

全新轮胎专区
Co-located zone



automechanika

SHANGHAI

Shanghai international trade fair for automotive parts, equipment and service suppliers

上海国际汽车零配件、维修检测诊断设备及服务用品展览会

29.11 – 2.12.2017

National Exhibition and Convention Center (Shanghai)
China

中国·国家会展中心（上海）

www.automechanika-shanghai.com

Sponsorship and Advertising



messe frankfurt

(A) Sponsorship options

A01 Welcome dinner

This is a networking event to meet and build relationships with VIP buyers, partnership organisations, as well as key exhibiting industry players.

- Sponsor's name and / or logo to be displayed on invitation materials and relevant onsite signage
- Sponsor's flyers to be distributed at the event reception desk
- Sponsor's digital videos to be shown on stage screen for a fixed period of time
- Sponsor to be thanked by the Master of Ceremony on stage

Quota: Exclusive

Price: RMB 200,000

Application deadline: 25 August 2017



A02 Buyers welcome reception

This networking event offers valuable opportunities to meet with specially invited buyers.

- Sponsor's name and / or logo to be displayed on invitation materials and relevant onsite signage
- Sponsor's flyers to be distributed at the event reception desk

Quota: 2

Price: RMB 80,000 / sponsor

Application deadline: 25 August 2017



A03 Phoenix Lounge

This is a rest area at the fairground for specially invited VIPs where complimentary drinks, light snacks and internet access are available.

- Sponsor's name and / or logo to be displayed on relevant onsite signage
- Sponsor's flyers to be placed in the lounge
- Each sponsor will entitle four exclusive access passes

Quota: 2

Price: RMB 80,000 / sponsor

Application deadline: 25 August 2017



A04 Premium Buyer's Club

This is a rest area at the fairground for Premium Buyers where complimentary drinks, light snacks and internet access are available.

- Sponsor's name and / or logo to be displayed on relevant onsite signage
- Sponsor's flyers to be placed in the lounge
- Each sponsor will entitle four exclusive access passes

Quota: Exclusive

Price: RMB 80,000

Application deadline: 25 August 2017



29.11 – 2.12.2017

(A) Sponsorship options – con't

A05 Press Centre

This is a work and rest area for media attending the show. Complimentary drinks, light snacks and internet access are available at this venue.

- Sponsor's name and / or logo will be displayed on relevant onsite signage
- Sponsor's flyers to be placed in the press centre

Quota: Exclusive

Price: RMB 50,000

Application deadline: 25 August 2017



A06 Wifi / Charging station

This area provides free wifi / charging facilities to visitors and exhibitors during show period.

- Sponsor's name and / or logo will be displayed in the area and on relevant onsite signage
- Location of internet area / charging station will be allocated by the organisers

Price: RMB 50,000 / area

Application deadline: 25 August 2017



A07 Fringe programme

A series of innovative and practical-based fringe activities will be held onsite during show period, aiming to offer information exchange and learning opportunities for industry players.

- 15-minute sponsor's presentation time slot
- Sponsor's name and / or logo to be displayed on relevant onsite signage and materials
- Sponsor's flyers to be distributed at the programme reception desk
- Sponsor to be thanked by the Master of Ceremony and / or the organisers in the welcoming remark

** The organisers reserve the right to assign sponsors to appointed fringe programmes.*

Quota: Multiple

Price: RMB 20,000 / programme

Application deadline: 25 August 2017



29.11 – 2.12.2017

(A) Sponsorship options – con't

A08 Visitor admission badge

Visitor badge is the official access pass to enter the exhibition halls for every visitor, it is a direct promotional way to reach every visitor.

- Sponsor's logo and / or advertisement will be displayed on top of one side of the badges
- The design must be approved by the organisers in advance
- Price includes production fee

Quota: 2

Price: RMB 130,000 / sponsor

Application deadline: 25 August 2017

A09 Visitor lanyard

Visitor lanyards will be distributed at registration counters to all visitors for wearing the visitor badges during show visit.

- Logos of 2 sponsors (1-colour) will appear together with show logo on one side of the lanyards
- The design must be approved by the organisers in advance
- Price includes production fee

Quota: 2

Price: RMB 200,000 / sponsor

(Additional cost may apply based on actual colour of printed logo)

Application deadline: 25 August 2017

A10 Show bag

Non-woven show bags will be distributed to visitors at the registration counters.

