

automechanika

SHANGHAI



上海国际汽车零配件、维修检测诊断设备及服务用品展览会
Shanghai international trade fair for automotive parts,
equipment & service suppliers

3 – 6.12.2019

中国 • 国家会展中心（上海）

National Exhibition and Convention Center (Shanghai), China

www.automechanika-shanghai.com

Sponsorship Marketing Opportunities



15th
edition



messe frankfurt

(A) Sponsorship Marketing Options

A01 Visitor admission badge

Visitor badge is the official access pass to enter the exhibition halls for every visitor, it is a direct promotional way to reach visitors.

- Sponsor's logo (single unit) and / or advertisement will be displayed on top of one side of the badges
- Price includes production fee

Quota: 2

Price: RMB 150,000 – 180,000 / sponsor

*Please contact organisers for more details

Application deadline: 30 August 2019

The design must be approved by the organisers in advance



A02 Visitor lanyard

Visitor lanyards will be distributed at registration counters to all visitors for wearing the visitor badges during show visit.

- Logo (single unit) of 2 sponsors (1-colour) will appear together with show logo on one side of the lanyards
- Price includes production fee

Quota: 2

Price: RMB 200,000 / sponsor

(Additional cost may apply based on actual colour of printed logo)

Application deadline: 23 August 2019

The design must be approved by the organisers in advance



A03 Welcome dinner and buyers welcome reception

Welcome dinner and buyers welcome reception are networking events to meet and build relationships with VIP buyers, specially invited buyers, partnership organisations, as well as key exhibiting industry players.

- Sponsor's name and / or logo (single unit) to be displayed on invitation materials and relevant onsite signage
- Sponsor's promotional materials to be distributed at the event reception desk
- Each sponsor will entitle 1-2 exclusive access passes of welcome dinner / buyers welcome reception
- Sponsor's digital videos to be shown on stage screen for a fixed period of time
- Sponsor to be thanked by the Master of Ceremony on stage

Quota: Welcome dinner: Exclusive

Buyers welcome reception: 2

Price: RMB 100,000 – 200,000 / sponsor

*Please contact organisers for more details

Application deadline: 30 August 2019



(A) Sponsorship Marketing Options

A04 Exhibition service area sponsorship

This is a working and resting area for premium buyers / specially invited VIPs / media where complimentary drinks, light snacks and internet access are available, and also provide visitors and exhibitors charging service in a specific area.

- Sponsor's name and / or logo (single unit) to be displayed on relevant onsite field background and signage
- Sponsor's promotional materials to be placed in the service area
- Each sponsor will entitle 4 exclusive access passes of corresponding service area

Quota: Joint sponsor

Price: RMB 50,000 – 80,000

*Please contact organisers for more details

Application deadline: 30 August 2019

Location of the exhibitor's advertisement will be allocated by the organiser



A05 Fringe programme

A series of innovative and practical-based fringe activities will be held onsite during show period, aiming to offer information exchange and learning opportunities for industry players.

- 15-minute sponsor's presentation time slot
- Sponsor's name and / or logo (single unit) to be displayed on relevant onsite signage and materials
- Sponsor's promotional materials to be distributed at the programme reception desk
- Sponsor to be thanked by the Master of Ceremony and / or the organisers in the welcoming remark

Quota: Joint sponsor

Price: RMB 20,000 / programme / sponsor

Application deadline: 30 August 2019

The organisers reserve the right to assign sponsors to appointed fringe programme events.



(A) Sponsorship Marketing Options

A06 Show bag

Show bags will be distributed to visitors at the registration halls.

- Sponsor's logo (single unit) and / or advertisement (4-colour) will appear on one side of the show bags
- The show logo and / or show advertisement will be on the other side of the show bags
- The design must be approved by the organisers in advance
- Price includes production fee

Quota: 2

Price : RMB 150,000 / sponsor

Application deadline: 30 August 2019

The design must be approved by the organisers in advance



A07 Onsite promotion

Productions will be distributed to visitors and attendees at the registration halls, official fringe activities and events.

