

轮胎专区
Co-located zone



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 and service suppliers

28.11 – 1.12.2018

中国 • 国家会展中心（上海）
National Exhibition and Convention Center (Shanghai), China
www.automechanika-shanghai.com

Sponsorship and advertising opportunities



messe frankfurt

(A) Package options

P01 Package option 1 (new)

Include following items:

1. Catalogue run-of-page advertisement
2. Logo (single unit, B/W) beside catalogue entry
3. One of the below outdoor advertisements:
 - C17 In hall escalator advertisement – 1st floor
 - C18 In hall escalator advertisement – Mezzanine floor
 - C19 In hall escalator advertisement – 2nd floor

Price: RMB 30,000 / sponsor

Application deadline: 24 August 2018



P02 Package option 2 (new)

Include following items:

1. Catalogue run-of-page advertisement
2. Logo (single unit, B/W) beside catalogue entry
3. One of the below outdoor advertisements:
 - C01 Billboard – main entrance (external)
 - C06 Canvas advertisement skylight at East / West esplanade
 - C07b Glass wall advertisement – main entrances at the 1st floor
 - C20 Glass wall advertisement above hall entrance (inside hall)

Price: RMB 40,000 / sponsor

Application deadline: 24 August 2018



P03 Package option 3 (new)

Include following escalator advertisements:

1. C17 In hall escalator advertisement – 1st floor
2. C18 In hall escalator advertisement – Mezzanine floor
3. C19 In hall escalator advertisement – 2nd floor

Price: RMB 55,000 / sponsor

Application deadline: 24 August 2018



P04 Seminar / event service (i.e. Networking event, product launch presentation) (new)

Price: On request

Application deadline: 24 August 2018



(A) Sponsorship 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
- The design must be approved by the organisers in advance
- Price includes production fee

Quota: 2

Price: RMB 150,000 / sponsor

Application deadline: 24 August 2018



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
- The design must be approved by the organisers in advance
- Price includes production fee

Quota: 2

Price: RMB 200,000 / sponsor

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

Application deadline: 24 August 2018



A03 Welcome dinner

This is a networking event to meet and build relationships with VIP 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 flyers to be distributed at the event reception desk
- 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: Exclusive

Price: RMB 200,000

Application deadline: 24 August 2018



A04 Premium Buyers Club

This is a resting area at the fairground for premium buyers where complimentary drinks, light snacks and internet access are available.

- Sponsor's name and / or logo (single unit) to be displayed on relevant onsite signage
- Sponsor's flyers to be placed in the lounge
- Each sponsor will entitle four exclusive access passes

Quota: Exclusive

Price: RMB 80,000

Application deadline: 24 August 2018



(A) Sponsorship options

A05 Buyers welcome reception

This networking event offers valuable opportunities to meet with specially invited buyers.

- Sponsor's name and / or logo (single unit) to be displayed on invitation materials and relevant onsite signage
- Sponsor's flyers to be distributed at the event reception desk

Quota: 2

Price: RMB 80,000 / sponsor

Application deadline: 24 August 2018



A06 Phoenix Lounge

This is a resting area at the fairground for specially invited VIPs where complimentary drinks, light snacks and internet access are available.

- Sponsor's name and / or logo (single unit) to be displayed on relevant onsite signage
- Sponsor's flyers to be placed in the lounge
- Each sponsor will entitle four exclusive access passes

Quota: 2

Price: RMB 80,000 / sponsor

Application deadline: 24 August 2018



A07 Press Centre

This is a working and resting area for media attending the show. Complimentary drinks, light snacks and internet access are available at this venue.

- Sponsor's name and / or logo (single unit) will be displayed on relevant onsite signage
- Sponsor's flyers to be placed in the press centre

Quota: Exclusive

Price: RMB 50,000

Application deadline: 24 August 2018



A08 Visitor registration system screen advertisement

Sponsor's logo (single unit) and / or advertisement will appear on the screen of onsite visitor registration system, catching the visitors' attention once they arrive and register for their show visits.

