

# yarnexpo

China International Trade Fair for Fibres and Yarns  
中国国际纺织纱线(秋冬)展览会

25 – 27 September 2019

National Exhibition and Convention  
Center (Shanghai)  
China

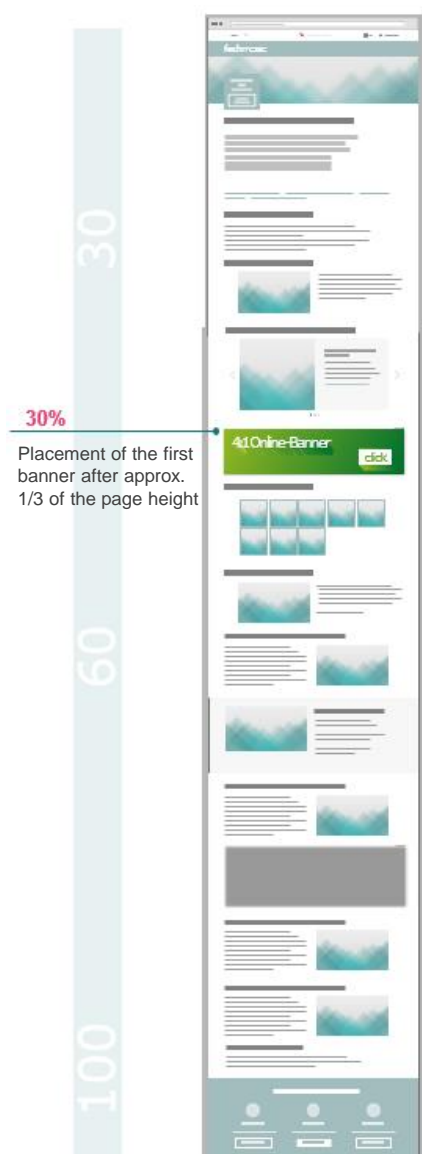
Digital services



messe frankfurt

## Digital exposure

### 01 Online advertising banners



30%  
Placement of the first banner after approx. 1/3 of the page height

Yarn Expo – Autumn Edition 2019 show website [www.yarn-expo-autumn.com](http://www.yarn-expo-autumn.com) offers an exclusive spot to draw the attention from all attendees. Grab this golden advertising opportunity in no time!

Application deadline: 30 Aug 2019



Banner location	Dimension Width x Height	Price (USD)	Price (RMB)
Homepage	3:1 1,140 x 380 px	1,150	7,000
Placement of the first banner after approx. 30% or 60% of the page height (5 rotations)	4:1 1,140 x 285 px	1,080	6,500
	6:1 1,140 x 190 px	1,000	6,000
Exhibitors and products page (5 rotations)	10:1 1,140 x 114 px	1,500	9,000

Please contact us:

**Messe Frankfurt (HK) Ltd**

Contact: Ms Celia Rass / Mr Gino Zhao

HK Tel: +852 2238 9908/ +852 2230 9203

China Tel: +86 21 6060 8428

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Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

## Digital exposure (Cont'd)

### 02 LED advertisement – hall area

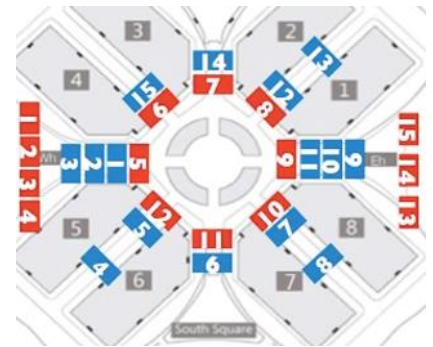
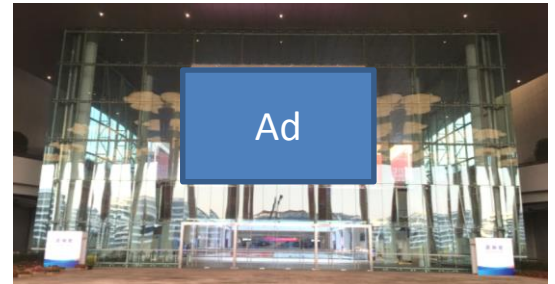
Covering main entrances and main passageways, LED screens will provide show information to visitors for convenience, with directional guidance. Deliver your creative ideas here using **e-poster**, **animation** and **video**, to maximise your appearance to audience groups and enhance your brand prominently!

