

prolight+sound

SHANGHAI

上海国际专业灯光音响展览会

10 – 13.10.2018

Shanghai New International Expo Centre
中国·上海新国际博览中心

Let's master it.
未来，尽在掌握

Sponsorship and Advertising Opportunities

- Increase your brand recognition
- Increase the exposure of your products and service
- Position yourself as an industry leader
- Relationship development through new networking opportunities

INTEX



messe frankfurt

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

A01 Visitor admission badges

Application deadline: 31 August 2018

Visitor admission badge is for trade visitors only and it is needed by all visitors to enter the exhibition halls.

- Sponsor's ad will be displayed at the back of badge.
- Ad file should be provided by sponsor and approved by organisers in advance.
- Organisers will be responsible for the badge design and production.

Quantity: 10,000 pcs

Price: RMB 16,000 (Joint, max 2 sponsors)



A02 Visitor lanyards

Application deadline: 31 August 2018

Visitor lanyards will be distributed to visitors at registration counters.

- Sponsor's logo (single unit, 1-colour printing) and company name will be printed on one side of the lanyard and show's message on the other side.
- Logo file should be provided by sponsor.
- Organisers will be responsible for the lanyards design and production.

Quantity: 10,000 pcs

Price: RMB 20,000 / sponsor (Exclusive)



A05 Show bag

Application deadline: 10 August 2018

Show bags will be distributed to visitors at the registration counters.

- Sponsor's logo (single unit) and booth number will be printed on one side of the show bag and show message with logo will be printed on the other side.
- Logo file should be provided by sponsor.
- Organisers will be responsible for the show bag design and production.

Quantity: 10,000 pcs

Price: RMB 30,000 / sponsor (Exclusive)



A06 Resting area / Wifi Area

Application deadline: 31 August 2018

The area offers visitors and exhibitors free-of-charge internet access during exhibition period.

- Sponsor's name and / or logo (single unit) to be displayed on all relevant on-site signage.
- Sponsor's flyers to be placed in the area.
- The specific advertisement place in this area to be determined by organiser.

Price: RMB 15,000 (Title sponsorship, max 3 sponsors)
RMB 5,000 (1 Company logo, max 3 sponsors)



(A) Sponsorship options items and souvenirs (Show participation) (Cont'd)

A07 Visitor souvenir

Application deadline: 10 August 2018

Souvenir will be distributed to visitors at the registration counters.

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

Price: RMB 30,000 / sponsor (Joint, max 2 sponsors)



A16 VIP lounge

Application deadline: 31 August 2018

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 (single unit) to be displayed on all relevant on-site signage.
- Sponsor's flyers to be placed in the lounge.
- Each sponsor has ten exclusive entry passes.

Price: RMB 20,000 / sponsor (Joint, max 3 sponsors)



A18 Welcome dinner

Application deadline: 10 August 2018

This is a networking event to meet and build relationships with VIP buyers, partnership organisation, as well as key exhibiting industry players. It will be held on the first show day.

- Sponsor's name and / or logo (single unit) to be displayed on all relevant on-site signage.
- Sponsor's flyers to be distributed at the event reception desk.
- Sponsor to be thanked by the Master of Ceremony on stage.

Price: RMB 50,000 (Exclusive)



(B) Advertising options (Publication materials)

B01 Fair catalogue advertisement

Application deadline: 31 August 2018

A comprehensive reference guide will be provided for all participants during and after the show! It carries comprehensive show information, including floorplans, exhibitors list, company and product introduction, fringe programme list, etc. Your advertisement will be kept by buyers for long time along the fair catalogue which creates continuous business opportunities for you.

Publication trim size: 210mm (W) x 285mm (H)
Bleed size: 216mm (W) x 291mm (H)

Price:

B01-1) Pull-out page	(full page, 4-colour)	RMB 15,000
B01-2) Back cover ad	(full page, 4-colour)	RMB 12,000
B01-3) Inside front cover ad	(full page, 4-colour)	RMB 9,000
B01-4) Inside back cover ad	(full page, 4-colour)	RMB 9,000
B01-5) First page ad	(full page, 4-colour)	RMB 8,500
B01-6) Double page spread	(full page, 4-colour)	RMB 9,500
B01-7) Run-of-paper ad (4-colour)	(full page, 4-colour)	RMB 5,000
B01-8) CD back cover ad	(full page, 4-colour)	RMB 15,000
B01-9) Bookmark	(double sides, 4 colour, Joint, max 3 sponsors)	RMB 10,000



B01-10 Company logo beside fair catalogue entry

Application deadline: 31 August 2018

Exhibitors' company logo (single unit) will be inserted in the show catalogue next to the "Exhibitor List" and "Exhibitor Profile". It will receive attention easily from the readers ahead of your competitors.

