



**intertextile**  
SHANGHAI apparel fabrics

6 – 8.3.2024

National Exhibition and Convention  
Center (Shanghai), China

Join the apparel  
textile flagship

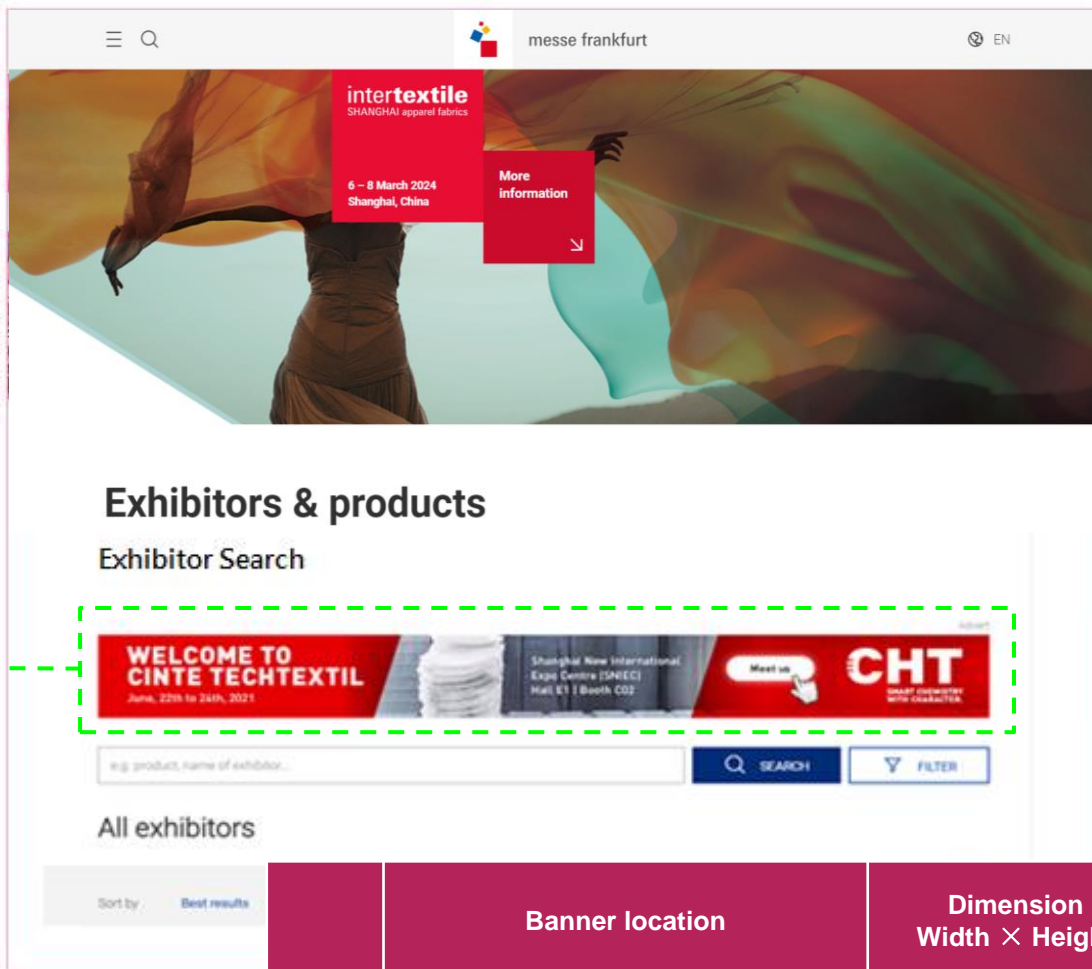
Digital exposure opportunities

[www.intertextileapparel.com](http://www.intertextileapparel.com)

**Fair’s website**

**01 Online advertising banners**

Intertextile Shanghai Apparel Fabrics – Spring Edition 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 Width × Height	USD
(a)	Homepage	3:1	1,140 × 380 px	1,400
(b)	Placement of the first banner after approx. 30% or 60% of the page height (5 rotations)	4:1	1,140 × 285 px	1,300
(c)		6:1	1,140 × 190 px	1,100
(d)	Exhibitors and products page (5 rotations)	10:1	1,140 × 114 px	1,700

