

Digital exposure  
opportunities  
数字化宣传方案

**yarnexpo**

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

14 – 16.4.2022

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

International  
sourcing hub for  
yarns and fibres

国际纱线及纤维采购平台

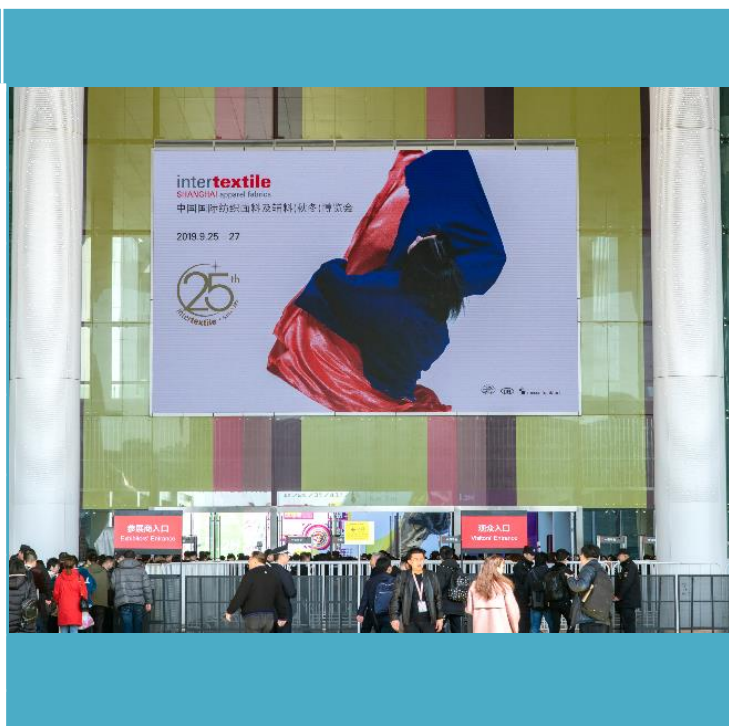
[www.yarnexpo-spring.com](http://www.yarnexpo-spring.com)

## Onsite digital services

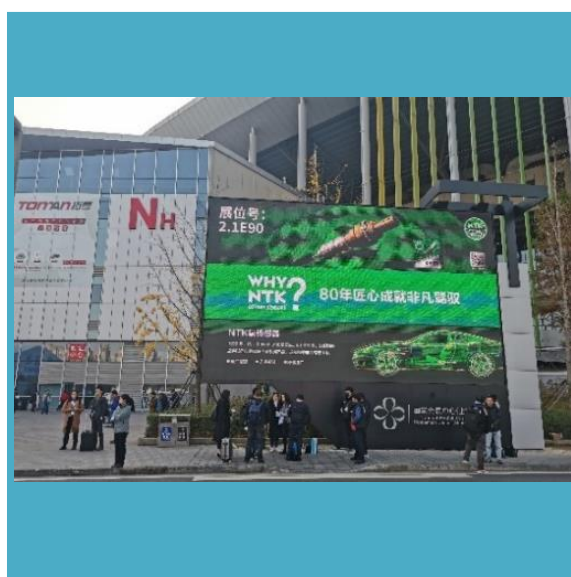
### 01 LED advertisement – hall area

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	RMB
01(a)	All halls and passageways 15 seconds	27,400	222,300
01(b)	South plaza glass wall 15 seconds	9,600	77,900
01(c)	South plaza glass wall 10 seconds	6,700	54,400
01(d)	South plaza glass wall 5 seconds	3,600	29,200
01(e)	16-meter-tall platform at West plaza 15 seconds	7,500	60,900
01(f)	16-meter-tall platform at West plaza 10 seconds	6,700	54,000
01(g)	16-meter-tall platform at West plaza 5 seconds	3,700	30,000
01(h)	Single LED 15 seconds	1,400	11,400
** 01(b) – (h): The pricing is quoted per unit.			



### 02 LED advertisement – outdoor



	LED advertisement – outdoor	USD	RMB
02(a)	North plaza right & left 15 seconds	11,200	90,900
02(b)	West plaza right & left 15 seconds	9,800	79,500
02(c)	West plaza along escalators 15 seconds	5,500	44,700
02(d)	North hall 15 seconds	13,700	111,200
02(e)	East hall 15 seconds (Front & back panels)	2,800	22,800
** 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

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

China Tel: +86 21 6060 8428

HK Fax: +852 2519 6800

Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)

## Onsite digital services

### 03 INFANITY 3D Hologram

The INFANITY 3D Hologram is an advanced 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 100 cm. 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!