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

Quota: 2

Price: RMB 100,000 / sponsor

Application deadline: 24 August 2018



(A) Sponsorship options

A09 Charging station

This area provides free charging facilities to visitors and exhibitors during show period.

- Sponsor's name and / or logo (single unit) will be displayed in the area and on relevant onsite signage
- Location of charging station will be allocated by the organisers

Quota: 13
Price: RMB 50,000 / area
Application deadline: 24 August 2018



A10 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 flyers 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

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

Quota: Multiple
Price: RMB 20,000 / programme
Application deadline: 24 August 2018



A11 Show bag

Non-woven 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 120,000 / sponsor
Application deadline: 24 August 2018



(A) Sponsorship options

A12 Souvenir

Souvenirs will be distributed to visitors at the registration halls.

- Sponsor's logo (single unit, 1-colour) will appear on the souvenirs, together with the show logo
- The design must be approved by the organisers in advance
- Price includes production fee

Quota: 4

Price: RMB 120,000 / sponsor

Application deadline: 10 August 2018



For reference only

A13 Bottled water

Bottled water will be distributed to visitors and attendees of official fringe activities.

- Sponsor's logo (single unit) will appear on the bottles together with the show logo
- The design must be approved by the organisers in advance
- Price includes production fee

Quota: Exclusive

Price: RMB 50,000 / 3,000 bottles

Application deadline: 24 August 2018



A14 Official pen

Official pens will be used in all visitor registration counters and official fringe activities and events.

- Sponsor's logo (single unit, 1-colour) will appear on the pens together with the show logo
- The design must be approved by the organisers in advance
- Price includes production fee

Quota: Exclusive

Price: RMB 45,000 / 8,000 pens

Application deadline: 24 August 2018



A15 Onsite distribution

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

- Company information or souvenirs provided by sponsors
- Materials for distribution must be approved by the organisers in advance
- Price includes onsite staff

Quota: 4 (max. no. of sponsors for each spot)

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 38,000 up / hall / sponsor each hall

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

Application deadline: 24 August 2018

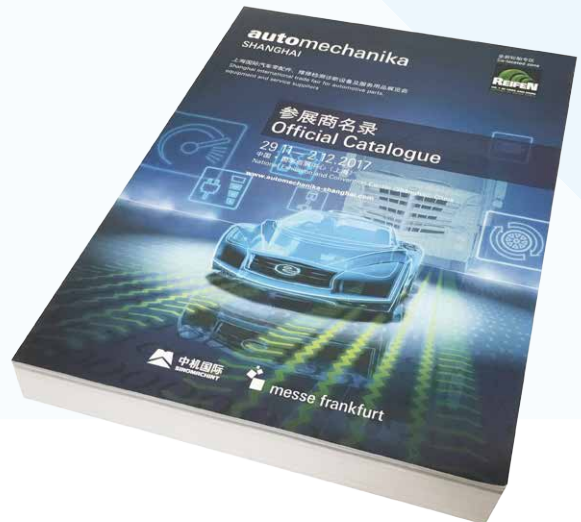


(B) Advertising options (Printed materials)

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	38,000
(b)	First page (opposite inside front cover)	38,000
(c)	Second page	36,000
(d)	Third page	36,000
(e)	Forth page	36,000
(f)	Fifth page	36,000
(g)	Sixth page	36,000
(h)	Inside back cover	36,000
(i)	Opposite inside back cover	36,000
(j)	Opposite content page	33,000
(k)	Back page of section divider	33,000
(l)	Run-of-page	27,000
(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: 24 August 2018

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 20,000 / sponsor

Application deadline: 8 June 2018



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 15,000 / page

Application deadline: 25 June 2018



(B) Advertising options (Printed materials)

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	33,000
(b)	First page (opposite inside front cover)	33,000
(c)	Inside back cover	28,000
(d)	Opposite inside back cover	28,000
(e)	Opposite content page	20,000
(f)	Run-of-page	18,000

Publication trim size: 260mm (H) x 165mm (W)
Format: Full page, 4-colour
Application deadline: 24 August 2018



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 for free to visitors at the entrance halls and specific locations, including Phoenix Lounge and Press Centre.