- Sponsor's logo (single unit, 1-colour) will appear on the productions, together with the show logo
- Price includes production fee

Quota: Joint sponsor

Price : Please contact organisers for more details

Application deadline: 30 August 2019

The design must be approved by the organisers in advance



(A) Sponsorship Marketing Options

A08 Sponsor's information / souvenir distribution

Sponsor's information or souvenir will be distributed to visitors by official staff at specific spots.

- Company information or souvenirs provided by sponsors
- Price includes onsite staff

Quota: 2 (max. no. of sponsors for North Hall)
4 (max. no. of sponsors for other spots)

Price: (a) North Hall RMB 100,000 up / sponsor
(b) West Square RMB 80,000 up / sponsor
(c) South Square RMB 50,000 up / sponsor
(d) Information counter RMB 36,000 up / hall / sponsor each hall

Application deadline: 30 August 2019

Price will be adjusted according to the quantity of souvenir to be distributed, please contact organisers for more details.



A09 Visitor registration system screen advertisement

The exhibitor's advertisement and logo will appear on the screen of onsite visitor registration system.

- Sponsor's advertisement and logo will be displayed on the screen of onsite visitor registration system, which leaves a deep impression on visitor.

Actual size: 40mm (H) x 280mm (W)

Quota: 2

Price: RMB 100,000 / sponsor

Application deadline: 30 August 2019



(B) Publication

B01 Official fair catalogue

Official fair catalogue will be available for sale during show period for visitors' reference. It is an efficient channel for exhibitors to promote brands and products to the target groups.

Item	Description	Price (RMB)
(a)	Inside front cover	42,000
(b)	First page (opposite inside front cover)	42,000
(c)	Second page	40,000
(d)	Third page	40,000
(e)	Forth page	40,000
(f)	Fifth page	40,000
(g)	Sixth page	40,000
(h)	Inside back cover	40,000
(i)	Opposite inside back cover	40,000
(j)	Opposite content page	36,000
(k)	Back page of section divider	36,000
(l)	Run-of-page	30,000
(m)	Logo or trademark beside catalogue entry (black and white)	2,800

Publication trim size: 280mm(H) x 210mm(W); Format: Full page, 4-colour

Application deadline: 30 August 2019



B02 Buyer invitation postcard

Sponsor's name will be printed on buyer invitation postcard, which will be sent to approximately 200,000 professional visitors before show.

Format: Sponsor's logo (single unit, B/W) print one side of the postcard

Postcard trim size: 180mm (H) x 130mm (W)

Quota: 2

Price: RMB 22,000 / sponsor

Application deadline: 7 June 2019



B03 Show preview (in Chinese only)

Show preview (available in Chinese only) which features selected exhibitors products and profiles, will be sent to more than 80,000 target international buyers before show.

Publication trim size: 210mm(H) x 99mm(W)

Format: Run-of-page, full page, 4-colour

Price: RMB 16,000 / page

Application deadline: 28 June 2019



(B) Publication

B04 Visitor guide

Visitor guide will be distributed for free to visitors at registration counters, it is the most handy tool for onsite reference of visitors.

Item	Description	Price (RMB)
(a)	Inside front cover	36,000
(b)	First page (opposite inside front cover)	36,000
(c)	Inside back cover	31,000
(d)	Opposite inside back cover	31,000
(e)	Opposite content page	22,000
(f)	Run-of-page	20,000

Publication trim size: 260mm (H) x 165mm (W)
Format: Full page, 4-colour

Application deadline: 30 August 2019



B05 Fair daily (in Chinese only)

Fair daily (available in Chinese only) which will be published during show period, will bring visitors the latest news of the show and will be distributed to visitors at the entrance halls and specific locations, including Phoenix Lounge and Press Centre.