Please contact us:  
**Messe Frankfurt (HK) Ltd**  
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## Fair's website

### 02 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)

- 📄 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 1

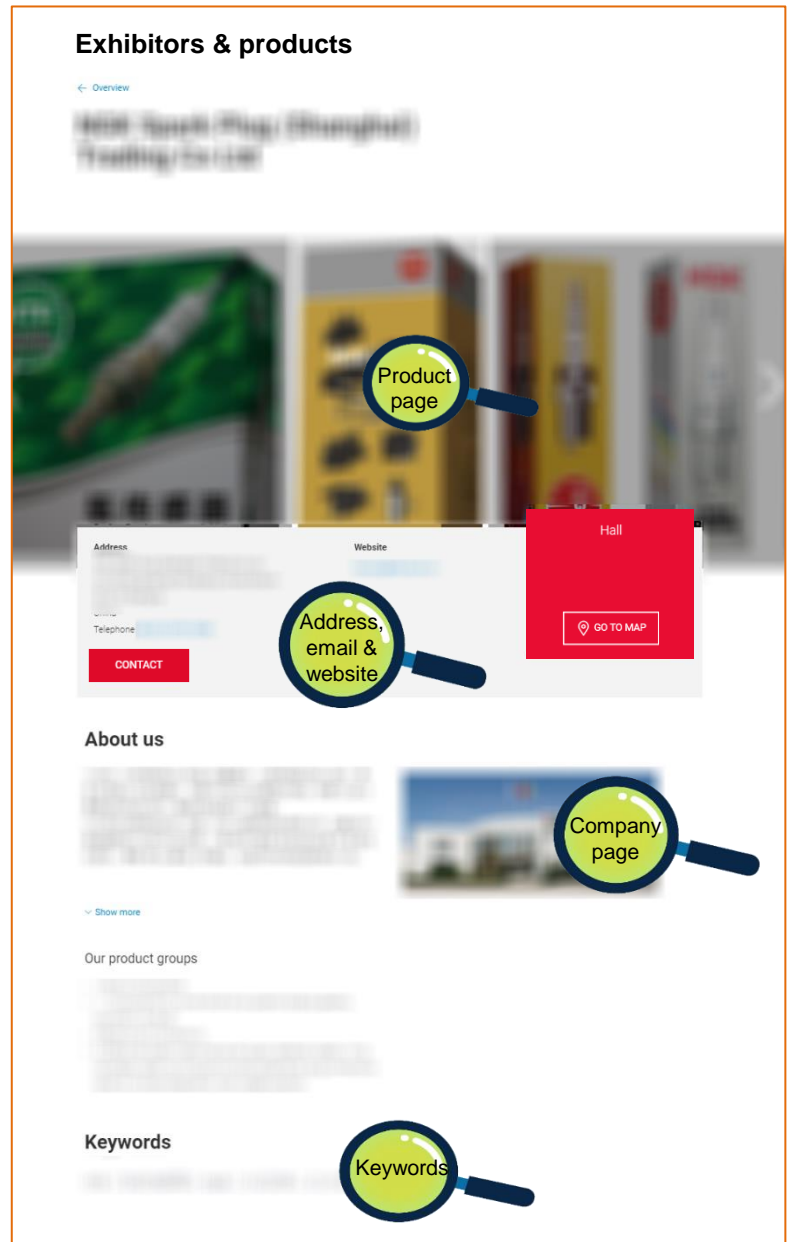
##### USD 185 (valued at USD 271)

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

#### (c) Upgrade Gold Media Package 2

##### USD 432 (valued at USD 271)

- 📄 Company name
- 📄 Booth number
- 📄 Product group
- 📄 Correspondence address
- 📄 Email & website
- 📄 1 company page (picture & description)
- 📄 5 product pages (picture & description)
- 📄 5 keywords
- 📄 Front page box at fair's website