Item	Description	Dimension	Price (RMB)
(a)	Full page	340mm (H) x 233mm (W)	20,000
(b)	Half page – horizontal	160mm (H) x 233mm (W)	15,000
(c)	1/4 page – horizontal	80mm (H) x 233mm (W)	10,000
(d)	1/4 page – vertical	160mm (H) x 114mm (W)	10,000

Publication trim size: 380mm (H) x 260mm (W)
Format: Run-of-page, 4-colour
Application deadline: 12 October 2018

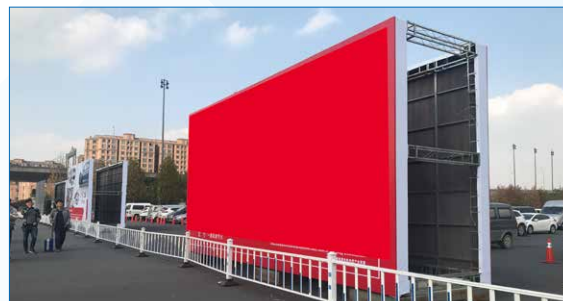


(C) Onsite advertising options



C01 Billboard - Main entrance (external)

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



C02 Billboard - North Square

Specification: 4m (H) x 8m (W) double-sided
Price: RMB 68,000 / pc



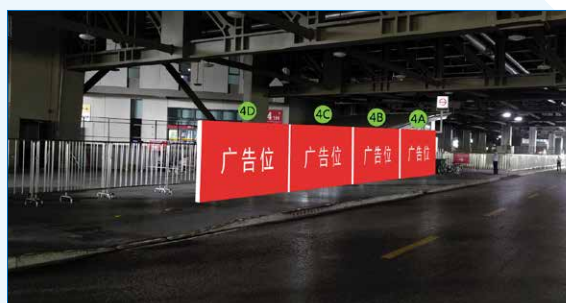
C03 Billboard - West Square (2-side)

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



C04 Billboard - Metro station exit no. 6

Specification: (a) 3m (H) x 8m (W) (b) 3m (H) x 5m (W)
Price: (a) RMB 35,000 / pc (b) RMB 30,000 / pc



C05 Billboard - Metro station exit no. 4 / 5

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



C06 Canvas advertisement - Skylight at East / West Esplanade

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

Note: **The submission deadline of application and materials production file is 19 October 2018.**
Prices include release and production. Please check with the organisers for the available location.
Inventories are subject to availability.
The above pictures are provided by NECC and for reference only. The real object should be considered as final.

(C) Onsite advertising options



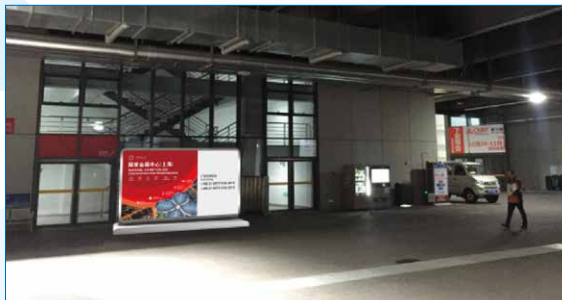
C07 Glass wall advertisement - Main entrances on 1st floor

Specification: (a) 9.25m (H) x 16.6m (W) / (b) 3.6m (H) x 3.4m (W)
* contact organisers for dimension details
Price: (a) RMB 200,000 / pc (b) RMB 35,000 / pc



