

# Application Form Sponsorship and Advertising

Quantity	Items / Specifications		Unit Cost (USD)	
<b>(A) Sponsorship Marketing Options (Application deadline: 17 January 2020)</b>				
	A01	Functional area	Upon request	
	A02	Souvenir	Upon request	
	A03	Show bag	(a) West entrance, 4,000 pcs	24,000
			(b) West entrance, 2,000 pcs	13,500
			(c) Other entrances, 4,000 pcs	22,000
			(d) Other entrances, 2,000 pcs	12,000
	A04	Bottled water	(a) 5,000 bottles	11,000
			(b) 2,000 bottles	5,000
<b>(B) Publication (Application deadline: 17 January 2020)</b>				
	B01	Notebook	(a) ROP	2,000
			(b) Inside front cover	4,000
			(c) Inside back cover	4,000
			(d) Back cover	6,000
<b>(C) Onsite Advertising (Application deadline: 17 January 2020)</b>				
	C01	Billboard - Main entrances	6,000	
	C02B	Billboard - Metro station exit no. 4/5	4,000	
	C05	Billboard - South Plaza	5,000	
	C32	Billboard - West Square (2-side)	22,000	
	C33A	Billboard - West registration hall entrance	(a) West hall	5,000
			(b) East hall	5,000
	C29	Escalator advertisement	(a) West hall	3,500
			(b) East hall	3,500
			(c) North hall	3,500
	C38C	Hanging banner - Skylight	(a) West esplanade: 2.8m(H) x 11m(W)	5,000
			(b) East esplanade: 2.8m (H) x 11m(W)	5,000
			(c) East esplanade: 2.8m (H) x 16m (W)	7,000
	C25	Lightbox - Hall partition	10,000	
	C27	Lightbox - Ground floor along driveway	1,400	
	C48A	Billboard - Skylight on second floor	2,800	
	C50	Wall advertisement - Hall external on second floor	24,000	
	C59B	Lightbox - Column on ground floor (4-side)	3,200	
	C68	Lightbox - Rectangular (4-side)	4,000	
			<b>Total:</b>	

Please return to:

Messe Frankfurt New Era Advertising (Shenzhen) Co Ltd

Contact: Mr. Lance Liu / Ms. Doris Li

Tel: +86 755 8299 4989 ext. 537 / 535

Email: [sponsorship@hongkong.messefrankfurt.com](mailto:sponsorship@hongkong.messefrankfurt.com)



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### Technical Specifications

1. Please refer to the 'Sponsorship Marketing Opportunities' brochure for the dimension of the advertising artworks.
2. The bleeding size for publications is 3mm each side, and 5cm each side for the onsite advertising items.
3. The artwork for advertisements must comply with the format requirements provided by the organisers. A thumbnail in JPG format should be provided, together with the artwork for cross-checking. For file in AI format, text must be outlined.
4. The application and advertising artwork must be sent to [sponsorship@hongkong.messefrankfurt.com](mailto:sponsorship@hongkong.messefrankfurt.com) on or before the submission deadline.

### Terms and Conditions

1. The position of the advertisement will be reserved for clients who have re-subscribed to the same item as per the last edition. The released positions will be arranged on a 'first come, first served' basis. The placement of onsite advertising items may be altered due to any unforeseen factors. The organisers reserve the right to decide the position according to the set of circumstances.
2. Clients are required to provide advertising artwork in accordance with the format specifications before the submission deadline. In the case that any artwork is submitted after deadline, any additional costs or responsibilities of the failure to publish will be borne by clients; the advertising fee will not be refunded. The organisers are not responsible for any errors, omissions and/or damages of advertising.
3. The content in advertisements from clients must not include any promotion from other fairs, nor any competitor information of the fair. All content is required to be approved by the organisers. The organisers reserve the right to reject the application.
4. The application cannot be cancelled if/when the organisers confirm the advertisement offer(s). Clients are responsible for all advertising and service cost, full payment must be made for cancellation.
5. A 150% reproduction fee of the original cost will be charged to the client for any replacement request of advertising after the installation/completion of the advertisement. Organisers reserve the right to proceed with the replacement request or not, according to the actual situation.
6. Applications submitted after the deadline will be charged a 50% production surcharge (if any). The organisers reserve the right to accept the application or not, according to the actual situation.
7. The client is responsible for the cost of shipment and storage to/at the exhibition venue for any product distribution services. Complimentary storage services may be arranged upon prior checking with the organisers before the show opens.
8. The rules and regulations are bound by the General Terms and Conditions (which are available at [www.messefrankfurt.com](http://www.messefrankfurt.com)). 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 dispute, the organisers reserve the final jurisdiction.
9. All payments must be submitted to the organiser Messe Frankfurt (HK) Ltd. together with this form.  
All bank charges will be borne by the client. The account details is:

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

We agree to the terms and conditions and sign below :

Company name: \_\_\_\_\_

Booth number: \_\_\_\_\_

Contact person: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Date: \_\_\_\_\_

Signature with company stamp: \_\_\_\_\_