

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

Digital Services

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



15th 届
Automechanika
Shanghai



messe frankfurt

Digital exposure

01 LED advertisement – Hall area

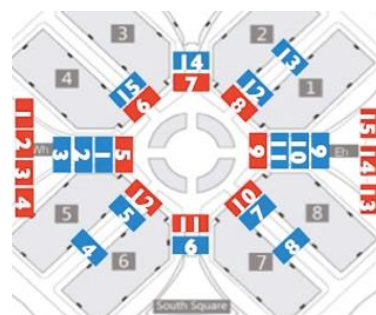
Covering main entrances and main passageways, LED screens will provide show information to visitors for convenience, with directional guidance. Deliver your creative ideas here with rotating **e-poster**, **animation** and **video**, to maximise your exposure to visitor groups and enhance your brand 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 76,000 / 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 49,000 / pc
(i) South platform 15 seconds	RMB 25,000 / 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 15

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 / pc
(g) West plaza right and left and along escalators company logo and booth number	RMB 30,000 / logo
(h) East hall 15 seconds	RMB 80,000 / 2 pcs



Please contact us:

Messe Frankfurt (HK) Ltd

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Email: digital@hongkong.messefrankfurt.com

Digital exposure – con't

03 E-newsletter

An exhibitor corporate logo (4-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

04 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 various fan sizes of up to 100cm. 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: Please contact the organisers for details

Price:

Display at booth

(a) Basic — a logo	RMB 10,000
(b) Premium — a logo, a product	RMB 60,000
(c) Enterprise — a logo, two products	RMB 100,000
(d) Customised	Please contact organisers

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

(e) A logo and booth number — 15 seconds	RMB 30,000
(f) A logo and booth number — 10 seconds	RMB 23,000
(g) A logo and booth number — 5 seconds	RMB 13,000



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Digital exposure – con't

05 WeChat visitor service account banner

Messe Frankfurt visitor service account (WeChat ID: mf-visitor) provides service for China and international visitors, including the latest trade fair information, pre-registration, customer service and so on. The account now has gathered over 160,000 industry professionals worldwide. This channel will give your brand more exposure 4 months before and during the fair!

Application deadline: 31 October 2019

Price:

- (a) My account – Visitor registration page
400x100px RMB 10,000
- (b) Registration confirmation page
300x75px RMB 8,000



(a) My account – Visitor registration page



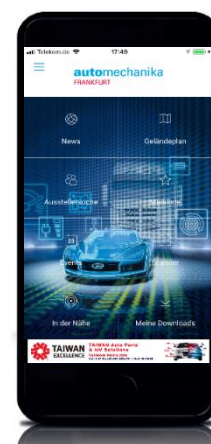
(b) Registration confirmation page

06 Mobile application banner

The new mobile show application which can work offline, allows visitors to get the latest show information, including floor plans, exhibitor list and fringe programme and so forth. This application is an excellent, efficient and effective marketing channel for exhibitors to increase awareness of their participation at the show.

Application deadline: 31 October 2019

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



07 Beacon

Strengthen your promotional impacts and bring the visitors to your booth! Through the function of Bluetooth, visitors can shake their WeChat to join your new product release or new media platform promotion. Visitors can join your new product release and promotions on new media through "WeChat Shake".

Application deadline: Please contact the organisers for details

Price:

- (a) Basic RMB 14,000
- (b) Enhance RMB 20,000

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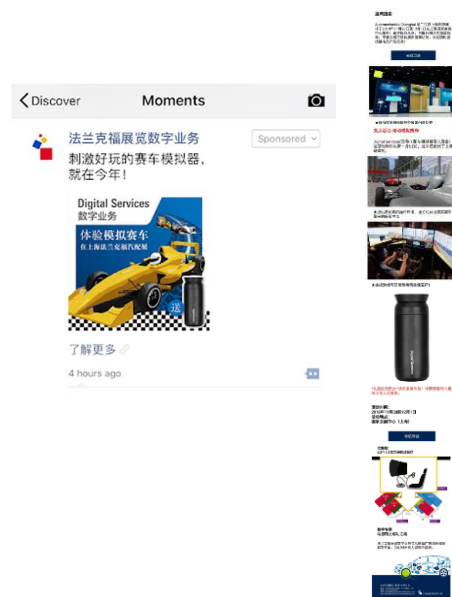
Digital exposure – con't