C08 Glass wall advertisement - Main entrances on 2nd floor

Specification: 8.7m (H) x 15.7m (W)
Price: RMB 135,000 / pc



C09 Lightbox along drive way against wall on 1st floor

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



C10 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 / pc



C11 Escalator advertisement - North Skylight

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



C12 Advertisement on benches

Specification: 0.44m (H) x 1.65m (W) / pc (100 pcs / set)
Price: RMB 100,000 / 100 pc / set

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(C) Onsite advertising options



C13 Hanging banner inside single - story halls (2-side), 1H / 2H / 3H

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



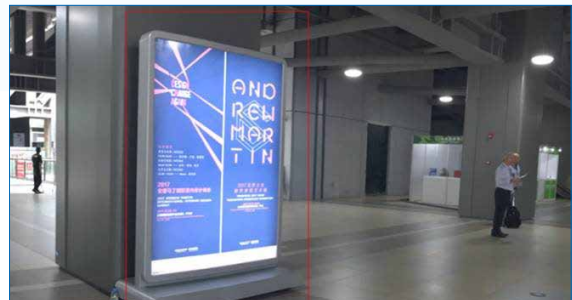
C14 Hanging banner inside double - story halls (2-side)

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



C15 Directional floor plan (company logo)

* Sponsor's logo (single unit) and booth information will be indicated on the 2m x 3m directional floor plan on the main gangways in their own halls.
Specification: 0.2m (H) x 0.3m (W)
Price: RMB 15,000 / sponsor



C16(a) Rectangular tower (Lightbox) (new)

Specification: 2.2m (H) x 1.7m (W)
Price: RMB 25,000 / pc



C16(b) Rectangular tower (new)

Specification: 2.5m (H) x 1.2m (W) x 0.35m (D)
Price: RMB 25,000 / pc



C17 In hall escalator advertisement - 1st floor (new)

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

Note: **The submission deadline of application and materials production file is 19 October 2018.**
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(C) Onsite advertising options



C18 In hall escalator advertisement - Mezzanine floor (new)

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



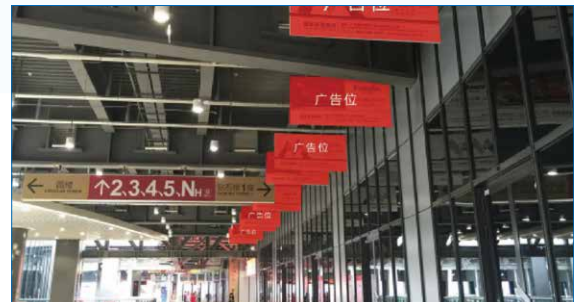
C19 In hall escalator advertisement - 2nd floor (new)

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



C20 Glass wall advertisement above hall entrance (inside hall) (new)

*Not available in North hall.
Specification: 3.74m (H) x 8.4m (W)
Price: RMB 50,000 / pc



C21 Hanging banner - Pedestrian walkway (2-side) (new)

Specification: 1m (H) x 4m (W) x 10pc
Price: RMB 80,000 / 2-sides / 10pc



C22 Cube sign (pedestrian walkway) (new)

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

Note: **The submission deadline of application and materials production file is 19 October 2018.**

Prices include release and production. Please check with the organisers for the available location. Inventories are subject to availability.

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(C) Onsite advertising options

NEW

The deluxe North hall advertisements being the most eye-catching position will welcome the visitors with great exposure opportunity!



C23 North Hall glass wall advertisement (New)

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



C24 Hanging banner inside North Hall (New)

*Exclusive for exhibitors in North Hall
Specification: (a) Pos 8: 7.5m (H) x 27m (W)
(b) Others: 10m (H) x 10m (W)
Price: (a) RMB 200,000 (b) RMB 120,000



C25 Advertisement panel inside registration tent - 3 sides (New)

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

For more details, please contact:
Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd
Contact: Mr Lance Liu / Mr James Deng / Mr Benny Cai
Tel: +86 755 8299 4989 ext. 537 / 535 / 536
Fax: +86 755 8299 2015
Email: sponsorship@hongkong.messefrankfurt.com

