

Please Reply to:

Messe Frankfurt New Era Advertising (Shenzhen) Co., Ltd.  
Contact : Mr. James Deng / Mr. Lance Liu / Mr Benny Cai  
China Tel : +86 755 8299 4989 ext 535 / ext 537 / ext 536  
Email : [sponsorship@hongkong.messefrankfurt.com](mailto:sponsorship@hongkong.messefrankfurt.com)

## Application Form Sponsorship and Advertising

Subject to change. Information as of June 2018.

Quantity	Items / Specifications		Unit Cost
<b>(P) Package options (Deadline: 3 August 2018)</b>			
	P01 (new)	Package 1 1. Souvenir - Memo pad / Pouch bag 2. E-fair catalogue - Exhibitor Highlight	USD 8,000 / RMB 56,000
	P02 (new)	Package 2 1. Onsite distribution - Information counter inside hall 2. E-fair catalogue - Exhibitor Highlight	USD 5,000 / RMB 35,000
<b>(A) Sponsorship options (Deadline: 3 August 2018)</b>			
	A01(a)	Souvenir – Memo pad	USD 10,000 / RMB 70,000
	A01(b)	Souvenir – Screen cleaning cloth	USD 8,000 / RMB 56,000
	A01(c)	Souvenir – Pouch bag	USD 10,000 / RMB 70,000
	A02	Show bag	USD 10,000 / RMB 70,000
	A03(a) (new)	Onsite distribution service – North hall	USD 10,000 / RMB 70,000
	A03(b) (new)	Onsite distribution service – Information counter inside hall	USD 5,000 / RMB 35,000
<b>(B) Advertising options (Publication materials) (Deadline: 3 August 2018)</b>			
	B01	Bookmark	USD 3,150 / RMB 22,000
	B02	E-fair catalogue - Exhibitor Highlight	USD 2,000 / RMB 14,000
<b>(C) Onsite advertising options (Deadline: 3 August 2018)</b>			
	C01	Billboard - Main entrance (external)	3m (H) x 12m (W) USD 5,500 / RMB 38,500
	C02	Billboard - East registration hall entrance	4m (H) x 8m (W) USD 5,000 / RMB 35,000
	C03	Advertising lightbox - Drive way against wall on ground floor	2.2m (H) x 4m (W) USD 1,400 / RMB 9,800
	C04(a) (new)	Billboard - North Square (single-sided)	4m (H) x 8m (W) USD 5,500 / RMB 38,500
	C04(b) (new)	Billboard - North Square (double-sided)	4m (H) x 8m (W) USD 11,000 / RMB 77,000

15 – 17 October 2018  
National Exhibition and Convention Center  
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Quantity	Items / Specifications		Unit Cost (RMB)
<b>(C) Onsite advertising options (Deadline: 3 August 2018)</b>			
	C05(a)	Escalator advertisement - East / North hall skylight	1.5m (H) x 15m (W) USD 2,600 / RMB 18,200
	C05(b)	Escalator advertisement - East / North hall skylight	1.5m (H) x 14m (W) USD 2,600 / RMB 18,200
	C05(c)	Escalator advertisement - East / North hall skylight	1.5m (H) x 13m (W) USD 2,600 / RMB 18,200
	C06(a) (new)	Hanging banner - Skylight at East esplanade	2.8m(H) x 16m (W) USD 7,000 / RMB 49,000
	C06(b) (new)	Hanging banner - Skylight at East esplanade	2.8m(H) x 11m (W) USD 4,800 / RMB 33,600
	C07	Bench advertisement - Passageways connecting halls	1.65m (W) x 0.44m (H) USD 15,000 / RMB 105,000
Total amount:			

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## Application Form Sponsorship and Advertising

### 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](mailto: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.
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](http://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 above order form must be accompanied by full payment to Messe Frankfurt (HK) Ltd.

Bank: Hong Kong and Shanghai Banking Corporation Ltd  
Address: 1 Queen's Road, Central, Hong Kong  
USD A/C No.: 511-017758-274  
Account Holder: Messe Frankfurt (HK) Ltd.  
Swift code: hsbchkhkh

We hereby agreed to abide by the terms & conditions outlined in Sponsorship & Advertising Application Form.

Company: \_\_\_\_\_

Contact person: \_\_\_\_\_ Booth No.: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Signature with chop: \_\_\_\_\_ Date: \_\_\_\_\_