Item	Description	Dimension	Price (each issue) (RMB)
(a)	Full page	340mm(H) x 233mm(W)	22,000
(b)	Half page – horizontal	160mm(H) x 233mm(W)	16,000
(c)	1/4 page – horizontal	80mm(H) x 233mm(W)	11,000
(d)	1/4 page – vertical	160mm(H) x 114mm(W)	11,000

Publication trim size: 380mm (H) x 260mm (W)
Format: Run-of-page, 4-colour

Application deadline: 11 October 2019



(C) Onsite Advertising



C01 Billboard – Main entrance (external)

Specification: 3m (H) x 12m (W)
Price: RMB 35,000



C02 Billboard – North Square

Specification: 4m (H) x 8m (W) x 2-side
Price: RMB 72,000



C03 Billboard – West Square (2-side)

Specification: 4m(H) x 12m(W) x 2-side
Price: RMB 120,000



C04 Billboard – East / West Square (new)

Specification: 4m(H) x 8m(W)
Price: RMB 120,000



C05 Billboard – Metro station exit no.6

Specification: 3m (H) x 5m (W)
Price: RMB 30,000



C06(a) Billboard – Metro station exit no.4 / 5

Specification: 3m (H) x 6m (W)
Price: RMB 25,000

Note: **The submission deadline of application and production file is 18 October 2019.**

Prices include release and production fee. The above pictures are provided by NECC and for reference only. The real object should be considered as final.

Inventories are subject to availability. Please check with the organisers for the available location.

(C) Onsite Advertising



C06(b) Billboard – Metro station exit no.5 (new)

Specification: 2m (H) x 2m (W)
Price: RMB 35,000



C07 Canvas advertisement – Skylight at East / West esplanade

Specification: 2.8m (H) x 11m (W)
Price: RMB 35,000



C08(a) Glass wall advertisement – Main entrances on 1st floor

Specification: 9.25m (H) x 16.6m (W)
*contact organisers for dimension details
Price: RMB 200,000



C08(b) Glass wall advertisement – Main entrances on 1st floor

Specification: 3.6m (H) x 3.4m (W)
Price: RMB 35,000



C09 Lightbox along drive way against wall on 1st floor

Specification: 2.2m (H) x 4m (W)
Price: RMB 20,000



C10 Lightbox – Diamond building in commercial plaza (new)

Specification: 3m (H) x 6m (W)
Price: RMB 60,000

Note: **The submission deadline of application and production file is 18 October 2019.**

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Inventories are subject to availability. Please check with the organisers for the available location.

(C) Onsite Advertising



C11 In hall wall partition lightbox advertisement (new)

Specification: 5m(H) x 12m(W)
Price: RMB 72,000



C12 Advertisement panel along drive way on 1st floor (4-side)

Specification: Front, back-4m (H) x 8m (W)
Lateral side-4m (H) x 2m (W)
Price: RMB 75,000



C13 Escalator advertisement - East / North Skylight

Specification: 1.5m(H) x 15m(W)
*contact organisers for dimension details
Price: RMB 30,000



C14 Hanging banner inside single - story halls (2-side)

*Hanging banner can only be hung above the booth of advertiser. Please consult the organisers for exact hanging points
Specification: 12m(H) x 8m(W)
Price: RMB 180,000



C15 Hanging banner inside double - story halls (2-side)

*Hanging banner can only be hung above the booth of advertiser. Please consult the organisers for exact hanging points
Specification: 4m (H) x 6m (W)
Price: RMB 50,000



C16 Billboard Skylight - Mezzanine floor (new)

Specification: 3m(H) x 6m(W)
*contact organisers for dimension details
Price: RMB 35,000

Note: The submission deadline of application and production file is 18 October 2019.

Prices include release and production fee. The above pictures are provided by NECC and for reference only. The real object should be considered as final.

Inventories are subject to availability. Please check with the organisers for the available location.