Note: **The submission deadline of application and materials production file is 19 October 2018.**
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28 November – 1 December 2018
National Exhibition and Convention Center (Shanghai), China

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Application Form Sponsorship and Advertising

Information as of June 2018

Quantity	Items / Specifications		Unit Cost (RMB)
(P) Package options (Application deadline: 24 August 2018)			
	P01 (new)	Catalogue Ad (ROP) + logo (single unit) + Outdoor ads (C17 / C18 / C19)*	30,000
	P02 (new)	Catalogue Ad (ROP) + logo (single unit) + Outdoor ads (C01 / C06 / C07b / C20)*	40,000
	P03 (new)	Escalator ads (C17 + C18 + C19)	55,000
	P04 (new)	Seminar / Event Service (i.e. Networking event, product launch presentation)	On request
(A) Sponsorship options (Application deadline: 24 August 2018)			
	A01	Visitor admission badge	Joint sponsor 150,000
	A02	Visitor lanyard	Joint sponsor 200,000
	A03	Welcome dinner	Exclusive 200,000
	A04	Premium Buyers Club	Exclusive 80,000
	A05	Buyers welcome reception	Joint sponsor 80,000
	A06	Phoenix Lounge	Joint sponsor 80,000
	A07	Press Centre	Exclusive 50,000
	A08	Visitor registration system screen ad	Joint sponsor, 28cm x 4cm each 100,000
	A09	Charging station	Joint sponsor 50,000
	A10	Fringe programme	Joint sponsor 20,000
	A11	Show bag	Joint sponsor 120,000
	A12	Souvenir (Application deadline: 10 August 2018)	Joint sponsor 120,000
	A13	Bottled water	Exclusive, 3,000 bottles 50,000
	A14	Official pen	Exclusive, 8,000 pcs 45,000
	A15a	Onsite distribution	(a) North Hall 100,000 up
	A15b		(b) West Square 80,000 up
	A15c		(c) South Square 50,000 up
	A15d		(d) Information counter in each hall 38,000 up

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Information as of June 2018

Quantity	Items / Specifications		Unit Cost (RMB)
(B) Advertising options (Publication materials) (Application deadline: 24 August 2018)			
	B01 (a)	Fair catalogue	Inside front cover ad 210mm (W) x 280mm (H) 38,000
	B01 (b)		First page ad 210mm (W) x 280mm (H) 38,000
	B01 (c)		Second page ad 210mm (W) x 280mm (H) 36,000
	B01 (d)		Third page ad 210mm (W) x 280mm (H) 36,000
	B01 (e)		Forth page ad 210mm (W) x 280mm (H) 36,000
	B01 (f)		Fifth page ad 210mm (W) x 280mm (H) 36,000
	B01 (g)		Sixth page ad 210mm (W) x 280mm (H) 36,000
	B01 (h)		Inside back cover ad 210mm (W) x 280mm (H) 36,000
	B01 (i)		Opposite inside back cover ad 210mm (W) x 280mm (H) 36,000
	B01 (j)		Opposite content page ad 210mm (W) x 280mm (H) 33,000
	B01 (k)		Back page of section divider ad 210mm (W) x 280mm (H) 33,000
	B01 (l)		Run-of-paper ad (4-colour) 210mm (W) x 280mm (H) 27,000
	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: 8 June 2018)	Printing of logo (B/W) (single unit) on 1 side, joint sponsor 130mm (W) x 180mm (H) 20,000
	B03	Show preview (Chinese version only) (Application deadline: 25 June 2018)	Run-of-paper ad (full page, 4-colour) 99mm (W) x 210mm (H) 15,000
	B04 (a)	Visitor guide	Inside front cover ad 165mm (W) x 260mm (H) 33,000
	B04 (b)		First page ad 165mm (W) x 260mm (H) 33,000
	B04 (c)		Inside back cover ad 165mm (W) x 260mm (H) 28,000
	B04 (d)		Opposite inside back cover ad 165mm (W) x 260mm (H) 28,000
	B04 (e)		Opposite content page ad 165mm (W) x 260mm (H) 20,000
	B04 (f)		Run-of-paper ad (4-colour) 165mm (W) x 260mm (H) 18,000