Size: 20mm (H) x 10mm (W)
Price: RMB 300 / Sponsor / Logo

(B) Advertising options (Publication materials) (Cont'd)

B04 Visitor guide advertisement

Application deadline: 31 August 2018

The Visitor Guide will be distributed to every visitor onsite free of charge!
Information in the guide such as floorplans, exhibitor list, fringe programme list, etc. Visitors can have a glance on the show's information and location of targeted booths quickly. A golden opportunity to promote your company and products.

Size (Run-of-page ad):	Quantity:	25,000 pcs	
Production:	Organisers will be responsible for the visitor guide design and production		
Price:			
B04-1) Back cover	(2/3 page, 4-colour), 130mm(H) x 105mm(W)		RMB 15,000
B04-2) Run-of-page ad	(full page, 4-colour), 210mm(H) x 105mm(W)		RMB 3,000
B04-3) Advertisement at the bottom of Double page spread	(full page, 4-colour), 30mm(H) x 210mm(W)		RMB 12,000
B04-2) Double page spread	(full page, 4-colour), 210mm(H) x 200mm(W)		RMB 20,000
B04-2) Product display	(array, 4-colour), 28mm(H) x 42mm(W)		RMB 1,600

B07 Visitor ticket advertisement

Application deadline: 13 July 2018

Tickets will be distributed to the massive professional visitors before the show commence, with which the information and booth number of the advertiser can be well known by all the potential buyers.

Format:	Exhibitor logo (single unit) printed on one side of the ticket
Distribute method:	- direct mail to potential buyer - distribute to visitor onsite
Size:	96mm (H) x 216mm (W), 3mm bleeding in each side
Price:	RMB 5,000 / Logo / 10,000 pcs



(C) Advertising options (Onsite facilities)

C01 Large outdoor billboard

Application deadline: 10 August 2018

- Size: 8m (W) x 5m (H)
 Location: South and North side of South and South square
 Price: (a) South square – the First one RMB 17,500
 (b) South square – Non First one RMB 13,500
 (c) North square – the First one RMB 17,500
 (d) North square – Non First one RMB 13,500



C03 Corridor ad on the ceiling

Application deadline: 10 August 2018

- Size: 5m (W) x 0.7m (H)
 Location: The corridor between Entrance hall 2 and Hall N1, N1 and N2
 Price: RMB 2,500 / pc



C05 Ad on outdoor truss

Application deadline: 10 August 2018

- Size: 1m (W) x 3m (H)
 Location: Outside square
 Price: (a) two sides: RMB 8,000
 (b) three sides: RMB 10,000



C02 (b) Corridor ad on the ground

Application deadline: 10 August 2018

- Size: 3m (W) x 2.5m (H)
 Location: On the each side of corridor between Entrance hall 2 and N1
 Price: RMB 10,000 / pc



C04 Corridor external advertisement

Application deadline: 10 August 2018

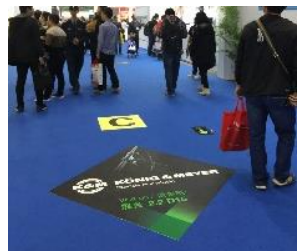
- Size: 2m (W) x 2.5m (H)
 Location: The corridor between Entrance hall 2 and Hall N1
 Price: RMB 10,000 / pc



C06 Floor graphics

Application deadline: 10 August 2018

- Size: 100cm (W) x 100cm (L) (full size)
 Location: Outside halls or corridor between exhibition halls
 Price: RMB 5,000 (full size)



(C) Advertising options (Onsite facilities) (Cont'd)

C07 Inter-hall shuttle bus station ad

Application deadline: 10 August 2018

Size: 2m (W) x 1m (H)
Location: Exhibitor's advertising message will be displayed on the inter-hall shuttle bus stand
Price: RMB 25,000 / 2-side



C08 Inter-hall shuttle bus ad

Application deadline: 10 August 2018

Size: 2.4m (W) x 0.7m (H)
Location: Exhibitor's advertising message will be displayed on inter-hall shuttle
Price: RMB 15,000 / shuttle



For more details, please contact:

Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd

Contact: 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

Please return to:

Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd

Attn: 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

Application Form Sponsorship and Advertising

Subject to change. Information as of March 2018.

