

# 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



9 — 11.10.2021

National Exhibition and  
Convention Center (Shanghai), China

## Digital exposure opportunities

- Intertextile Hub – Exhibitors' video
- Intertextile Hub – Fair's website
- Onsite digital services



messe frankfurt

## Intertextile Hub – Exhibitors' video

### 01 Exhibitors' video

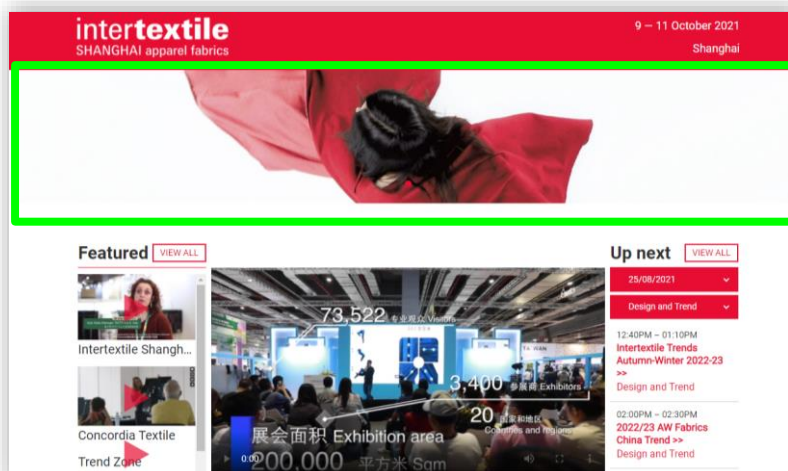
Under this new exhibitor's livestreaming and video platform, the audience can view the product demonstration or sharing session instantly. Also, the livestreamed videos can be shared as featured video for audience watched at any time. More potential buyers can be attracted via the virtual presentation!

#### (a) Top banner

An eye-catching banner is placed at the top of the platform's main page. There are maximum of five advertising spaces and the banners will be displayed as slide show. Each banner will link to a predetermined landing page.

Banner size: 1,920(w) x 320(h) pixels

Price: USD 2,200 / RMB 18,000

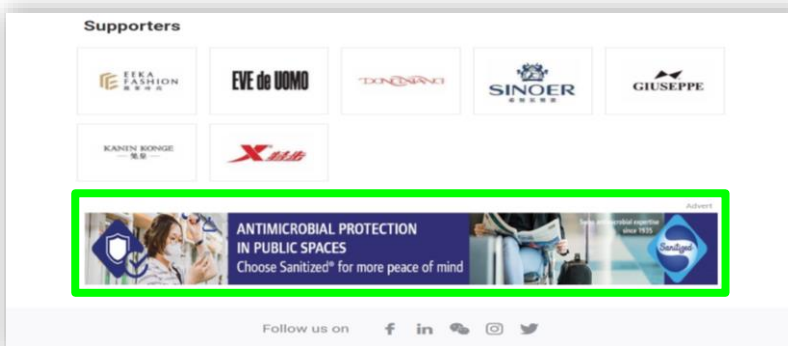


#### (b) Bottom banner

It is exclusively placed prior to the Fair Organiser's contact information and offered for sole exhibitor on a first-come-first-served basis. Each banner will link to a predetermined landing page.

Banner size: 980(w) x 160(h) pixels

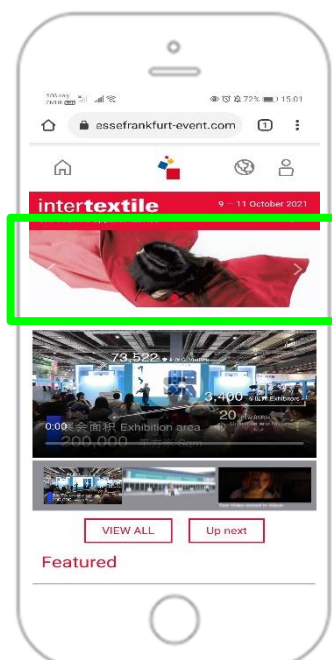
Price: USD 1,700 / RMB 14,000



Top banner

Bottom banner

### Mobile version



Please contact us:

**Messe Frankfurt (HK) Ltd**

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

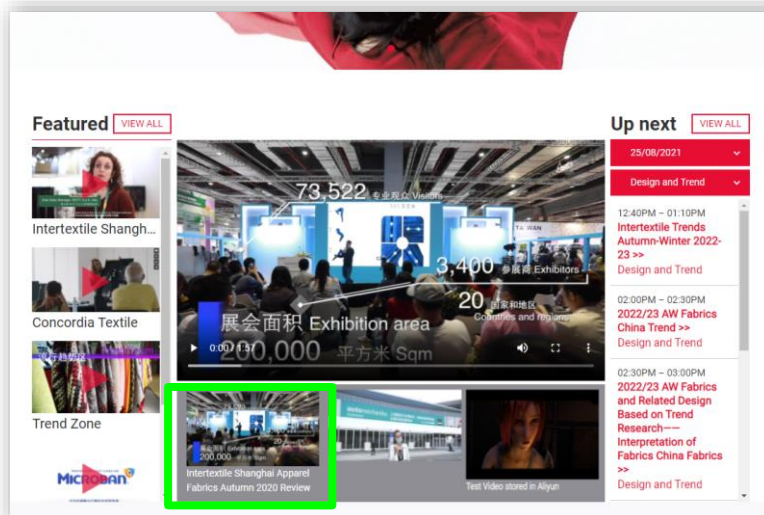
## Intertextile Hub – Exhibitors' video

### (c) Livestream events

You can reserve an air time slot under the selected topic of exhibitor live channels to present your products and solutions to buyers from around the world. Your presentation will be featured as "Up next" on the main page. It is fine to provide the pre-recorded video or your own livestreaming hyperlink for broadcasting.

Duration: 15 minutes (the schedule will be arranged by the organisers)

Price: USD 330 / RMB 2,700

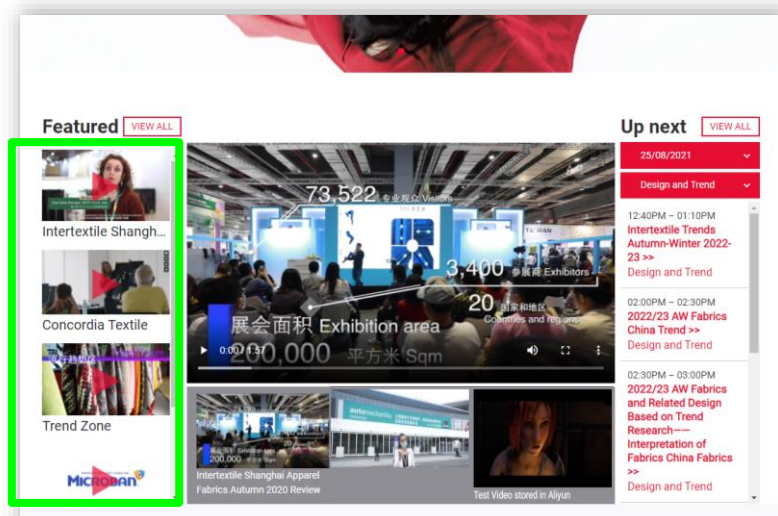


### (d) Featured videos

Videos will be shown on rotation. You can display your corporate video or product promotional clips on that prominent space.

