

yarnexpo

China International Trade Fair for Fibres and Yarns
中國國際紡織紗線(秋冬)展覽會

15 – 17 October 2018

Hall 8.1, National Exhibition and
Convention Center (Shanghai)
China

New
Date

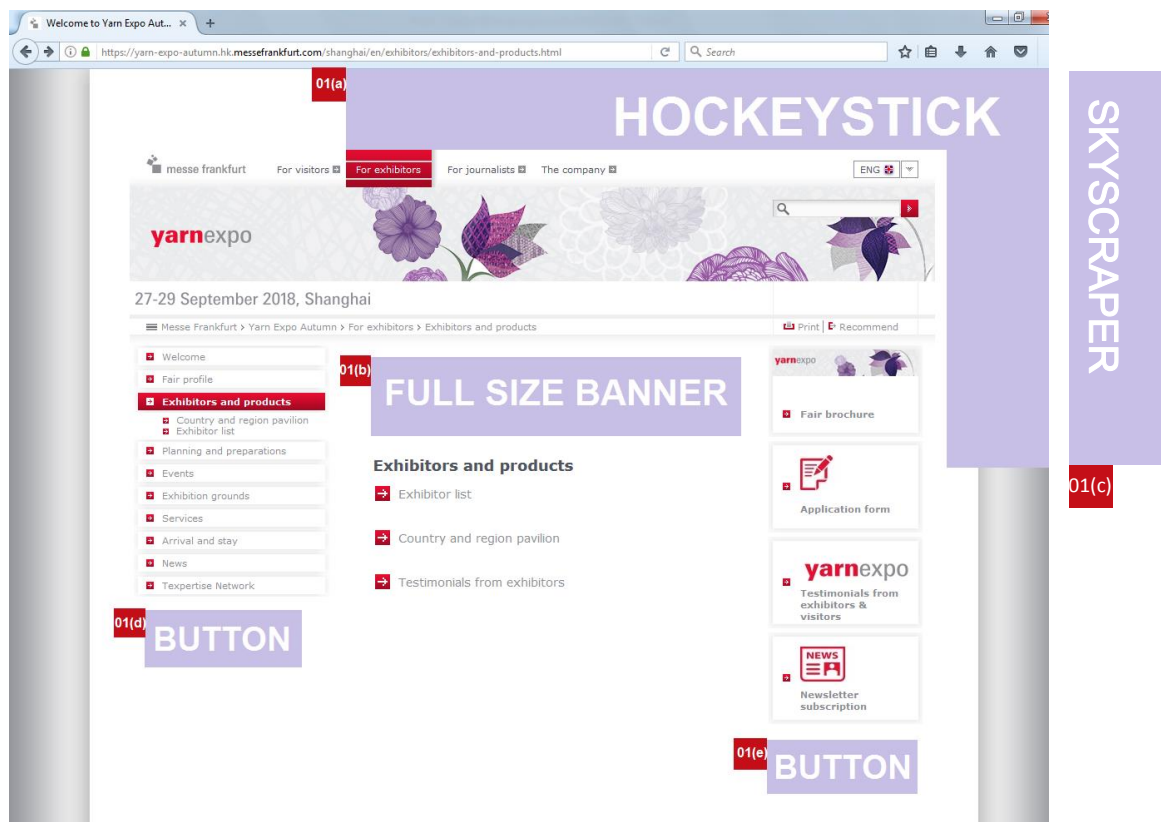
Digital Services



messe frankfurt

Digital exposure

01 Online advertising banner



Yarn Expo – Autumn Edition 2018 show website www.yarn-expo-autumn.com offers an exclusive spot to draw the attention from all attendees. Grab this 4-month golden advertising opportunity in no time!

www.yarn-expo-autumn.com	Banner location	Dimension	Price (USD)
Exhibitors and product page (5 rotations)	01(a) Hockeystick	728 x 90 + 160 x 600 px	3,300
	01(b) Fullsize	468 x 60 px	1,980
	01(c) Skyscraper	160 x 600 px	1,650
	01(d) Left button	175 x 69 px	920
	01(e) Right button	175 x 69 px	920

Note:

The general activation period for a digital banner is 2 months prior to the trade fair and 2 months after closing.

Please contact us:

Messe Frankfurt (HK) Ltd

Contact: Ms Lisa Sun / Mr Gino Zhao

HK Tel: +852 2230 9247/ +852 2230 9203

China Tel: +86 21 6060 8428

HK Fax: +852 2519 6800

Email: digital@hongkong.messefrankfurt.com

Digital exposure (Cont'd)

02 LED advertisement – hall area

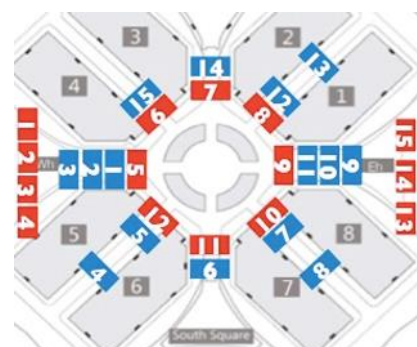
Covering main entrances and main passageways, LED screens will provide show information to visitors for convenience, with directional guidance. Deliver your creative ideas here using **eposter**, **animation** and **video**, to maximise your approaches to audience groups and enhance your brand prominently!