Quantity	Items / Specifications	Unit Price (RMB)	
A) Sponsorship options items and souvenirs (Show participation) (Deadline: 31 Aug 2018)			
A01	Visitor admission badge Joint, Max. 2 sponsors	16,000	
A02	Visitor lanyards Exclusive sponsor	20,000	
A05	Show bag (Deadline: 10 Aug 2018) Exclusive sponsor	30,000	
A06	Resting Area / Wifi Area	(a) Title sponsor, Max. 3 sponsors	15,000
		(b) Logo only, Max. 3 sponsors	5,000
A07	Visitor souvenirs (Deadline: 10 Aug 2018) Join, Max. 2 sponsors	30,000	
A16	VIP Lounge Joint, Max. 3 sponsors	20,000	
A18	Welcome dinner (Deadline: 10 Aug 2018) Exclusive sponsor	50,000	
B) Advertising options (Publication materials) (Deadline: 31 Aug 2018)			
B01	Official fair catalogue	(1) Pull-out page 285mm (H) x 420mm (W)	15,000
		(2) Back cover ad. 285mm (H) x 210mm (W)	12,000
		(3) Inside front cover 285mm (H) x 210mm (W)	9,000
		(4) Inside back cover 285mm (H) x 210mm (W)	9,000
		(5) First page ad. 285mm (H) x 210mm (W)	8,500
		(6) Double page spread 285mm (H) x 210mm (W)	9,500
		(7) Run-of-paper ad (4-colour) 285mm (H) x 210mm (W)	5,000
		(8) CD back cover 900mm (H) x 100mm (W)	15,000
		(9) Bookmark 155mm (H) x 45mm (W)	10,000
B01-10	Official fair catalogue Company logo beside fair catalogue entry 20mm (H) x 10mm (W)	300	
B04	Visitor guide	(1) Back cover ad. 130mm(H) x 105mm(W)	15,000
		(2) Run-of-page 210mm(H) x 105mm(W)	3,000
		(3) Advertisement at the bottom of Double page spread 30mm(H) x 210mm(W)	12,000
		(4) Double page spread 210mm(H) x 200mm(W)	20,000
		(5) Product display 28mm(H) x 42mm(W)	1,600
B07	Visitor ticket advertisement 96mm (H) x 216mm (W)	5,000	
C) Advertising options (Onsite facilities) (Deadline: 10 Aug 2018)			
C01	Large outdoor billboard	(a) 8m (W) x 5m (H) – South square, the first one	17,500
		(b) 8m (W) x 5m (H) – South square, non first one	13,500
		(c) 8m (W) x 5m (H) – North square, the first one	17,500
		(d) 8m (W) x 5m (H) – North square, non first one	13,500
C02 (b)	Corridor ad on the ground 3m (W) x 2.5m (H)	10,000	
C03	Corridor ad on the ceiling 5m (W) x 0.7m (H)	2,500	
C04	Corridor external ad. 2m (W) x 2.5m (H)	10,000	
C05	Ad on outdoor truss	(a) 1m (W) x 3m (H) (two sides)	8,000
		(b) 1m (W) x 3m (H) (three sides)	10,000
C06	Floor graphics 100cm (W) x 100cm (L) (full size)	5,000	
C07	Inter-hall shuttle bus station ad 2m(W) x 1m(H)	25,000	
C08	Inter-hall shuttle bus ad 2.4m(W) x 0.7m(H)	15,000	

Application Form Sponsorship and Advertising

Please return to:

Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd

Attn: 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

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 full payment shall be remitted to Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd.

Account Name: Messe Frankfurt (Shanghai) Co., Ltd.
Account No: 437759235044
Banker: Bank of China, Shanghai Branch Nanjing Road(W) Third Sub-branch
Address: 1377 Nanjing Road West, Shanghai 200040, PRC
Swift Code: BKCHCNBJ300

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: _____