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**Fair's website**

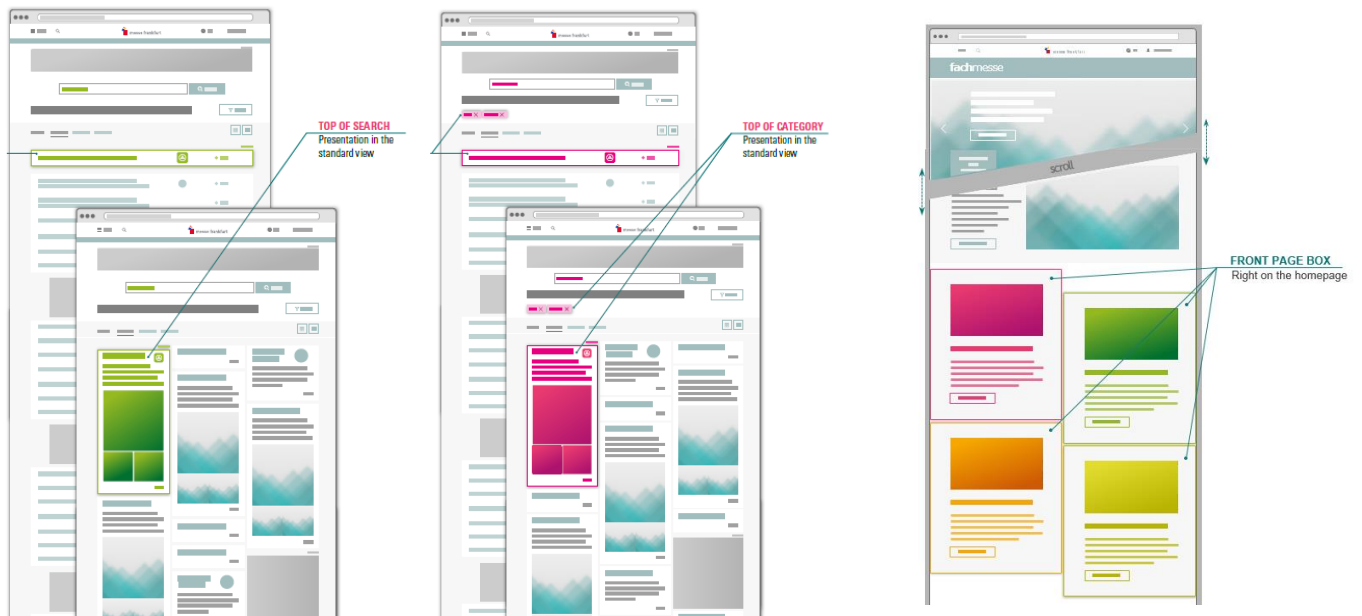
**Add-ons: additional services in the exhibitor and product search on the fair website**

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.

**03 Search 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>USD 550</b>	<b>USD 280</b>	<b>USD 550</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>



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## Fair's website

### 04 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**

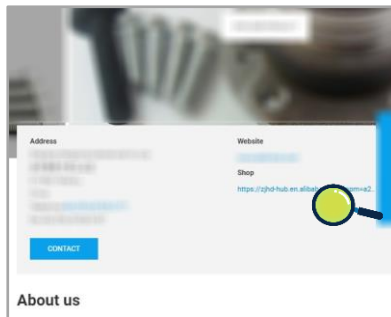
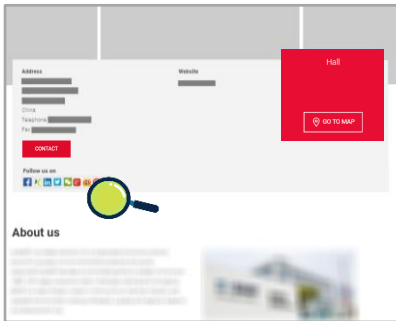
**USD 70**

- Add icons and links to your social media pages at: WeChat, LinkedIn, YouTube, Facebook, Twitter, Weibo, Pinterest, Instagram
- For up to 10 links