08 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

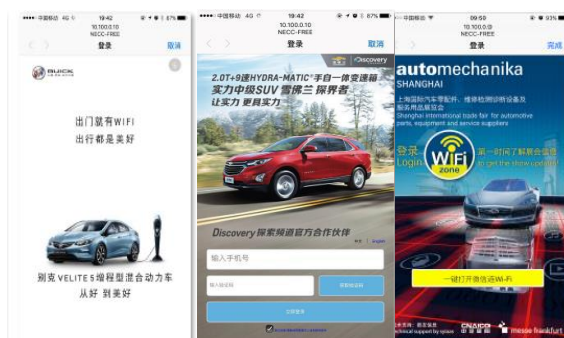
Inside ad

09 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



(a) first 3 seconds of full screen ad

(b) ad on page of filling verification data

(c) subscribe WeChat account

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Digital exposure – con't

10 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 non-stop playing onsite (at least 30 times / day) , but also play as exhibitor video on the Global Exhibitor Search platform of Automechanika Shanghai 2019's official website.

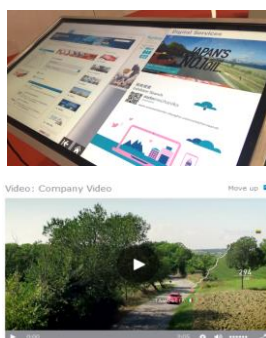
Application deadline: Please contact the organisers for details

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



11 360° 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)

(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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Digital exposure – con't

Add-Ons: additional services in the exhibitor and product search at the fair website

Distinguish your company from your competitors by booking Add-Ons for your Upgraded Media Package displayed at the Automechanika Shanghai 2019'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.

12 Search Add-Ons

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

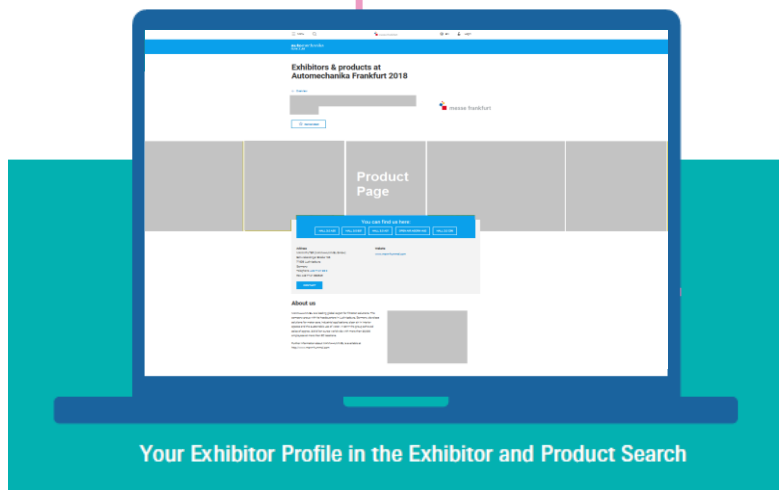
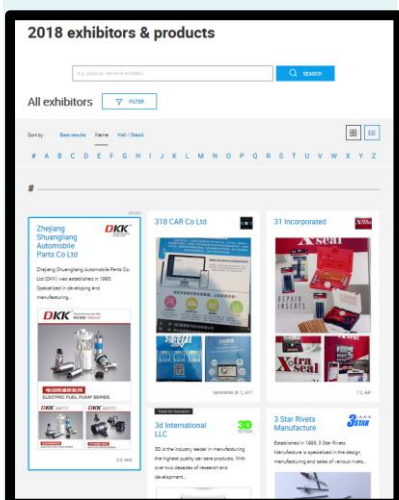
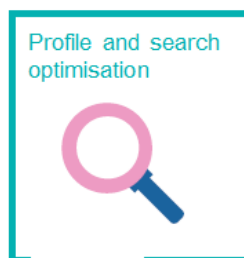
(a) Top-of-Search

