**  
Doublestar has been listed in "Asia's 500 Most Influential Brands" and "China's 500 Most Valuable Brands" for three consecutive years.

The product has received several international certifications on its speed, durability, size and anti-wearness.

**Booth no: 7.2F06**

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messe frankfurt

20 – 23 December 2022  
Shenzhen World Exhibition & Convention Center  
China

**automechanika**  
SHANGHAI

中航国际 SHANGHAI messe frankfurt

## Automechanika Shanghai – Shenzhen Edition Exhibitor's e-newsletter: September edition

### Automechanika Shanghai – Shenzhen Edition: an extensive promotional campaign in full swing

Automechanika Shanghai – Shenzhen Edition offers a host of marketing tools to help prepare and plan ahead while maximising promotion. This includes the digital exposure opportunities, online exhibitor search, Match Up updates, fair materials and a glimpse of the forthcoming AMS Live.

**Quick links**

#### Social media platforms

A customised post will be published via social media platforms, which include WeChat (微信), Toutiao (今日头条), Facebook, LinkedIn (领英), Tiktok (抖音) (if appropriate). The show's social media network allows your message distributing to the highly relevant audience with over 170,000 followers.

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## 3. Digital exposure – digital marketing

### 3.1 360° Marketing Package

Please refer to page 4 for the special packages in detail.

#### WeChat visitor service account banner

Messe Frankfurt visitor service account (WeChat ID: mf-visitor) provides services for Chinese 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 of 5 rotations)



(a) Users' account – Visitor registration page



(b) Registration confirmation page

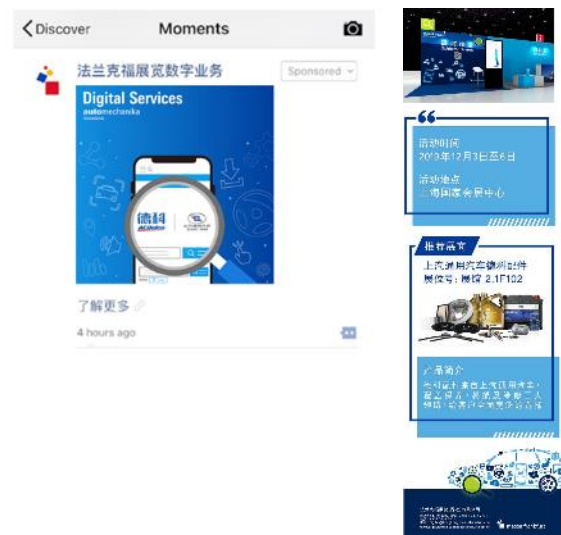
#### WeChat visitor service account broadcast

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



#### WeChat moments advertisement

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



Outside ad

Inside ad

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## 4. Exclusive pre-show and onsite interviews

**Exclusive** pre-show and onsite interviews with exhibitors will be hosted by **Mr David Dai, Magic Cube Auto College**. Several sponsorship packages for exhibitors can enhance your influence in the automotive sector domestically and abroad. The interviews called 'A Dialogue with Automotive Entrepreneurs' will be broadcast at prime time slots on AMS Live.



Anchor, Mr David Dai,  
Magic Cube Auto College

| Broadcasting Date | Theme  |
|-------------------|--|
| July              | The Reforms of NEV Supply Chain and Distribution   |
| July              | Emerging Brands in the Automotive Industry<br>The Golden Age of Technical Auto Parts   |
| August            | Collaborative Development between Chengdu and Chongqing in Automotive Industry   |
| August            | Emerging Brands in the Automotive Industry<br>Customised Maintenance Solutions Help Distributors and Workshops to Cut Cost and Increase Efficiency |
| September         | Emerging Brands in the Automotive Industry<br>New Solutions for High Performance & Motorsports Customisation                                       |
| October           | Emerging Brands in the Automotive Industry<br>Latest Trends and Technology of Leading Global OEMs  |
| November          | NEV Diagnostics and Repair Case Studies  |
| 20 – 23 December  | Onsite interviews  |