Application deadline: Please contact the organisers for details

Price:

Hall area

02(a) All halls and passageways 15 seconds	USD 24,800
02(b) All halls and passageways 10 seconds	USD 16,500
02(c) All halls and passageways 5 seconds	USD 9,900
02(d) West registration hall 15 seconds	USD 9,900
02(e) Single LED 15 seconds (excluding West registration hall)	USD 2,500



03 LED advertisement – outdoor

Application deadline: Please contact the organisers for details

Price:

Outdoor:

03(a) North plaza	USD 24,800 / 2 pcs
03(b) West metro station	USD 13,200 / 2 pcs
03(c) South plaza	Please contact the organisers for details



*Photo for reference only, actual photo subjects to National Exhibition and Convention Center (Shanghai)

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Digital exposure (Cont'd)

04 Beacon

Strengthen your promotional impacts and make audiences find you at your booth! Through the function of bluetooth, audiences can shake their WeChat to join your new product release or new media platform promotion. Expect more interactions with active visitors!

Application deadline:
Please contact the organisers for details

Price:	
04(a) Basic	USD 2,300
04(b) Enhanced	USD 3,300



05 360° 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:	
05(a) Basic (including single hot spot)	USD 165
05(a-1) Hot spot	USD 132 / spot
05(a-2) Content box	USD 17 / box



Content box

Hot spot

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Digital exposure (Cont'd)

06 LED interview video production

Broadcast your corporate interview as Star Enterprise in all halls and passageways, allow visitors to learn about your company news in no time at the fairground!

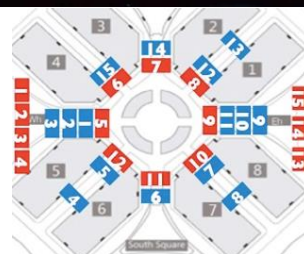
The LED screens in the venue is a powerful way to promote your brand. There are 53 panels installed at 30 spots across the exhibition hall. A 15-second interview will be broadcasted for no less than 50 times per day during the show's period.

Application deadline:

Please contact the organisers for details

Price:

USD 6,600



07 WeChat moments advertisement

Visitors in Shanghai will see you in WeChat moments during the show! WeChat moments ad will make you and visitors closer and spread your business message accurately!

Application deadline:

Please contact the organisers for details

Price:

(a) Exclusive

USD 2,500

(b) Standard

USD 1,500



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Yarn Expo – Autumn Edition

中国国际纺织纱线(秋冬)展览会

15 – 17 October 2018

National Exhibition and Convention Center (Shanghai), China

Please return to:

Messe Frankfurt (HK) Co Ltd

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Email: digital@hongkong.messefrankfurt.com

HK Fax: +852 2519 6800

2018 Application Form Digital Services

Digital exposure (Deadline: Please refer to the brochure)				
Quantity	Item no.	Description	Specification	Unit price (USD)
	01(a)	Online advertising banner	Hockeystick	3,300
	01(b)		Fullsize	1,980
	01(c)		Skyscraper	1,650
	01(d)		Left button	920
	01(e)		Right button	920
	02(a)	LED advertisement – hall area	All halls and passageways 15 seconds	24,800
	02(b)		All halls and passageways 10 seconds	16,500
	02(c)		All halls and passageways 5 seconds	9,900
	02(d)		West registration hall 15 seconds	9,900
	02(e)		Single LED 15 seconds (excluding West registration hall)	2,500
	03(a)	LED advertisement – outdoor	North plaza	24,800 / 2 pcs
	03(b)		West metro station	13,200 / 2 pcs
	03(c)		South plaza	Please contact the organisers for details
	04(a)	Beacon	Basic	2,300
	04(b)		Enhanced	3,300
	05(a)	360° trade fair stand panorama	Basic (including single hot spot)	165
	05(a-1)		Hot spot	132 / spot
	05(a-2)		Content box	17 / box
	06	LED interview video production		6,600
	07(a)	WeChat moments advertisement	Exclusive	2,500
	07(b)		Standard	1,500
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: Hong Kong and Shanghai Banking Corporation Ltd
Address: 1 Queen's Road, Central, Hong Kong
USD A/C No.: 511-017758-274
A/C Holder: Messe Frankfurt (HK) Ltd
Swift code: hsbckhkhkh
- All bank charges are borne by the exhibitors / sponsors / 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
- In case of any disputes, the organisers reserve the right of final decision.

We hereby agreed to abide by the terms & conditions outlined in the Yarn Expo – Autumn Edition 2018 Digital Services application form.

Company name: _____ Contact person: _____

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

Signature: _____ Booth no.: _____ Date: _____