

Please return to:

Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd
 Contact: Mr. James Deng / Mr. Lance Liu / Mr. Benny Cai
 Tel: +86 755 8299 4989 ext. 535 / 537 / 536
 Email: sponsorship@hongkong.messefrankfurt.com

Application Form Sponsorship and Advertising

Information as of August 2018

Quantity	Items / Specifications		Unit Cost (RMB)	
(P) Advertising options (Special package) (Deadline: 26 November 2018)				
	P01	Special package 1	Exclusive	55,000
			Joint sponsor	30,000
	P02	Special package 2	Exclusive	38,000
			Joint sponsor	20,000
	P03	Special package 3		12,000
(A) Sponsorship options items and souvenirs (Show participation) (Deadline: 26 November 2018)				
	A01	Visitor admission badges	Exclusive	70,000
			Joint sponsor	30,000
	A02	Visitor lanyards	Exclusive	75,000
	A03-a	Show bag	Exclusive	80,000
			Joint sponsor	50,000
			Joint sponsor	30,000
	A03-c	Plastic folder	Exclusive	30,000
			Joint sponsor	25,000
			Joint sponsor	15,000
	A03-d	Souvenir distribution service	10,000 pcs	60,000
			5,000 pcs	38,000
			3,000 pcs	20,000
	A05 (new)	Free Internet area		20,000
	A06	Form filling counter		45,000

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(B) Advertising options (Publication materials) (cont'd) (Deadline: 26 November 2018)			
	B01-1	Inside front cover	12,000
	B01-2	First page (right)	12,000
	B01-3	Inside back cover	10,000
	B01-4	Back cover	15,000
	B01-5	Last page (left)	10,000
	B01-6	Back page of section divider	9,000
	B01-7	Run-of-page (ROP)	7,000
	B01-8	Bookmark	20,000
	B01-9	Company logo beside fair catalogue entry	2,000
	B02-2	Visitor invitation advertisement – Local visitor	88,000
	B03-1	Inside front cover	14,000
	B03-2	First page (right)	14,000
	B03-3	Back cover	17,000
	B03-4	Inside back cover	12,000
	B03-5	Last page (left)	9,200
	B03-6	Run-of-page (ROP)	8,200
(C) Advertising options (Onsite facilities) (Deadline: 26 November 2018)			
	C01	Pearl River Promenade vertical hanging banner	20,000
	C02	Pearl River Promenade corridor horizontal advertising lightbox	35,000
	C03	Pearl River Promenade 2/F corridor horizontal advertisement	25,000
	C04	Pearl River Promenade glass advertisement on escalator	20,000
	C05	Pearl River Promenade moving walkways glass advertisement	20,000
	C06	Pearl River Promenade advertising board besides escalator	5,000
	C07	Promenade hall 6.1/8.1 guardrail glass advertisement	25,000
	C08	Pearl River Promenade premier access advertisement	16,000
	C10	Pearl River Promenade lightbox stand advertisement	20,000

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(C) Advertising options (Onsite facilities) (cont'd) (Deadline: 26 November 2018)			
	C11	2/F outside hall wall advertising lightbox	30,000
	C12	2/F outside hall balcony glass advertisement	A or C side: 5.7m (W) x 0.95m (H) 10,000
		B side: 30.1m (W) x 0.95m (H) 30,000	
	C13	2/F hall glass wall advertisement	40,000
	C14	2/F balcony glass advertisement	25,000
	C15	2/F outside hall corridor advertising board	20,000
	C16	2/F horizontal banner on mezzanine floor	12,000
	C17	2/F hall entrance side wall advertisement	38,000
	C18	2/F advertising stand besides escalator	8,000
	C19	Floor sticker (Only brand name hall exhibitors)	(a) Entrance 5,000
			(b) Main gangway 3,000
			(c) Gangways 1,500
	C20	West Entrance pillar advertisement	20,000
	C21	West podium large advertising board	22,000
	C22	West podium flag post	2,500
	C23	Hanging banner	50,000
	C24	Large advertising board along covered walkway	22,000
	C25	Triangle advertising tower	20,000
	C26	Outside venue flag post	2,500
	C27	Zhanchang Zhong Road large advertising board	22,000
	C28 (new)	Advertising board	15,000
Grand total:			

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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). 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 above order form must be accompanied by full payment to Messe Frankfurt (HK) Ltd.

Bank:	Hong Kong and Shanghai Banking Corporation Ltd
Address:	1 Queen's Road, Central, Hong Kong
EUR A/C No.:	511-017758-275
USD A/C No.:	511-017758-274
RMB A/C No.:	511-017758-285
Account Holder:	Messe Frankfurt (HK) Ltd.
Swift code:	hsbchkhhkh

We hereby confirm the order, accept the Terms & Conditions and sign below:

Company (English): _____

Company (Chinese): _____

Contact Person: _____

Tel: _____ Fax: _____

Booth No.: _____ Hall No.: _____ Email: _____

Signature: _____ Date: _____