*Last update on 27 September*

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## 4. Exclusive pre-show and onsite interviews

### I. Dialogues with automotive entrepreneurs

| Participation Format |   | 4.1 Title Sponsor | 4.2 Program Sponsor |
|----------------------|---|-------------------|---------------------|
| 1                    | Sponsor's logo/ company name included in all marketing collaterals containing the information of each episode, such as e-newsletter, registration page and social media platforms | Y                 | Y                   |
| 2                    | The episode will be named with sponsor's company name   | Y                 |                     |
| 3                    | Sponsor's logo on interview backdrop/ live feed wall  | Y                 | Y                   |
| 4                    | Official endorsement in the opening and closing remarks   | Y                 | Y                   |
| 5                    | Sponsor's promotional video will be played 15 minutes before and after the episode  | Y                 |                     |
| 6                    | Post-event promotional message dispatch to registered audience and presence on social media (if appropriate)  | Y                 |                     |
| 7                    | Management from the sponsor will be invited as the main guest of the episode  | Y                 | Y                   |
| 8                    | Private interview   | 60 mins           | 20 mins             |
| Pricing:             |   | RMB 150,000       | RMB 30,000          |

### II. Emerging Brands in the Automotive Industry

| Participation Format |  | 4.3 Private Interview   | 4.4 Speaking Slot Sponsor                     |
|----------------------|--|-------------------------|---|
| 1                    | Sponsor's logo/ company name included in all marketing collaterals containing the information of each of the episode, such as e-newsletter, registration page and social media platforms | Y                       | Y   |
| 2                    | Interview format   | Field visit + interview | Video-conferencing/<br>Face-to-face interview |
| 3                    | Topic/ Theme   | Sponsor takes the lead  | organiser takes the lead                      |
| 4                    | Duration   | 60 mins                 | 20 mins                                       |
| Pricing:             |  | RMB 50,000              | RMB 10,000                                    |

#### **4.5 Customised program**

Program will be tailor-made according to sponsor's request. Please contact project team for details.

#### **4.6 Live broadcast studio rental service**

A fully-functional studio for your livestreaming activities.

Facilities include:

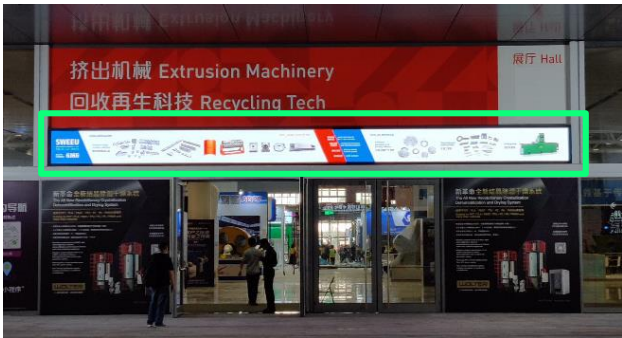

- Product demonstration table and spotlights
- Videographer
- English interpreter (upon request)

Pricing: RMB 1,500 / 45 minutes


## 5. Digital exposure – fairground

### 5.1 LED advertisement – hall area

Deliver your creative ideas here with rotating e-poster, animation and video, to maximise your exposure to visitor groups and enhance your brand awareness!

|   |   |
|---|---|
| <p>01: LED at 1/F entrance outside hall 4 - 14</p> <p><b>(a) Full screen (i) RMB 5,000 (5 seconds) / pc<br/>(ii) RMB 10,000 (10 seconds) / pc<br/>(iii) RMB 70,000 (10 seconds) at 1/F</b></p> <p><b>(b) Logo and booth no.: RMB 5,500 (10 seconds) / pc</b></p> <p>Size: 11.52m (W) x 0.72m (H)</p> <p>Display period: 9:00 – 17:00</p>  | <p>02: LED at 2/F entrance outside hall 4 - 14</p> <p><b>(a) Full screen (i) RMB 5,000 (5 seconds) / pc<br/>(ii) RMB 10,000 (10 seconds) / pc<br/>(iii) RMB 70,000 (10 seconds) at 2/F</b></p> <p><b>(b) Logo and booth no.: RMB 5,500 (10 seconds) / pc</b></p> <p>Size: 12m (W) x 1.76m (H)</p> <p>Display period: 9:00 – 17:00</p>  |
|---|---|