- 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 – con't

12 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-Category

- 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) Top Box

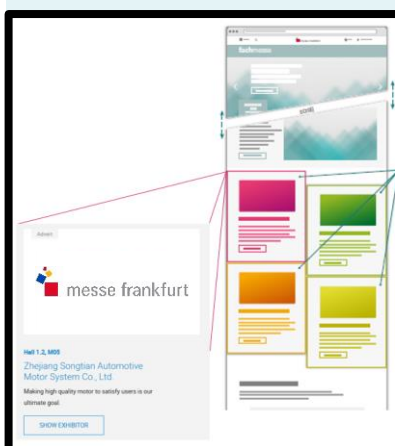
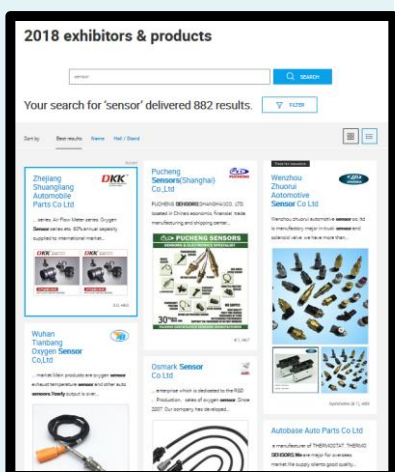
- Your entry will appear on the landing page of the exhibitor and product search
- Eye-catching placement of your information and products – linked to your exhibitor profile
- 25 limited ad spaces – 5 top boxes are displayed in rotation

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 – con't

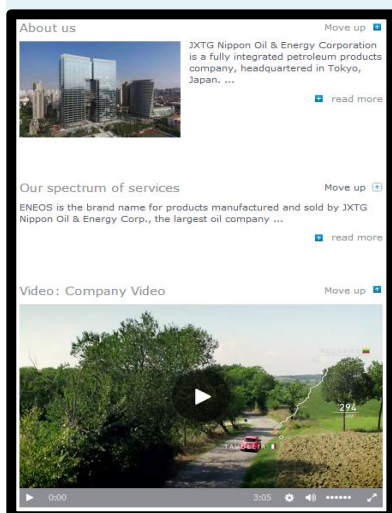
13 Information Add-Ons

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)

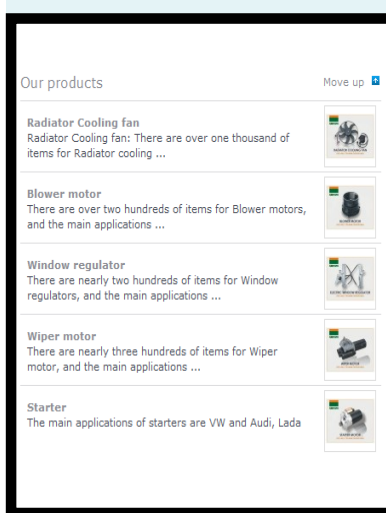
RMB 800



(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

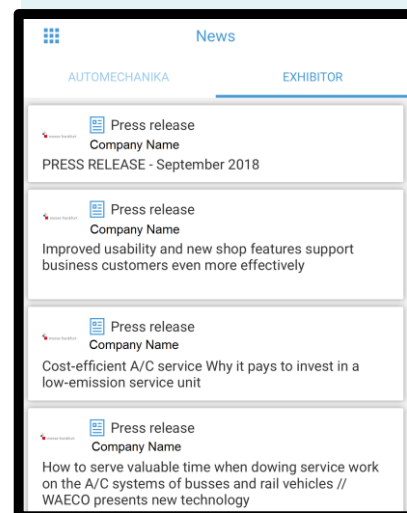
RMB 500



(c) Press release

- Journalists and visitors can see results specifically for your press releases in the website's search function and mobile APP
- Up to 6 files included per language

RMB 2,000



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Digital exposure – con't

14 Link Add-Ons

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

(a) Shop link	(b) Social media link	(c) Product direct link
<ul style="list-style-type: none"> ➤ Link to your online shop ➤ 1 link is available per exhibitor <p>RMB 500 / link</p>	<ul style="list-style-type: none"> ➤ Add icons and links to your social media profiles at: Xing, LinkedIn, YouTube, Facebook, Twitter, Google+, Weibo, Pinterest, Instagram, Wechat ➤ 1 link is available per network ➤ For up to 10 links <p>RMB 500 / link</p>	<ul style="list-style-type: none"> ➤ Redirect customers to your website using the Product Direct Link <p>RMB 500 / link</p>

The screenshots illustrate the digital services interface. The first screenshot shows a 'Please visit our webshop' callout. The second screenshot shows social media icons with a 'You'll find us on the following networks:' callout. The third screenshot shows a 'More information' link with a 'www.product.com' callout.