- Sponsor's logo and / or advertisement (4-colour) will appear on one side of the show bags
- The show logo and / or show advertisement will be on the other side of the show bags
- The design must be approved by the organisers in advance
- Price includes production fee

Quota: 2

Price: RMB 120,000 / sponsor

Application deadline: 25 August 2017



Show bag in 2016 reference only

29.11 – 2.12.2017

(A) Sponsorship options – con't

A11 Bottled water

Bottled water will be distributed to visitors and attendees of official fringe activities.

- Sponsor's logo will appear on the bottles together with the show logo
- The design must be approved by the organisers in advance
- Price includes production fee

Quota: Exclusive

Price: RMB 50,000 / 4,000 bottles

Application deadline: 25 August 2017



A12 Official pen

Official pens will be used in all visitor registration counters and official fringe activities and events.

- Sponsor's logo (1-colour) will appear on the pens together with the show logo
- The design must be approved by the organisers in advance
- Price includes production fee

Quota: Exclusive

Price: RMB 45,000 / 8,000 pens

Application deadline: 25 August 2017



A13 Souvenir

Souvenir will be distributed to visitors at the registration halls.

- Sponsor's logo (1-colour) will appear on the souvenir, together with the show logo
- The design must be approved by the organisers in advance
- Price includes production fee

Quota: 4

Price: RMB 120,000 / sponsor

Application deadline: 25 August 2017



For more details, please contact:

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Email: sponsorship@hongkong.messefrankfurt.com

29.11 – 2.12.2017

(A) Sponsorship options – con't

A14 Visitor registration system screen advertisement

Sponsor's logo and / or advertisement will appear on the screen of onsite visitor registration system, catching the visitors' attention once they arrive and register for their show visits.

Actual size: 40mm (H) x 280mm (W)

Quota: 2

Price: RMB 100,000 / sponsor

Application deadline: 25 August 2017



A15 Directional floor plan (company logo)

Sponsor's logo and booth information will be indicated on the 2m x 3m directional floor plan on the main gangways in their own halls.

Quota: 6 (max. no. of sponsors for each hall)

Price: RMB 10,000 / sponsor

Application deadline: 25 August 2017



A16 Onsite distribution

Sponsor's information or souvenir will be distributed to visitors by official staff at specific spots.

- Company information or souvenirs provided by sponsors
- Materials for distribution must be approved by the organisers in advance
- Price includes onsite staff

Quota: 4 (max. no. of sponsors for each spot)

Price: North Hall	RMB 100,000 / sponsor
West Square	RMB 80,000 / sponsor
South Square	RMB 50,000 / sponsor
Information counter in each hall	RMB 38,000 / hall / sponsor

Application deadline: 25 August 2017



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(B) Advertising options (Printed materials)

B01 Buyer invitation postcard

Sponsor's name will be printed on buyer invitation postcard, which will be sent to approximately 200,000 professional visitors before show.

Format: Sponsor's name on one side of the postcard
Postcard trim size: 180mm (H) x 130mm (W)

Quota: 2

Price: RMB 20,000 / sponsor

Application deadline: 28 April 2017

B02 Show preview (in Chinese only)

Show preview (available in Chinese only) which features selected exhibitors products and profiles, will be sent to more than 80,000 target international buyers before show.

Publication trim size: 210mm (H) x 99mm (W)

Format: Run-of-page, full page, 4-colour

Price: RMB 15,000 / page

Application deadline: 30 June 2017

B03 Official fair catalogue

Official fair catalogue will be available for sale during show period for visitors' onsite and after show reference. It is an efficient channel for exhibitors to promote brands and products to the target groups.

Item	Description	Price (RMB)
(a)	Inside front cover	38,000
(b)	First page (opposite inside front cover)	38,000
(c)	Second page	36,000
(d)	Third page	36,000
(e)	Forth page	36,000
(f)	Inside back cover	36,000
(g)	Opposite inside back cover	36,000
(h)	Opposite content page	33,000
(i)	Back page of section divider	33,000
(j)	Run-of-page	27,000
(k)	Logo or trademark beside catalogue entry (black and white)	2,800

Publication trim size: 280mm (H) x 210mm (W)

Format: Full page, 4-colour

Application deadline: 25 August 2017



(B) Advertising options (Printed materials) – con't

B04 Visitor guide

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

Item	Description	Price (RMB)
(a)	Inside front cover	33,000
(b)	First page (opposite inside front cover)	33,000
(c)	Inside back cover	28,000
(d)	Opposite inside back cover	28,000
(e)	Opposite content page	20,000
(f)	Run-of-page	18,000

Publication trim size: 260mm (H) x 165mm (W)

Format: Full page, 4-colour

Application deadline: 25 August 2017



B05 Fair daily (in Chinese only)

Fair daily (available in Chinese only) which will be published everyday during show period, will bring visitors the latest news of the show and will be distributed for free to visitors at the entrance halls and specific locations, including Phoenix Lounge and Press Centre.

