

# 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](http://www.intertextile-home.com.cn)  
[www.intertextilehome.com](http://www.intertextilehome.com)

## Sponsorship and Advertising Opportunities

- Increase your brand recognition
- Increase the exposure of your products and services
- Position yourself as an industry leader
- Develop relationship through new networking opportunities



messe frankfurt

## (A) Sponsorship items and souvenirs (Show participation)

### A05 Show bags

Application deadline: 5 February 2018

Show bags (paper bag) will be distributed to visitors at registration counters.

- Sponsor's logo / Advertisement will be printed on one side of the show bag (paper bag) and show message with logo will be printed on the other side.
- Show bags will be distributed to VIP buyers and selected buyers.
- Sponsorship includes the production fee.
- The design must be approved by the Organisers in advance.

Quantity: 5,000 pcs

Price: USD10,000 (Exclusive)



### A07 Souvenirs

Application deadline: 5 February 2018

Souvenirs will be distributed to visitors at the registration counters.

- Sponsor's logo will be printed on one side of souvenirs.
- Sponsorship includes design and production fee.
- The design must be approved by the Organisers in advance.

Quantity : 10,000 pcs

Price: USD10,000 (Joint, Max. 5 nos)



## (B) Advertising option (Printed materials)

### B04 Visitor guide

Application deadline: 5 February 2018

It will be distributed to every visitor onsite free of charge! Information in the guide includes floorplans, exhibitor list, seminar schedule and more. Visitors can look for the show's information and location of their targeted booths quickly. Another golden advertising opportunity to exhibitors!

Size: 165mm (W) x 260mm (H)

Text box : 145mm (W) x 240mm (H)

Price:

B04a	Inside front cover	(Full page, 4-colour)	USD4,300
B04b	Inside back cover	(Full page, 4-colour)	USD4,300
B04c	Run-of-page	(Full page, 4-colour)	USD2,000



## (C) Advertising options (Onsite facilities)

### Exterior area

#### C01 Billboard at main entrances

Application deadline: 5 February 2018

Size: 12m (W) x 3m (H)  
Location: On the fence beside main entrances  
Quantity: 12 pcs  
Price: USD 5,500 / pcs



#### C02 Billboard outside metro station exit

Application deadline: 5 February 2018

Size: (a) 8m (W) x 3m (H)  
(b) 5m (W) x 3m (H)  
Location: Metro exit 6  
Quantity: 1 pcs  
Price: (a) USD 4,500 / pcs  
(b) USD 3,000 / pcs



### Plaza area

#### C07 Billboard

Application deadline: 5 February 2018

Size: 8m (W) x 4m (H)  
Location: Beside East / West registration hall entrance  
Quantity: 2 pcs  
Price: USD 5,000 / pcs



#### C08 Advertising light-box

Application deadline: 5 February 2018

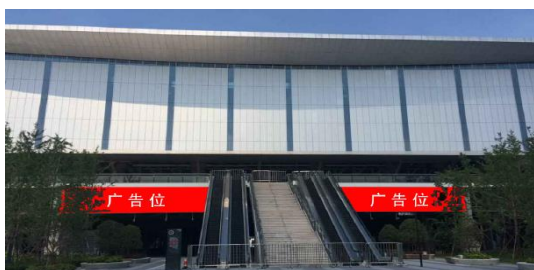
Size: 17m (W) x 4m (H)  
Location: West registration hall entrance  
Quantity: 1 pcs  
Price: USD 11,000 / pcs



#### C09 Canvas advertisement

Application deadline: 5 February 2018

Size: 12m (W) x 3m (H)  
Location: West hall terrace  
Quantity: 1 pcs  
Price: USD 5,500 / pcs



## (C) Advertising options (Onsite facilities) (Con't)

### Exhibition hall

#### C13 Floor sticker

(Only brand name hall exhibitors)

Application deadline: 5 February 2018

Size : 0.3m (W) x 0.12m (H)  
Location : Inside exhibition hall  
Quantity : 5 nos  
Price : USD 2,500 / nos



#### C17 Billboard

Application deadline: 5 February 2018

Size : 6m (W) x 3m (H)  
Location : Skylight on 2/F  
Quantity : 6 pcs  
Price : USD 2,800 / pcs



#### Note:

- Price includes release and production of advertisement(s). **Application submission deadline is on 5 February 2018.** Sponsors need to submit production file(s) to Organisers on or before 5 February 2018.
- Please check with the Organisers for availability of sponsorship items and detail.
- The above pictures are provided by National Exhibition and Convention Center (Shanghai). It is for reference only and subject to actual situation onsite.

For more details, please contact:

**Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd**

Contact: Mr James Deng

Tel: +86 755 8299 4989 ext. 535

Fax: +86 755 8299 2015

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

Please return to:

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## Application Form Sponsorship and Advertising

Subject to change. Information as of November 2017.

Quantity	Items / Specifications			Unit Cost (USD)
<b>(A) Sponsorship items and souvenirs (Show participation) (Deadline: 5 February 2018)</b>				
	A05	Show bags	Exclusive	10,000 / 5,000 pcs
	A07	Souvenirs	Joint, Max. 5 nos	10,000 / 10,000 pcs
<b>(B) Advertising option (Printed materials) (Deadline: 5 February 2018)</b>				
	B04a	Visitor guide	Inside front cover	Full page, 4-color 4,300
	B04b		Insider back cover	Full page, 4-color 4,300
	B04c		Run-of-page	Full page, 4-color 2,000
<b>(C) Advertising options (Onsite facilities) (Deadline: 5 February 2018)</b>				
	C01	Billboard at main entrances		5,500
	C02a	Billboard outside metro station exit		4,500
	C02b	Billboard outside metro station exit		3,000
	C07	Billboard		5,000
	C08	Advertising light-box		11,000
	C09	Canvas advertisement		5,500
	C13	Directional floor plan (company logo)		2,500
	C17	Billboard		2,800

14 – 16 March 2018

National Exhibition and Convention Center

Shanghai China

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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: \_\_\_\_\_