**(b) Shop link**

**USD 70**

- Link to your online shop
- 1 link is available per exhibitor



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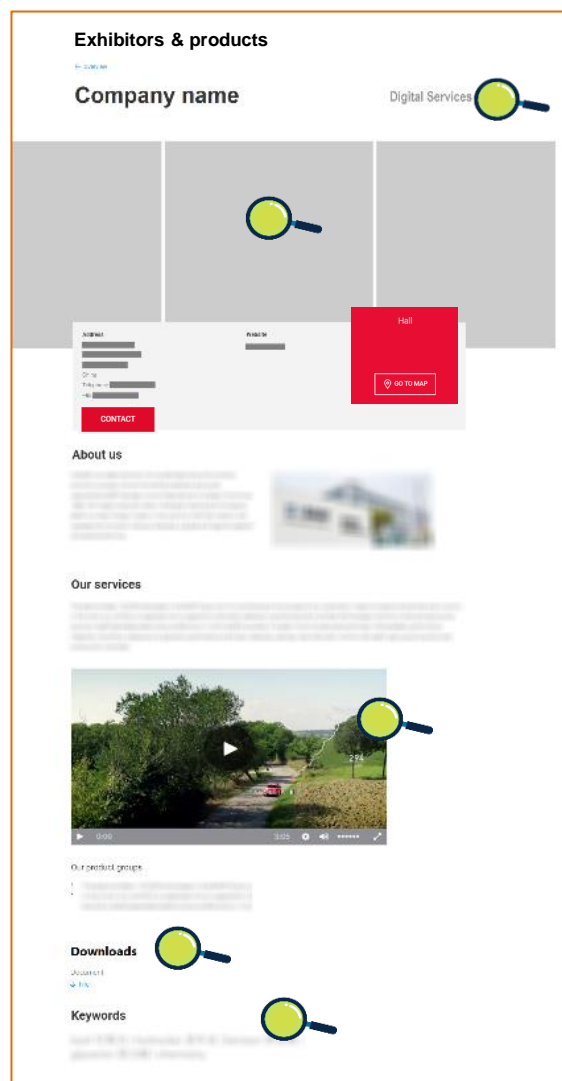
### 05 Information Add-ons

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

<b>(a) Logo</b>	<b>(c) Video</b>
<b>USD 50</b>	<b>USD 70</b>
<ul style="list-style-type: none"> <li>Give a visual representation of company brand</li> </ul>	<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>

<b>(b) Product page</b>
<b>USD 70</b>
<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>

<b>(d) Document download</b>	<b>(e) Keyword</b>
<b>USD 140</b>	<b>USD 20</b>
<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>	<ul style="list-style-type: none"> <li>Exhibitor can be found faster</li> </ul>

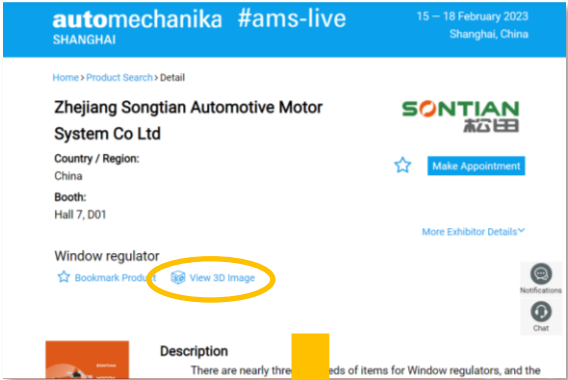
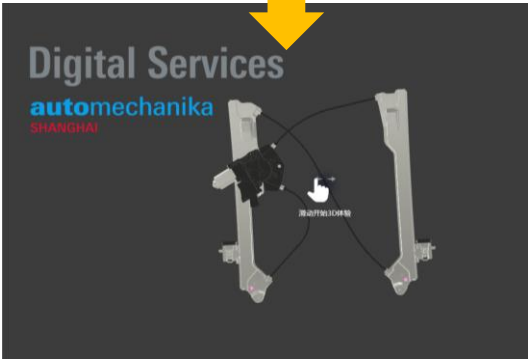
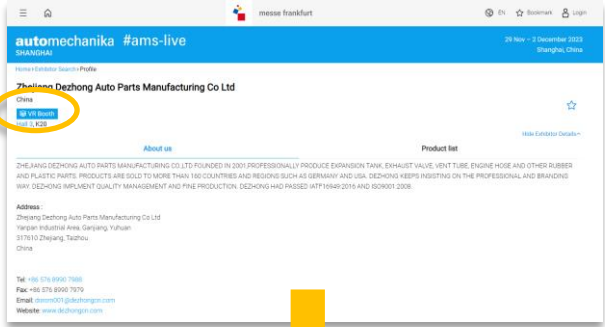



