

# intertextile

## SHANGHAI home textiles

中国国际家用纺织品及辅料(春夏)博览会  
China International Trade Fair for Home Textiles and Accessories – Spring Edition

春夏展 Spring Edition  
2019.3.12 – 14

中国 国家会展中心 (上海)  
National Exhibition and  
Convention Center (Shanghai), China

Digital Services



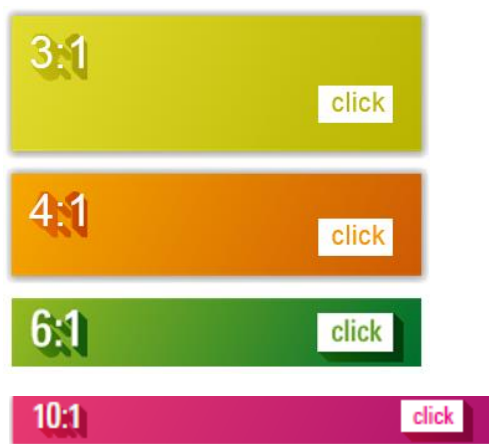
messe frankfurt

## Digital exposure

### 01 Online advertising banners



Intertextile Shanghai Home Textiles – Spring Edition 2019 show website [www.intertextilehome.com](http://www.intertextilehome.com) offers an exclusive spot to attract the attention of all attendees. Grab this golden advertising opportunity in no time!



Banner location		Dimension Width x Height	Price (USD)	Price (RMB)
Homepage	01(a) 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)	01(b) 4:1	1,140 x 285 px	1,080	6,500
	01(c) 6:1	1,140 x 190 px	1,000	6,000
Exhibitors and products page (5 rotations)	01(d) 10:1	1,140 x 114 px	1,500	9,000

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



## Digital exposure (Cont'd)

### 02 LED advertisement – hall area

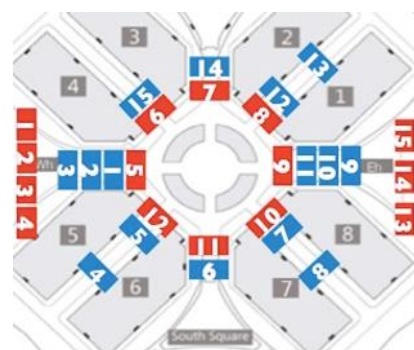
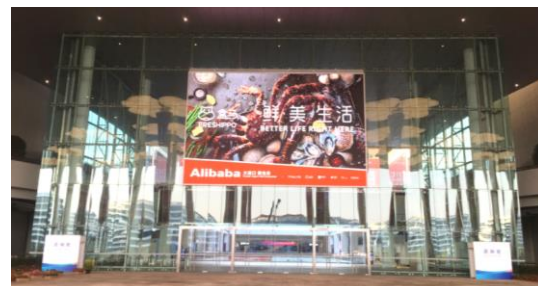
Covering main entrances and main passageways, LED screens will provide show information to visitors for convenience, with directional guidance. Deliver your creative ideas here using **eposter**, **animation** and **video**, to maximise your appearance to audience groups and enhance your brand prominently!

Application deadline: Please contact the organisers for details

Price:

Hall area:

02(a) South plaza glass wall 15 seconds	USD 8,000 / RMB 48,000
02(b) South plaza glass wall 10 seconds	USD 5,500 / RMB 33,000
02(c) South plaza glass wall 5 seconds	USD 3,000 / RMB 18,000
02(d) All halls and passageways 15 seconds	USD 16,500 / RMB 100,000
02(e) West plaza 15 seconds	USD 8,600 / RMB 52,000
02(f) All halls and passageways 10 seconds	USD 10,800 / RMB 65,000
02(g) All halls and passageways 5 seconds	USD 6,600 / RMB 40,000
02(h) West registration hall 15 seconds	USD 6,600 / RMB 40,000
02(i) Single LED 15 seconds (excluding West registration hall)	USD 1,600 / RMB 10,000



\*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

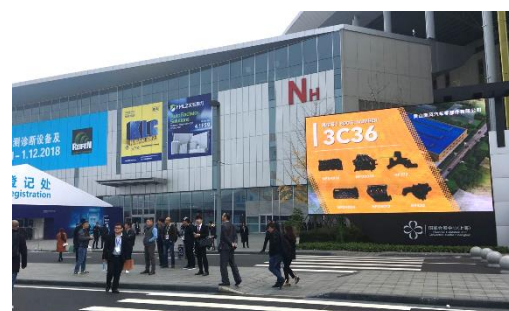
Covering main entrances and main passageways, LED screens will provide show information to visitors for convenience, with directional guidance. Deliver your creative ideas here using **eposter**, **animation** and **video**, to maximise your appearance to audience groups and enhance your brand prominently!

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) 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 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 / RMB 14,000

04(b) Enhanced

USD 3,300 / RMB 20,000



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China International Trade Fair for Home Textiles and Accessories – Spring Edition  
中国国际家用纺织品及辅料（春夏）博览会

12 – 14 March 2019  
National Exhibition and Convention Center (Shanghai), China

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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 15 seconds	8,000	48,000
	02(b)		South plaza glass wall 10 seconds	5,500	33,000
	02(c)		South plaza glass wall 5 seconds	3,000	18,000
	02(d)		All halls and passageways 15 seconds	16,500	100,000
	02(e)		West plaza 15 seconds	8,600	52,000
	02(f)		All halls and passageways 10 seconds	10,800	65,000
	02(g)		All halls and passageways 5 seconds	6,600	40,000
	02(h)		West registration hall 15 seconds	6,600	40,000
	02(i)		Single LED 15 seconds (excluding West registration hall)	1,600	10,000
	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)		East hall 15 seconds	8,600	52,000
	04(a)	Beacon	Basic	2,300	14,000
	04(b)		Enhanced	3,300	20,000
				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
- 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: hsbchkhkhk
- 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 down in the official participation guidelines for exhibitors.
- 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 Intertextile Shanghai Home Textile – Spring Edition 2019 Digital Services application form.

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

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

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