(C) Onsite Advertising



C17 In hall escalator advertisement - Mezzanine floor

Specification: 2.6m(H) x 4m(W)
Price: RMB 25,000



C18 Glass wall advertisement above hall entrance (inside hall)

Specification: 3.25m(H) x 9.4m(W)
*contact organisers for dimension details
Price: RMB 50,000



C19 Cube sign (pedestrian walkway)

Specification:
Cube: 1m(H) x 1m(W) x 1m(D) x 6-side
Price: RMB 60,000



C20 North Hall glass wall advertisement

Specification: 9m(H) x 8m(W)
Price: RMB 168,000



C21 West Hall glass wall advertisement (new)

Specification: 13m(H) x 8m(W)
Price: RMB 128,000



C22 Hanging banner inside North Hall

*Exclusive for exhibitors in North Hall

Specification: 10m(H) x 10m(W)
Price: RMB 120,000

Note: **The submission deadline of application and production file is 18 October 2019.**

Prices include release and production fee. The above pictures are provided by NECC and for reference only. The real object should be considered as final.

Inventories are subject to availability. Please check with the organisers for the available location.

(C) Onsite Advertising



C23 North Hall advertisement panel inside registration tent (3-side)

Specification: 2.5m(H) x 1.5m(W)
2.5m(H) x 0.5m(W) x 2-side
Price: RMB 25,000



C24 Lightbox – Lamp piece in square (new)

Specification: 3.06m(H) x 1.76m(W) / each
(5 pcs / set)
Price: RMB 80,000 / set



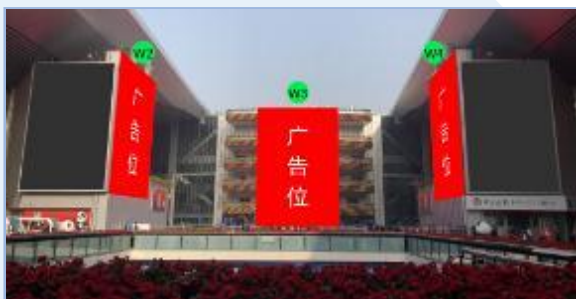
C25 Road flag advertisement (new)

Specification: 2.1m(H) x 0.7m(W) / painting, 2-side
(2 paintings for 1 set, 30 pcs / set)
Price: RMB 180,000 / set



C26 Inner fence advertisement (new)

Specification: 2.4m(H) x 4m(W) / each
(5 pcs / set)
Price: RMB 58,000 / set



C27 Outdoor facade advertisement – Round / Diamond Tower (new)

Specification: 22.5m(H) x 17.3m(W)
*contact organisers for dimension details
Price: RMB 250,000-500,000

Note: **The submission deadline of application and production file is 18 October 2019.**

Prices include release and production fee. The above pictures are provided by NECC and for reference only. The real object should be considered as final.

Inventories are subject to availability. Please check with the organisers for the available location.

For more details, please contact:

Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd

Contact: Mr Benny Cai / Mr Lance Liu

Tel: +86 755 8299 4989 ext. 536 / 537

Email: sponsorship@hongkong.messefrankfurt.com

3 – 6 December 2019
National Exhibition and Convention Center (Shanghai), China

Please return to:
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Application Form Sponsorship Marketing

Information as of April 2019

Quantity	Items / Specifications			Unit Cost (RMB)	
(A) Sponsorship Marketing Options (Application deadline: 30 August 2019)					
	A01	Visitor admission badge		Exclusive, front side 180,000 Exclusive, back side 150,000	
	A02	Visitor lanyard (Application deadline: 23 August 2019)		Joint sponsor, max 2 nos 200,000	
	A03	Welcome dinner and buyers welcome reception	Welcome dinner Buyers welcome reception	Exclusive Joint sponsor, max 2 nos 200,000 100,000	
	A04	Exhibition service area sponsorship		Joint sponsor 50,000 – 80,000 contact organisers for more details	
	A05	Fringe programme		Joint sponsor 20,000	
	A06	Show bag		Joint sponsor, max 2 nos 150,000	
	A07	Onsite promotion		Joint sponsor contact organisers for more details	
	A08	Sponsor's information / souvenir distribution	North Hall	Joint sponsor, Max 2 nos for North Hall Max 4 nos for other spots	100,000 up
			West Square		80,000 up
			South Square		50,000 up
			Information counter in each hall		36,000 up
	A09	Visitor registration system screen advertisement		Joint sponsor, max 2 nos 100,000	