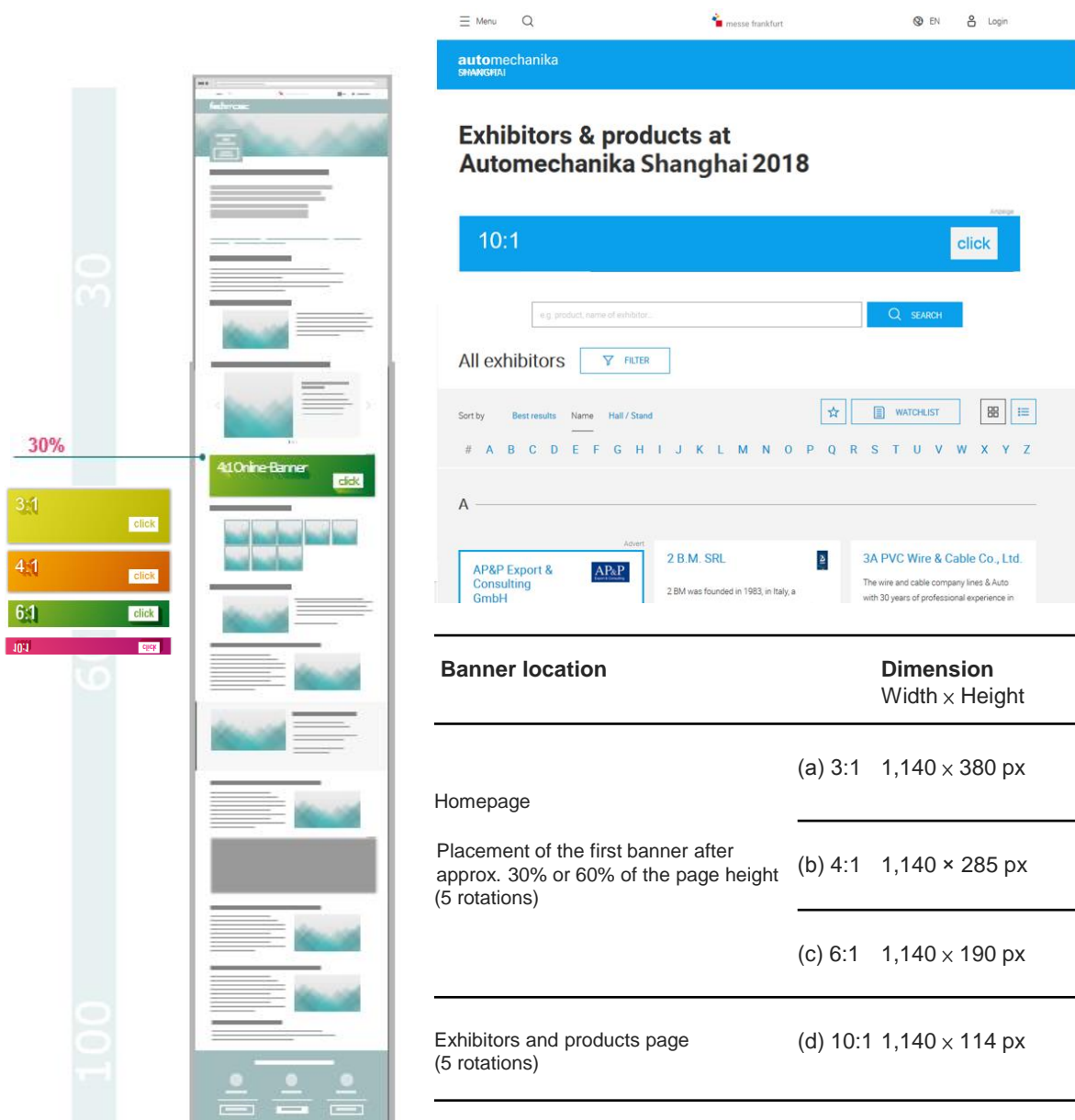
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Digital exposure – con't

15 Online advertising banner

Automechanika Shanghai 2019's official website www.automechanika-shanghai.com offers an exclusive spot to draw the attention from all attendees. Grab this 4-month golden advertising opportunity in no time!