Item	Description	Dimension	Price (RMB)
(a)	Full page	340mm (H) x 233mm (W)	20,000
(b)	Half page – horizontal	160mm (H) x 233mm (W)	15,000
(c)	1/4 page – horizontal	80mm (H) x 233mm (W)	10,000
(d)	1/4 page – vertical	160mm (H) x 114mm (W)	10,000

Publication trim size: 380mm (H) x 260mm (W)

Format: Run-of-page, 4-colour

Application deadline: 25 August 2017



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(C) Onsite advertising options



C01 Billboard – Main entrance (external)

Specification: 3m (H) x 12m (W)

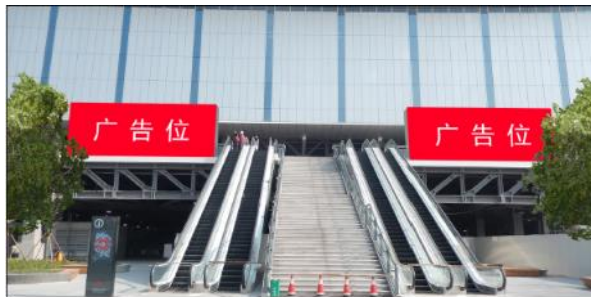
Price: **RMB 35,000 / pc**



C02 Billboard – North Hall

Specification: 4m (H) x 8m (W)

Price: **RMB 48,000 / pc**



C03 Billboard – West Hall (2-side)

Specification: 4m (H) x 12m (W)

Price: **RMB 120,000 / pc / 2-side**



C04 Billboard – Metro station exit no. 6

Specification: (a) 3m (H) x 8m (W) (b) 3m (H) x 5m (W)

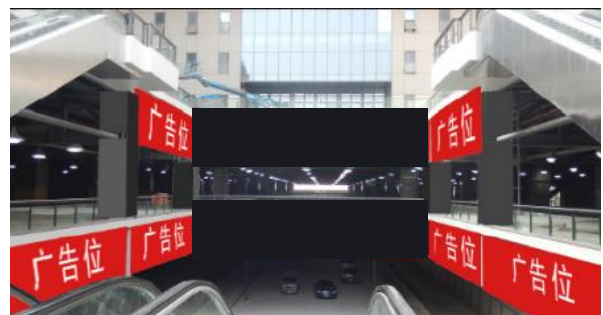
Price: (a) **RMB 30,000** (b) **RMB 25,000**



C05 Billboard – Metro station exit no. 4 / 5

Specification: 3m (H) x 6m (W)

Price: **RMB 25,000 / pc**



**C06 Canvas advertisement
Skylight at East / West esplanade**

Specification: 2.8m (H) x 11m (W)

Price: **RMB 33,000 / pc**

Note:

Application submission deadline is 13 October 2017. Advertisers need to provide appropriate production file by 20 October 2017. Prices include release and production. Please check with the organisers for the available location.

The above pictures are provided by NECC and for reference only. The real object should be considered as final.

(C) Onsite advertising options – con't



**C07 Glass wall advertisement
– main entrances on ground floor**

Specification: (a) 9.25m (H) x 16.6m (W) (b) 3.6m (H) x 3.4m (W)
* contact organiser for dimension details

Price: (a) RMB 200,000 / pc (b) RMB 35,000 / pc



**C08 Glass wall advertisement
– main entrances on 2nd floor**

Specification: 8.7m (H) x 15.7m (W)

Price: RMB 135,000 / pc



**C09 Lightbox – along drive way against
wall on ground floor**

Specification: 2.2m (H) x 4m (W)

Price: RMB 15,000 / pc



**C10 Advertisement panel – along
drive way on ground floor (4-side)**

Specification: front, back - 4m (H) x 8m (W)
lateral side - 4m (H) x 2m (W)

Price: RMB 75,000 / pc



**C11 Escalator advertisement
– East / North Skylight**

Specification: 1.5m (H) x 15m (W)

* contact organiser for dimension details

Price: RMB 30,000 / pc



C12 Advertisement on bench

Specification: 0.45m (H) x 1.65m (W) / pc (100 pcs / set)

Price: RMB 100,000 / 100 pc / set

Note:

Application submission deadline is 13 October 2017. Advertisers need to provide appropriate production file by 20 October 2017.

