

20<sup>th</sup>

**prolight+sound**  
GUANGZHOU

25 – 28 February 2022  
Areas A & B, China Import & Export  
Fair Complex

**Beyond lighting  
and sound**

[www.prolightsound-guangzhou.com](http://www.prolightsound-guangzhou.com)

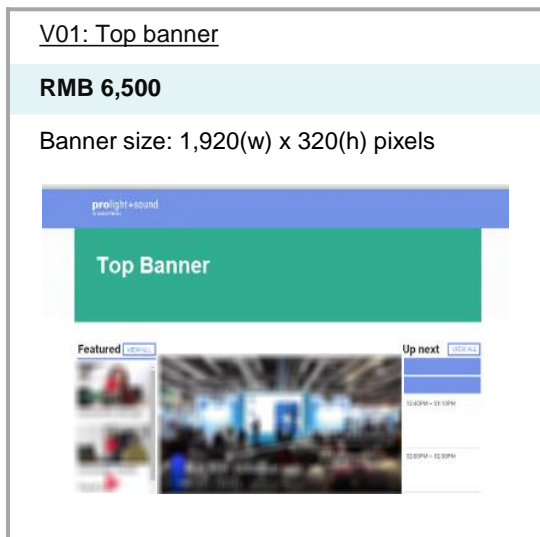
**Digital  
Services**

## Digital exposure – video platform

Whether there are conferences, in-depth interviews with industry leaders or live demonstrations, online participants can engage with onsite activities through the live channels. Users also can re-watch the videos after show.

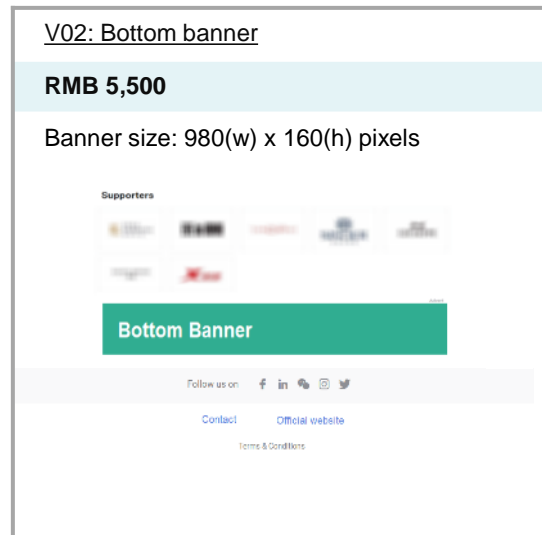
### V01: Top banner

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.



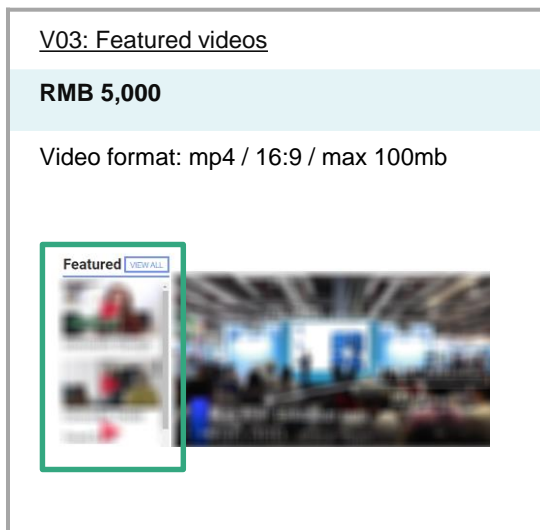
### V02: Bottom banner

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.



