

25 – 27 September 2019  
National Exhibition and Convention Center  
Shanghai China

Please return to:

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

## Application Form Sponsorship Marketing

Subject to change. Information as of June 2019.

Quantity	Items / Specifications		Unit price	
<b>(A) Sponsorship marketing opportunities (Deadline: 8 August 2019)</b>				
	A01	Official Functional Area	Upon request	
	A02	Souvenir	Upon request	
	A03	Show bag	Upon request	
	A04	Souvenir distribution service	Upon request	
<b>(B) Publication (Deadline: 8 August 2019)</b>				
	B01(a)	Note Book	Run-of-page (full page, 4-colour)	USD 2,075
	B01(b)		Inside front cover (full page, 4-colour)	USD 4,150
	B01(c)		Inside back cover (full page, 4-colour)	USD 4,150
	B01(d)		Back cover (full page, 4-colour)	USD 6,220
	B02	Bookmark		USD 3,150
	B03(a)	Visitor guide	Run-of-page (full page, 4-colour)	USD 890
	B03(b)		Inside front cover (full page, 4-colour)	USD 1,185
	B03(c)		Inside back cover (full page, 4-colour)	USD 1,185

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Quantity	Items / Specifications		Unit price
<b>(C) Onsite advertising (Deadline: 8 August 2019)</b>			
	C01	Billboard – Main entrance	USD 5,500
	C02	Billboard – South Plaza	USD 5,185
	C03	Billboard – beside East/ West registration hall entrance	USD 5,000
	C04	Escalator advertisement - East Hall/ North Hall	USD 2,600
	C05	Lightbox along drive way against wall on Ground Floor	USD 1,500
	C06	Billboard – at Skylight on Second Floor	USD 2,800
	C07(a)	Hanging banner - Skylight at East / West esplanade	W6: 3.3m (H) x 17m (W) USD 8,820
	C07(b)		W3: 2.8m (H) x 17m (W) USD 7,465
	C07(c)		E2/ E6/ E9: 2.8m (H) x 16m (W) USD 7,260
	C07(d)		Others: 2.8m (H) x 11m (W) USD 5,000
	C08	Escalator advertisement - In-Hall, First Floor	USD 1,245
	C09	Side wall advertisement on Second Floor	USD 24,880
	C10	Billboard - West Square	USD 17,100
	C11	Column light box advertisement – Ground Floor	USD 1,050
<b>Total:</b>			USD

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## Application Form Sponsorship Marketing

### Technical Specifications

1. Please refer to the 'Sponsorship marketing service' leaflet for the size of the advertising artwork.
2. The bleeding size for publications is 5mm each side, and 5cm each side for the onsite advertising items.
3. The artwork for advertisements must comply with the format requirements provided by the organisers. A thumbnail in JPG format should be provided, together with the artwork for cross-checking. The file for AI format must be rotated.
4. The application and advertising artwork must be sent to [sponsorship@hongkong.messefrankfurt.com](mailto:sponsorship@hongkong.messefrankfurt.com) on or before the submission deadline.

### Terms and Conditions

1. The position of the advertisement will be reserved for clients who have re-subscribed to the same item as per the last edition. The released positions will be arranged on a 'first come, first served' basis. The placement of onsite advertising items may be altered due to any unforeseen factors. The organisers reserve the right to decide the position according to the set of circumstances.
2. Clients are required to provide advertising artwork in accordance with the format specifications before the submission deadline. In the case that any work is submitted late, any additional costs or responsibilities of the failure to publish will be borne by clients; the advertising fee will not be refunded. The organisers are not responsible for any errors, omissions and/or damages of advertising.
3. The content in advertisements from clients must not include any promotion from other fairs, nor any competitor information of the fair. All content is required to be approved by the organisers. The organisers reserve the right to reject the application.
4. The application cannot be cancelled if/when the organisers confirm the content of the advertisement. Full payment from the client must be made.
5. A 150% reproduction fee of the original cost will be charged to the client for any replacement request of advertising after the installation/completion of the advertisement. Organisers reserve the right to proceed with the replacement request or not, according to the actual situation.
6. Applications submitted after the deadline will be charged a 50% production fee (if any). The organisers reserve the right to accept the application or not, according to the actual situation.
7. The client is responsible for the cost of shipment and storage to/at the exhibition venue for any product distribution services. Complimentary storage services may be arranged upon prior checking with the organisers before the show opens.
8. The rules and regulations are bound by the General Terms and Conditions (which are available at [www.messefrankfurt.com](http://www.messefrankfurt.com)). Upon this signed application, clients agree to comply with both the General Terms and Conditions, as well as the terms and conditions listed on this application form. In case of any dispute, the organisers reserve the final jurisdiction.
9. All payments must be submitted to the organiser Messe Frankfurt (HK) Limited together with this form. All bank charges will be borne by the client. The account is:

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: hsbchkhkhk

We agree to the terms and conditions and sign below :

Company name: \_\_\_\_\_ Booth number: \_\_\_\_\_

Contact person: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_ Date: \_\_\_\_\_

Signature with company stamp: \_\_\_\_\_