Video format: mp4 / 16:9 / max 100mb

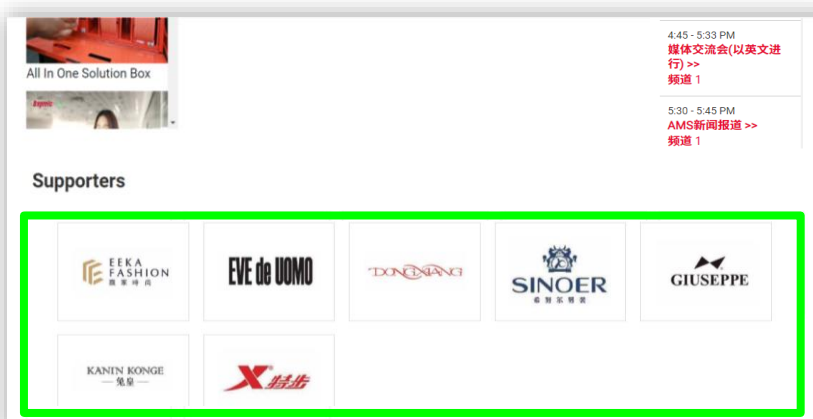
Price: USD 770 / RMB 6,300



### (e) Supporters

Five logos will be shown in each row. It will link to your company page on fair's website or other homepage.

Price: USD 330 / RMB 2,700



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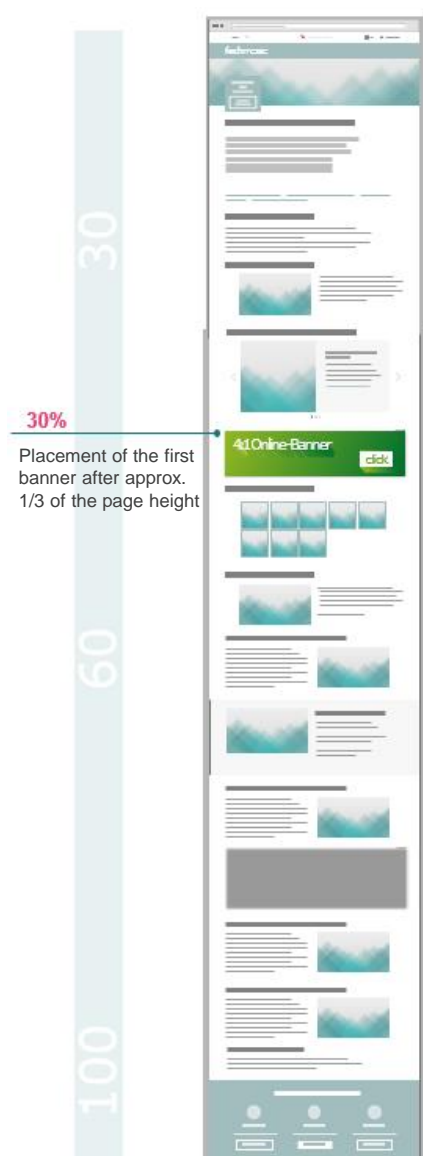
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## Intertextile Hub – Fair’s website

### 02 Online advertising banners



Intertextile Shanghai Apparel Fabrics – Autumn Edition 2021 show website [www.intertextileapparel.com](http://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<br>Width x Height | Price<br>(USD) | Price<br>(RMB) |
|---|------|-----------------------------|----------------|----------------|
| Homepage  | 3:1  | 1,140 x 380 px              | 1,400          | 11,400         |
| Placement of the first banner after approx. 30% or 60% of the page height (5 rotations) | 4:1  | 1,140 x 285 px              | 1,300          | 10,600         |
|   | 6:1  | 1,140 x 190 px              | 1,100          | 9,000          |
|   | 10:1 | 1,140 x 114 px              | 1,700          | 13,800         |

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## Intertextile Hub – Fair’s website

### 03 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.intertextileapparel.com](http://www.intertextileapparel.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)**