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Fair's websites

**D06: Virtual Reality product and booth panorama**

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

<p>(a) 3D product demonstration</p>	<p>(b) Virtual Reality onsite booth panorama + 3D product (one unit)</p>
<p><b>USD 62</b></p>	<p><b>USD 123</b></p>
<ul style="list-style-type: none"> <li>➤ If a 3D product link is provided by client, USD 25 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=E0000060307&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=E0000060307&amp;showId=167695507390542816&amp;brandName=AUTOMECHANIKASHANGHAI&amp;exhibitionId=A4WC0A82G8UO</a></p>  <p style="text-align: center;">↓</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>  <p style="text-align: center;">↓</p> 

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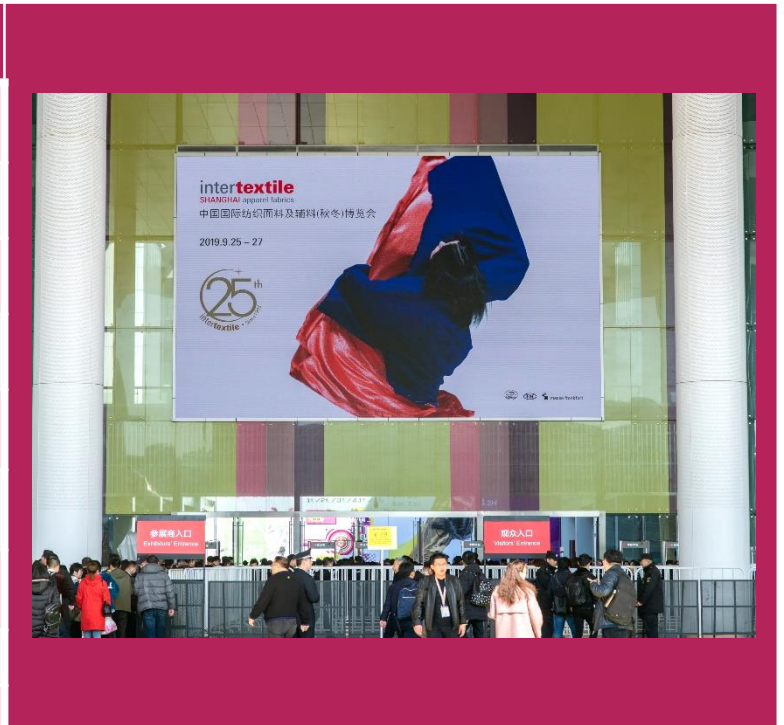
## Onsite digital services

### 07 LED advertisement – hall area

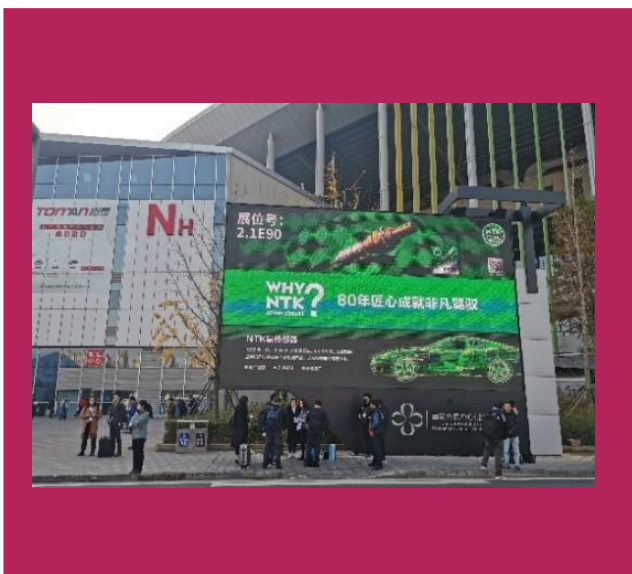
Covering the main entrances and passageways, LED screens will repeatedly show the advertising and informative messages to the visitors via picture, animation and video formats. The brand awareness and product exposure can be enhanced to the visitors with their attentions to the screen.

