

# prolight+sound

GUANGZHOU

**24 – 27.2.2019**

Area A, China Import and Export Fair Complex  
中国进出口商品交易会展馆A区

## Digital Services

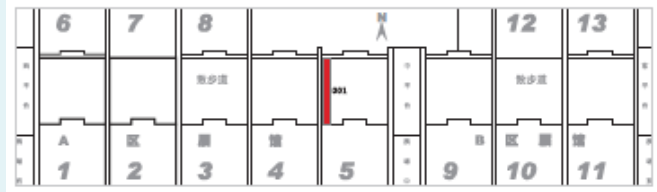



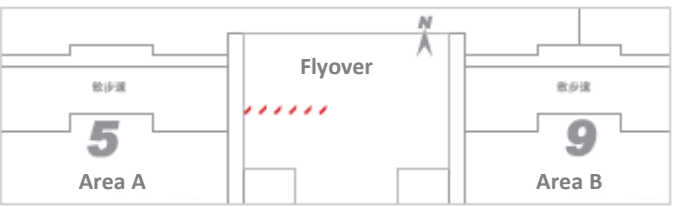
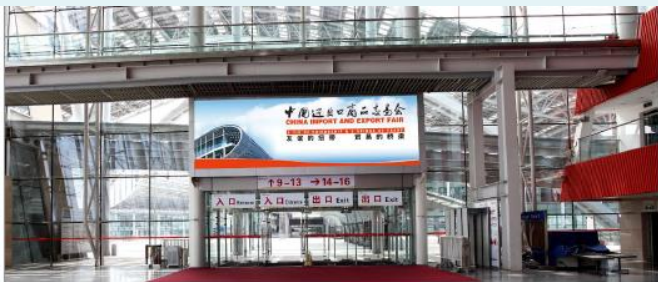
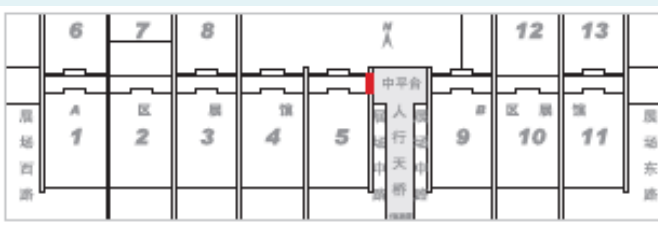
- Increase your brand recognition
- Increase the exposure of your products and service



messe frankfurt

## Digital exposure – LED banners at the exhibition hall

### LED01 – LED07: LED banners at the exhibition hall

<p>LED01: Area A Pearl River Promenade corridor LED</p> <p>RMB 132,000</p>	<p>LED02a: Flyover LED box (A1)</p> <p>RMB 44,000 / set (6 pieces)</p>
<p>Size: 15m (W) x 4.8m (H)</p>  	<p>Size: 1.26m (W) x 1.94m (H)</p>  
<p>LED02b: Flyover LED box (A2)</p> <p>RMB 44,000 / set (6 pieces)</p>	<p>LED03: Area A main entrance indoor LED</p> <p>RMB 44,000</p>
<p>Size: 1.26m (W) x 1.94m (H)</p>  	<p>Size: 9m (W) x 2.8m (H)</p>  

Please contact us:  
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## Digital exposure – LED banners at the exhibition hall

### LED01 – LED07: LED banners at the exhibition hall

<p>LED04: Flyover outdoor LED banner near area A</p> <p><b>RMB 49,500</b></p> <p>Size: 8.64m (W) x 4.8m (H)</p>  	<p>LED05: Area A main entrance outdoor LED</p> <p><b>RMB 88,000</b></p> <p>Size: 8.8m (W) x 1.44m (H)</p>  
<p>LED06: Footbridge LED</p> <p><b>RMB 88,000</b></p> <p>Size: 17.4m (W) x 3m (H)</p>  	<p>LED07: Area A hall entrance LED</p> <p><b>RMB 44,000</b></p> <p>Size: Hall 1: 5.85m (W) x 3.29m (H) Hall 5: 5.6m (W) x 3.17m (H)</p>  

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## Digital exposure – online platform

### D01 – D02: Upgraded media package (Silver and Gold)

Each exhibitor has a basic media package which includes company name, booth number and product group on the official fair website [www.prolightsound-guangzhou.com](http://www.prolightsound-guangzhou.com) at “2019 Exhibitor search” webpage. The upgraded media packages (Silver and Gold) allow to enhance the advertising opportunities by drawing additional attention from professional buyers.

#### D01: Silver Media Package

**RMB 900**

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

#### D02: Gold Media Package

**RMB 1,500**

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

### Exhibitor and product search 2018

← SHARE

The exhibitors at MercDays (13. + 14. April 2018, Galleries) can be found [here](#) ☺.