		INFANITY 3D Hologram	USD	RMB
Display at booth	03(a)	Basic — a logo	1,400	11,400
	03(b)	Premium — a logo, one product (size: 1,000mm x 1,600mm)	4,700	38,200
	03(c)	Enterprise — a logo, one product (size: 2,000mm x 2,000mm)	7,100	57,600
	03(d)	Customised	Please contact the organisers for details	
Display at public area	03(e)	A logo and booth number — a 65 cm fan	1,700	13,800
	03(f)	A logo, a product and booth number — a 65 cm fan	3,900	31,600
	03(g)	A logo and booth number — 3 x 3 model	8,500	68,900
	03(h)	A logo, a product and booth number — 3 x 3 model	10,200	82,700



Please contact us:

**Messe Frankfurt (HK) Ltd**

Contact: Ms Wendy Lip / Mr Gino Zhao

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

China Tel: +86 21 6060 8428

HK Fax: +852 2519 6800

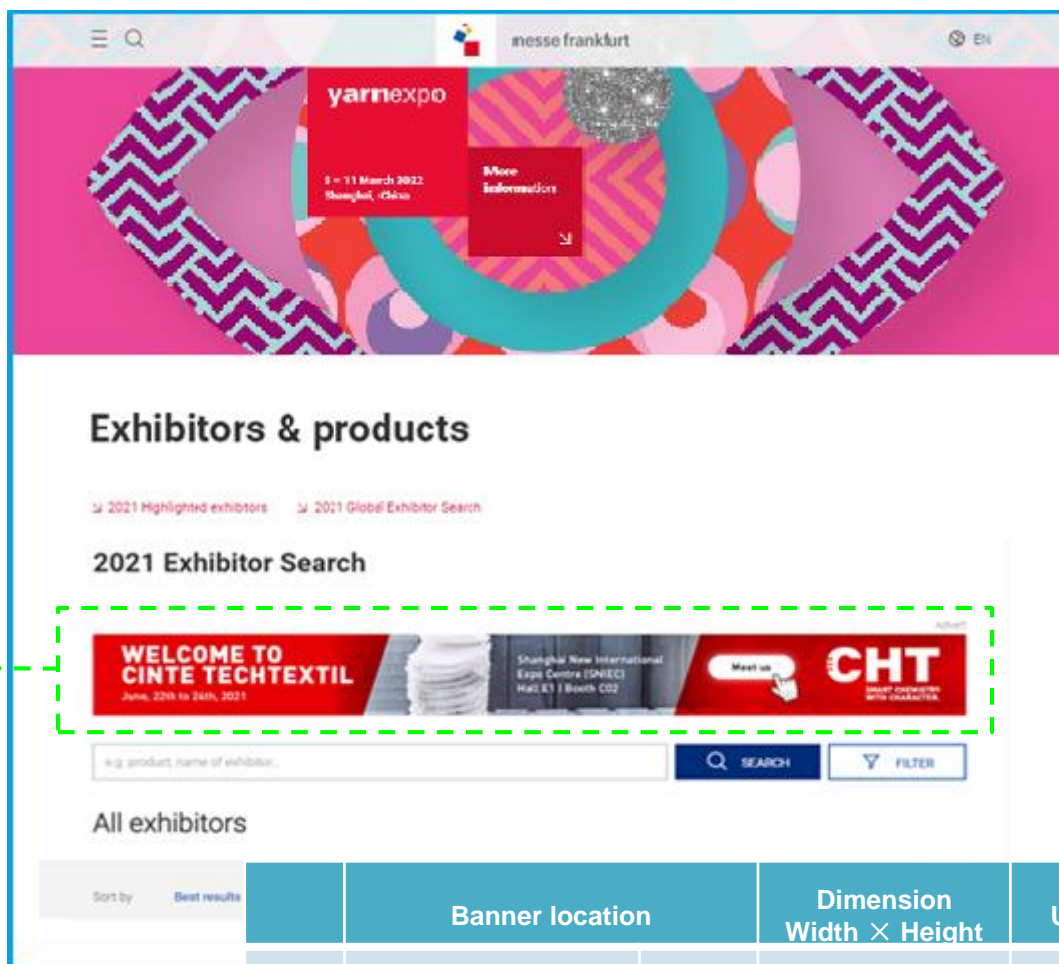
Email: [digital@hongkong.messefrankfurt.com](mailto:digital@hongkong.messefrankfurt.com)



## Fair's website

### 04 Online advertising banners

Yarn Expo Spring 2022 show website [www.yarnexpo-spring.com](http://www.yarnexpo-spring.com) offers an exclusive spot to draw the attention from all attendees. Grab this golden advertising opportunity in no time!



