

2 - 5 December 2020
National Exhibition and Convention Center (Shanghai), China

Please return to:
Messe Frankfurt (Shenzhen) Co Ltd
Contact: Mr. Lance Liu / Ms. Doris Li
Tel: +86 755 8299 4989 ext. 537 / ext. 535
Email: sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship and Advertising

Subject to change. Information as of May 2020.

Quantity	Items / Details		Unit Price (RMB)
(A) Sponsorship Marketing Options (Application deadline: 28 August 2020, except A01)			
	A01	Visitor admission badge (Application deadline: 31 July 2020)	(a) Front side 180,000
		(b) Back side 150,000	
	A02	Visitor lanyard	400,000
	A03	Official event	On request
	A04	Functional area	On request
	A05	Show bag	150,000
	A06	Show souvenir	On request
	A07	Onsite distribution service	(a) North Entrance 100,000 up
			(b) West Entrance 80,000 up
			(c) South Entrance 50,000 up
			(d) Information counter inside halls 36,000 up
	A08	Visitor registration system screen advertisement	100,000

2 - 5 December 2020
National Exhibition and Convention Center (Shanghai), China

Please return to:
Messe Frankfurt (Shenzhen) Co Ltd
Contact: Mr. Lance Liu / Ms. Doris Li
Tel: +86 755 8299 4989 ext. 537 / ext. 535
Email: sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship and Advertising

Subject to change. Information as of May 2020.

Quantity	Items / Details		Unit Price (RMB)	
(B) Publications (Application deadline: 28 August 2020, except B02, B03 & B05)				
	B01	Fair catalogue	(a) Inside front cover	43,500
			(b) First page	43,500
			(c) Second page	41,500
			(d) Third page	41,500
			(e) Forth page	41,500
			(f) Fifth page	41,500
			(g) Sixth page	41,500
			(h) Inside back cover	41,500
			(i) Opposite inside back cover	41,500
			(j) Opposite content page	37,500
			(k) Back page of section divider	37,500
			(l) Run-of-page	31,000
			(m) Logo or trademark beside catalogue entry (black and white)	3,000
	B02	Buyer invitation postcard (Pre-show) <i>(Application deadline: 5 June 2020)</i>	Printing of company logo (black and white) on 1 side of the postcard	23,000
	B03	Show preview (Chinese version only) <i>(Application deadline: 17 July 2020)</i>	Run-of-page (full page)	16,500
	B04	Visitor guide	(a) Inside front cover	37,000
			(b) First page	37,000
			(b2) Second page	32,000
			(b3) Third page	32,000
			(c) Inside back cover	32,000
			(d) Opposite inside back cover	32,000

2 - 5 December 2020
National Exhibition and Convention Center (Shanghai), China

Please return to:
Messe Frankfurt (Shenzhen) Co Ltd
Contact: Mr. Lance Liu / Ms. Doris Li
Tel: +86 755 8299 4989 ext. 537 / ext. 535
Email: sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship and Advertising

Subject to change. Information as of May 2020.

Quantity	Items / Details		Unit Price (RMB)	
(B) Publications (Application deadline: 28 August 2020, except B02, B03 & B05)				
	B04	Visitor guide	(e) Opposite content page	23,000
			(f) Run-of-page	21,000
	B05	Fair Daily (Chinese version only) (Application deadline: 9 October 2020)	(a) Run-of-page (full page)	23,000
			(b) Run-of-page (half page, horizontal)	16,500
			(c) Run-of-page (1/4 page, horizontal)	11,500
			(d) Run-of-page (1/4 page, vertical)	11,500
(C) Onsite Advertising (Application deadline : 19 October, 2020, except C17)				
	C01	Billboard - Main entrance (external)	38,000	
	C02	Billboard - North Square	72,000	
	C03	Glass wall advertisement - North Square	168,000	
	C04	Advertisement panel - inside North Registration Tent (3-side)	26,000	
	C05	Billboard - West Square (2-side)	120,000	
	C06	Glass wall advertisement - West Square	128,000	
	C07	Billboard - on mezzanine floor	(a) West Square	100,000
			(b) East Square	100,000
	C08	Billboard - Metro station exit	(a) Exit no.6	30,000
			(b) Exit no.4/5	25,000
			(c) Exit no.5	35,000
	C09	Lightbox - West Entrance	25,000	

2 - 5 December 2020
National Exhibition and Convention Center (Shanghai), China

Please return to:
Messe Frankfurt (Shenzhen) Co Ltd
Contact: Mr. Lance Liu / Ms. Doris Li
Tel: +86 755 8299 4989 ext. 537 / ext. 535
Email: sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship and Advertising

Subject to change. Information as of May 2020.