All exhibitors in hall 4.1 can be found [here](#) ☺.

← Overview

## A.D.J Supply Europe B.V.

★ REMEMBER

Product Page (Picture & description)  
Silver 1 page; Gold 5 pages

Address  
A.D.J Supply Europe B.V.  
Junestraat 2,  
5405 EV Kerkrade  
Netherlands  
Telephone +31 453488000  
Fax +31 453488999  
[www.americanad.com](http://www.americanad.com)

Website  
[www.americanad.com](http://www.americanad.com)

Hall  
**5.0**  
C81  
[GO TO MAP](#)

CONTACT

Correspondence Address, Email & Website

### About us

1 Company Page (Picture & description)

Starting in 1985, as a supplier of lighting products to mobile entertainers, the Los Angeles-based ADJ Group has grown into a diversified global enterprise that includes five successful companies which collectively provide lighting and audio products for home, architectural, stage, touring and mobile entertainment applications, as well as trussing for displays, events and stage productions.

With offices on five continents, the company has earned an international reputation for quality, reliability and unwavering loyalty to its retail partners. ADJ is still operated by its founders. With more than 230 employees the ADJ Group belongs to the world's largest entertainment electronics companies.

→ Show more

Our product groups

- Moving Lights
- DJ equipment
- PA loudspeakers

### More about us

Special Interests

**Audio, DJ & Recording** Audio, DJ & Recording

### Keywords

moving heads | moving lights | truss | laser | led

Keywords  
Silver 3; Gold 5

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## Digital exposure – online platform

### 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.

#### D03: Add-ons

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

(a) Top Of Search	(b) Top Of Category	(c) Front Page Box
<b>RMB 4,000</b>	<b>RMB 2,000</b>	<b>RMB 4,000</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>	<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>	<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>

**TOP OF CATEGORY**  
Presentation in the standard view

**TOP OF SEARCH**  
Presentation in the standard view

**FRONT PAGE BOX**  
Right on the homepage


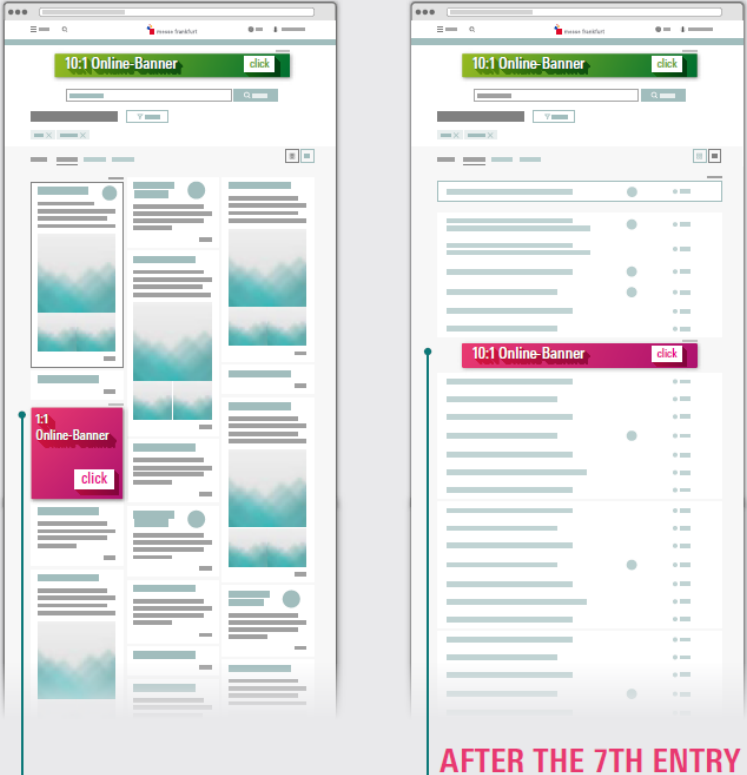
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## Digital exposure – online platform

### D04: 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.

<p>D04a: Online banner at homepage</p> <p><b>RMB 6,500</b></p> <ul style="list-style-type: none"> <li>➤ 4:1 (1,140 x 285 px)</li> <li>➤ Placement after roughly 1/3 of the page height</li> </ul>	<p>D04b: Online banner at exhibitor search – under the header</p> <p><b>RMB 8,000</b></p> <ul style="list-style-type: none"> <li>➤ 10:1 (1,140 x 114 px)</li> <li>➤ Placement under header</li> </ul>	<p>D04c: Online banner at exhibitor search – after the 7<sup>th</sup> entry</p> <p><b>RMB 5,500</b></p> <ul style="list-style-type: none"> <li>➤ Grid view 1:1 (500 x 500 px); List view 4:1 (1,140 x 285 px)</li> <li>➤ Placement after the 7<sup>th</sup> entry</li> </ul>
 <p>30 %</p>	 <p><b>AFTER THE 7TH ENTRY</b></p>	