Application deadline: Please contact the organisers for details

Price:

Hall area:

02 (a) South plaza glass wall 60 seconds	USD 28,800 / RMB 180,000
02 (b) South plaza glass wall 30 seconds	USD 16,600 / RMB 97,000
02 (c) South plaza glass wall 15 seconds	USD 8,000 / RMB 49,000
02 (d) South plaza glass wall 10 seconds	USD 5,500 / RMB 34,000
02 (e) South plaza glass wall 5 seconds	USD 3,000 / RMB 18,000
02 (f) All halls and passageways 15 seconds	USD 16,500 / RMB 100,000
02 (g) All halls and passageways 10 seconds	USD 10,800 / RMB 65,000
02 (h) All halls and passageways 5 seconds	USD 6,600 / RMB 40,000
02 (i) West registration hall 15 seconds	USD 6,600 / RMB 40,000
02 (j) Single LED 15 seconds (excluding the West registration hall)	USD 1,600 / RMB 10,000
02 (k) East, south and west passageways a logo and booth number	USD 2,500 / RMB 15,000



\*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

### 03 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 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:

Outdoor:

03 (a) North plaza right 15 seconds	USD 10,800 / RMB 65,000
03 (b) North plaza left 15 seconds	USD 6,600 / RMB 40,000
03 (c) West plaza left 15 seconds	USD 8,600 / RMB 52,000
03 (d) West plaza right 15 seconds	USD 6,600 / RMB 40,000
03 (e) West plaza along escalators 15 seconds	USD 8,600 / RMB 52,000
03 (f) West plaza a logo and booth number	USD 2,500 / RMB 15,000
03 (g) East hall 15 seconds	USD 8,600 / RMB 52,000



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## Digital exposure (Cont'd)

### 04 Beacon

Strengthen your promotional impacts and bring 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. Let's attract more interactions with active visitors!

Application deadline:  
Please contact the organisers for details

Price:  
04 (a) Basic USD 2,300 / RMB 14,000  
04 (b) Enhanced USD 3,300 / RMB 20,000



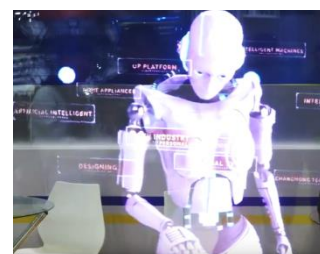
### 05 INFANITY 3D Hologram

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 100 cm. 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  
05 (a) Basic — a logo USD 1,600 / RMB 10,000  
05 (b) Premium — a logo, a product USD 9,900 / RMB 60,000  
05 (c) Enterprise — a logo, two products USD 16,500 / RMB 100,000  
05 (d) Customised Please contact the organisers for details



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## Digital exposure (Cont'd)

### 06 e-catalog via mobile

The e-catalog provides exhibitors' information, floor plan and other show information. The mobile version let users read the information anywhere and anytime. It greatly increases exhibitors' ROI.

Application deadline:  
Please contact the organisers for details

Price:

06 (a) Start-up page - exclusive	USD 8,000 / RMB 50,000
06 (b) Homepage pop-up	USD 3,200 / RMB 20,000
06 (c) Exhibitor search page banner – maximum 5 banners	USD 2,500 / RMB 15,000
06 (d) Exhibitor list banner – maximum 5 exhibitors	USD 1,600 / RMB 10,000



### 07 e-catalog via webpage

The webpage allows buyers to find exhibitor information before the fair. Exhibitors can take this opportunity to increase the exposure rate and the banner is inserted into the exhibitor list.