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Information as of June 2018

Quantity	Items / Specifications			Unit Cost (RMB)	
(B) Advertising options (Publication materials) (Application deadline: 12 October 2018)					
	B05 (a)	Fair daily	Run-of-paper ad (full page, 4-colour)	233mm (W) x 340mm (H)	20,000
	B05 (b)		Run-of-paper ad (half page, 4-colour)	233mm (W) x 160mm (H)	15,000
	B05 (c)		Run-of-paper ad (quarter page, horizontal, 4-colour)	233mm (W) x 80mm (H)	10,000
	B05 (d)		Run-of-paper ad (quarter page, vertical, 4-colour)	114mm (W) x 160mm (H)	10,000
(C) Advertising options (Onsite facilities) (Application deadline : 19 October, 2018)					
	C01	Billboard – Main entrance (external)	3m (H) x 12m (W)	35,000	
	C02	Billboard – North Square (2-side)	4m (H) x 8m (W)	68,000	
	C03	Billboard – West Hall (2-side)	4m (H) x 12m (W)	120,000	
	C04 (a)	Billboard – Metro station exit no. 6	3m (H) x 8m (W)	35,000	
	C04 (b)	Billboard – Metro station exit no. 6	3m (H) x 5m (W)	30,000	
	C05	Billboard – Metro station exit no. 4 / 5	3m (H) x 6m (W)	25,000	
	C06	Canvas advertisement - Skylight at East / West esplanade	2.8m (H) x 11m (W)	35,000	
	C07 (a)	Glass wall advertisement - main entrances on 1st floor	9.25m (H) x 16.6m (W)	200,000	
	C07 (b)	Glass wall advertisement - main entrances on 1st floor	3.6m (H) x 3.4m (W)	35,000	
	C08	Glass wall advertisement - main entrances on 2nd floor	8.7m (H) x 15.7m (W)	135,000	
	C09	Lightbox along drive way against wall on 1st floor	2.2m (H) x 4m (W)	20,000	
	C10	Advertisement panel along drive way on 1st floor (4-side)	4m (H) x 8m (W) x 2m (D)	75,000	
	C11	Escalator advertisement North Skylight	1.5m (H) x 15m (W)	30,000	
	C12	Advertisement on benches	0.44m (H) x 1.65m (W)	100,000 / 100 pcs	

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Application Form Sponsorship and Advertising

Information as of June 2018

Quantity	Items / Specifications		Unit Cost (RMB)	
(C) Advertising options (Onsite facilities) (Application deadline: 19 October 2018)				
	C13	Hanging banner inside single - story halls (2-side), 1H/ 2H/ 3H	12m (H) x 8m (W)	180,000
	C14	Hanging banner inside double - story halls (2-side)	4m (H) x 6m (W)	50,000
	C15	Directional floor plan (company logo)	0.3m (H) x 0.2m (W) logo size	15,000
	C16 (a) (new)	Rectangular Tower (Lightbox)	2.2m (H) x 1.7m (W)	25,000
	C16 (b) (new)	Rectangular Tower	2.5m (H) x 1.2m (W) x 0.35m (D)	25,000
	C17 (new)	In hall escalator advertisement - 1st floor	2.6m (H) x 4m (W)	25,000
	C18 (new)	In hall escalator advertisement - Mezzanine floor	2.6m (H) x 4m (W)	25,000
	C19 (new)	In hall escalator advertisement - 2nd floor	2.6m (H) x 4m (W)	25,000
	C20 (new)	Glass wall advertisement above hall entrance (inside hall)	3.74m (H) x 8.4m (W)	50,000
	C21 (new)	Hanging banner - Pedestrian walkway	1m (H) x 4m (W)	80,000 / 10pcs
	C22 (new)	Cube sign (Pedestrian Walkway)	1m (H) x 1m (W) x 1m (D) x 6 sides	60,000
	C23 (new)	North Hall glass wall advertisement	9m (H) x 8m (W)	168,000
	C24 (a) (new)	Hanging banner inside North Hall	Pos 8: 7.5m (H) x 27m (W)	200,000
	C24 (b) (new)	Hanging banner inside North Hall	Others: 10m (H) x 10m (W)	120,000
	C25 (new)	Advertisement panel inside registration tent (3-side)	Front: 2.5m (H) x 1.5m (W) Side: 2.5m (H) x 0.5m (W) x 2	25,000
			Grand total:	