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Application Form Sponsorship Marketing

Information as of April 2019

Quantity	Items / Specifications				Unit Cost (RMB)
(B) Publication (Application deadline: 30 August 2019)					
	B01 (a)	Fair catalogue	Inside front cover ad	210mm (W) x 280mm (H)	42,000
	B01 (b)		First page ad	210mm (W) x 280mm (H)	42,000
	B01 (c)		Second page ad	210mm (W) x 280mm (H)	40,000
	B01 (d)		Third page ad	210mm (W) x 280mm (H)	40,000
	B01 (e)		Forth page ad	210mm (W) x 280mm (H)	40,000
	B01 (f)		Fifth page ad	210mm (W) x 280mm (H)	40,000
	B01 (g)		Sixth page ad	210mm (W) x 280mm (H)	40,000
	B01 (h)		Inside back cover ad	210mm (W) x 280mm (H)	40,000
	B01 (i)		Opposite inside back cover ad	210mm (W) x 280mm (H)	40,000
	B01 (j)		Opposite content page ad	210mm (W) x 280mm (H)	36,000
	B01 (k)		Back page of section divider ad	210mm (W) x 280mm (H)	36,000
	B01 (l)		Run-of-paper ad	210mm (W) x 280mm (H)	30,000
	B01 (m)		Logo or trademark (single unit) beside catalogue entry (black and white)	40mm (W) x 15mm (H)	2,800
	B02	Buyer invitation postcard (Application deadline: 7 June 2019)	Printing of corporate logo (b/w) (single unit) on 1 side, joint sponsor, max 2 nos	130mm (W) x 180mm (H)	22,000
	B03	Show preview (Chinese version only) (Application deadline: 28 June 2019)	Run-of-paper ad (full page)	99mm (W) x 210mm (H)	16,000
	B04 (a)	Visitor guide	Inside front cover ad	165mm (W) x 260mm (H)	36,000
	B04 (b)		First page ad	165mm (W) x 260mm (H)	36,000
	B04 (c)		Inside back cover ad	165mm (W) x 260mm (H)	31,000
	B04 (d)		Opposite inside back cover ad	165mm (W) x 260mm (H)	31,000
	B04 (e)		Opposite content page ad	165mm (W) x 260mm (H)	22,000
	B04 (f)		Run-of-paper ad	165mm (W) x 260mm (H)	20,000

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Application Form Sponsorship Marketing

Information as of April 2019

Quantity	Items / Specifications				Unit Cost (RMB)
(B) Publication (Application deadline: 30 August 2019)					
	B05 (a)	Fair daily (each issue / Chinese only) (Application deadline: 11 October 2019)	Run-of-paper ad (full page)	233mm (W) x 340mm (H)	22,000
	B05 (b)		Run-of-paper ad (half page)	233mm (W) x 160mm (H)	16,000
	B05 (c)		Run-of-paper ad (quarter page, horizontal)	233mm (W) x 80mm (H)	11,000
	B05 (d)		Run-of-paper ad (quarter page, vertical)	114mm (W) x 160mm (H)	11,000
(C) Onsite Advertising (Application deadline : 18 October, 2019)					
	C01	Billboard – Main entrance (external)		3m (H) x 12m (W)	35,000
	C02	Billboard – North Square		4m (H) x 8m (W), 2-side	72,000
	C03	Billboard – West Square (2-side)		4m (H) x 12m (W), 2-side	120,000
	C04	Billboard – East / West Square (new)		4m (H) x 8m (W)	120,000
	C05	Billboard – Metro station exit no.6		3m (H) x 5m (W)	30,000
	C06 (a)	Billboard – Metro station exit no.4 / 5		3m (H) x 6m (W)	25,000
	C06 (b)	Billboard – Metro station exit no.5 (new)		2m (H) x 2m (W)	35,000
	C07	Canvas advertisement – Skylight at East / West esplanade		2.8m (H) x 11m (W)	35,000
	C08 (a)	Glass wall advertisement – Main entrances on 1st floor		9.25m (H) x 16.6m (W) *contact organisers for dimension details	200,000
	C08 (b)	Glass wall advertisement – Main entrances on 1st floor		3.6m (H) x 3.4m (W)	35,000
	C09	Lightbox along drive way against wall on 1st floor		2.2m (H) x 4m (W)	20,000
	C10	Lightbox – Diamond building in commercial plaza (new)		3m (H) x 6m (W)	60,000
	C11	In hall Wall partition lightbox advertisement (new)		5m (H) x 12m (W)	72,000
	C12	Advertisement panel along drive way on 1st floor (4-side)		Front, back-4m (H) x 8m (W) Lateral side-4m (H) x 2m (W)	75,000
	C13	Escalator advertisement - East / North Skylight		1.5m (H) x 15m (W)	30,000
	C14	Hanging banner inside single-story halls		12m (H) x 8m (W), 2-side	180,000