Application deadline:  
Please contact the organisers for details

Price:

Exhibitor list banner – maximum 5 exhibitors	USD 1,000 / RMB 6,000
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**2019 Application Form  
 Digital Services**

Digital exposure (Deadline: Please refer to the brochure)						
Quantity	Item no.	Description	Unit price (USD)	Unit price (RMB)		
	01 (a)	Online advertising banners	Homepage 3:1	1,150	7,000	
	01 (b)		Homepage 4:1	1,080	6,500	
	01 (c)		Homepage 6:1	1,000	6,000	
	01 (d)		Exhibitors and products page 10:1	1,500	9,000	
	02 (a)	LED advertisement – hall area	South plaza glass wall 60 seconds	28,800	180,000	
	02 (b)		South plaza glass wall 30 seconds	16,600	97,000	
	02 (c)		South plaza glass wall 15 seconds	8,000	49,000	
	02 (d)		South plaza glass wall 10 seconds	5,500	34,000	
	02 (e)		South plaza glass wall 5 seconds	3,000	18,000	
	02 (f)		All halls and passageways 15 seconds	16,500	100,000	
	02 (g)		All halls and passageways 10 seconds	10,800	65,000	
	02 (h)		All halls and passageways 5 seconds	6,600	40,000	
	02 (i)		West registration hall 15 seconds	6,600	40,000	
	02 (j)		Single LED 15 seconds (excluding West registration hall)	1,600	10,000	
	02 (k)		East, south and west passageways a logo and booth number	2,500	15,000	
	03 (a)		LED advertisement – outdoor	North plaza right 15 seconds	10,800	65,000
	03 (b)			North plaza left 15 seconds	6,600	40,000
	03 (c)	West plaza left 15 seconds		8,600	52,000	
	03 (d)	West plaza right 15 seconds		6,600	40,000	
	03 (e)	West plaza along escalators 15 seconds		8,600	52,000	
	03 (f)	West plaza a logo and booth number		2,500	15,000	
	03 (g)	East hall 15 seconds		8,600	52,000	
	04 (a)	Beacon	Basic	2,300	14,000	
	04 (b)		Enhanced	3,300	20,000	
	05 (a)	INFANITY 3D Hologram	Basic — a logo	1,600	10,000	
	05 (b)		Premium — a logo, a product	9,900	60,000	
	05 (c)		Enterprise — a logo, two products	16,500	100,000	
	05 (d)		Customised	Please contact the organisers for details		
	06 (a)	e-catalog via mobile	Start-up page	8,000	50,000	
	06 (b)		Homepage pop-up	3,200	20,000	
	06 (c)		Exhibitor search page banner	2,500	15,000	
	06 (d)		Exhibitor list banner	1,600	10,000	
	07	e-catalog via webpage	Exhibitor list banner	1,000	6,000	
<b>Total:</b>						

We hereby agreed to abide by the terms & conditions outlined in the Yarn Expo – Autumn Edition 2019 Digital Services Application Form.

Company name: \_\_\_\_\_ Contact person: \_\_\_\_\_

Email: \_\_\_\_\_ Tel: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Signature: \_\_\_\_\_ Booth no.: \_\_\_\_\_ Date: \_\_\_\_\_

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**2019 Application Form  
Digital Services**

**Terms and Conditions**

1. Reservation of advertisement space will be arranged on 'first-come-first-serve' basis upon receipt of formal application from customers.
2. The organisers reserve the right to decline any advertisement application.
3. The use of the provided advertising media for trade shows and events that considered competitive events of the organisers is not authorised.
4. 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.
5. The organisers are not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
6. 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.
7. 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.
8. 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.
9. The locations of advertising media are subject to actual situation onsite and the organisers reserve 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. 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.
12. 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
14. All bank charges are borne by the exhibitors / sponsors / advertisers.
15. 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.
16. In case of any disputes, the organisers reserve the right of final decision.