

intertextile

SHANGHAI apparel fabrics

中国国际纺织面料及辅料(秋冬)博览会
China International Trade Fair for Apparel Fabrics and Accessories – Autumn Edition



23 – 25.9.2020

National Exhibition and
Convention Center (Shanghai), China

Digital Services



Digital exposure

01 LED advertisement – hall area

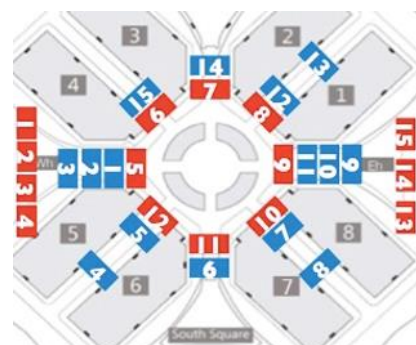
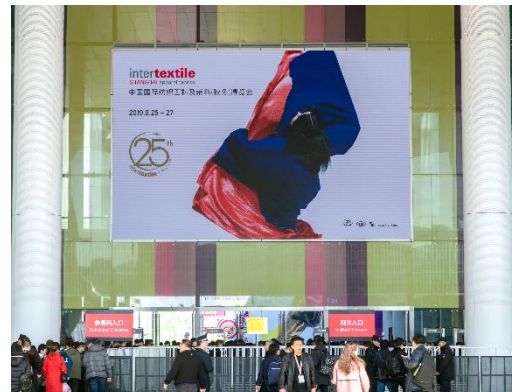
Covering the main entrances and passageways, LED screens will repeatedly show the advertising and informative messages to the visitors via picture, animation and video formats. The brand awareness and product exposure can be enhanced to the visitors with their attentions to the screen.

Application deadline: Please contact the organisers for details

Price:

Hall area:

01(a) South plaza glass wall 15 seconds	USD 9,900 / RMB 80,000
01(b) South plaza glass wall 10 seconds	USD 6,900 / RMB 56,000
01(c) South plaza glass wall 5 seconds	USD 3,700 / RMB 30,000
01(d) West plaza 15 seconds	USD 7,800 / RMB 63,000



*West registration hall refers to red LEDs 1,2,3,4

02 LED advertisement – outdoor

Application deadline: Please contact the organisers for details

Price:

Outdoor:

02(a) North plaza right 15 seconds	USD 9,900 / RMB 80,000
02(b) North plaza left 15 seconds	USD 6,000 / RMB 49,000
02(c) West plaza left 15 seconds	USD 7,900 / RMB 64,000
02(d) West plaza right 15 seconds	USD 6,000 / RMB 49,000
02(e) West plaza along escalators 15 seconds (for 2 pieces)	USD 7,900 / RMB 64,000
02(f) East hall 15 seconds (for 2 pieces)	USD 7,900 / RMB 64,000



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

Digital exposure (Cont'd)

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!

Application deadline:

Please contact the organisers for details

Price:

Display at booth

03(a) Basic USD 1,600 / RMB 13,000

— a logo

03(b) Premium USD 9,200 / RMB 75,000

— a logo, two products

03(c) Enterprise USD 15,300 / RMB 123,000

— a logo, three products

03(d) Customised Please contact the organisers

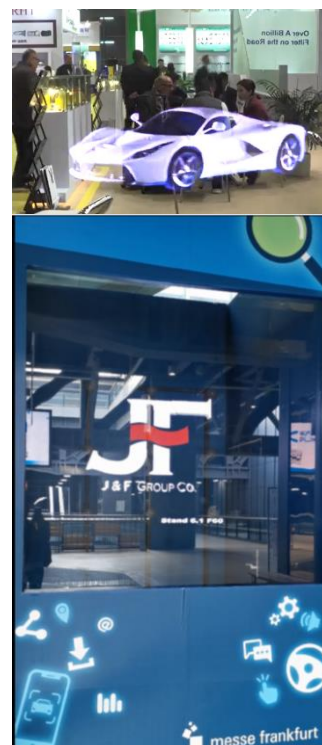
Display at public area in 15 seconds (organisers reserve the right of final decision)

