

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
14 – 16.3.2018

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

www.intertextile-home.com.cn
www.intertextilehome.com

Digital Services



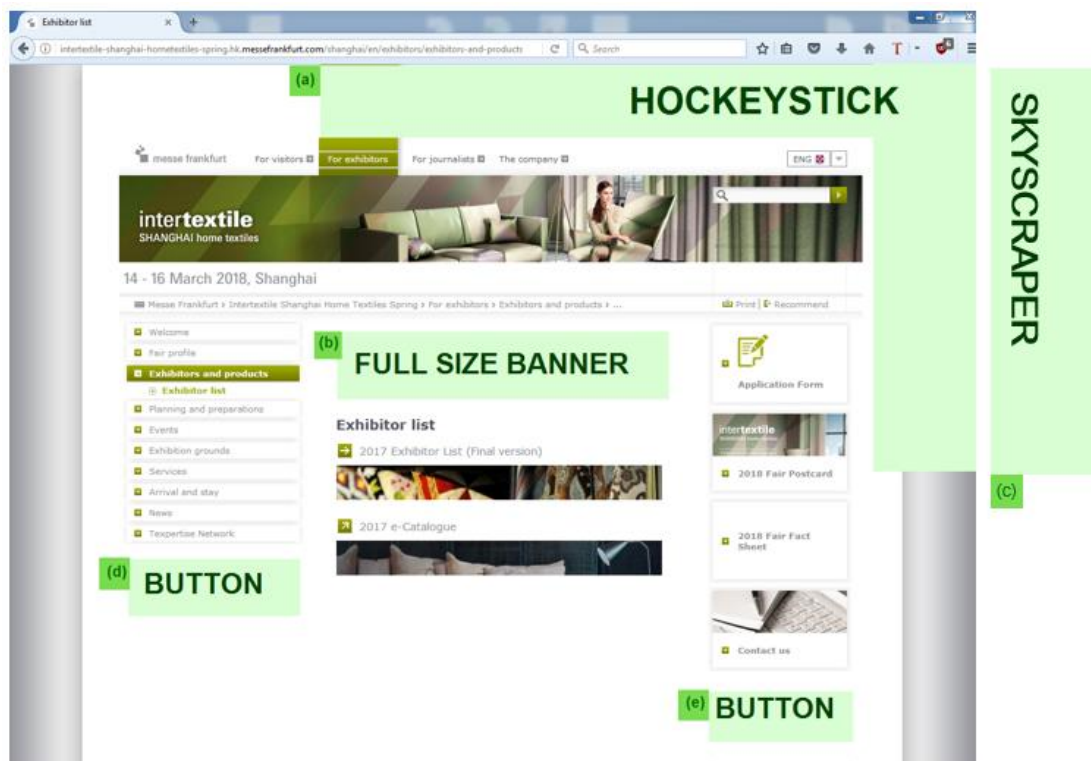
展会微信
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Digital exposure

01 Online advertising banner



Intertextile Shanghai Home Textiles – Spring Edition 2018 show website www.intertextilehome.com offers an exclusive spot to attract the attention of all attendees. Grab this golden 4-month advertising opportunity in no time!

www.intertextilehome.com	Banner location	Dimension	Price (USD)	Price (RMB)
Exhibitors and product page (5 rotations)	01(a) Hockeystick	728 x 90 + 160 x 600 px	3,300	20,000
	01(b) Fullsize	468 x 60 px	1,980	12,000
	01(c) Skyscraper	160 x 600 px	1,650	10,000
	01(d) Left button	175 x 69 px	920	5,800
	01(e) Right button	175 x 69 px	920	5,800

Note:

The general activation period for a digital banner is 2 months prior to the trade fair and 2 month 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)

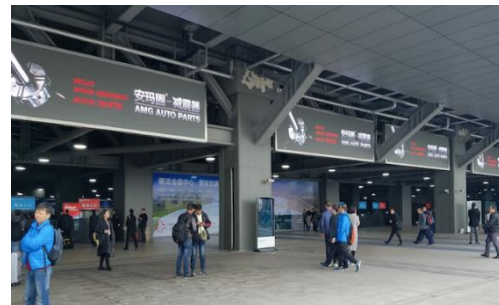
02 LED advertisement

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:

02(a) All halls and passageways 15 seconds	USD 24,800 / RMB 150,000
02(b) All halls and passageways 10 seconds	USD 16,500 / RMB 100,000
02(c) All halls and passageways 5 seconds	USD 9,900 / RMB 60,000
02(d) West registration hall 15 seconds	USD 9,900 / RMB 60,000
02(e) Single LED 15 seconds (excluding West registration hall)	USD 2,500 / RMB 15,000



03 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:

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



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14 – 16 March 2018
National Exhibition and Convention Center (Shanghai), China

Please return to:
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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		Unit price (USD)	Unit price (RMB)
	01(a)	Online advertising banner	Hockeystick	3,300	20,000
	01(b)		Fullsize	1,980	12,000
	01(c)		Skyscraper	1,650	10,000
	01(d)		Left button	920	5,800
	01(e)		Right button	920	5,800
	02(a)	LED advertisement	All halls and passageways 15 seconds	24,800	150,000
	02(b)		All halls and passageways 10 seconds	16,500	100,000
	02(c)		All halls and passageways 5 seconds	9,900	60,000
	02(d)		West registration hall 15 seconds	9,900	60,000
	02(e)		Single LED 15 seconds (excluding West registration hall)	2,500	15,000
	03(a)	Beacon	Basic	2,300	14,000
	03(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.
- 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 exhibitor.
- 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 2018 Digital Services application form.

Company name: _____ Contact person: _____

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

Signature: _____ Booth no.: _____ Date: _____