	LED advertisement – hall area	USD
(a)	All halls and passageways 15 seconds	27,400
(b)	South plaza glass wall 15 seconds	9,600
(c)	South plaza glass wall 10 seconds	6,700
(d)	South plaza glass wall 5 seconds	3,600
(e)	16-meter-tall platform at West plaza 15 seconds	7,500
(f)	16-meter-tall platform at West plaza 10 seconds	6,700
(g)	16-meter-tall platform at West plaza 5 seconds	3,700
(h)	Single LED 15 seconds	1,400

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



### 08 LED advertisement – outdoor



	LED advertisement – outdoor	USD
(a)	North plaza right & left 15 seconds	11,200
(b)	West plaza right & left 15 seconds	9,800
(c)	West plaza along escalators 15 seconds	5,500
(d)	North hall 15 seconds	13,700
(e)	East hall 15 seconds (Front & back panels)	2,800

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

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## Digital exposure – Lead generation

### 09: 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
<p><b>Basic plan: USD 185</b>            (including 15,000 delivery points from organiser's visitor database)</p>	<p><b>Basic plan: USD 185</b>            (including 150 delivery points from organiser's visitor database)</p>
<p><b>Additional delivery</b>            Per 1,000 extra delivery points: <b>USD 12</b></p> <p><i>For SMS, an extra fee of USD 37 will be charged per 1,000 SMS sent</i></p>	<p><b>Additional delivery</b>            Per each (1) data set: <b>USD 1.3</b></p> <p><i>No more than 1,000 visitors per product category; Total number of visitors for promotion not exceeding 10,000</i></p>
<p>Delivery channels (select one of the following options):</p> <ul style="list-style-type: none"> <li>☑ WeChat              Official (法兰克福展览观众服务) or Service accounts</li> <li>☑ e-DM</li> <li>☑ SMS</li> </ul> <p><i>* Separate arrangement to be discussed if select more than one delivery channel</i></p> <p>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.</p>	<p>Promotional channels (including all of the followings):</p> <ul style="list-style-type: none"> <li>☑ Telemarketing x 1</li> <li>☑ WeChat x 1              Official (法兰克福展览观众服务) or Service accounts</li> <li>☑ e-DM x 2</li> <li>☑ SMS x 2</li> </ul> <p>Promotion targets to invite buyers to meet with exhibitors online or on-site, and the organiser will follow up with the invited visitors to visit your booths or meet with you online.</p>

# Application form

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Item		Unit price (USD)	Quantity
01	Online advertising banners	(a) Homepage 3:1	1,400
		(b) Homepage 4:1	1,300
		(c) Homepage 6:1	1,100
		(d) Exhibitors and products page 10:1	1,700
02	Upgraded media package	(a) Silver Media Package	Free
		(b) Upgrade Gold Media Package 1	185
		(c) Upgrade Gold Media Package 2	432
03	Search add-ons	(a) Top Of Search	550
		(b) Top Of Category	280
		(c) Front Page Box	550
04	Link add-ons	(a) Social media link	70
		(b) Shop link	70
05	Information Add-ons	(a) Logo	50
		(b) Product page	70
		(c) Video	70
		(d) Document download	140
		(e) Keyword	20
06	Virtual reality product	(a) 3D product demonstration	62
		(b) Virtual Reality onsite booth panorama + 3D product (one unit)	123
07	LED advertisement – hall area	(a) All halls and passageways 15 seconds	27,400
		(b) South plaza glass wall 15 seconds	9,600
		(c) South plaza glass wall 10 seconds	6,700
		(d) South plaza glass wall 5 seconds	3,600
		(e) 16-meter-tall platform at West plaza 15 seconds	7,500
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Item		Unit price (USD)	Quantity
08	LED advertisement – outdoor	(a) North plaza right & left 15 seconds	11,200
		(b) West plaza right & left 15 seconds	9,800
		(c) West plaza along escalators 15 seconds	5,500
		(d) North hall 15 seconds	13,700
		(e) East hall 15 seconds (front & back panels)	2,800
09	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	185
		Additional delivery (per 1,000 delivery)	12
		Additional delivery – if choose SMS, extra fee on sending SMS (per 1,000 SMS sent)	37
		(b) Cost per visitor: first 150 delivery points	185
		Additional delivery (per each data set)	1.3
		<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 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:	hsbchkhkhkh
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.