03(e) A logo and booth number — a 65 cm fan USD 1,600 / RMB 13,000

03(f) A logo, a product and booth number — a 65 cm fan USD 3,100 / RMB 25,000

03(g) A logo and booth number — 3 x 3 model USD 7,700 / RMB 62,000

03(h) A logo, a product and booth number — 3 x 3 model USD 9,200 / RMB 75,000



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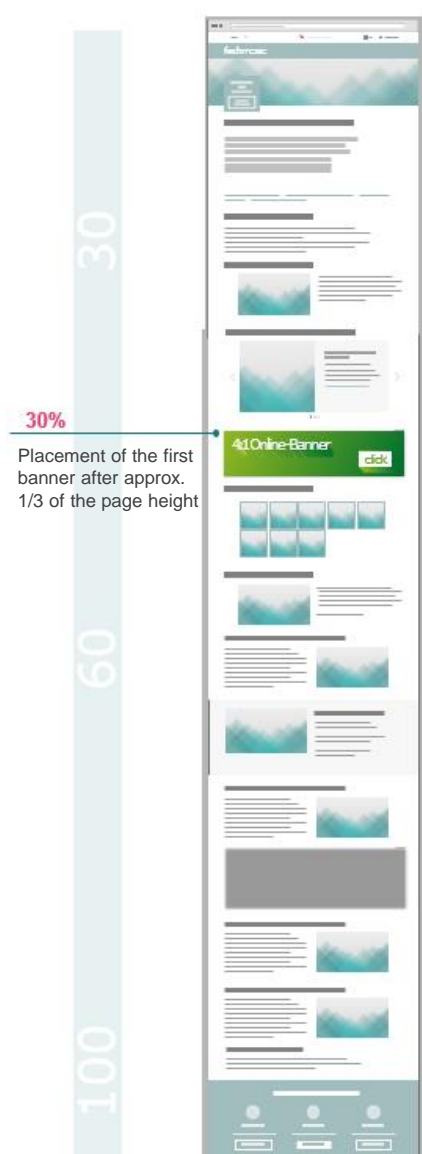
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Digital exposure (Cont'd)

04 Online advertising banners



Intertextile Shanghai Apparel Fabrics – Autumn Edition 2020 show website www.intertextileapparel.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)	Price (RMB)
Homepage	3:1	1,140 x 380 px	1,200	9,700
Placement of the first banner after approx. 30% or 60% of the page height (5 rotations)	4:1	1,140 x 285 px	1,100	8,900
	6:1	1,140 x 190 px	1,000	8,000
	10:1	1,140 x 114 px	1,500	12,100

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Intertextile Shanghai Apparel Fabrics – Autumn Edition 2020

中国纺织面料及辅料（秋冬）博览会

23 – 25 September 2020

National Exhibition and Convention Center (Shanghai), China

Please return to:

Messe Frankfurt (HK) Co Ltd

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China Tel: +86 21 6060 8428

HK Fax: +852 2519 6800

Email: digital@hongkong.messefrankfurt.com

**2020 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	South plaza glass wall 15 seconds	9,900	80,000
	01(b)		South plaza glass wall 10 seconds	6,900	56,000
	01(c)		South plaza glass wall 5 seconds	3,700	30,000
	01(d)		West plaza 15 seconds	7,800	63,000
	02(a)	LED advertisement – outdoor	North plaza right 15 seconds	9,900	80,000
	02(b)		North plaza left 15 seconds	6,000	49,000
	02(c)		West plaza left 15 seconds	7,900	64,000
	02(d)		West plaza right 15 seconds	6,000	49,000
	02(e)		West plaza along escalators 15 seconds	7,900	64,000
	02(f)		East hall 15 seconds	7,900	64,000
	03(a)	INFINITY 3D Hologram	Basic — a logo	1,600	13,000
	03(b)		Premium — a logo, two products	9,200	75,000
	03(c)		Enterprise — a logo, three products	15,300	123,000
	03(d)		Customised	Please contact the organisers for details	
	03(e)		A logo and booth number — a 65 cm fan	1,600	13,000
	03(f)		A logo, a product and booth number — a 65 cm fan	3,100	25,000
	03(g)		A logo and booth number — 3 x 3 model	7,700	62,000
	03(h)		A logo, a product and booth number — 3 x 3 model	9,200	75,000
	04(a)	Online advertising banners	Homepage 3:1	1,200	9,700
	04(b)		Homepage 4:1	1,100	8,900
	04(c)		Homepage 6:1	1,000	8,000
	04(d)		Exhibitors and products page 10:1	1,500	12,100
				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: hsbchkhhkh
- 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 laid down in the official participation guidelines for exhibitors.
- 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.
- 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 Intertextile Shanghai Apparel Fabrics – Autumn Edition 2020 Digital Services Application Form.

Company name: _____ Contact person: _____

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

Signature: _____ Booth no.: _____ Date: _____