Quantity	Items / Details		Unit Price (RMB)	
(C) Onsite Advertising (Application deadline : 19 October, 2020, except C17)				
	C10	Billboard - Skylight on mezzanine floor	(a) West esplanade	35,000
			(b) East esplanade	35,000
	C11	Canvas advertisement - Skylight	(a) North esplanade	38,000
			(b) West esplanade	36,000 - 55,000
			(c) East esplanade	36,000 - 55,000
	C12	Escalator advertisement	(a) North esplanade	40,000
			(b) West esplanade	42,000
			(c) East esplanade	32,000
	C13	Lightbox - Diamond building in NECC plaza	(a) 1st floor	60,000
			(b) Mezzanine floor	60,000
			(c) 2nd floor	60,000
	C14	Advertisement panel - Along driveway on 1st floor (4-side)		78,000
	C15	Lightbox - Along driveway against wall on 1st floor		20,000
	C16	Lightbox - NECC footpath meeting room floor (mezzanine floor)		20,000
	C17	Cube sign - NECC footpath (Application deadline: 11 October 2020)		45,000

2 - 5 December 2020
National Exhibition and Convention Center (Shanghai), China

Please return to:
Messe Frankfurt (Shenzhen) Co Ltd
Contact: Mr. Lance Liu / Ms. Doris Li
Tel: +86 755 8299 4989 ext. 537 / ext. 535
Email: sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship and Advertising

Subject to change. Information as of May 2020.

Quantity	Items / Details		Unit Price (RMB)	
(C) Onsite Advertising (Application deadline : 19 October, 2020, except C17)				
	C18	Glass wall advertisement - above hall entrances (hall external)	(a1) 1st floor: top	200,000
			(a2) 1st floor: left / right	35,000
			(b1) 2nd floor: top	200,000
			(b2) 2nd floor: left / right	35,000
	C19	Glass wall advertisement - above hall entrances (hall internal)	(a) 1st floor	50,000
			(b) 2nd floor	50,000
	C20	Hanging banner inside halls	(a) North Hall (for exhibitors in NH only)	120,000
			(b) Hall 3	200,000
			(c) Halls 4.1, 5.1, 6.1, 7.1, 8.1 Halls 5.2, 6.2, 7.2, 8.2	50,000
	C21	Lightbox - Wall partition inside halls		72,000
			Total:	

2 - 5 December 2020
National Exhibition and Convention Center (Shanghai), China

Please return to:

Messe Frankfurt (Shenzhen) Co Ltd

Contact: Mr. Lance Liu / Ms. Doris Li

Tel: +86 755 8299 4989 ext. 537 / ext. 535

Email: sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship and Advertising

Technical Specifications

1. Please refer to the 'Sponsorship Marketing Opportunities' brochure for the dimension of the advertising artworks.
2. The bleeding size for publications is 3mm each side, and 5cm each side for the onsite advertising items.
3. The artwork for advertisements must comply with the format requirements provided by the organisers. A thumbnail in JPG format should be provided, together with the artwork for cross-checking. For file in AI format, text must be outlined.
4. The application and advertising artwork must be sent to sponsorship@hongkong.messefrankfurt.com on or before the submission deadline.

Terms and Conditions

1. The position of the advertisement will be reserved for clients who have re-subscribed to the same item as per the last edition. The released positions will be arranged on a 'first come, first served' basis. The placement of onsite advertising items may be altered due to any unforeseen factors. The organisers reserve the right to decide the position according to the set of circumstances.
2. Clients are required to provide advertising artwork in accordance with the format specifications before the submission deadline. In the case that any artwork is submitted after deadline, any additional costs or responsibilities of the failure to publish will be borne by clients; the advertising fee will not be refunded. The organisers are not responsible for any errors, omissions and/or damages of advertising.
3. The content in advertisements from clients must not include any promotion from other fairs, nor any competitor information of the fair. All content is required to be approved by the organisers. The organisers reserve the right to reject the application.
4. The application cannot be cancelled if/when the organisers confirm the advertisement offer(s). Clients are responsible for all advertising and service cost, full payment must be made for cancellation.
5. A 150% reproduction fee of the original cost will be charged to the client for any replacement request of advertising after the installation/completion of the advertisement. Organisers reserve the right to proceed with the replacement request or not, according to the actual situation.
6. Applications submitted after the deadline will be charged a 50% production surcharge (if any). The organisers reserve the right to accept the application or not, according to the actual situation.
7. The client is responsible for the cost of shipment and storage to/at the exhibition venue for any product distribution services. Complimentary storage services may be arranged upon prior checking with the organisers before the show opens.
8. 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 dispute, the organisers reserve the final jurisdiction.
9. All payments must be submitted to the organiser Messe Frankfurt (Shanghai) Co., Ltd. together with this form. All bank charges will be borne by the client. The account details is:

Account Name: Messe Frankfurt (Shanghai) Co., Ltd.
Account No: 448159241206 (USD) / 437759235044 (RMB)
Banker: Bank of China, Shanghai Branch Nanjing Road (W) Third Sub-branch
Address: 1377 Nanjing Road West, Shanghai 200040, PRC
Swift Code: BKCHCNBJ300

We agree to the terms and conditions and sign below:

Company name: _____ Booth number: _____

Contact person: _____ Telephone: _____

Email: _____ Date: _____

Signature with company stamp: _____