			Dimension Width × Height	USD	RMB
04(a)	Homepage	3:1	1,140 × 380 px	1,400	11,400
04(b)	Placement of the first banner after approx. 30% or 60% of the page height (5 rotations)	4:1	1,140 × 285 px	1,300	10,600
04(c)		6:1	1,140 × 190 px	1,100	9,000
04(d)	Exhibitors and products page (5 rotations)	10:1	1,140 × 114 px	1,700	13,800

Please contact us:

**Messe Frankfurt (HK) Ltd**

Contact: Ms Wendy Lip / 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](mailto:digital@hongkong.messefrankfurt.com)

## Fair's website

### 05 Upgraded media package

Each exhibitor will receive a free Silver Media Package in which their company's online presentation will be displayed in the "Exhibitor & products" section on the fair's official website [www.yarnexpo-spring.com](http://www.yarnexpo-spring.com). The Upgraded Gold Media Package enhances from the Silver Media Package at little expense, allowing you to draw more attention from professional buyers.

#### (a) Silver Media Package

**Free offer (valued at USD 130 / RMB 1,100)**

- Company name
- Booth number
- Product group
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 1 product page (picture & description)
- 3 keywords

#### (b) Upgrade Gold Media Package

**USD 90 / RMB 730 (valued at USD 210 / RMB 1,700)**

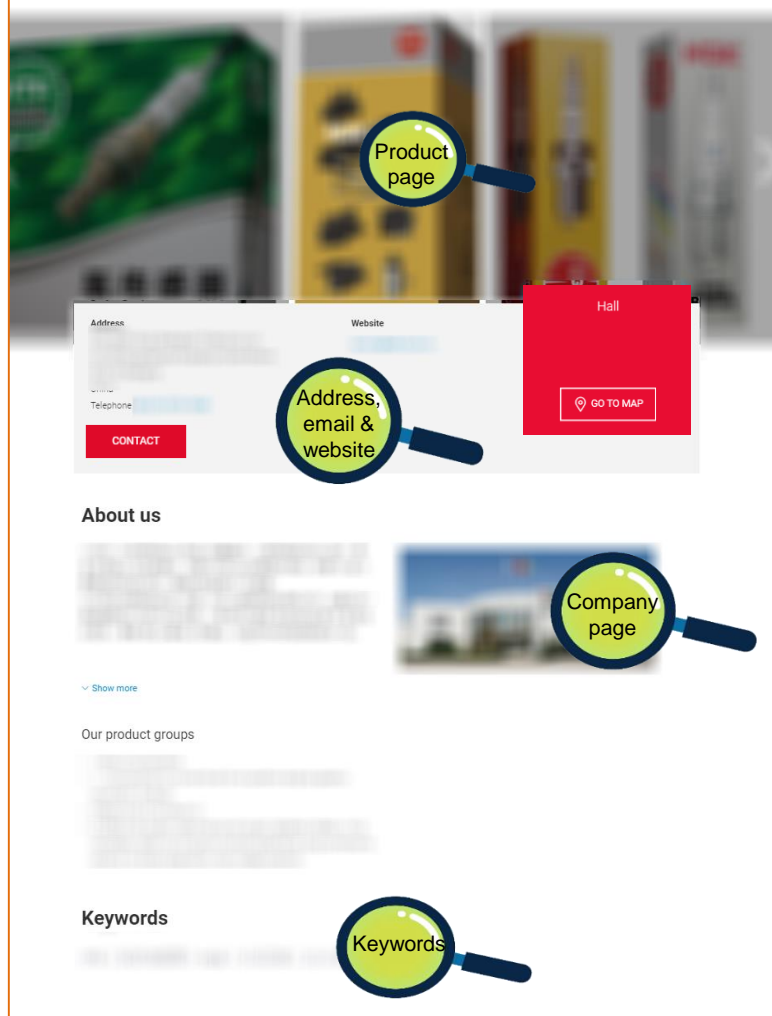
- Company name
- Booth number
- Product group
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 5 product pages (picture & description)
- 5 keywords

\* Exhibitor can upgrade to Gold Media Package (valued at USD210 / RMB1,700) with a top-up price of USD90 / RMB730.