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Application Form Sponsorship Marketing

Information as of April 2019

Quantity	Items / Specifications			Unit Cost (RMB)
(C) Onsite Advertising (Application deadline: 18 October 2019)				
	C15	Hanging banner inside double-story halls	4m (H) x 6m (W), 2-side	50,000
	C16	Billboard Skylight – Mezzanine floor (new)	3m (H) x 6m (W) *contact organisers for dimension details	35,000
	C17	In hall escalator advertisement – Mezzanine floor	2.6m (H) x 4m (W)	25,000
	C18	Glass wall advertisement above hall entrance (inside hall)	3.25m (H) x 9.4m (W) *contact organisers for dimension details	50,000
	C19	Cube sign (pedestrian walkway)	1m (H) x 1m (W) x 1m (D), 6-side	60,000
	C20	North Hall glass wall advertisement	9m (H) x 8m (W)	168,000
	C21	West Hall glass wall advertisement (new)	13m (H) x 8m (W)	128,000
	C22	Hanging banner inside North Hall (*Exclusive for exhibitors in North Hall)	10m (H) x 10m (W)	120,000
	C23	North Hall advertisement panel inside registration tent (3-side)	2.5m (H) x 1.5m (W) 2.5m (H) x 0.5m (W), 2-side	25,000
	C24	Lightbox – Lamp piece in square (new)	3.06m (H) x 1.76m (W) / each (5 pcs / set)	80,000 / set
	C25	Road flag advertisement (new)	2.1m (H) x 0.7m (W) / painting, 2-side (2 paintings for 1 set, 30 pcs / set)	180,000 / set
	C26	Inner fence advertisement (new)	2.4m (H) x 4m (W) / each (5 pcs / set)	58,000 / set
	C27	Outdoor facade advertisement – Round / Diamond Tower (new)	22.5m (H) x 17.3m (W) *contact organisers for dimension details	250,000 – 500,000
Grand total:				

3 – 6 December 2019

National Exhibition and Convention Center (Shanghai), China

Please return to:

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Contact: Mr. Lance Liu / Mr. Benny Cai

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Email: sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship Marketing

Technical Specifications

1. Please refer to the 'Sponsorship marketing service' leaflet for the size of the advertising artwork.
2. The bleeding size for publications is 5mm 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. The file for AI format must be rotated.
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 work is submitted late, 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 content of the advertisement. Full payment from the client must be made.
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. Application submitted after the deadline will be charged a 50% production fee (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 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 www.messefrankfurt.com). 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 Messe Frankfurt (Shanghai) Co., Ltd. with this form. All bank charges will be borne by the client. The account 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 : _____

Contact Person : _____ Booth Number : _____

Tel : _____ Fax : _____

Email : _____

Signature with company stamp : _____ Date: _____