Prices include release and production. Please check with the organisers for the available location.

The above pictures are provided by NECC and for reference only. The real object should be considered as final.

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(C) Onsite advertising options – con't



C13 Hanging banner – inside single-story halls (2-side), 1H / 2H / 3H

* Hanging banner can only be hanged above the booth of advertiser. Please consult the organisers for exact hanging points

Specification: 12m (H) x 8m (W)
Price: **RMB 180,000 / pc**



C14 Hanging banner – inside double-story halls (2-side)

* Hanging banner can only be hanged above the booth of advertiser. Please consult the organisers for exact hanging points

Specification: 4m (H) x 6m (W)
Price: **RMB 50,000 / pc**



C15 Triangle advertisement tower (3-side)

Specification: Each side - 2m (H) x 0.6m (W)
* contact organiser for location details

Price: (a) Lightbox **RMB 21,000 / pc**
(b) Non-lightbox **RMB 18,000 / pc**

Note:

Application submission deadline is 13 October 2017. Advertisers need to provide appropriate production file by 20 October 2017.

Prices include release and production. Please check with the organisers for the available location.

The above pictures are provided by NECC and for reference only. The real object should be considered as final.

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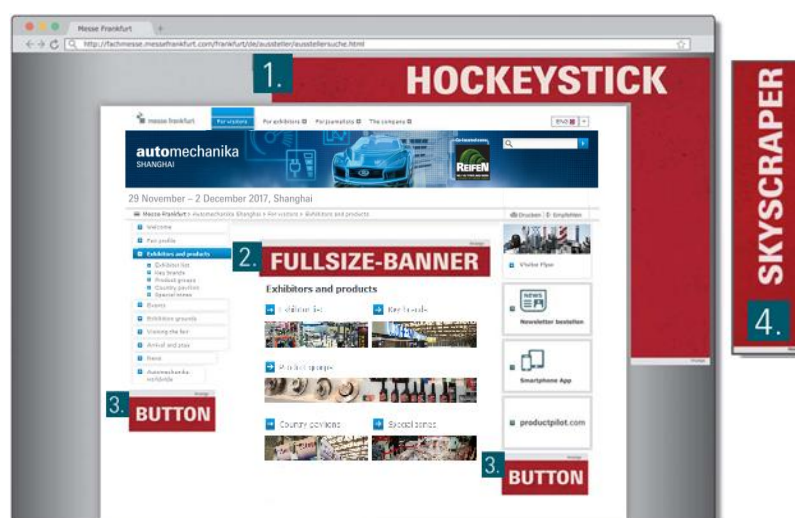
29.11 – 2.12.2017

(D) Digital exposure

D01 Online advertising

Automechanika Shanghai 2017's official website www.automechanika-shanghai.com offers an exclusive spot to draw the attention from all attendees. Grab this 4-month golden advertising opportunity in no time!

Application deadline: 15 November 2017



www.automechanika-shanghai.com	Banner Location	Dimension	Price (RMB)
	(a) Hockeystick	728 x 90 + 160 x 600 px	20,000
Exhibitors and product page (5 rotations)	(b) Fullsize	468 x 60 px	12,000
	(c) Button	175 x 69 px	5,800
	(d) Skyscraper	160 x 600 px	10,000

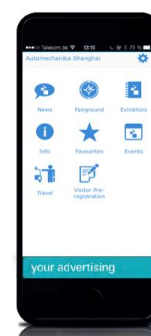
D02 Mobile application

The new mobile show application which can work off-line, allows visitors to get the latest show information, including floor plans, exhibitor list and fringe programmes, etc. This application is an excellent, efficient and effective marketing channel for exhibitors wanting to increase awareness of their participation at the show.

Language: Chinese and English (iOS and Android)

Application deadline: Please contact the organisers for details

Price:
Start-up advertisement RMB 80,000



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Email: dexperty@hongkong.messefrankfurt.com
HK Fax: +852 2519 6800

(D) Digital exposure – con't

D03 E-newsletter

An exhibitor corporate logo (4-colour, hyperlink to website) will be displayed in specific show e-newsletters which will be sent to around 200,000 potential international and domestic visitors before the show opens.

Application deadline:
Please contact the organisers for details

Price: RMB 10,000 / edition

D05 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 exposure to visitor groups and enhance your brand awareness!