#### 2021 exhibitors & products

← Overview

2021 Spring (Hong Kong)  
Trade Fair Ltd



Please contact us:

**Messe Frankfurt (HK) Ltd**

Contact: Ms Wendy Lip / 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](mailto:digital@hongkong.messefrankfurt.com)

## Fair's website

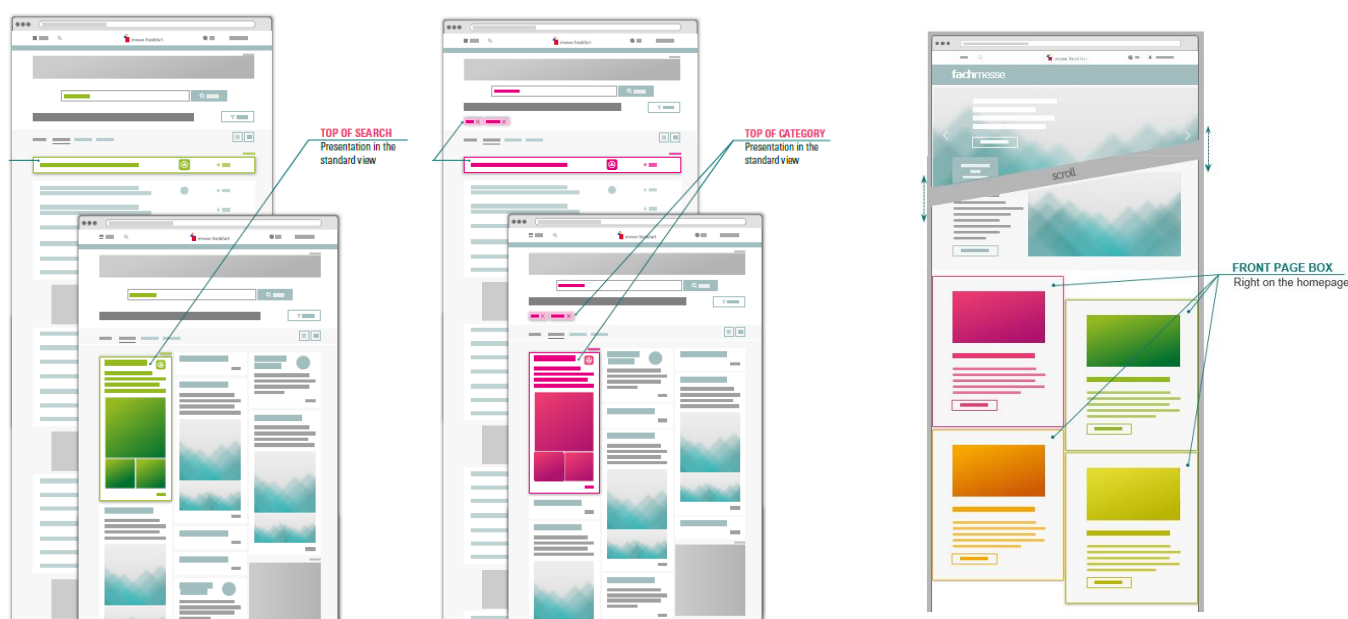
### Add-ons: additional services in the exhibitor and product search on the fair website

Distinguish your company from competitors by booking add-ons for your upgraded media package displayed on the official website. Make use of these add-ons in the exhibitor and product search on the fair website, thus you can reach thousands of trade fair visitors all year round.

### 06 Search Add-ons

Visitors will see you immediately with these add-ons, which increase your visibility!

(a) Top Of Search	(b) Top Of Category	(c) Front Page Box
USD 550 / RMB 4,500	USD 280 / RMB 2,300	USD 550 / RMB 4,500
<ul style="list-style-type: none"> <li>➤ Your entry will be prominently displayed at the top of the search results (This requires the company being listed in the search results)</li> <li>➤ 5 limited advertising spaces (Only 1 entry is displayed in rotation)</li> </ul>	<ul style="list-style-type: none"> <li>➤ Your entry will appear at the top of the search results within a product category</li> <li>➤ 3 limited advertising spaces (Only 1 entry is displayed in rotation)</li> </ul>	<ul style="list-style-type: none"> <li>➤ The trade fair homepage is the starting point for finding more information on the trade fair.</li> <li>➤ 4 limited advertising spaces</li> </ul>



Please contact us:

**Messe Frankfurt (HK) Ltd**

Contact: Ms Wendy Lip / 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](mailto:digital@hongkong.messefrankfurt.com)

## Fair's website

### 07 Link Add-ons

Visitors can access your online shop and social media platform through the Link Add-ons on the company profile!