|  |
|--|
| <p>03: LED at 1/F and 2/F entrances outside hall 4 - 14</p> <p><b>(a) (i) RMB 7,500 (5 seconds) / hall<br/>(ii) RMB 15,000 (10 seconds) / hall</b></p> <p><b>(b) RMB 100,000 (10 seconds) at 1/F &amp; 2/F</b></p> |
|--|



|  |
|--|
| <p>04: Cylindrical LED at South Lobby</p> <p><b>(a) (i) RMB 50,000 (5 seconds) / 4 pcs<br/>(ii) RMB 100,000 (10 seconds) / 4 pcs</b></p> <p>Size: 7.1m (W) x 4.42m (H)</p> <p>Display period: 9:00 – 17:00</p>  |
|--|

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HK Fax: +852 2519 6800  
Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

5. Digital exposure – fairground

5.2 LED advertisement – outdoor

Deliver your creative ideas here with rotating e-poster, animation and video, to maximise your exposure to visitor groups and enhance your brand awareness!

|  |  |
|--|--|
| <p>01: East side LED at hall 10</p> <p>(a) Full screen: RMB 66,000 (15 seconds)<br/>(b) Logo and booth no.: RMB 35,000 (15 seconds)</p> <p>➤ Size: 18.72m (W) x 9.12m (H)</p> <p>➤ Display period: 9:00 – 17:00</p>  | <p>02: East side LED at hall 8</p> <p>(a) Full screen: RMB 66,000 (15 seconds)<br/>(b) Logo and booth no.: RMB 35,000 (15 seconds)</p> <p>➤ Size: 18.72m (W) x 9.12m (H)</p> <p>➤ Display period: 9:00 – 17:00</p>  |
|--|--|



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## 5. Digital exposure – fairground

### 5.3 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.

Advert size: 512 x 250 px

Price: RMB 40,000

A screenshot of a computer interface for visitor registration. The top section is blue and contains a dropdown menu for '打印类型' (Print Type) set to 'VISITOR 观众'. Below this are input fields for '条码/预登记号' (Barcode/Pre-registration Number), '姓名' (Name), '公司' (Company), '国家' (Country) set to 'China', and '日期时间' (Date/Time). The bottom section is red and divided into two columns labeled 'Ad 1' and 'Ad 2'.

Assisted check-in system interface

### 5.4 Screen advertisement at ID gates

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

Price: RMB 35,000



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## 5. Digital exposure – fairground

### 5.5 Screen advertisement for visitor registration self check-in system

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

Price: RMB 40,000



### 5.6 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!



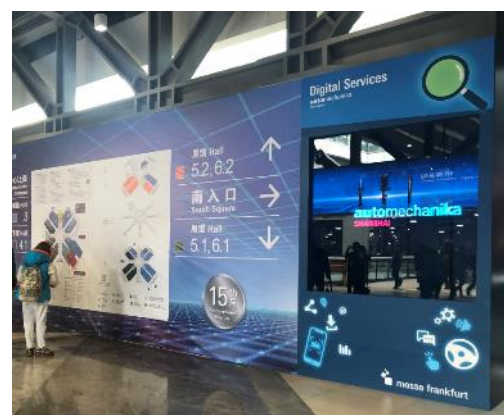
Price:

Display at booth

|                                      |                           |
|--------------------------------------|---------------------------|
| (a) Basic — a logo                   | RMB 9,000                 |
| (b) Premium — a logo, one product    | RMB 30,000                |
| (c) Enterprise — a logo, one product | RMB 45,000                |
| (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 25,000 |
| (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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## 5. Digital exposure – fairground