Application deadline:
Please contact the organisers for details

Price:	
(a) Registration halls and passageways	RMB 350,000
(b) West passageways	RMB 150,000
(c) West / East Square	RMB 100,000
(d) Metro exits and taxi passageways	RMB 80,000
(e) Passageways connecting halls	RMB 60,000

D06 Beacon

Strengthen your promotional impacts and guide the visitors to find your booth! Through the function of bluetooth, visitors 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:	(a) Basic	RMB 14,000
	(b) Enhanced	RMB 20,000

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D04 Official website – news and update

“News and update” is part of the show’s official website which can be found at www.automechanika-shanghai.com. It features show highlights, exhibitor updates and visitor invitations, making it an ideal marketing tool for exhibitors to reach industry specific representatives.

Content must be approved by the organisers in advance.

Application deadline:
Please contact the organisers for details

Price: RMB 5,000 / release



(D) Digital exposure – con't

Add-Ons: additional services in the exhibitor and product search at the fair website

Distinguish your company from your competitors by booking Add-Ons for your Upgraded Media Package displayed at the Automechanika Shanghai 2017's official website www.automechanika-shanghai.com. Make use of these Add-Ons in the exhibitor and product search at the fair website, thus you can reach thousands of trade fair visitors all year-round.

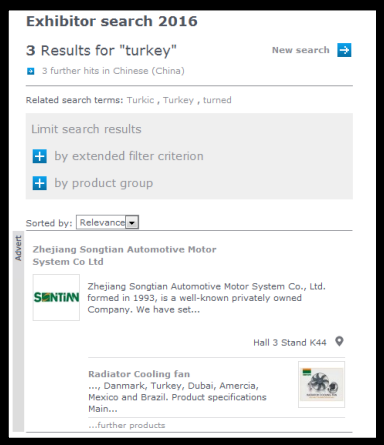
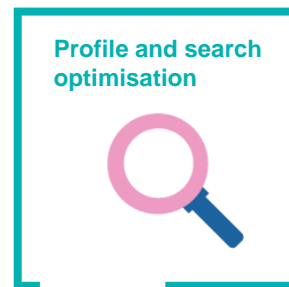
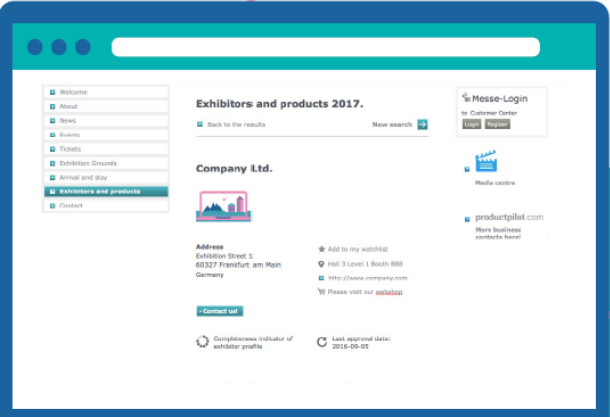
D07 Search Add-Ons

Visitors will see you immediately with these Add-Ons, make use of limited ad space and increase your visibility!

(a) Top-of-Search

- Your entry will be prominently displayed at the top of the search results
(This requires the company being listed in the search results)
- 5 limited ad spaces
(Only 1 entry is displayed in rotation)

RMB 4,000

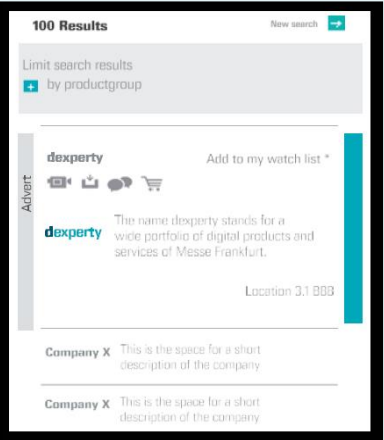
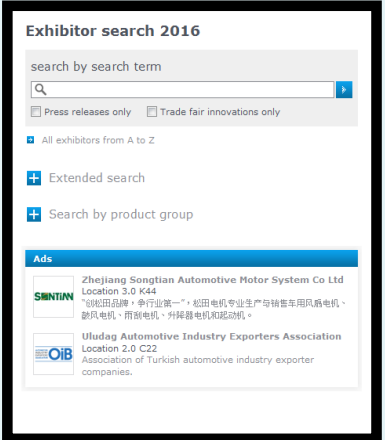
Your Exhibitor Profile in the Exhibitor and Product Search

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(D) Digital exposure – con't

D07 Search Add-Ons

Visitors will see you immediately with these Add-Ons, make use of limited ad space and increase your visibility!