(a) Social media link

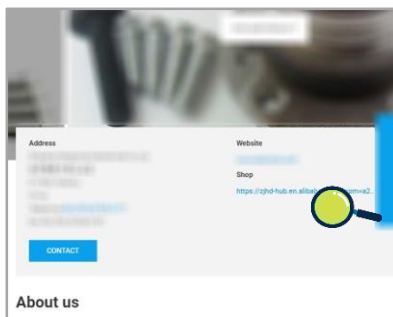
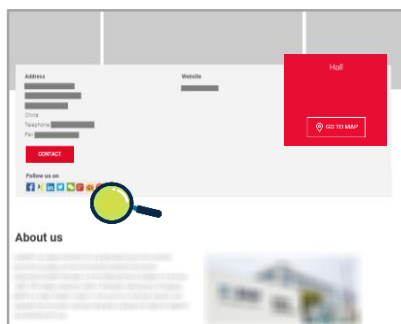
**USD 70 / RMB 570**

- Add icons and links to your social media pages at: WeChat, LinkedIn, YouTube, Facebook, Twitter, Weibo, Pinterest, Instagram
- For up to 10 links

(b) Shop link

**USD 70 / RMB 570**

- Link to your online shop
- 1 link is available per exhibitor



Please contact us:  
**Messe Frankfurt (HK) Ltd**  
 Contact: Ms Wendy Lip / 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](mailto:digital@hongkong.messefrankfurt.com)

## Fair's website

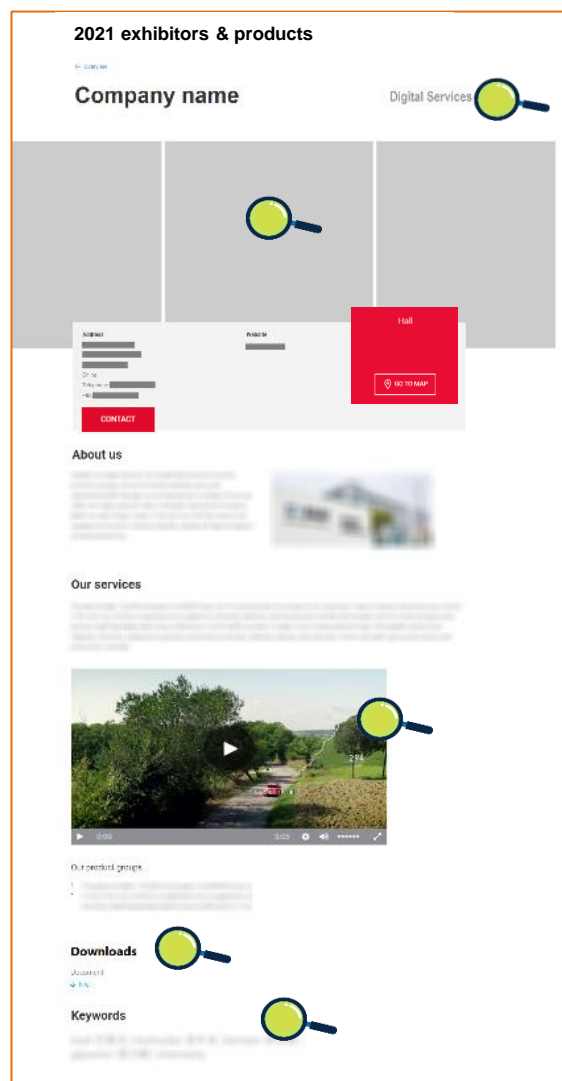
### 08 Information Add-ons

Visitors will see more contents in your company profile, that increases your brand visibility!

(a) Logo	(c) Video
USD 50 / RMB 400	USD 70 / RMB 570
<ul style="list-style-type: none"> <li>Give a visual representation of company brand</li> </ul>	<ul style="list-style-type: none"> <li>Show videos in your company profile in the fair website's exhibitor search</li> <li>All popular video formats are supported / aspect ratio 16:9 and 4:3 / featured video length up to 5 minutes (longer videos upon request)</li> </ul>

(b) Product page
USD 70 / RMB 570
<ul style="list-style-type: none"> <li>Strengthen your presence with additional products and increase the hit rate from potential customers</li> <li>Show your highlights and new products</li> <li>Includes 1 photo and product information in both Chinese and English (2,500 characters each)</li> </ul>