### 5.7 360° 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!

Price:

(a) Basic (including single hot spot)

(a-1) Hot spot

(a-2) Content box

RMB 1,000

RMB 1,000 / spot

RMB 100 / box



Content box

Hot spot

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Shanghai International Trade Fair for Automotive Parts, Equipment and Service Suppliers  
20 – 23 December 2022  
Shenzhen World Exhibition and Convention Center, China

Please return to:

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**2022 Application Form**  
**Digital Services**

| Digital exposure (Deadline: Please refer to the brochure) |          |  |   |   |
|---|----------|--|---|---|
| Quantity  | Item no. | Description                                      | Specification   | Unit price (RMB)                          |
|   | 1.1      | Special packages                                 | Top-up Package A  | 30,000                                    |
|   | 1.2      |  | Top-up Package B  | 20,000                                    |
|   | 1.3      |  | Product Search Sponsor Package                                | 10,000                                    |
|   | 1.4      |  | 360° Marketing Package  | 35,000                                    |
|   | 2.1.1    | Fair's website banner                            | (a) Homepage 3:1  | 8,000                                     |
|   |          |  | (b) Homepage 4:1  | 7,500                                     |
|   |          |  | (c) Homepage 6:1  | 7,000                                     |
|   |          |  | (d) Exhibitors and products page 10:1                         | 10,500                                    |
|   | 2.1.2    | Mobile application banner                        | (a) Dashboard   | Please contact the organisers for details |
|   |          |  | (b) Exhibitor Search  |   |
|   |          |  | (c) Site map  |   |
|   |          |  | (d) Events  |   |
|   |          |  | (e) Watch list  |   |
|   | 2.2.1    | Homepage Add-ons                                 | (a) Top banner  | Please contact the organisers for details |
|   |          |  | (b) Bottom banner   |   |
|   |          |  | (c) Featured videos   |   |
|   |          |  | (d) Featured exhibitors                                       |   |
|   | 2.2.2    | Search Add-ons                                   | (a) Top of search   | 4,000                                     |
|   |          |  | (b) Top of product group                                      | 2,000                                     |
|   |          |  | (c) Front page box  | 5,000                                     |
|   |          |  | (d) Keywords  | 120 / keyword                             |
|   | 2.2.3    | Information Add-ons                              | (a) Video   | 800                                       |
|   |          |  | (b) Product page  | 500                                       |
|   |          |  | (c) Document download   | 1,000                                     |
|   | 2.2.4    | Link Add-ons                                     | (a) Shop link   | 500 / link                                |
|   |          |  | (b) Social media link   | 500 / link                                |
|   | 2.3.1    | Live-stream program promotion during show period | Live-streamed events on the Exhibitor Channel                 | Please contact the organisers for details |
|   | 2.3.2    |  | Commercials during flagship events on the Organiser Channel   |   |
|   | 3.1      | Digital exposure – digital marketing             | 360° Marketing Package  | Please refer to item 1.4                  |
|   | 4.1      | Exclusive pre-show and fairground interviews     | Title Sponsor   | 150,000                                   |
|   | 4.2      |  | Program Sponsor   | 30,000                                    |
|   | 4.3      |  | Private Interview   | 50,000                                    |
|   | 4.4      |  | Speaking Slot Sponsor   | 10,000                                    |
|   | 4.5      |  | Customised program  | Please contact the organisers for details |
|   | 4.6      |  | Live broadcast studio rental service                          | 1,500 / 45 minutes                        |
|   | 5.1      | LED advertisement – hall area (Hall 4 - 14)      | (01)(a)(i) LED at 1/F entrance - Full screen - 5 seconds      | 5,000 / pc                                |
|   |          |  | (01)(a)(ii) LED at 1/F entrance - Full screen - 10 seconds    | 10,000 / pc                               |
|   |          |  | (01)(a)(iii) LED at 1/F entrance - Full screen - 10 seconds   | 70,000 at 1/F                             |
|   |          |  | (01)(b) LED at 1/F entrance - Logo and booth no. - 10 seconds | 5,500 / pc                                |
|   |          |  | (02)(a)(i) LED at 2/F entrance - Full screen - 5 seconds      | 5,000 / pc                                |
|   |          |  | (02)(a)(ii) LED at 2/F entrance - Full screen - 10 seconds    | 10,000 / pc                               |
|   |          |  | (02)(a)(iii) LED at 2/F entrance - Full screen - 10 seconds   | 70,000 at 2/F                             |
|   |          |  | (02)(b) LED at 2/F entrance - Logo and booth no. - 10 seconds | 5,500 / pc                                |
|   |          |  | (03)(a)(i) LED at 1/F and 2/F entrances - 5 seconds           | 7,500 / hall                              |
|   |          |  | (03)(a)(ii) LED at 1/F and 2/F entrances - 10 seconds         | 15,000 / hall                             |
|   |          |  | (03)(b) LED at 1/F and 2/F entrances - 10 seconds             | 100,000 / 1/F & 2/F                       |

