

WOW

intertextile

SHANGHAI home textiles

6 – 8.3.2024

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

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

Digital exposure opportunities

- Omni-channel digital reach
- Precise digital targeting

www.intertextilehome.com

part of

TEXPERTISE

the textile business network



messe frankfurt



中家纺
CHTA

Onsite digital services

01 LED advertisement – hall area

Covering the main entrances and passageways, LED screens will repeatedly show the advertising and informative messages to the visitors via picture, animation and video formats. The brand awareness and product exposure can be enhanced to the visitors with their attentions to the screen.

	LED advertisement – hall area	USD
01(a)	All halls and passageways 15 seconds	27,400
01(b)	South plaza glass wall 15 seconds	9,600
01(c)	South plaza glass wall 10 seconds	6,700
01(d)	South plaza glass wall 5 seconds	3,600
01(e)	16-meter-tall platform at West plaza 15 seconds	7,500
01(f)	16-meter-tall platform at West plaza 10 seconds	6,700
01(g)	16-meter-tall platform at West plaza 5 seconds	3,700
01(h)	Single LED 15 seconds	1,400
** 01(b) – (h): The pricing is quoted per unit.		



02 LED advertisement – outdoor



	LED advertisement – outdoor	USD
02(a)	North plaza right & left 15 seconds	11,200
02(b)	West plaza right & left 15 seconds	9,800
02(c)	West plaza along escalators 15 seconds	5,500
02(d)	North hall 15 seconds	13,700
02(e)	East hall 15 seconds (Front & back panels)	2,800
** 02(a) – (c) & (e) : The pricing is quoted per set (2 units). 02(d) is quoted per unit.		

Please contact us:

Messe Frankfurt (HK) Ltd

Contact: Ms Wendy Lip / Mr Gino Zhao

Overseas Tel: +852 2230 9247 / +852 2230 9203

Local Tel: +86 21 6160 8428

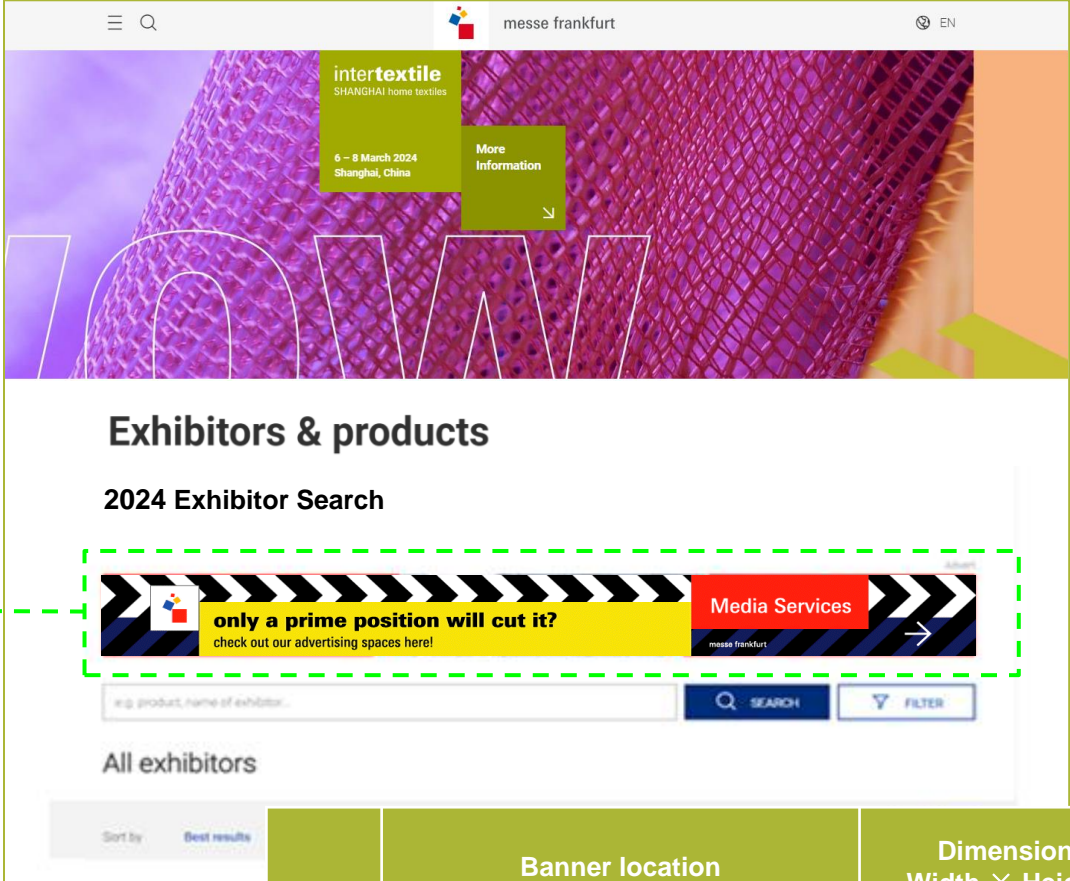
Fax: +852 2519 6800

Email: digital@hongkong.messefrankfurt.com

Fair's website

03 Online advertising banners

Intertextile Shanghai Home Textiles – Spring Edition show website 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 × Height	USD
03(a)	Homepage	3:1	1,140 x 380 px	1,400
03(b)	Placement of the first banner after approx. 30% or 60% of the page height (5 rotations)	4:1	1,140 x 285 px	1,300
03(c)		6:1	1,140 x 190 px	1,100
03(d)	Exhibitors and products page (5 rotations)	10:1	1,140 x 114 px	1,700

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Digital exposure – Lead generation








04: Targeted lead generation

(a) Cross-exhibition promotion model – Cost per Delivery

Exhibitors provide products or brand promotional content to be delivered to target audience via WeChat, email or SMS.

(b) In-show promotion model – Cost per Visitor

Match exhibitors' product categories with buyers' sourcing needs, and reach out matched registered buyers through Messe Frankfurt's database and channels — invite potential buyers to register for an online meeting with exhibitors or visit their booths in person.

(a) Cost per Delivery	(b) Cost per Visitor
Basic plan: USD 185 (including 15,000 delivery points from organiser's visitor database)	Basic plan: USD 185 (including 150 delivery points from organiser's visitor database)
Additional delivery Per 1,000 extra delivery points: USD 12	Additional delivery Per each (1) data set: USD 1.3
<i>For SMS, an extra fee of USD 37 will be charged per 1,000 SMS sent</i>	<i>No more than 1,000 visitors per product category; Total number of visitors for promotion not exceeding 10,000</i>
Delivery channels (select one of the following options):  WeChat Official (法兰克福展览观众服务) or Service accounts  e-DM  SMS <i>* Separate arrangement to be discussed if select more than one delivery channel</i>	Promotional channels (including all of the followings):  Telemarketing x 1  WeChat x 1 Official (法兰克福展览观众服务) or Service accounts  e-DM x 2  SMS x 2
Promotion aims at driving traffic to exhibitors' websites, social media, live video streaming, etc. If any collection of personal information or meeting invitations is included, individual arrangements will need to be made.	Promotion targets to invite buyers to meet with exhibitors online or on-site, and the organiser will follow up with the invited visitors to visit your booths or meet with you online.

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Application form

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Item			Unit price (USD)	Quantity
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		01(b) South plaza glass wall 15 seconds	9,600	
		01(c) South plaza glass wall 10 seconds	6,700	
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		02(e) East hall 15 seconds (front & back panels)	2,800	
03	Online advertising banners	03(a) Homepage 3:1	1,400	
		03(b) Homepage 4:1	1,300	
		03(c) Homepage 6:1	1,100	
		03(d) Exhibitors and products page 10:1	1,700	
04	Targeted lead generation	04(a) Cost per delivery: first 15,000 delivery points Delivery channel (please choose one): <input type="checkbox"/> WeChat <input type="checkbox"/> e-DM <input type="checkbox"/> SMS	185	
		Additional delivery (per 1,000 delivery)	12	
		Additional delivery – if choose SMS, extra fee on sending SMS (per 1,000 SMS sent)	37	
		04(b) Cost per visitor: first 150 delivery points	185	
		Additional delivery (per each data set)	1.3	
Total:				

We hereby accept the Terms & Conditions and sign below

Company name (English) : _____

Company name (Chinese) : _____

Contact person : _____ Booth No. : _____

Tel / Cell phone : _____ Fax : _____ E-mail : _____

Signature (with company stamp) : _____ Date : _____

Terms and Conditions

1. Reservation of advertisement space will be arranged on 'first-come-first-serve' basis upon receipt of formal application from customers.
2. The organisers reserve the right to decline any advertisement application.
3. The use of the provided advertising media for trade shows and events that considered competitive events of the organisers is not authorised.
4. 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.
5. The organisers are not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
6. 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 other details.
7. 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.
8. 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.
9. The locations of advertising media are subject to actual situation onsite and the organisers reserve 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. 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.
12. 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:	hsbchkhhkh
13. All bank charges are borne by the exhibitors / sponsors / advertisers.
14. 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.
15. The rules and regulations are bound by the General Terms and Conditions (which are available at <https://www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html>). 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 disputes, the organisers reserve the right of final decision.
16. The above onsite advertising pictures are provided by National Exhibition and Convention Center (Shanghai) and for reference only. The real object should be considered as final.