

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
12 – 14.3.2019

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

Sponsorship and
advertising opportunities



messe frankfurt

(A) Sponsorship options

Customized sponsorship promotion plan

Connect all resources of the exhibition for your marketing strategy! By carrying out a series of activities and having billboard display and other related promotion, display your brand and become the focus of the exhibition!

We can customize an eye-catching promotion plan that align with exhibitor's marketing goal. Static promotion such as on-site billboards, printed advertisements, or dynamic display such as distribution of souvenirs, sponsorship on workshops, conferences, interactive areas etc. All can instantly enhance brand penetration. In addition to the sponsorship and advertising program listed below, exhibitors are welcome to contact us to discuss the details of cooperation and create more business opportunities for your company!



(A) Sponsorship options

A01 Souvenir

Sponsored advertisements or logos will be printed on the official souvenirs and distributed to the visitors. There are wide range of souvenirs, such as the popular showbags, notebooks or any other industry-related items. Sponsors are welcome to specify the type and quantity of souvenirs.

- The design must be approved by the organisers in advance
- Sponsors should submit materials and information according to the souvenir specifications
- Sponsorship includes production fee

Quantity: Joint sponsor
Price: Upon request

Application deadline: 11 January 2019



A02 Souvenir delivery service

Distribution of sponsor's material or souvenir.

- Materials and souvenir provided by sponsor, quantity as 5,000 pcs max
- Materials for distribution must be approved by the organisers
- Exact location will be decided by Organisers
- Sponsorship fee includes backdrop and staff

- a) West Square - USD 14,000 / sponsor
- b) South Square - USD 14,000 / sponsor
- c) North Hall - USD 7,000 / sponsor
- d) Information counter - USD 5,000 / hall / sponsor each hall

Application deadline: 25 January 2019



A03 Sponsor's logo on the exhibition floor plan

The sponsor logo (single unit) appears on the floor plan of the situated hall, clearly guiding the buyer to the sponsor's booth.

- Sponsor's logo appears on the 3m x 2m floor plan located at the entrance of their exhibition hall, to highlight the booth location.
- There will be 3 floorplans for ITSHS19

Quantity: 5 nos / hall
Price: USD 2,500

Application deadline: 25 January 2019



(B) Advertising options (Publication materials)

B01 Visitor guide

Visitor guide will be distributed for free to visitors at registration counters and info counters. It is the most handy tool for onsite reference of visitors.



	Item	Price
(a)	Inside front cover (full page, 4-colour)	USD 4,300
(b)	Inside back cover (full page, 4-colour)	USD 4,300
(c)	Run-of-page (full page, 4-colour)	USD 1,500
(d)	Logo in the exhibitor list (single unit, 4-colour)	USD 1,000
(e)	Logo on the floorplan (single unit, 4-colour, max 5 nos per hall)	USD 1,000

Application deadline: 25 January 2019

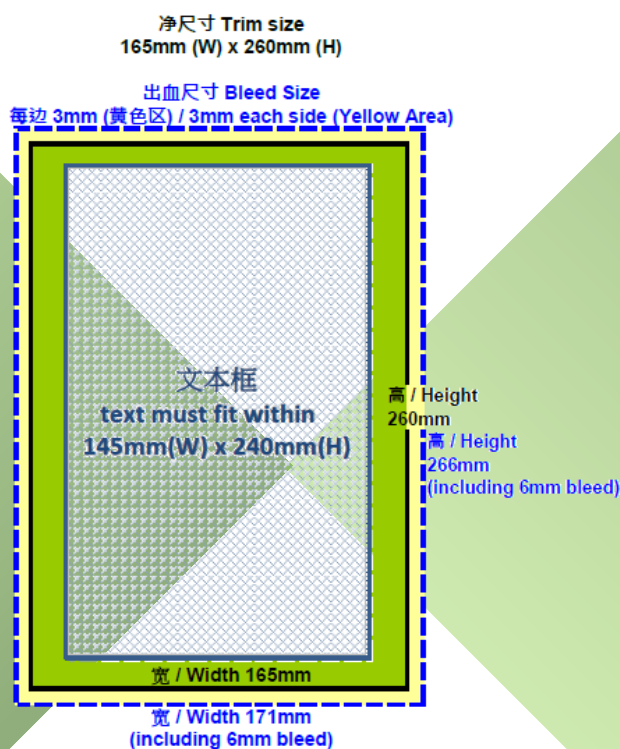
Specification:

Trim size:
165mm (W) x 260mm (H),
with additional 3mm bleeding each side

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

Logo in the exhibitor list:
Max 20mm (H)

Logo on the floorplan:
Max 30mm (W) x 20mm (H)



(C) Onsite advertising options



C01 Rectangular lightbox

Specification: 2.34m (H) x 0.91m (W) x 4 sided
Price: USD 3,000



C02 Plaza billboard

Specification: 3m (H) x 12m (W)
Price: USD 5,500



C03 Billboard outside metro station exit 6

Specification: 3m (H) x 5m (W)
Price: USD 3,000



C04 Billboard beside East / West registration hall entrance

Specification: 4m (H) x 8m (W)
Price: USD 5,000



C05 Billboard - Metro station exit no. 4 / 5

Specification: 3m (H) x 6m (W)
Price: USD 4,000



C06 Billboard at Skylight on 2/F

Specification: 3m (H) x 6m (W)
Price: USD 2,750

Note: **The submission deadline of application and materials production file is 25 January 2019.**
Prices include release and production. Please check with the organisers for the available location.
Inventories are subject to availability.
The above pictures re provided by NECC and for reference only. The real object should be considered as final.

(C) Onsite advertising options



**C07 Glass wall advertisement above
hall entrance (inside hall)**

Specification: Upon request
Price: USD 4,300

For more details, please contact:
Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd
Contact: Mr James Deng / Mr Lance Liu / Mr Benny Cai
Tel: +86 755 8299 4989 ext. 535 / 537 / 536
Fax: +86 755 8299 2015
Email: sponsorship@hongkong.messefrankfurt.com

Note: **The submission deadline of application and materials production file is 25 January 2019.**
Prices include release and production. Please check with the organisers for the available location.
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The above pictures re provided by NECC and for reference only. The real object should be considered as final.

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Application Form Sponsorship and Advertising

Subject to change. Information as of December 2018.

Quantity	Items / Specifications			Unit Cost (USD)
(A) Sponsorship items and souvenirs (Show participation) (Deadline: 25 January 2019)				
	A01	Souvenir (Deadline: 11 January 2019)		Exclusive Upon request
	A02 (a)	Souvenir delivery service	West Square	Joint sponsor, Max. 2 nos 14,000
	A02 (b)		South Square	Joint sponsor, Max. 2 nos 14,000
	A02 (c)		North Hall	Exclusive 7,000
	A02 (d)		Information counter	Exclusive 5,000
	A03	Sponsor's logo on the exhibition floor plan		Joint sponsor, Max. 5 nos 2,500
(B) Advertising option (Printed materials) (Deadline: 25 January 2019)				
	B01 (a)	Visitor guide	Inside front cover (full page, 4-colour)	4,300
	B01 (b)		Inside back cover (full page, 4-colour)	4,300
	B01 (c)		Run-of-page (full page, 4-colour)	1,500
	B01 (d)		Logo in the exhibitor list (single unit, 4-colour)	1,000
	B01 (e)		Logo on the floorplan (single unit, 4-colour, max 5 nos per hall)	1,000
(C) Advertising options (Onsite facilities) (Deadline: 25 January 2019)				
	C01	Rectangular lightbox	2.34m (H) x 0.91m (W) x 4 sided	3,000
	C02	Plaza billboard	3m (H) x 12m (W)	5,500
	C03	Billboard outside metro station exit 6	3m (H) x 5m (W)	3,000
	C04	Billboard beside East / West registration hall entrance	4m (H) x 8m (W)	5,000
	C05	Billboard - Metro station exit no. 4 / 5	3m (H) x 6m (W)	4,000
	C06	Billboard at Skylight on 2/F	3m (H) x 6m (W)	2,750
	C07	Glass wall advertisement above hall entrance (inside hall)	Upon request	4,300
Total:				

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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 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). 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: hsbckhkhkh

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: _____