

yarnexpo

中国国际纺织纱线(春夏)展览会
China International Trade Fair for Fibres and Yarns

12 – 14.03.2019

中国 国家会展中心(上海) 8.2号馆
Hall 8.2, National Exhibition and
Convention Center (Shanghai)
China

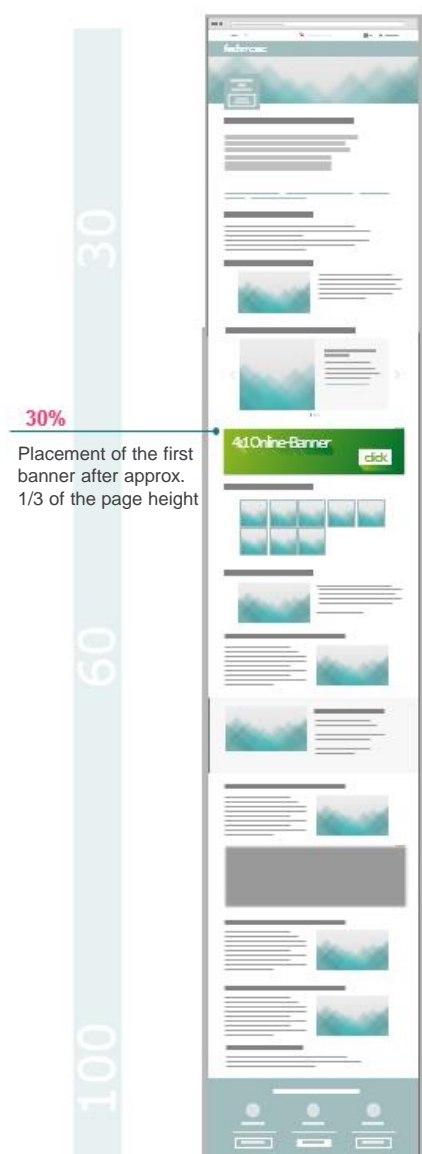
Digital Services



messe frankfurt

Digital exposure

01 Online advertising banners



Yarn Expo – Spring Edition 2019 show website www.yarn-expo-spring.com offers an exclusive spot to draw the attention from all attendees. Grab this golden advertising opportunity in no time!



Banner location		Dimension Width x Height	Price (USD)
Homepage	01(a) 3:1	1,140 x 380 px	1,150
Placement of the first banner after approx. 30% or 60% of the page height (5 rotations)	01(b) 4:1	1,140 x 285 px	1,080
	01(c) 6:1	1,140 x 190 px	1,000
Exhibitors and products page (5 rotations)	01(d) 10:1	1,140 x 114 px	1,500

Please contact us:

Messe Frankfurt (HK) Ltd

Contact: Ms Lisa Sun / Mr Gino Zhao

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

China Tel: +86 21 6060 8428

HK Fax: +852 2519 6800

Email: digital@hongkong.messefrankfurt.com

Digital exposure (Cont'd)

02 LED advertisement – hall area

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 appearance to audience groups and enhance your brand prominently!

Application deadline: Please contact the organisers for details

Price:

Hall area:

02(a) South plaza glass wall 15 seconds	USD 8,000
02(b) South plaza glass wall 10 seconds	USD 5,500
02(c) South plaza glass wall 5 seconds	USD 3,000
02(d) All halls and passageways 15 seconds	USD 16,500
02(e) West plaza 15 seconds	USD 8,600
02(f) All halls and passageways 10 seconds	USD 10,800
02(g) All halls and passageways 5 seconds	USD 6,600
02(h) West registration hall 15 seconds	USD 6,600
02(i) Single LED 15 seconds (excluding West registration hall)	USD 1,600



*West registration hall refers to red LEDs 1,2,3,4
All halls and passageways refer to all LEDs including red LED from 1 to15 and blue LED from 1 to15

03 LED advertisement – outdoor

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 appearances to audience groups and enhance your brand prominently!