(b) Top-of-Category	(c) Top Box	(d) Keywords
<ul style="list-style-type: none"> Your entry will appear at the top of the search results within a product category 3 limited ad spaces (Only 1 entry is displayed in rotation) <p>RMB 2,000</p>	<ul style="list-style-type: none"> Your entry will appear on the landing page of the exhibitor and product search Eye-catching placement of your information and products – linked to your exhibitor profile 25 limited ad spaces – 5 top boxes are displayed in rotation <p>RMB 3,000</p>	<ul style="list-style-type: none"> Enter additional keywords, under which you can be found faster The keywords are taken into consideration in the full text search <p>RMB 120 / keyword</p>
		

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(D) Digital exposure – con't

D08 Information Add-Ons

Present your various brands to visitors with additional text and images, give your company extra exposure now!

(a) Video

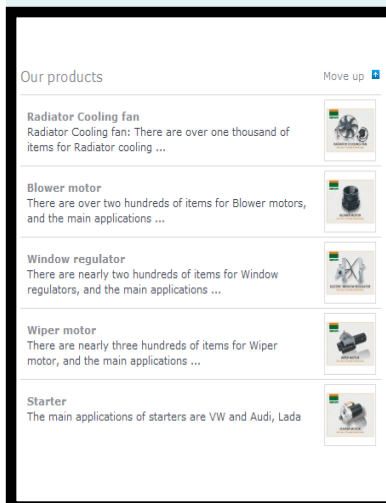
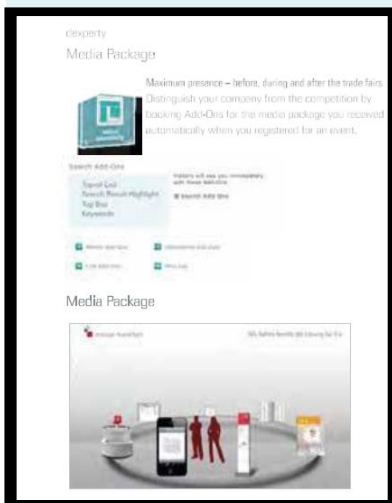
- Show videos in your company profile in the fair website's exhibitor search
- All popular video formats are supported / aspect ratio 16:9 and 4:3 / featured video length up to 5 minutes (longer videos upon request)

RMB 300

(b) Product Page

- Strengthen your presence with additional products and increase the hit rate from potential customers
- Show your highlights and new products
- Includes 1 photo and product information in both Chinese and English (2,500 characters each) +1 keyword

RMB 500



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(D) Digital exposure – con't

D09 Link Add-Ons

Redirect visitors to your web pages and other internet profiles, show what you have to offer!

(a) Shop Link	(b) Social Media Link	(c) Product Direct Link
<ul style="list-style-type: none"> ➤ Link to your online shop ➤ 1 link is available per exhibitor <p>RMB 500 / link</p>	<ul style="list-style-type: none"> ➤ Add icons and links to your social media profiles at: Xing, LinkedIn, YouTube, Facebook, Twitter, Google+, Weibo, Pinterest, Instagram, Wechat ➤ 1 link is available per network ➤ For up to 10 links <p>RMB 500 / link</p>	<ul style="list-style-type: none"> ➤ Redirect customers to your website using the Product Direct Link <p>RMB 500 / link</p>
<p>You'll find us on the following networks:</p>		

Subject to change, info as of March 2017.

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2017 Application Form Sponsorship and Advertising