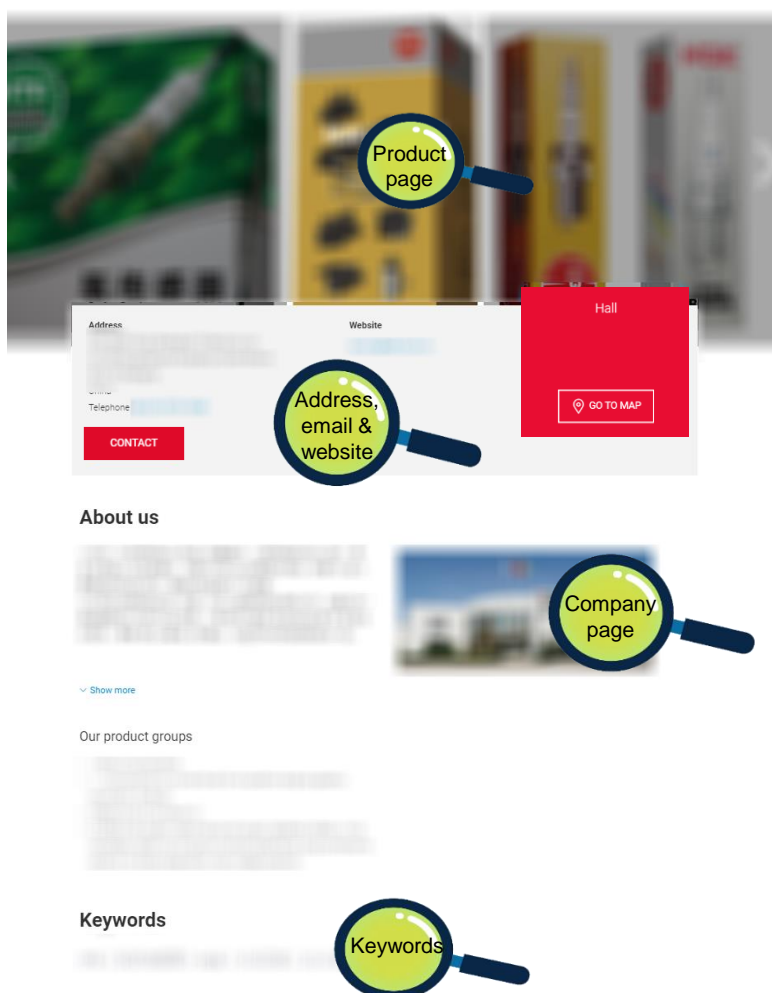
- Company name
- Booth number
- Product group
- Correspondence address
- Email & website
- 1 company page (picture & description)
- 5 product pages (picture & description)
- 5 keywords

\* Exhibitor can upgrade to Gold Media Package (valued at USD90 / RMB730) on top-up priced USD210 / RMB1,700)

### 2020 exhibitors & products

[← Overview](#)

2020 Trade Show (Shanghai)  
Textile / Apparel



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## Intertextile Hub – 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.

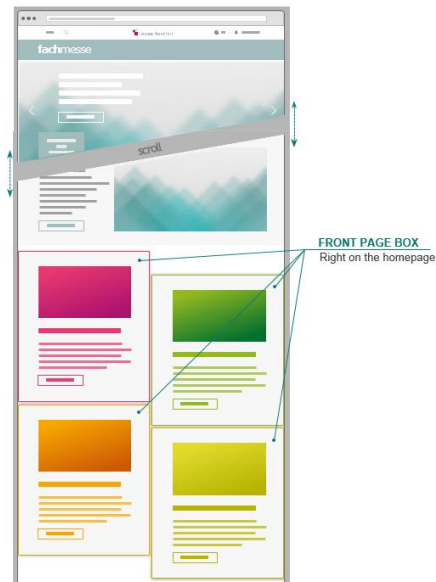
#### 04 Search Add-ons

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

| (a) Top Of Search  |
|--|
| <b>USD 550 / RMB 4,500</b>   |
| <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> |

| (b) Top Of Category   |
|---|
| <b>USD 280 / RMB 2,300</b>  |
| <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> |

| (c) Front Page Box  |
|---|
| <b>USD 550 / RMB 4,500</b>  |
| <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> |

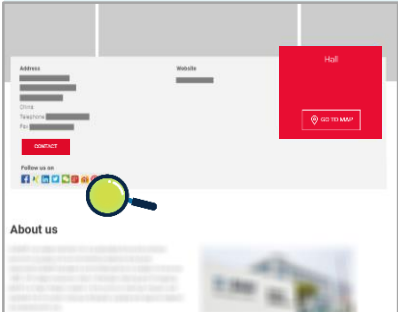
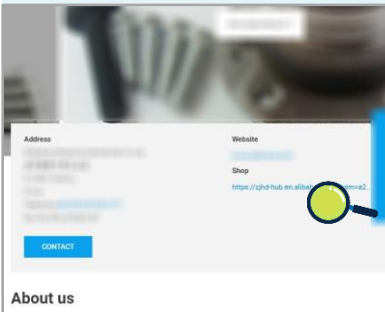


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## Intertextile Hub – Fair’s website

### 05 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  | (b) Shop link   |
|--|---|
| <b>USD 70 / RMB 570</b>  | <b>USD 70 / RMB 570</b>   |
| <ul style="list-style-type: none"> <li>➤ Add icons and links to your social media pages at: WeChat, LinkedIn, YouTube, Facebook, Twitter, Weibo, Pinterest, Instagram</li> <li>➤ For up to 10 links</li> </ul> | <ul style="list-style-type: none"> <li>➤ Link to your online shop</li> <li>➤ 1 link is available per exhibitor</li> </ul> |
|   |                                        |

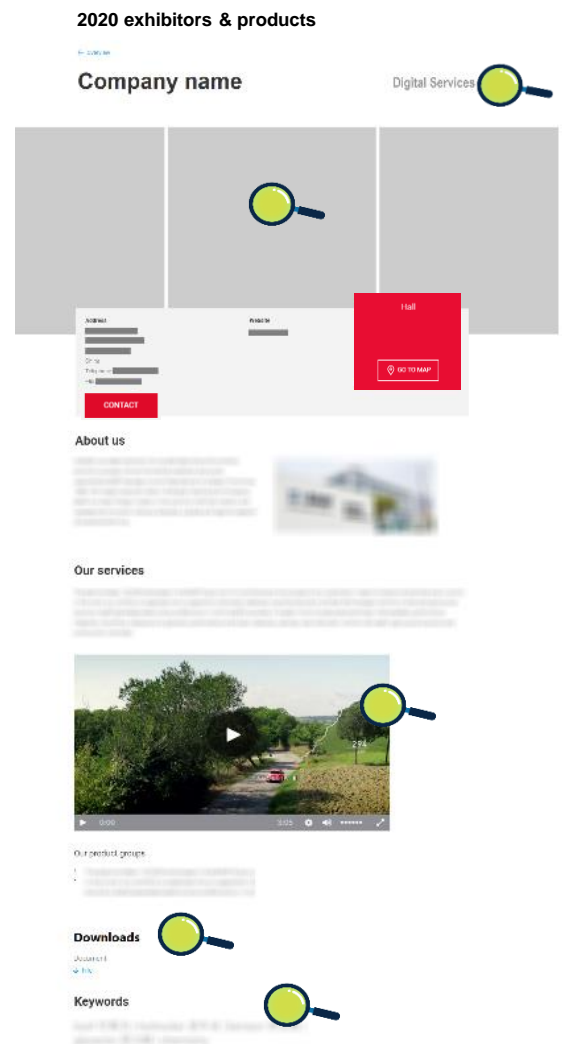
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## Intertextile Hub – Fair’s website

### 06 Information Add-ons

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

|  |  |
|--|--|
| <p>(a) Logo</p> <p><b>USD 50 / RMB 400</b></p> <ul style="list-style-type: none"> <li>➤ Give a visual representation of company brand</li> </ul>   | <p>(b) Product page</p> <p><b>USD 70 / RMB 570</b></p> <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> |
| <p>(c) Video</p> <p><b>USD 70 / RMB 570</b></p> <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> | <p>(d) Document download</p> <p><b>USD 140 / RMB 1,200</b></p> <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>   |
| <p>(e) Keyword</p> <p><b>USD 20 / RMB 170</b></p> <ul style="list-style-type: none"> <li>➤ Exhibitor can be found faster</li> </ul>  |  |



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## Onsite digital services

### 07 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.

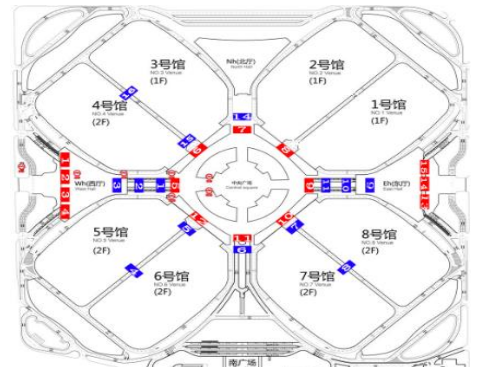
Application deadline: Please contact the organisers for details

Price:

Hall area:

|  |                          |
|--|--------------------------|
| 07(a) All halls and passageways 15 seconds | USD 27,400 / RMB 222,300 |
| 07(b) South plaza glass wall 15 seconds    | USD 9,600 / RMB 77,900   |
| 07(c) South plaza glass wall 10 seconds    | USD 6,700 / RMB 54,400   |
| 07(d) South plaza glass wall 5 seconds     | USD 3,600 / RMB 29,200   |
| 07(e) West plaza 15 seconds                | USD 7,500 / RMB 60,900   |
| 07(f) Single LED 15 seconds                | USD 1,400 / RMB 11,400   |

\*\* 07(b) – (f): The pricing is quoted per unit.



\*All halls and passageways refer to red LEDs and blue LEDs

### 08 LED advertisement – outdoor

Application deadline: Please contact the organisers for details

Price:

Outdoor:

|  |                          |
|--|--------------------------|
| 08(a) North plaza right & left 15 seconds        | USD 11,200 / RMB 90,900  |
| 08(b) West plaza right & left 15 seconds         | USD 9,800 / RMB 79,500   |
| 08(c) West plaza along escalators 15 seconds     | USD 5,500 / RMB 44,700   |
| 08(d) North hall 15 seconds                      | USD 13,700 / RMB 111,200 |
| 08(e) East hall 15 seconds (Front & back panels) | USD 2,800 / RMB 22,800   |

\*\* 08(a) – (c) & (e) : The pricing is quoted per set (2 units).  
08(d) is quoted per unit.



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## Onsite digital services

### 09 INFINITY 3D Hologram

The INFINITY 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

09(a) Basic

— a logo

(size: 1,000mm x 1,600mm)

USD 1,400 / RMB 11,400

09(b) Premium

— a logo, one product

(size: 1,000mm x 1,600mm)

USD 4,700 / RMB 38,200

09(c) Enterprise

— a logo, one product

(size: 2,000mm x 2,000mm)

USD 7,100 / RMB 57,600

09(d) Customised

Please contact the organisers



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

09(e) A logo and booth number

— a 65 cm fan (size: 650mm x 650mm)

USD 1,700 / RMB 13,800

09(f) A logo, a product and booth number

— a 65 cm fan (size: 650mm x 650mm)

USD 3,900 / RMB 31,600

09(g) A logo and booth number

— 3 x 3 model (size: 2,000mm x 2,000mm)

USD 8,500 / RMB 68,900

09(h) A logo, a product and booth number

— 3 x 3 model (size: 2,000mm x 2,000mm)

USD10,200 / RMB 82,700

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中国国际纺织面料及辅料（秋冬）博览会

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**2021 Application Form**  
**Digital Services**

| Digital exposure (Deadline: Please refer to the brochure) |          |                               |  |   |                  |
|---|----------|-------------------------------|--|---|------------------|
| Quantity  | Item no. | Description                   |  | Unit price (USD)                          | Unit price (RMB) |
|   | 01(a)    | Exhibitors' video             | Top banner   | 2,200                                     | 18,000           |
|   | 01(b)    |                               | Bottom banner  | 1,700                                     | 14,000           |
|   | 01(c)    |                               | Livestream events  | 330                                       | 2,700            |
|   | 01(d)    |                               | Featured videos  | 770                                       | 6,300            |
|   | 01(e)    |                               | Supporters   | 330                                       | 2,700            |
|   | 02(a)    | Online advertising banners    | Homepage 3:1   | 1,400                                     | 11,400           |
|   | 02(b)    |                               | Homepage 4:1   | 1,300                                     | 10,600           |
|   | 02(c)    |                               | Homepage 6:1   | 1,100                                     | 9,000            |
|   | 02(d)    |                               | Exhibitors and products page 10:1  | 1,700                                     | 13,800           |
|   | 03(a)    | Upgraded media package        | Silver   | Free upgraded                             |                  |
|   | 03(b)    |                               | Gold   | 90  | 730              |
|   | 04(a)    | Search Add-ons                | Top Of Search  | 550                                       | 4,500            |
|   | 04(b)    |                               | Top Of Category  | 280                                       | 2,300            |
|   | 04(c)    |                               | Front Page Box   | 550                                       | 4,500            |
|   | 05(a)    | Link Add-ons                  | Social media link  | 70  | 570              |
|   | 05(b)    |                               | Shop link  | 70  | 570              |
|   | 06(a)    | Information Add-ons           | Logo   | 50  | 400              |
|   | 06(b)    |                               | Product page   | 70  | 570              |
|   | 06(c)    |                               | Video  | 70  | 570              |
|   | 06(d)    |                               | Document download  | 140                                       | 1,200            |
|   | 06(e)    |                               | Keyword  | 20  | 170              |
|   | 07(a)    | LED advertisement – hall area | All halls and passageways 15 seconds                                       | 27,400                                    | 222,300          |
|   | 07(b)    |                               | South plaza glass wall 15 seconds  | 9,600                                     | 77,900           |
|   | 07(c)    |                               | South plaza glass wall 10 seconds  | 6,700                                     | 54,400           |
|   | 07(d)    |                               | South plaza glass wall 5 seconds   | 3,600                                     | 29,200           |
|   | 07(e)    |                               | West plaza 15 seconds  | 7,500                                     | 60,900           |
|   | 07(f)    |                               | Single LED 15 seconds  | 1,400                                     | 11,400           |
|   | 08(a)    | LED advertisement – outdoor   | North plaza right & left 15 seconds  | 11,200                                    | 90,900           |
|   | 08(b)    |                               | West plaza right & left 15 seconds   | 9,800                                     | 79,500           |
|   | 08(c)    |                               | West plaza along escalators 15 seconds                                     | 5,500                                     | 44,700           |
|   | 08(d)    |                               | North hall 15 seconds  | 13,700                                    | 111,200          |
|   | 08(e)    |                               | East hall 15 seconds (Front & back panels)                                 | 2,800                                     | 22,800           |
|   | 09(a)    | INFANITY 3D Hologram          | Basic — a logo (size: 1,000mm x 1,600mm)                                   | 1,400                                     | 11,400           |
|   | 09(b)    |                               | Premium — a logo, one product (size: 1,000mm x 1,600mm)                    | 4,700                                     | 38,200           |
|   | 09(c)    |                               | Enterprise — a logo, one product (size: 2,000mm x 2,000mm)                 | 7,100                                     | 57,600           |
|   | 09(d)    |                               | Customised   | Please contact the organisers for details |                  |
|   | 09(e)    |                               | A logo and booth number — a 65 cm fan (size: 650mm x 650mm)                | 1,700                                     | 13,800           |
|   | 09(f)    |                               | A logo, a product and booth number — a 65 cm fan (size: 650mm x 650mm)     | 3,900                                     | 31,600           |
|   | 09(g)    |                               | A logo and booth number — 3 x 3 model (size: 2,000mm x 2,000mm)            | 8,500                                     | 68,900           |
|   | 09(h)    |                               | A logo, a product and booth number — 3 x 3 model (size: 2,000mm x 2,000mm) | 10,200                                    | 82,700           |
|   |          |                               | Total:   |   |                  |

Intertextile Shanghai Apparel Fabrics – Autumn Edition 2021

中国国际纺织面料及辅料（秋冬）博览会

9 – 11 October 2021

National Exhibition and Convention Center (Shanghai), China

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**2021 Application Form  
Digital Services**

**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.
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 Intertextile Shanghai Apparel Fabrics – Autumn Edition 2021 Digital Services Application Form.**

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

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

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