Application deadline: 31 October 2019



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

Please return to:

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2019 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	76,000 / 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	49,000 / pc
	01(i)		South platform 15 seconds	25,000 / 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 / pc
	02(g)		West plaza right and left and along escalators company logo and booth number	30,000 / logo
	02(h)		East hall 15 seconds	80,000 / 2pcs
	03	E-newsletter		10,000 / edition
	04(a)	INFINITY 3D Hologram	Basic — a logo	10,000
	04(b)		Premium — a logo, a product	60,000
	04(c)		Enterprise — a logo, two products	100,000
	04(d)		Customised	Please contact the organisers for details
	04(e)		A logo and booth number — 15 seconds	30,000
	04(f)		A logo and booth number — 10 seconds	23,000
	04(g)		A logo and booth number — 5 seconds	13,000
	05(a)	WeChat visitor service account banner	My account log in page banner	10,000
	05(b)		Registration confirmation page banner	8,000
	06(a)	Mobile application banner	Dashboard	11,000
	06(b)		Exhibitor Search	10,000
	06(c)		Site map	9,000
	06(d)		Events	9,000
	06(e)		Watch list	9,000
	07(a)	Beacon	Basic	14,000
	07(b)		Enhanced	20,000
	08	WeChat moments advertisement		10,000
	09	WIFI advertising		Please contact the organisers for details
	10(a)	Touchscreen video package	30 seconds video at Global Exhibitor Search kiosks	10,000 / edition
	10(b)		30 seconds video at mobile robots	10,000 / edition
	11(a)	360° trade fair stand panorama	Basic (including single hot spot)	1,000
	11(a-1)		Hot spot	1,000
	11(a-2)		Content box	100

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

Shanghai International Trade Fair for Automotive Parts, Equipment and Service Suppliers
3 – 6 December 2019
National Exhibition and Convention Center (Shanghai), China

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**2019 Application Form
Digital Services**

Digital exposure (Deadline: Please refer to the brochure)				
Quantity	Item no.	Description	Specification	Unit price (RMB)
	12(a)	Search Add-Ons	Top-of-Search	4,000
	12(b)		Top-of-Category	2,000
	12(c)		Top Box	5,000
	12(d)		Keywords	120 / keyword
	13(a)	Information Add-Ons	Video	800
	13(b)		Product page	500
	13(c)		Press release	2,000
	14(a)	Link Add-Ons	Shop link	500 / link
	14(b)		Social media link	500 / link
	14(c)		Product direct link	500 / link
	15(a)	Online advertising banner	Homepage3:1	8,000
	15(b)		Homepage4:1	7,500
	15(c)		Homepage6:1	7,000
	15(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.
- The total amount shall be due prior to the provision of the service by the organisers immediately upon receipt of the payment notice.
Bank: Bank of China, Shanghai JingAn Branch, Nanjing Road (West) Third Sub-branch
Address: 1377 Nanjing Road (West), Shanghai 200040, China
USD A/C No.: 448159241206
A/C Holder: Messe Frankfurt (Shanghai) Co., Ltd.
Swift code: BKCHCNBJ300
- All bank charges are borne by the exhibitors / advertisers.
- Regarding the sponsored products (if any), the sponsor shall bear the responsibility and expenses for the transport of exhibits to the exhibition venue. The sponsor shall make their own arrangements for the storage and warehousing of the exhibits, subject to the approval of the organisers. Furthermore, all sponsors are bound by the rules and regulations of the organisers as laid down in the official participation guidelines for exhibitors.
- In case of any disputes, the organisers reserve the right of final decision.
- 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 2019 Digital Services application form.

Company name: _____ Contact person: _____

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

Signature: _____ Booth no.: _____ Date: _____