(A) Sponsorship options					
Item no.	Item		Price (RMB)	Quantity	Sub-total
A01	Welcome dinner		200,000		
A02	Buyers welcome reception		80,000		
A03	Phoenix Lounge		80,000		
A04	Premium Buyer's Club		80,000		
A05	Press Centre		50,000		
A06	Wifi / Charging station		50,000 / area		
A07	Fringe programme		20,000 / programme		
A08	Visitor admission badge		130,000		
A09	Visitor lanyard		200,000		
A10	Show bag		120,000		
A11	Bottled water		50,000 / 4,000 bottles		
A12	Official pen		45,000 / 8,000 pens		
A13	Souvenir		120,000		
A14	Visitor registration system screen advertisement		100,000		
A15	Directional floor plan (company logo)		10,000		
A16	Onsite distribution	(a) North Hall	100,000		
		(b) West Square	80,000		
		(c) South Square	50,000		
		(d) Information counter in each hall	38,000		
(B) Advertising options (Printed materials)					
Item no.	Item	Dimension	Price (RMB)	Quantity	Sub-total
B01	Buyer invitation postcard	Sponsor's name on one side of the postcard	180mm (H) x 130mm (W)	20,000	
B02	Show preview (in Chinese only)	Run-of-page, full page, 4-colour	210mm (H) x 99mm (W)	15,000	
B03	Official fair catalogue	(a) Inside front cover ad	280mm (H) x 210mm (W)	38,000	
		(b) First page ad	280mm (H) x 210mm (W)	38,000	
		(c) Second page ad	280mm (H) x 210mm (W)	36,000	
		(d) Third page ad	280mm (H) x 210mm (W)	36,000	
		(e) Forth page ad	280mm (H) x 210mm (W)	36,000	
		(f) Inside back cover ad	280mm (H) x 210mm (W)	36,000	
		(g) Opposite inside back cover ad	280mm (H) x 210mm (W)	36,000	
		(h) Opposite content page ad	280mm (H) x 210mm (W)	33,000	
		(i) Back page of section divider ad	280mm (H) x 210mm (W)	33,000	
		(j) Run-of-paper ad (4-colour)	280mm (H) x 210mm (W)	27,000	
		(k) Logo or trademark beside catalogue entry (B&W)	280mm (H) x 210mm (W)	2,800	
B04	Visitor guide	(a) Inside front cover	260mm (H) x 165mm (W)	33,000	
		(b) First page (opposite inside front cover)	260mm (H) x 165mm (W)	33,000	
		(c) Inside back cover	260mm (H) x 165mm (W)	28,000	
		(d) Opposite inside back cover	260mm (H) x 165mm (W)	28,000	
		(e) Opposite content page	260mm (H) x 165mm (W)	20,000	
		(f) Run-of-page	260mm (H) x 165mm (W)	18,000	
B05	Fair daily (in Chinese only)	(a) Full page	340mm (H) x 233mm (W)	20,000	
		(b) Half page – horizontal	160mm (H) x 233mm (W)	15,000	
		(c) 1/4 page – horizontal	80mm (H) x 233mm (W)	10,000	
		(d) 1/4 page – vertical	160mm (H) x 114 mm (W)	10,000	
(C) Onsite advertising options					
Item no.	Item	Dimension	Price (RMB)	Quantity	Sub-total
C01	Billboard - Main entrance (external)	3m (H) x 12m (W)	35,000		
C02	Billboard - North Hall	4m (H) x 8m (W)	48,000		
C03	Billboard - West Hall (2-side)	4m (H) x 12m (W)	120,000		
C04	Billboard - Metro station exit no. 6	(a) 8m (W)	30,000		
		(b) 5m (W)	25,000		
C05	Billboard - Metro station exit no. 4 / 5	3m (H) x 6m (W)	25,000		
C06	Canvas advertisement - Skylight at East / West esplanade	2.8m (H) x 11m (W)	33,000		
C07	Glass wall advertisement - main entrances on ground floor	(a) Top * contact organiser for dimension details	(a) 9.25m (H) x 16.6m (W)	200,000	
		(b) Left / Right	(b) 3.6m (H) x 3.4m (W)	35,000	
C08	Glass wall advertisement - main entrances on 2nd floor	8.7m (H) x 15.7m (W)	135,000		
C09	Lightbox – along drive way against wall on ground floor	2.2m (H) x 4m (W)	15,000		
C10	Advertisement panel – along drive way on ground floor (4-side)	front, back - 4m (H) x 8m (W) lateral side - 4m (H) x 2m (W)	75,000		

Shanghai International Trade Fair for Automotive Parts, Equipment and Service Suppliers
上海国际汽车零部件·维修检测诊断设备及服务用品展览会
29 November - 2 December 2017
National Exhibition and Convention Center (Shanghai), China

Please return to:
Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd
Contact: Mr Lance Liu / Mr James Deng
Tel: +86 755 8299 4989 ext. 537 / 535
Email: sponsorship@hongkong.messefrankfurt.com
Fax: +86 755 8299 2015