Application deadline: Please contact the organisers for details

Price:

Outdoor:

03(a) North plaza right 15 seconds	USD 10,800
03(b) North plaza left 15 seconds	USD 6,600
03(c) West plaza left 15 seconds	USD 8,600
03(d) West plaza right 15 seconds	USD 6,600
03(e) West plaza along escalators 15 seconds	USD 8,600
03(f) East hall 15 seconds	USD 8,600



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Digital exposure (Cont'd)

04 Beacon

Strengthen your promotional impacts and make audiences find you at your booth! Through the function of bluetooth, audiences 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:	
04(a) Basic	USD 2,300
04(b) Enhanced	USD 3,300



05 INFANITY 3D Hologram

The INFANITY 3D Hologram is a new animation technology which makes your logo and products come to life. The animations are displayed using a hologram to create the illusion that the images are floating in the air. Using only a spinning fan, the technology is powered by 180 high-resolution LED lights that flash on only four light strips, which gives an eye-catching and vibrant effect for your logo and products.

To tailor to your needs, we have extensive animation offerings with various fan sizes of up to 100cm. This allows you to project an incredible 3D animation as wide as 3.8 meters, or bigger by using multiple units (up to 6 to 28 units of 65cm-diameter fans). Seize this fantastic opportunity to connect with your audience both visually and emotionally!

Application deadline:
Please contact the organisers for details

Price:	
05(a) Basic	USD 1,600
— a logo	
05(b) Premium	USD 9,900
— a logo, a product	
05(c) Enterprise	USD 16,500
— a logo, two products	
05(d) Customised	Please contact the organisers for details



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Yarn Expo – Spring Edition

中国国际纺织纱线(春夏)展览会

12 – 14 March 2019

National Exhibition and Convention Center (Shanghai), China

Please return to:

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**2019 Application Form
Digital Services**

Digital exposure (Deadline: Please refer to the brochure)				
Quantity	Description	Specification	Unit price (USD)	
01(a)	Online advertising banners	Homepage 3:1	1,150	
01(b)		Homepage 4:1	1,080	
01(c)		Homepage 6:1	1,000	
01(d)		Exhibitors and products page 10:1	1,500	
02(a)	LED advertisement – hall area	South plaza glass wall 15 seconds	8,000	
02(b)		South plaza glass wall 10 seconds	5,500	
02(c)		South plaza glass wall 5 seconds	3,000	
02(d)		All halls and passageways 15 seconds	16,500	
02(e)		West plaza 15 seconds	8,600	
02(f)		All halls and passageways 10 seconds	10,800	
02(g)		All halls and passageways 5 seconds	6,600	
02(h)		West registration hall 15 seconds	6,600	
02(i)		Single LED 15 seconds (excluding West registration hall)	1,600	
03(a)	LED advertisement – outdoor	North plaza right 15 seconds	10,800	
03(b)		North plaza left 15 seconds	6,600	
03(c)		West plaza left 15 seconds	8,600	
03(d)		West plaza right 15 seconds	6,600	
03(e)		West plaza along escalators 15 seconds	8,600	
03(f)		East hall 15 seconds	8,600	
04(a)	Beacon	Basic	2,300	
04(b)		Enhanced	3,300	
05(a)	INFANITY 3D Hologram	Basic — a logo	1,600	
05(b)		Premium — a logo, a product	9,900	
05(c)		Enterprise — a logo, two products	16,500	
05(d)		Customised	Please contact the organisers for details	
Total:				

Terms and Conditions

- Reservation of advertisement space will be arranged on 'first-come-first-serve' basis upon receipt of formal application from customers.
- The organisers reserve the right to decline any 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 advertisement.
- 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.
- 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.
- 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.
- The locations of advertising media are subject to actual situation onsite and the organisers reserve the right to make deviations if necessary.
- In case that advertising media provision cannot be realized because of late submission of artwork by customer, the advertising fee is not refundable.
- 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.
- 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: hsbchkhkhk
- 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 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
- In case of any disputes, the organisers reserve the right of final decision.

We hereby agreed to abide by the terms & conditions outlined in the Yarn Expo – Spring Edition 2019 Digital Services application form.

Company name: _____ Contact person: _____

Email: _____ Tel: (____) _____ Fax: (____) _____

Signature: _____ Booth no.: _____ Date: _____