(d) Document download	(e) Keyword
USD 140 / RMB 1,200	USD 20 / RMB 170
<ul style="list-style-type: none"> <li>Attach document such as product catalogue or company magazine in exhibitor profile</li> <li>Visitors can save the document</li> <li>Format: pdf</li> </ul>	<ul style="list-style-type: none"> <li>Exhibitor can be found faster</li> </ul>



Please contact us:

**Messe Frankfurt (HK) Ltd**

Contact: Ms Wendy Lip / 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](mailto:digital@hongkong.messefrankfurt.com)



Yarn Expo Spring

中国国际纺织纱线(春夏)展览会

14 – 16 April 2022

National Exhibition and Convention Center (Shanghai), China

Please return to:

**Messe Frankfurt (HK) Co Ltd**

Contact: Ms Wendy Lip / 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](mailto:digital@hongkong.messefrankfurt.com)

## 2022 Application Form Digital Services

### Digital exposure (Deadline: Please refer to the brochure)

Quantity	Item no.	Description		Unit price (USD)	Unit price (RMB)
	01(a)	LED advertisement – hall area	All halls and passageways 15 seconds	27,400	222,300
	01(b)		South plaza glass wall 15 seconds	9,600	77,900
	01(c)		South plaza glass wall 10 seconds	6,700	54,400
	01(d)		South plaza glass wall 5 seconds	3,600	29,200
	01(e)		16-meter-tall platform at West plaza 15 seconds	7,500	60,900
	01(f)		16-meter-tall platform at West plaza 10 seconds	6,700	54,000
	01(g)		16-meter-tall platform at West plaza 5 seconds	3,700	30,000
	01(h)		Single LED 15 seconds	1,400	11,400
	02(a)	LED advertisement – outdoor	North plaza right & left 15 seconds	11,200	90,900
	02(b)		West plaza right & left 15 seconds	9,800	79,500
	02(c)		West plaza along escalators 15 seconds	5,500	44,700
	02(d)		North hall 15 seconds	13,700	111,200
	02(e)		East hall 15 seconds (front & back panels)	2,800	22,800
	03(a)	INFINITY 3D Hologram	Basic — a logo (size: 1,000mm x 1,600mm)	1,400	11,400
	03(b)		Premium — a logo, one product (size: 1,000mm x 1,600mm)	4,700	38,200
	03(c)		Enterprise — a logo, one product (size: 2,000mm x 2,000mm)	7,100	57,600
	03(d)		Customised	Please contact the organisers for details	
	03(e)		A logo and booth number — a 65 cm fan (size: 650mm x 650mm)	1,700	13,800
	03(f)		A logo, a product and booth number — a 65 cm fan (size: 650mm x 650mm)	3,900	31,600
	03(g)		A logo and booth number — 3 x 3 model (size: 2,000mm x 2,000mm)	8,500	68,900
	03(h)		A logo, a product and booth number — 3 x 3 model (size: 2,000mm x 2,000mm)	10,200	82,700
	04(a)	Online advertising banners	Homepage 3:1	1,400	11,400
	04(b)		Homepage 4:1	1,300	10,600
	04(c)		Homepage 6:1	1,100	9,000
	04(d)		Exhibitors and products page 10:1	1,700	13,800
	05(a)	Upgraded media package	Silver	Free upgraded	
	05(b)		Gold	90	730
	06(a)	Search Add-ons	Top Of Search	550	4,500
	06(b)		Top Of Category	280	2,300
	06(c)		Front Page Box	550	4,500
	07(a)	Link Add-ons	Social media link	70	570
	07(b)		Shop link	70	570
	08(a)	Information Add-ons	Logo	50	400
	08(b)		Product page	70	570
	08(c)		Video	70	570
	08(d)		Document download	140	1,200
	08(e)		Keyword	20	170
				Total:	

#### 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.

Yarn Expo Spring

中国国际纺织纱线(春夏)展览会

14 – 16 April 2022

National Exhibition and Convention Center (Shanghai), China

Please return to:

**Messe Frankfurt (HK) Co Ltd**

Contact: Ms Wendy Lip / 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](mailto:digital@hongkong.messefrankfurt.com)

## 2022 Application Form Digital Services

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: hsbckhkhkh
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.

**We hereby agreed to abide by the terms & conditions outlined in the Yarn Expo Spring 2022 Digital Services Application Form.**

Company name: \_\_\_\_\_ Contact person: \_\_\_\_\_

Email: \_\_\_\_\_ Tel: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Signature: \_\_\_\_\_ Booth no.: \_\_\_\_\_ Date: \_\_\_\_\_