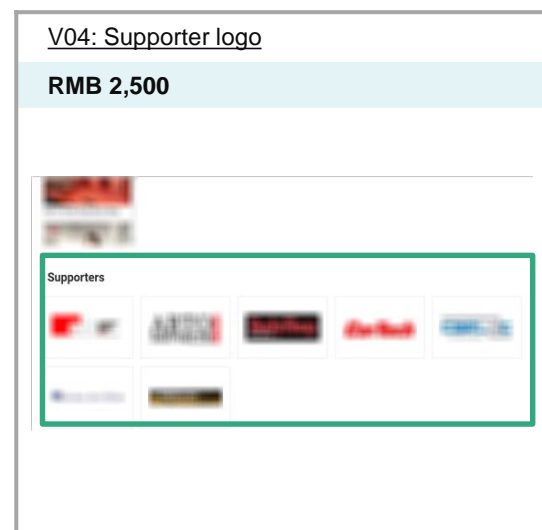
### V03: Featured videos

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



### V04: Supporter logos

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


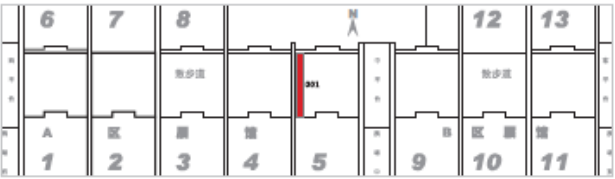







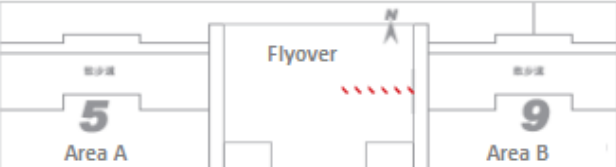
Please contact us:  
Messe Frankfurt (HK) Ltd  
Contact Person: Ms Celia Rass / Mr Gino Zhao  
Tel: +852 2238 9908 / 2230 9203  
Fax: +852 2519 6800  
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**Digital exposure – LED banners at the exhibition hall**

**LED01 – LED10: LED banners at the exhibition hall**


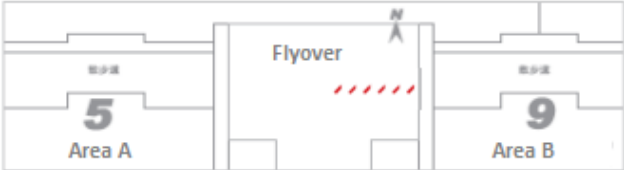
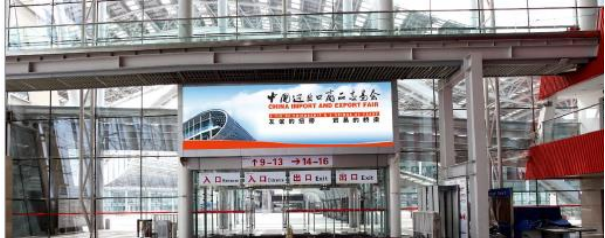

<p><u>LED01: Area A Pearl River Promenade corridor LED</u></p> <p><b>RMB 110,000 (15 seconds)</b></p> <p>Size: 15m (W) x 4.8m (H)</p>  	<p><u>LED02a: Flyover LED box (A1)</u></p> <p><b>RMB 44,000 / set (6 pieces) (10 seconds)</b></p> <p>Size: 1.26m (W) x 1.94m (H)</p>  
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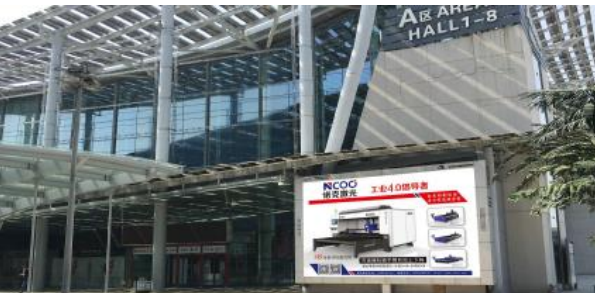
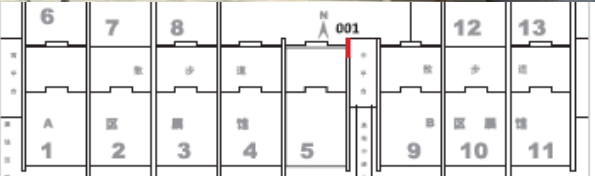

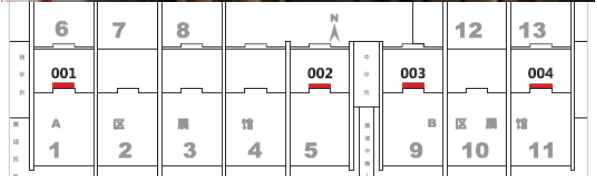
<p><u>LED02b: Flyover LED box (A2)</u></p> <p><b>RMB 44,000 / set (6 pieces) (10 seconds)</b></p> <p>Size: 1.26m (W) x 1.94m (H)</p>  	<p><u>LED02c: Flyover LED box (B1)</u></p> <p><b>RMB 44,000 / set (6 pieces) (10 seconds)</b></p> <p>Size: 1.26m (W) x 1.94m (H)</p>  
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**Digital exposure – LED banners at the exhibition hall**

**LED01 – LED10: LED banners at the exhibition hall**


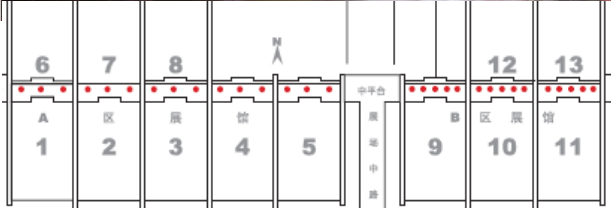

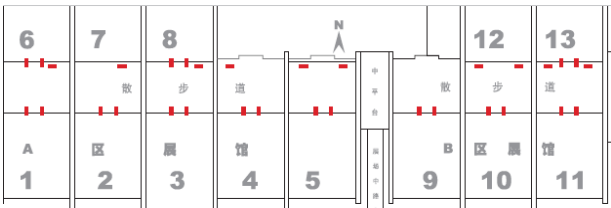
<p><u>LED02d: Flyover LED box (B2)</u></p> <p><b>RMB 44,000 / set (6 pieces) (10 seconds)</b></p> <p>Size: 1.26m (W) x 1.94m (H)</p>  	<p><u>LED03: Area A main entrance indoor LED</u></p> <p><b>RMB 33,000 (15 seconds)</b></p> <p>Size: 9m (W) x 2.8m (H)</p>  
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<p><u>LED04: Flyover outdoor LED banner near area A</u></p> <p><b>RMB 49,500 (20 seconds)</b></p> <p>Size: 8.64m (W) x 4.8m (H)</p>  	<p><u>LED05: Area A and B Pearl River Promenade LED at south</u></p> <p><b>RMB 11,000 / piece (30 seconds)</b></p> <p>Area A: 2 pieces; Area B: 2 pieces</p>  
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**Digital exposure – LED banners at the exhibition hall**

**LED01 – LED10: LED banners at the exhibition hall**

<p><u>LED06: Area A and B pillars at charging zone</u></p> <p><b>RMB 2,200 / set (20 seconds)</b></p> <p>Size: 46 inch (1920 x 1080 pixel)</p>  	<p><u>LED07: Area A, B Pearl River Promenade (floor-standing LED)</u></p> <p><b>RMB 8,800 (15 seconds) / piece (at least 2 pieces)</b></p> <p>Size: 3.43m (W) x 1.9m (H)</p>  
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<p><u>LED08: Area B Pearl River Promenade corridor LED</u></p> <p><b>RMB 110,000 (15 seconds)</b></p> <p>Size: 15m (W) x 4.8m (H)</p>  	<p><u>LED09: Area B main entrance indoor LED</u></p> <p><b>RMB 33,000 (15 seconds)</b></p> <p>Size: 9m (W) x 3m (H)</p>  
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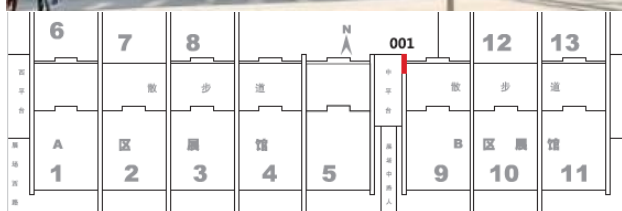
## Digital exposure – LED banners at the exhibition hall

### LED01 – LED10: LED banners at the exhibition hall

LED10: Flyover outdoor LED banner near area B

**RMB 49,500 (20 seconds)**

Size: 8.64m (W) x 4.8m (H)



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## Digital exposure – online platform

### D01: Online banners

The fair's official website [www.prolightsound-guangzhou.com](http://www.prolightsound-guangzhou.com) is an exclusive spot to draw attention from all attendees. Your advertising message will be delivered promptly and remained potently in audience's mind.

(a) Online banner at exhibitor search – under the header

**RMB 5,000**

- 10:1 (1,140 x 114 px)
- Placement under header
- 3 rotations



(b) Online banner at homepage

**RMB 6,500**

- 4:1 (1,140 x 285 px)
- Placement after roughly 1/3 of the page height
- Format: jpg / png / gif
- 3 rotations



## Digital exposure – online platform

### D02: Logo on e-newsletter

Advertise in e-newsletter by showing your company logo (4-colour) with web link. E-newsletter will be emailed to over 10,000 potential visitors before the show opens.

D02: Logo in e-newsletter

**RMB 1,000**

- Only company logo and website are needed
- Good cost performance



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Digital exposure – mobile platform


**D03: WeChat visitor service account banner**

Messe Frankfurt visitor service account (WeChat ID: mf-visitor) provides service for China and international visitors, including the latest trade fair information, pre-registration, customer service and so on.

D03: My account – Visitor registration page

**RMB 10,000**

- 400 x 100 px
- 1 URL link included



**D04: WeChat visitor service account push message**


Through Messe Frankfurt visitor service account (WeChat ID: mf-visitor), you can send a text message to targeted visitors based on the product group.

D04: WeChat visitor service account push message

**RMB 3,000 / product group**

- Choose 1 product group to dispatch the text
- Within 70 characters

Landing page of VSC



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## Digital exposure – package offer (early bird)

### D05: Promotion Package

An early bird package combining various items are offered. Exhibitors can consider the packages with a better price.

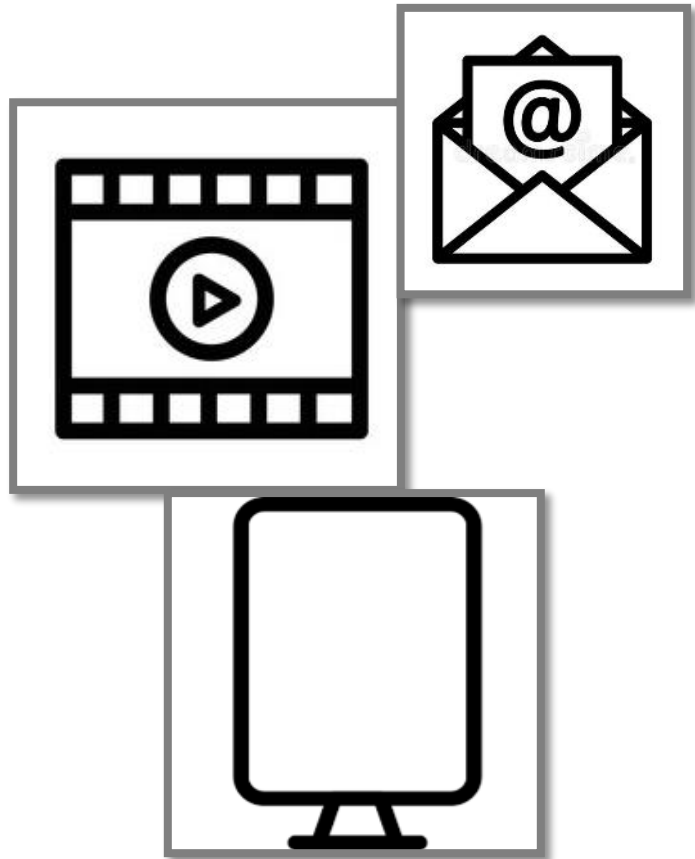
Deadline: 31 Dec 2021

#### D05: Promotion package

**RMB 13,000**

- ▶ Featured video (refer to V03)
- ▶ Logo in e-newsletter (refer to D02)
- ▶ Area A and B pillars at charging zone – 5 sets (refer to LED06)

**Original price: RMB 17,000**



# Application form 2022

Messe Frankfurt (HK) Ltd  
Contact Person: Ms Celia Rass / Mr Gino Zhao  
Tel: +852 2238 9908 / 2230 9203  
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Item		Price (RMB)	Qty
V01	Top banner	6,500	
V02	Bottom banner	5,500	
V03	Featured videos	5,000	
V04	Supporter logos	2,500	
LED01	Area A Pearl River Promenade corridor LED	110,000	
LED02	a) Flyover LED box (A1) / set	44,000	
	b) Flyover LED box (A2) / set	44,000	
	c) Flyover LED box (B1) / set	44,000	
	d) Flyover LED box (B2) / set	44,000	
LED03	Area A main entrance indoor LED	33,000	
LED04	Flyover outdoor LED banner near area A	49,500	
LED05	Area A and B Pearl River Promenade LED at south / piece	11,000	
LED06	Area A and B pillars at charging zone / piece	2,200	
LED07	Pearl River Promenade (floor-standing LED) (at least 2 sets)	8,800	
LED08	Area B Pearl River Promenade corridor LED	110,000	
LED09	Area B main entrance indoor LED	33,000	
LED10	Flyover outdoor LED banner near area B	49,500	
D01	Online banner	(a) At exhibitor search – under the header 10:1	5,000
		(b) At homepage 4:1	6,500
D02	Logo on e-newsletter	Per edition	1,000
D03	WeChat visitor service account banner	My account – Visitor registration page	10,000
D04	WeChat visitor service account push message	Per product group	3,000
D05	Promotion package		13,000
<b>Total</b>			

**We hereby accept the Terms & Conditions and sign below**

Company name (English) : \_\_\_\_\_

Company name (Chinese) : \_\_\_\_\_

Contact person : \_\_\_\_\_ Booth No. : \_\_\_\_\_

Tel / Cell phone : \_\_\_\_\_ Fax : \_\_\_\_\_ E-mail : \_\_\_\_\_

Signature (with company stamp) : \_\_\_\_\_ Date : \_\_\_\_\_

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## Terms & Conditions:

1. Subject to and conditional upon all sums due and payable by each exhibitor having been fully settled. Search, Information and Link Add-Ons are only available upon purchase of an upgraded media package.
2. Application for acceptance as a member at the platform must submit a completed and signed application form with company stamp.
3. Full payment should be rendered upon receipt of the invoice, the remittance should be faxed / e-mailed to the Organiser.
4. Orders without payment or have not submitted remittance will not be processed.
5. Reservation of advertising space will be arranged on a 'first come first served' basis.
6. The Organiser is not responsible for any error, loss, damage or claim resulting from failure of any advertisement.
7. Late arrival will be liable for omission of the advertisement and the cost paid will not be refunded.
8. If the exhibitor withdraws his application for whatever reason, after payment received by Organiser, any subscription fee paid will be forfeited.
9. Exhibitors are responsible for providing the Organiser with all company logos and materials before deadline, and that all company logos and materials are subject to approval by the Organiser.  
Details of specification of advertisement or all required materials will be notified to exhibitor once Organiser accepted the application.
10. The above order form must be accompanied by full payment to  
Bank of China, Shanghai Branch, Nanjing Road (West) Third Sub-branch  
A/C No.: 448159241206  
A/C Holder: Messe Frankfurt (Shanghai) Co., Ltd  
A/C - Type: US\$  
Swift code: BKCHCNBJ300
11. All bank charges are borne by the exhibitor.
12. The Organiser reserves the right to decline any advertisement.
13. The exhibitor warrants that the information, logo and pictures thereof and the related publicity materials do not in any way whatsoever violate or infringe any third party's rights including trademarks, copyrights, designs, names and patents whether registered or otherwise. The descriptions and photos for fair websites transmitted by the exhibitor may not infringe the rights of third parties either. The exhibitor indemnifies Messe Frankfurt against all claims asserted by third parties in this connection. The Organiser has the right to refuse participation of members found guilty of infringement of intellectual property rights.
14. The rules and regulations are bound by the General Terms and Conditions (which are available at: [www.hk.messefrankfurt.com/hongkong/en/general-terms-and-conditions.html](http://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.
15. The publication of exhibitor information on the event website starts with the first day of the trade fair, to which the exhibitor has registered, and ends with the exhibitor search of the next event is available.