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## Digital exposure – online platform

### D05: 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.

D05: Logo in e-newsletter

**RMB 1,000**

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



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## Digital exposure – onsite platform

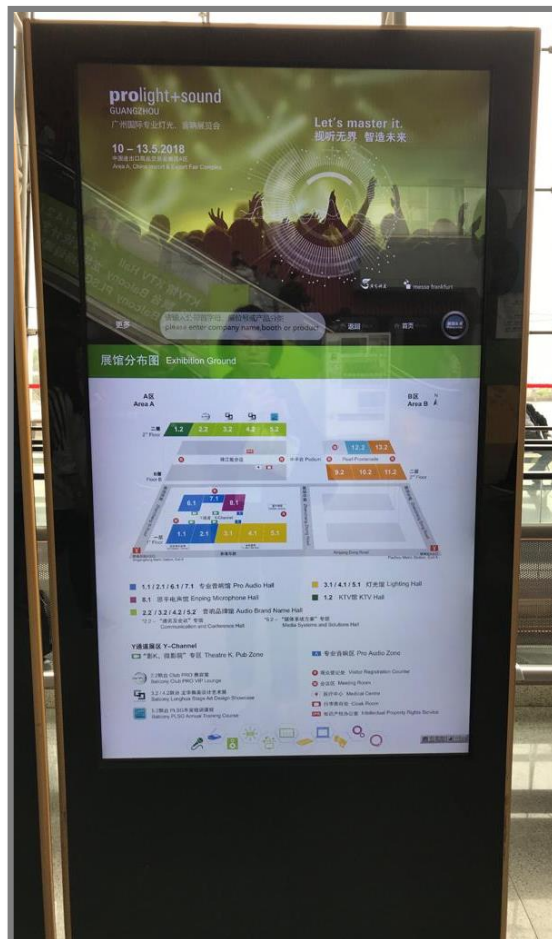
### D06: Onsite touch screen

Touch screens are placed in the fairground for searching exhibitors onsite. The screens can play your video which keeps on streaming during the fair period to attract visitors' attention.

#### D06: Onsite touch screen

RMB 1,800 for 30 seconds  
RMB 2,500 for 50 seconds

- All popular video formats are supported (aspect ratio 16:9)



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## Digital exposure – post-promotion

### D07: 360° trade fair stand panorama

Do you want to show your stand after the fair? You can present your trade fair stand digitally as a 360° panorama after the fair. 360° photo shoots allow potential customers around the world to “visit” your booth any time. Make your trade fair stand virtually accessible on your website until your next trade fair!

#### D07: 360° trade fair stand panorama

From RMB 1,000

- A professional crew comes to your stand and takes the photos
- It takes 5 – 10 working days for editing



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# Application form

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Item	Price (RMB)	Qty	
LED01	Area A Pearl River Promenade corridor LED	132,000	
LED02	a) Flyover LED box (A1) / set	44,000	
	b) Flyover LED box (A2) / set	44,000	
LED03	Area A main entrance indoor LED	44,000	
LED04	Flyover outdoor LED banner near area A	49,500	
LED05	Area A main entrance outdoor LED	88,000	
LED06	Footbridge LED	88,000	
LED07	Area A hall entrance LED	44,000	
D01	Silver Media Package <input type="checkbox"/>	D02 Gold Media Package <input type="checkbox"/>	
<ul style="list-style-type: none"> <li>Company name</li> <li>Booth number</li> <li>Product group</li> <li>Correspondence address</li> <li>Email &amp; website</li> <li>1 company page (picture &amp; description)</li> <li>1 product page (picture &amp; description)</li> <li>3 keywords</li> </ul>		<ul style="list-style-type: none"> <li>Company name</li> <li>Booth number</li> <li>Product group</li> <li>Correspondence address</li> <li>Email &amp; website</li> <li>1 company page (picture &amp; description)</li> <li>5 product pages (picture &amp; description)</li> <li>5 keywords</li> </ul>	
<p>After joining upgraded media package (D01 or D02), add-ons items D03 can be chosen</p>			
D03	Add-ons	a) Top Of Search	4,000
		b) Top Of Category	2,000
		c) Front Page Box	4,000
D04	Online banner	a) At homepage 4:1	6,500
		b) At exhibitor search – under the header 10:1	8,000
		c) At exhibitor search – after the 7th entry	5,500
D05	Logo on e-newsletter	Per edition	1,000
D06	Onsite touch screen video	30 seconds	1,800
		50 seconds	2,500
D07	360° trade fair stand panorama	**From RMB1,000, please contact the organiser for price**	
		<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 : \_\_\_\_\_

**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 applicants are also bound by the General Terms and Conditions, available on the website: [www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk).
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.