28 November – 1 December 2018
National Exhibition and Convention Center (Shanghai), China

Please return to:
Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd
Contact: Mr Benny Cai / Mr James Deng / Mr Lance Liu
Tel: +86 755 8299 4989 ext. 536 / ext. 535 / ext. 537
Fax: +86 755 8299 2015
Email: sponsorship@hongkong.messefrankfurt.com

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Technical Specifications

1. Trim size for advertising options please refer to the Sponsorship and Advertising brochure. For Publication materials, please add 5mm bleed on each side. For Onsite facilities, please add 5cm bleed on each side.
2. The application form and advertisement artwork for advertising options should be sent to sponsorship@hongkong.messefrankfurt.com before the deadline.
3. Advertising layout and resolution must follow the requirements in the specification the Organiser provided to the customers. Customers are advised to provide a thumbnail in JPG format for verification purposes. Ad file in AI format needs outlines.

Terms and Conditions

1. Reservation of advertisement space and / or sponsorship will be prioritised for customers who ordered in the last edition. After that, space will be arranged on 'first-come-first-serve' basis upon receipt of formal application from customers. Inventories are subject to availability.
2. The Organiser reserves the right to decline any sponsorship or advertisement application.
3. The use of the provided advertising media for trade shows and events that considered competitive events of the Organiser is not authorised.
4. Customers are responsible for providing the Organiser with all artworks before deadline(s), and that all artwork(s) are subject to approval by the Organiser. Otherwise a timely provision of the advertising media cannot be warranted.
5. The Organiser is not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
6. A surcharge of 50% will be charged upon the production cost if the advertisement and / or sponsorship order is requested after deadline. The Organiser reserves the right to decline any request.
7. Any alteration / relocation of advertisement after production / installation is deemed as repeat production. Repeat production cost (150% of original production cost) is at the expense of customer. The Organiser reserves the right to decline any request.
8. No cancellation is accepted for the advertising once the signed advertising agreement is submitted. The customer is liable for the total amount.
9. The locations of advertising media are subject to actual situation onsite and the Organiser reserves the right to make deviations if necessary.
10. In case that advertising media provision cannot be realized because of late submission of artwork by customer, the advertising fee is not refundable.
11. All bank charges are borne by the customer.
12. Regarding the sponsored products (if any), the sponsor shall bear the responsibility and expenses for the transportation 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 Organiser. Furthermore, all sponsors are bound by the rules and regulations of the Organiser as laid down in the official participation guidelines for exhibitors.
13. All applications to participate at the Fair are subject to the General Terms & Conditions (available on the website: www.messefrankfurt.com.hk). By signing and submitting this application form, the applicant agrees to be bound by the General Terms & Conditions.
14. In the event of any dispute and without prejudice to its rights under the law of Hong Kong which governs this application and the General Terms & Conditions, all decisions by the Management of Messe Frankfurt (HK) Ltd shall be final.
15. The full payment shall be remitted to Messe Frankfurt (Shanghai) Co., Ltd.
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 hereby confirm the order, accept the Terms & Conditions and sign below:

Company (English): _____

Company (Chinese): _____

Contact Person: _____

Tel: _____ Fax: _____

Booth No.: _____ Hall No.: _____ Email: _____

Signature: _____ Date: _____