Shanghai International Trade Fair for Automotive Parts, Equipment and Service Suppliers  
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**2022 Application Form**  
**Digital Services**

| Digital exposure (Deadline: Please refer to the brochure) |          |  |   |   |
|---|----------|--|---|---|
| Quantity  | Item no. | Description  | Specification   | Unit price (RMB)                          |
|   | 5.1      | LED advertisement – hall area (South Lobby)                            | (04)(a)(i) Cylindrical LED at South Lobby - 5 seconds                 | 50,000 / 4 pcs                            |
|   |          |  | (04)(a)(ii) Cylindrical LED at South Lobby - 10 seconds               | 100,000 / 4 pcs                           |
|   | 5.2      | LED advertisement – outdoor  | (01)(a) East side LED at hall 10 - Full screen - 15 seconds           | 66,000 / pc                               |
|   |          |  | (01)(b) East side LED at hall 10 - Logo and booth number - 15 seconds | 35,000 / pc                               |
|   |          |  | (02)(a) East side LED at hall 8 - Full screen - 15 seconds            | 66,000 / pc                               |
|   |          |  | (02)(b) East side LED at hall 8 - Logo and booth number - 15 seconds  | 35,000 / pc                               |
|   | 5.3      | Screen advertisement for visitor registration assisted check-in system |   | 40,000                                    |
|   | 5.4      | Screen advertisement at ID gates                                       |   | 35,000                                    |
|   | 5.5      | Screen advertisement for visitor registration self check-in system     |   | 40,000                                    |
|   | 5.6      | INFANITY 3D Hologram   | (a) Basic — a logo  | 9,000                                     |
|   |          |  | (b) Premium — a logo, one product                                     | 30,000                                    |
|   |          |  | (c) Enterprise — a logo, one product                                  | 45,000                                    |
|   |          |  | (d) Customised  | Please contact the organisers for details |
|   |          |  | (e) A logo and booth number — a 65 cm fan                             | 11,000                                    |
|   |          |  | (f) A logo, a product and booth number — a 65 cm fan                  | 25,000                                    |
|   |          |  | (g) A logo and booth number — 3 x 3 model                             | 54,000                                    |
|   |          |  | (h) A logo, a product and booth number — 3 x 3 model                  | 65,000                                    |
|   | 5.7      | 360° trade fair stand panorama   | Basic (including single hot spot)                                     | 1,000                                     |
|   |          |  | Hot spot  | 1,000 / spot                              |
|   |          |  | Content box   | 100 / box                                 |
| 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](http://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.

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**2022 Application Form  
Digital Services**

We hereby agreed to abide by the terms & conditions outlined in the Automechanika Shanghai 2022 Digital Services application form.

Company name: \_\_\_\_\_ Contact person: \_\_\_\_\_

Email: \_\_\_\_\_ Tel: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Signature: \_\_\_\_\_ Booth no.: \_\_\_\_\_ Date: \_\_\_\_\_