2017 Application Form
Sponsorship and Advertising

Item no.	Item	Dimension	Price (RMB)	Quantity	Sub-total
C11	Escalator advertisement - East / North Skylight * contact organiser for dimension details	1.5m (H) x 15m (W)	30,000		
C12	Advertisement on bench	0.45m (H) x 1.65m (L) / pcs	100,000/ 100 pcs/		
C13	Hanging banner - inside single- story halls (2-side), 1H / 2H / 3H	12m (H) x 8m (W)	180,000		
C14	Hanging banner – inside double- story halls (2-side)	4m (H) x 6m (W)	50,000		
C15	Triangle advertisement tower (3-side)	(a) Lightbox	2m (H) x 0.6m (W) x 3-side	21,000	
		(b) Non-lightbox	2m (H) x 0.6m (W) x 3-side	18,000	

(D) Digital exposure

Item no.	Item	Dimension	Price (RMB)	Quantity	Sub-total
D01	Online advertising	(a) Hockeystick	728 x 90 (px) + 160 x 600 (px)	20,000	
		(b) Fullsize	468 (px) x 60 (px)	12,000	
		(c) Button	175 (px) x 69 (px)	5,800	
		(d) Skyscraper	175 (px) x 69 (px)	10,000	
D02	Mobile application start-up advertisement		80,000		
D03	E-newsletter		10,000 / time		
D04	Official website - news and update		5,000 / release		
D05	LED advertisement	(a) Registration halls and passageways		350,000	
		(b) West passageways		150,000	
		(c) West / East Squares		100,000	
		(d) Metro exits and taxi passageways		80,000	
		(e) Passageways connecting halls		60,000	
D06	Beacon	(a) Basic		14,000	
		(b) Enhanced		20,000	
D07	Search Add-Ons	(a) Top-of-search		4,000	
		(b) Top-of-category		2,000	
		(c) Top box		3,000	
		(d) Keywords		120 / keyword	
D08	Information Add-Ons	(a) Video		300	
		(b) Product page		500	
D09	Link Add-Ons	(a) Shop link		500 / link	
		(b) Social media link		500 / link	
		(c) Product direct link		500 / link	
Total:					

Important

Material submission deadline: printed materials - 25 August 2017, onsite advertising options - 20 October 2017.
The materials with a preview file in JPG format should be sent to sponsorship@hongkong.messefrankfurt.com

Terms and Conditions

- Reservation of advertisement space and/or sponsorship will be arranged on 'first-come-first-serve' basis upon receipt of formal application from exhibitors.
- The organisers reserve the right to decline any sponsorship or 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 advertisements.
- The organisers reserve the right to make insignificant deviations to the measurements, shapes and colours of the advertising documents, unless exhibitor had notified the organisers the specified pantone colours code and/or other details.
- For advertisements and/ or sponsorship items applied after application deadline, a surcharge of RMB 250 / sqm (for advertising media priced according to its dimension) or 50% of advertisement fee (for other advertising media) will be charged. The organisers reserve the right to decline any requests.
- For alteration of advertisement after production / installation is deemed as new production. The new production cost of RMB 300 / sqm (for advertising items priced according to its dimension) or 50% of advertisement fee (for other advertising items) is at the expense of exhibitor. The organisers reserve the right to decline any requests.
- For relocation of advertisement, a relocation cost of RMB 300 / sqm will be charged at the expense of exhibitor. The organisers reserve the right to decline any requests.
- The locations of advertising items are subject to actual situation onsite and the organisers reserve the right to make deviations if necessary.
- If the advertising item cannot be produced due to the late submission of artwork by exhibitor, the advertising fee is not refundable.
- No cancellation is accepted once exhibitor has submitted the signed Sponsorship and Advertising application form. The exhibitor is liable for the total amount in that case.
- The full payment should be settled according to the instruction on the invoice issued by the organisers and prior to the show date. The organisers reserve the right not to provide the advertising item if exhibitor fail to settle payment by the deadline.
- The full payment shall be remitted to Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd
Bank: Bank of China, Shanghai Branch, Nanjing Road (West) Third Sub-branch
A/C Holder: Messe Frankfurt (Shanghai) Co., Ltd
USD A/C No.: 448159241206
Swift code: BKCHCNBJ300
- 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 transportation of exhibits to the exhibition venue. The sponsor shall make their own arrangements for the storage and warehousing of the products, subject to the approval of the organisers. All sponsors are bound by the rules 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.
- The onsite advertising pictures are for reference only. The real object should be considered as final.

We hereby agreed to abide by the terms & conditions outlined in the Automechanika Shanghai 2017 Sponsorship & Advertising application form.

Company name:	Booth no.:
Contact person:	Email:
Tel:	Fax:
	Signature with chop:
	Date: