

# Beyond lighting and sound.

视听无界智造未来

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

**prolight+sound**  
GUANGZHOU

**23 – 26.5.2024**

Areas A & B, China Import &  
Export Fair Complex  
中国进出口商品交易会展馆A、B区

**Digital  
Services**

## Digital exposure – LED banners at the exhibition hall

### LED01 – LED03: LED banners at the exhibition hall

#### LED01: Area A Pearl River Promenade corridor LED

**RMB 88,000 (15 seconds)**

Size: 15m (W) x 4.8m (H)



#### LED02: Area A main entrance indoor LED

**RMB 33,000 (15 seconds)**

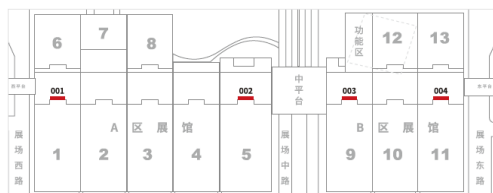
Size: 9m (W) x 2.8m (H)



#### LED03: Area A Pearl River Promenade LED at south

**RMB 8,800 / piece (30 seconds)**

Area A: 2 pieces



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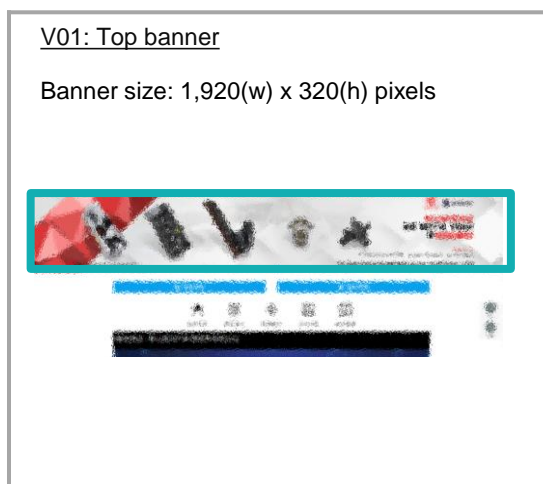


## Digital exposure – PLSG Live and Online (plsglive.com)

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 can also re-watch the videos after show. Items on plsglive.com shown as below are bundled with special packages, please refer to page 10 for more information.

### 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 two exhibitors on a first-come-first-served basis. Each banner will link to a predetermined landing page.



### V03: Featured videos and V04: Livestream events

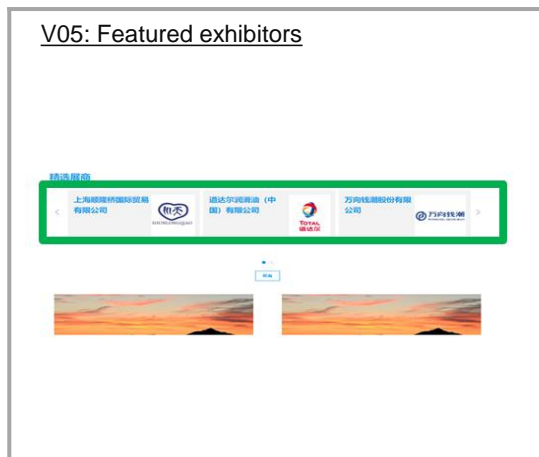
**V03:** Videos will be shown on rotation. You can display your corporate video or product promotional clips on that prominent space.

**V04:** It is fine to provide the pre-recorded video or your own livestreaming hyperlink for broadcasting.



### V05: Featured exhibitors

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



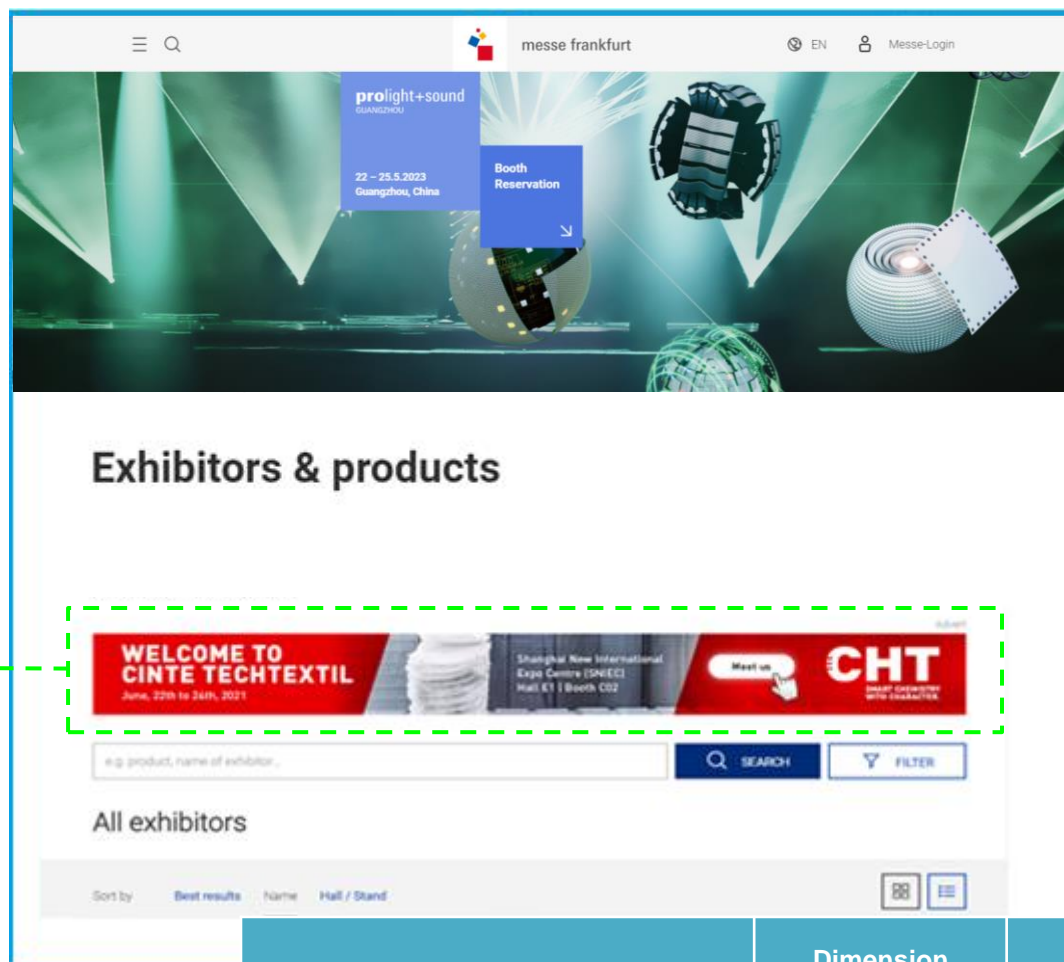
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## Digital exposure – Fair’s website

### D01: Online advertising banners

Show website [www.prolightsound-guangzhou.com](http://www.prolightsound-guangzhou.com) offers an exclusive spot to draw the attention from all attendees. Grab this golden advertising opportunity in no time!



Banner location	Dimension Width × Height	RMB
Fair website in English: <a href="http://www.prolightsound-guangzhou.com">http://www.prolightsound-guangzhou.com</a> Online banner at homepage 4:1	1,140 x 285 px	6,500
Fair website in Simplified Chinese: <a href="http://www.soundlight.cn">http://www.soundlight.cn</a> Online banner at homepage	1,920 x 238 px	

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## 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 290,000 potential visitors before the show opens.

D02: Logo in e-newsletter

**RMB 1,000**

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



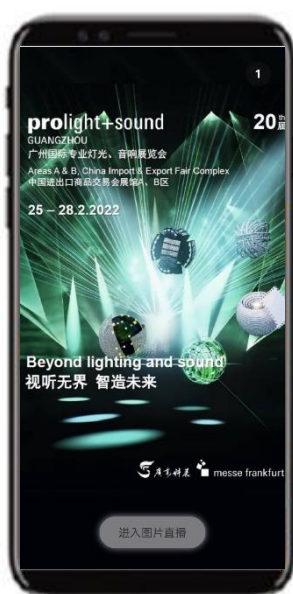
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## Digital exposure – Official Wechat Account – Show Photo Album

### D03 – D04: Online advertising banners at show photo album

This official wechat account provides the latest fair information to exhibitors and audience. To facilitate more exposure of exhibitors' brands and products via WeChat, two online banners of show photo album at prominent positions are offered which can draw high attention to the audience.



Online banner in the splash screen of show photo album



Online banner in the main page of show photo album



Official Wechat Account

	Banner location	Dimension Width × Height	Price (RMB)
D03	Online banner in the splash screen of show photo album – 3 seconds	1,242 x 2,209 px	20,000
D04	Online banner in the main page of show photo album – 3 seconds	4,417 x 2,074 px	10,000

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## Digital exposure – Lead generation








### D05: Targeted lead generation

#### (a) Cross-exhibition promotion model — Cost per Delivery

Exhibitors provide products or brand promotional content to be delivered to target audience via WeChat, email or SMS.

#### (b) In-show promotion model — Cost per Visitor

Match exhibitors' product categories with buyers' sourcing needs, and reach out matched registered buyers through Messe Frankfurt's database and channels — invite potential buyers to register for an online meeting with exhibitors or visit their booths in person.

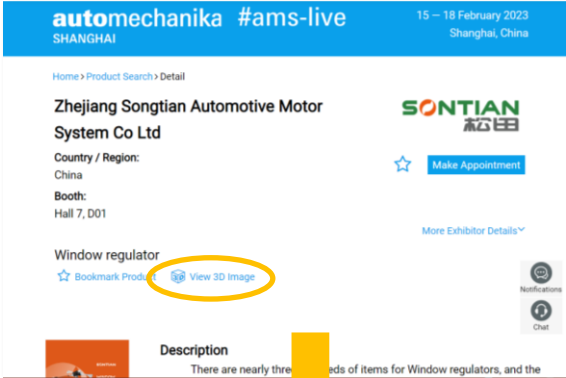
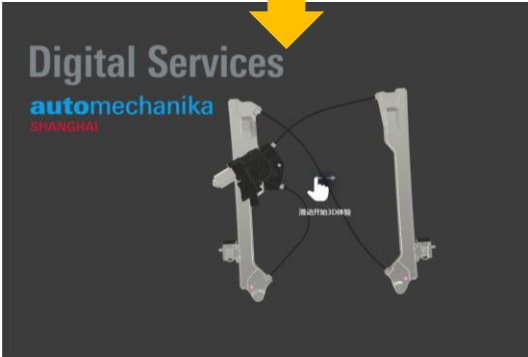
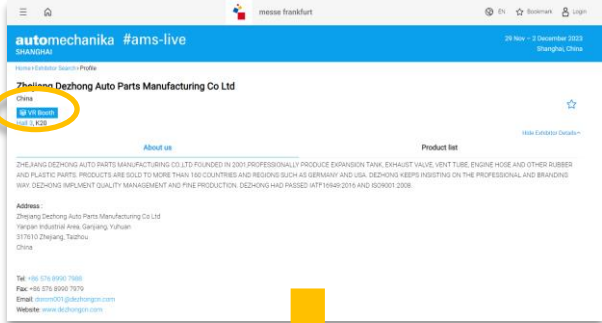

(a) Cost per Delivery	(b) Cost per Visitor
<b>Basic plan: RMB 1,500</b> (including 15,000 delivery points from organizer's visitor database)	<b>Basic plan: RMB 1,500</b> (including 150 delivery points from organizer's visitor database)
<b>Additional delivery</b> Per 1,000 extra delivery points: RMB 100	<b>Additional delivery</b> Per each (1) data set: RMB 10
<i>For SMS, an extra fee of RMB 300 will be charged per 1,000 SMS sent</i>	<i>No more than 1,000 visitors per product category; Total number of visitors for promotion not exceeding 10,000</i>
Delivery channels (select one of the following options):  WeChat Official (法兰克福展览观众服务) or Service accounts  e-DM  SMS <i>* Separate arrangement to be discussed if select more than one delivery channel</i>	Promotional channels (including all of the followings):  Telemarketing x 1  WeChat x 1 Official (法兰克福展览观众服务) or Service accounts  e-DM x 2  SMS x 2
Promotion aims at driving traffic to exhibitors' websites, social media, live video streaming, etc. If any collection of personal information or meeting invitations is included, individual arrangements will need to be made.	Promotion targets to invite buyers to meet with exhibitors online or on-site, and the organizer will follow up with the invited visitors to visit your booths or meet with you online.



## Digital exposure – fair’s websites & mobile app

### D06: Virtual Reality product and booth panorama

Your product and booth can be presented virtually to the audience.

(a) 3D product demonstration	(b) Virtual Reality onsite booth panorama + 3D product (one unit)
<p><b>RMB 500</b></p> <ul style="list-style-type: none"> <li>➤ If a 3D product link is provided by client, RMB 200 will be charged instead</li> <li>➤ A product image with 360° or 720° rotation is displayed on the exhibitor’s company page</li> <li>➤ File format: stp、stl、fbx</li> </ul> <p>Reference: <a href="https://eventmf.messefrankfurt-event.com/mf_event/index.html#/pages/product/details?productId=mf_2_a6uj9a00zeip_3263895_10000100202301&amp;exhibitorId=E00000060307&amp;showId=167695507390542816&amp;brandName=AUTOMECHANIKASHANGHAI&amp;exhibitionId=A4WC0A82G8UO">https://eventmf.messefrankfurt-event.com/mf_event/index.html#/pages/product/details?productId=mf_2_a6uj9a00zeip_3263895_10000100202301&amp;exhibitorId=E00000060307&amp;showId=167695507390542816&amp;brandName=AUTOMECHANIKASHANGHAI&amp;exhibitionId=A4WC0A82G8UO</a></p>  	<p><b>RMB 1,000</b></p> <ul style="list-style-type: none"> <li>➤ A production crew will be arranged to take onsite shooting of the booth at the fairground</li> <li>➤ Product or model images will be provided by client for reference</li> </ul> <p>Reference: <a href="https://eventmf.messefrankfurt-event.com/mf_event/index.html#/pages/exhibitor/profile?accountId=A6UJ9A00SY7F&amp;showId=167695507390542816&amp;brandName=AUTOMECHANIKASHANGHAI&amp;exhibitionId=A4WC0A82G8UO">https://eventmf.messefrankfurt-event.com/mf_event/index.html#/pages/exhibitor/profile?accountId=A6UJ9A00SY7F&amp;showId=167695507390542816&amp;brandName=AUTOMECHANIKASHANGHAI&amp;exhibitionId=A4WC0A82G8UO</a></p>  

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## Digital exposure – fair’s websites & mobile app

### D06: Virtual Reality product and booth panorama

Exhibitors can display their products with 3D effect in the VR booth or factory for demonstration. Audience can visualize the product images such as the parts or components in different angles.

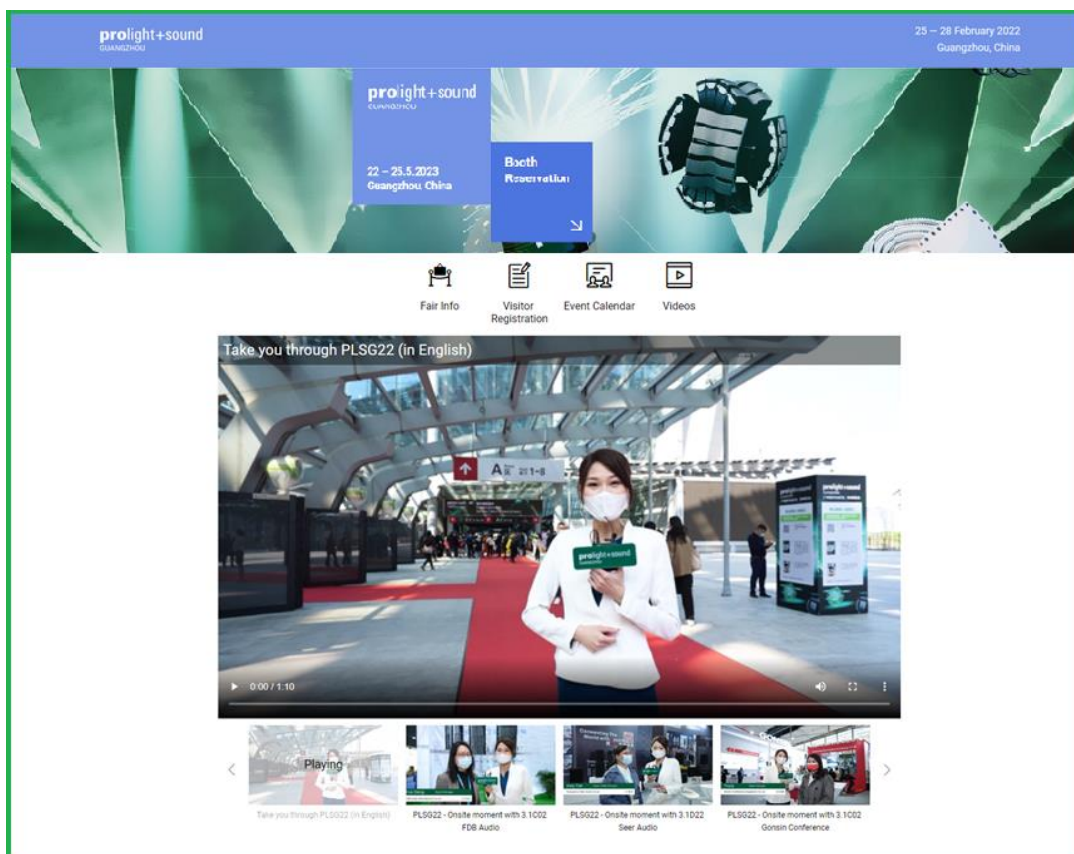
(c) Virtual Reality booth panorama	(d) Virtual Reality transparent factory
RMB 8,800	RMB 20,000
<ul style="list-style-type: none"> <li>➤ If a VR booth link is provided by client, RMB 1,000 will be charged instead</li> <li>➤ VR booth will be created upon exhibitor's own selection among the booth templates as provided</li> </ul> <p>Reference: <a href="https://3dexpo.fancy-xr.net/#/?uas=1&amp;companyUserId=6455e61a0fea3830498dde13_metapchall">https://3dexpo.fancy-xr.net/#/?uas=1&amp;companyUserId=6455e61a0fea3830498dde13_metapchall</a></p>	<ul style="list-style-type: none"> <li>➤ If a VR factory link is provided by client, RMB 1,000 will be charged instead</li> <li>➤ VR factory panorama will be newly shown on AMS Live so as to enhance the online exposure of exhibitor's factory</li> <li>➤ For factory which is located far away, a transportation fee will be involved, please contact the organisers for details</li> </ul> <p>Reference: <a href="https://beyond.3dnest.cn/play/?m=66cb0338_ZEzV_b6f9">https://beyond.3dnest.cn/play/?m=66cb0338_ZEzV_b6f9</a></p>
	

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Enhance your exposure via online and offline platforms

## P01 – P03: Special bundle with digital services



	Online and offline advertising items	Special price (RMB)
P1	<b>Special package A</b> Fair's website: Online banner at homepage	<b>14,500</b>
	<b>** Free offer: Bottom Banner + Featured Exhibitors</b>	
P2	<b>Special package B</b> Area A Pearl River Promenade LED at south – one piece	<b>18,300</b>
	<b>** Free offer: Top Banner + Livestream Events</b>	
P3	<b>Special package C</b> Fair's website: Online banner at homepage	<b>20,500</b>
	<b>** Free offer: Top Banner + Featured Exhibitors + Featured Videos</b>	

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# Application form 2024

Item			Price (RMB)	Qty
LED01	Area A Pearl River Promenade corridor LED		88,000	
LED02	Area A main entrance indoor LED		33,000	
LED03	Area A Pearl River Promenade LED at south / piece		8,800	
V01	Top banner		Please contact the organiser for details	
V02	Bottom banner			
V03	Featured videos			
V04	Livestream events			
V05	Featured exhibitors			
D01	Online banner at Fair’s website		6,500	
D02	Logo on e-newsletter	Per edition	1,000	
D03	Official Wechat Account	Online banner in the splash screen of show photo album	20,000	
D04	Official Wechat Account	Online banner in the main page of show photo album	10,000	
D05	Targeted lead generation	(a) Cost per Delivery: first 15,000 delivery points Delivery channel (please choose one): <input type="checkbox"/> WeChat <input type="checkbox"/> e-DM <input type="checkbox"/> SMS	1,500	
		Additional delivery (per 1,000 delivery)	100	
		Additional delivery – if choose SMS, extra fee on sending SMS (per 1,000 SMS sent)	300	
		(b) Cost per Visitor: first 150 delivery points	1,500	
		Additional delivery (per each data set)	10	
D06	Virtual Reality product and booth panorama	(a) 3D product demonstration	500	
		(b) Virtual Reality booth panorama + 3D product (one unit)	1,000	
		(c) Virtual Reality booth panorama	8,800	
		(d) Virtual Reality transparent factory	20,000	
P01	Special package A		14,500	
P02	Special package B		18,300	
P03	Special package C		20,500	
Total				

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# Application form 2024

**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 : \_\_\_\_\_

## 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.

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